

Glassbox

Digital behavior analytics.
Optimize web and mobile
customer experiences.



Imagine you could look over your digital visitors shoulder to both visualize and analyze their behaviors beyond data, replay online journeys and get to the root cause of struggles and drop-offs.

The average household today owns more than five Internet-connected devices and the average person swipes, taps, and pinches their phone screen 2,617 times per day. In other words, your customers are telling you billions of online stories on your digital channels.

And yet, over 90% of companies struggle to deliver digital customer experiences that exceed customer expectations. Why? Because they are failing to make sense out of the data they collect and they're struggling to act on the insights they uncover in a timely way.

IMPROVE ONLINE CUSTOMER EXPERIENCES

Glassbox Digital Behavioral Analytics (DBA) gives you access to visual and customer specific insights and online behavioral root-causes. It enhances your digital customers' experiences by understanding their needs, based on how they behave online. It boosts revenues by letting you understand WHY customers are abandoning transactions before completion. Thanks to the richness of the data Glassbox DBA collects, you can immediately turn insights into actions. The solution also drives operational efficiency by increasing online channels' self containment and reducing the number of digital support calls to the contact center.

PROVIDE FREEDOM AND AGILITY TO YOUR BUSINESS

Glassbox DBA provides business users with visibility into digital data and breaks down dependencies on IT development and tag management due to tagless recording. It automatically captures and indexes everything people see or do on your website or mobile app.

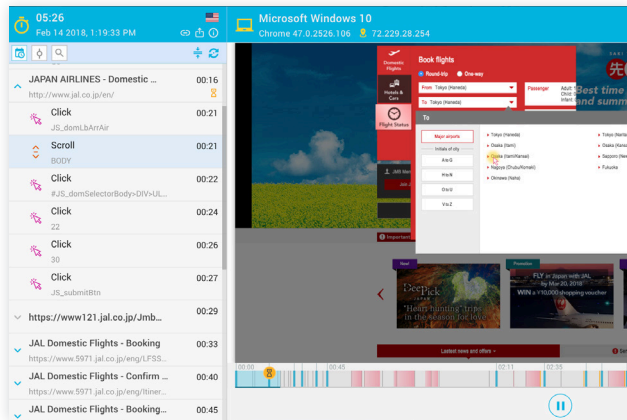
A new issue you were not expecting has come up? No problem. With Glassbox DBA, you can start analysing it immediately – without having to define any additional event or add tags to your site/app. You have retroactive access to historical data and can look back at past sessions, to understand when the issue started and the impact on your business.

Users can then export the data in a flexible manner and share it with the relevant departments, for immediate resolution.

GET PEACE OF MIND

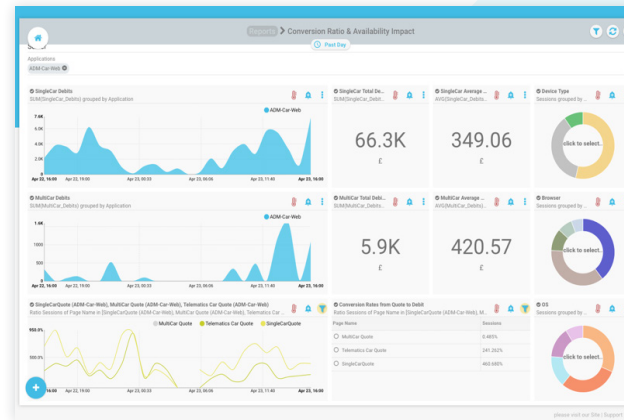
By using Artificial Intelligence (AI) and Machine learning, Glassbox DBA identifies issues proactively and alerts you with automatic insights into customer struggles, as soon as they happen.

Solution features



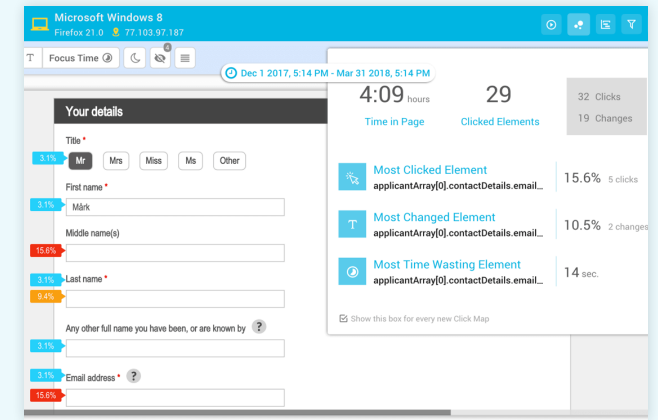
AUTOMATIC RECORDING

Capture all your website and mobile app session data automatically, without ever having to configure an event or tag anything, even when you update your digital channels.



CASHBOX

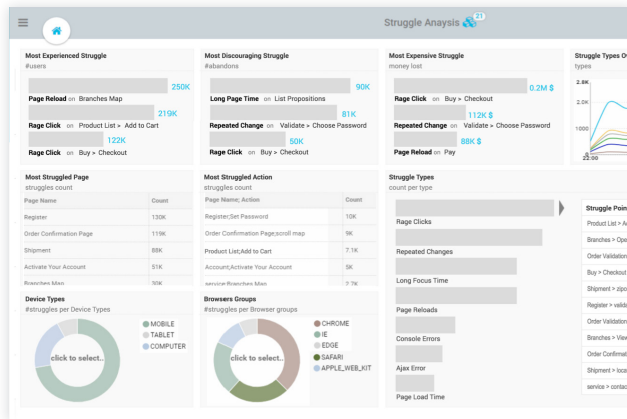
Money value reflected in everything, in real-time and with complete accuracy enables you to measure the business impact of every issue identified so your organization knows what to prioritize.



IN-PAGE ANALYTICS

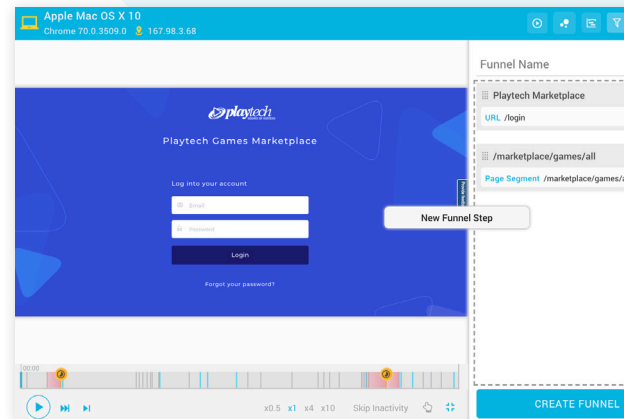
Get insights into how customers actually engage with a page:

- Click map
- Changes to specific fields
- Dwell time on page
- Forms focus time
- What % experience errors on a specific element of the page.



FREE-TEXT REPORTING

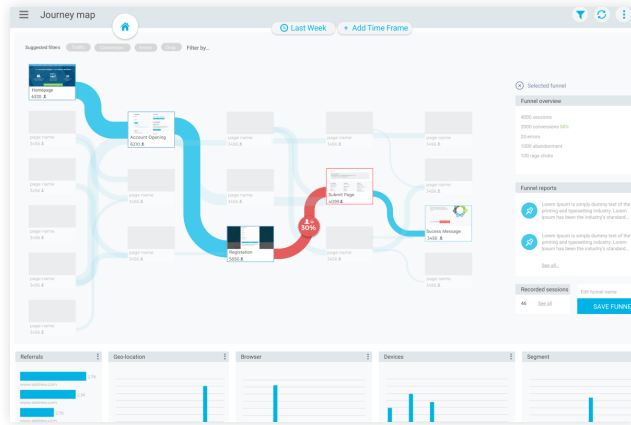
Captured data is automatically indexed so users can create reports by using free-text and even retrieve historical data (E.g. elements that do not appear on a site anymore)



FUNNEL STUDIO

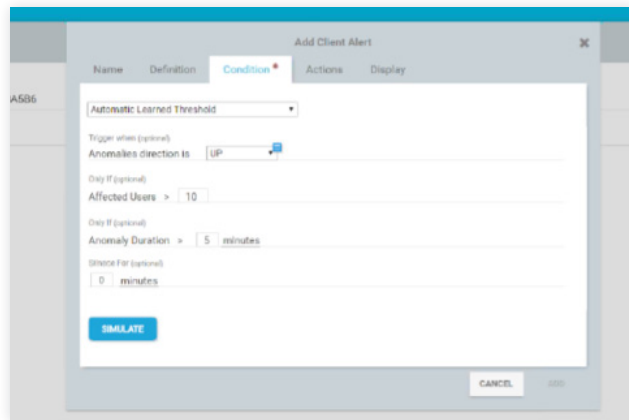
Behavioral patterns - E.g. drop-off rates, how/where/when people abandon the site, drill down to session replays and improve Customer Experience.

Solution features



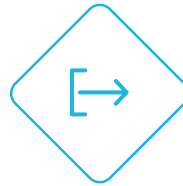
AUTOMATED CUSTOMER JOURNEYS

Online journey mapping across mobile and web.
Provide visual insight & qualitative data into what is happening on your digital channels.



AUTOMATIC ALERTS

Use AI and machine learning to set up alerts with no manual configuration, drill down to root-causes and trigger actions (email, slack, exterior command).



EXPORTS

- Batch scheduled exports - sets of data can be exported based on defined parameters
- Real-time exports – every single activity can be exported.



PII & PCI COMPLIANCE

Data can be configured to be masked or not, based on permissions.

Enrich data by integrating with other systems and adding keys to the traffic –
E.g. End customer segment, web analytics keys, gender, branch customer belongs to, etc.



Web analytics



VOC



CRM



A/B testing



Campaign
Management



360
Customer view



Open system -
Connecting to your
existing digital ecosystem

Benefits

View online customer journeys in real time



Automatically map trends and drill-down to individual sessions with visual replay.

Speed up time-to-insight and time-to-value



By getting automatic insights our artificial intelligence and machine learning engine automatically identifies anomalies and alerts you.

By breaking dependency on tag management solutions or IT – analyze events retroactively as well as onwards.

By easily exporting identified issues and data for fast resolution – share insights with IT and remove the need to reproduce unreproducible errors.

Optimize forms



Use click maps to understand on which fields customers are spending the most time, which fields are left blank or being changed, when do customers drop, Etc.

Generate new revenues



By unveiling customer needs via visual replay
Know what you don't know.

Improve conversions



By viewing customer struggles via visual replay

List of parameters the glassbox platform can capture

HTTP Requests, Responses and user interaction

- ◆ Page Title
- ◆ User ID
- ◆ Glassbox Session ID
- ◆ Client IP
- ◆ ISP
- ◆ Country
- ◆ State
- ◆ User Action
- ◆ Action time stamp
- ◆ Bot Type
- ◆ Visual Name
- ◆ External ID
- ◆ Page URI
- ◆ HTML Download
- ◆ Time
- ◆ DNS Time
- ◆ Page Load time
- ◆ Total Response time
- ◆ Crash message
- ◆ Crash Type
- ◆ Session time
- ◆ Response Status Code
- ◆ Request Size
- ◆ Response Size
- ◆ Customer ID
- ◆ Event
- ◆ Page Path
- ◆ POST Parameters
- ◆ GET Parameters
- ◆ Server IP
- ◆ Server Port
- ◆ Application Page
- ◆ Component ID
- ◆ Visual Name
- ◆ Class Name
- ◆ Input
- ◆ User Action
- ◆ Host
- ◆ Browser
- ◆ OS Name
- ◆ OS Version
- ◆ Vendor
- ◆ Browser Group
- ◆ Device Category
- ◆ Screen size
- ◆ Referrer Host
- ◆ Referrer Path

Server Performance

- ◆ RoundTripTime
- ◆ TotalTime
- ◆ ReferrerURL
- ◆ SSLHandShakeTime
- ◆ ServerURI
- ◆ ServerTime
- ◆ EndUserGroupID
- ◆ OperatingSystem
- ◆ NetworkTime
- ◆ ResponseTotalLength
- ◆ RequestTotalLength
- ◆ Timestamp
- ◆ Availability Problem Count
- ◆ TCPHandShakeTime
- ◆ TimeToFirstBuffer
- ◆ ServerPort

Mobile App - Values returned in case of Mobile app and device used

- ◆ Device
- ◆ Manufacturer
- ◆ Model
- ◆ OS Version
- ◆ OS Name
- ◆ Screen Resolution
- ◆ Screen size
- ◆ Screen Height
- ◆ Screen Width
- ◆ Connection Type
- ◆ Orientation
- ◆ Screen scale
- ◆ User Event
- ◆ Total Memory
- ◆ Used Memory
- ◆ Free Memory
- ◆ CPU
- ◆ Timestamp

Some of our customers



About Glassbox

Glassbox empowers organizations to manage and optimize the entire digital lifecycle of their web and mobile Customers. Leveraging unparalleled big data, behavioural analytics, session replay, freetext search and application monitoring capabilities, Glassbox enables enterprises to see not only what online and mobile Customers are doing but also why they are doing it. Most importantly, Glassbox informs and facilitates action based on those insights that can lead to enhanced Customer experience, faster Customer disputes resolution,

improved regulatory compliance and agile IT troubleshooting. Glassbox's solutions are used by medium to very large enterprises mostly in the telecommunications and financial services and insurance industries and could cater to the needs of a wide range of verticals including healthcare, travel, hospitality and business services.

[Learn more at www.glassboxdigital.com](http://www.glassboxdigital.com)

For more info or to request a demo, contact us.



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