



Achieving True Customer Experience™

Glassbox

Overview

Delivering exceptional customer experience is an organization's top priority today. It is the way to drive customer loyalty, engagement and revenue. The challenge organizations face is that there is a gap between the CX they seek to deliver and the actual one experienced by their customers. There are three reasons that are causing this gap:

Partial picture

Many site fixes and product enhancements are developed without seeing the full picture of the user struggle and experience. This happens when organizations capture only a sample of their site/app activity or when they are required to rely on pre-tagging of events for capturing and analysis. This also occurs when organizations are limited to capturing activity on the client-side alone and aren't able to capture server-side activity or are unable to capture 100% of activity occurring on native mobile apps. As a result, many issues are overlooked or not prioritized properly, leaving gaps in the understanding of the true user experience.

Lack of intelligent analysis

Intelligent and timely analysis of all site activity is of prudent importance to understand where to focus and what to deal with first. Many organizations struggle to sift through past data in order to make timely decisions in the present to quickly and positively impact the future. In addition, many CX stakeholders need to engage IT in order to get the insights they want and by that time the information may be old or issues may have already significantly impacted revenues. All this handicaps the organization's ability to respond quickly to performance and security issues.

Lack of a common platform for cross-organizational collaboration

Closing the gap between aspirational and actual CX is a goal the entire organization shares, but it has a different meaning for each stakeholder in the organization. For example, marketers look at conversion rates while product managers look at weekly active users and DevOps looks at abandonment. Each team typically has its own tool for understanding CX.

The challenge is that many CX initiatives involve multiple teams that require a common platform where data, insights, and actions can be shared. Not having a common ground means that teams work in silos and don't speak a common language. A digital analyst may understand there is a low conversion rate but not what needs to be done in order to fix it. This, in turn, has a significant impact on the organization's ability to provide its customers with exceptional customer service and experience.



Closing this gap and achieving True Customer Experience™ (True CX™) is a goal the entire organization shares. Rather than working in silos where data, insights and actions are hard to integrate and share across the different departments, Glassbox provides a single platform that addresses the specific objectives of each and every stakeholder and enables them to collaborate and work towards a common goal.

TCX - A state of the CX the organization seeks to deliver identical to the CX as perceived by the customer.

CX Challenges:

80%

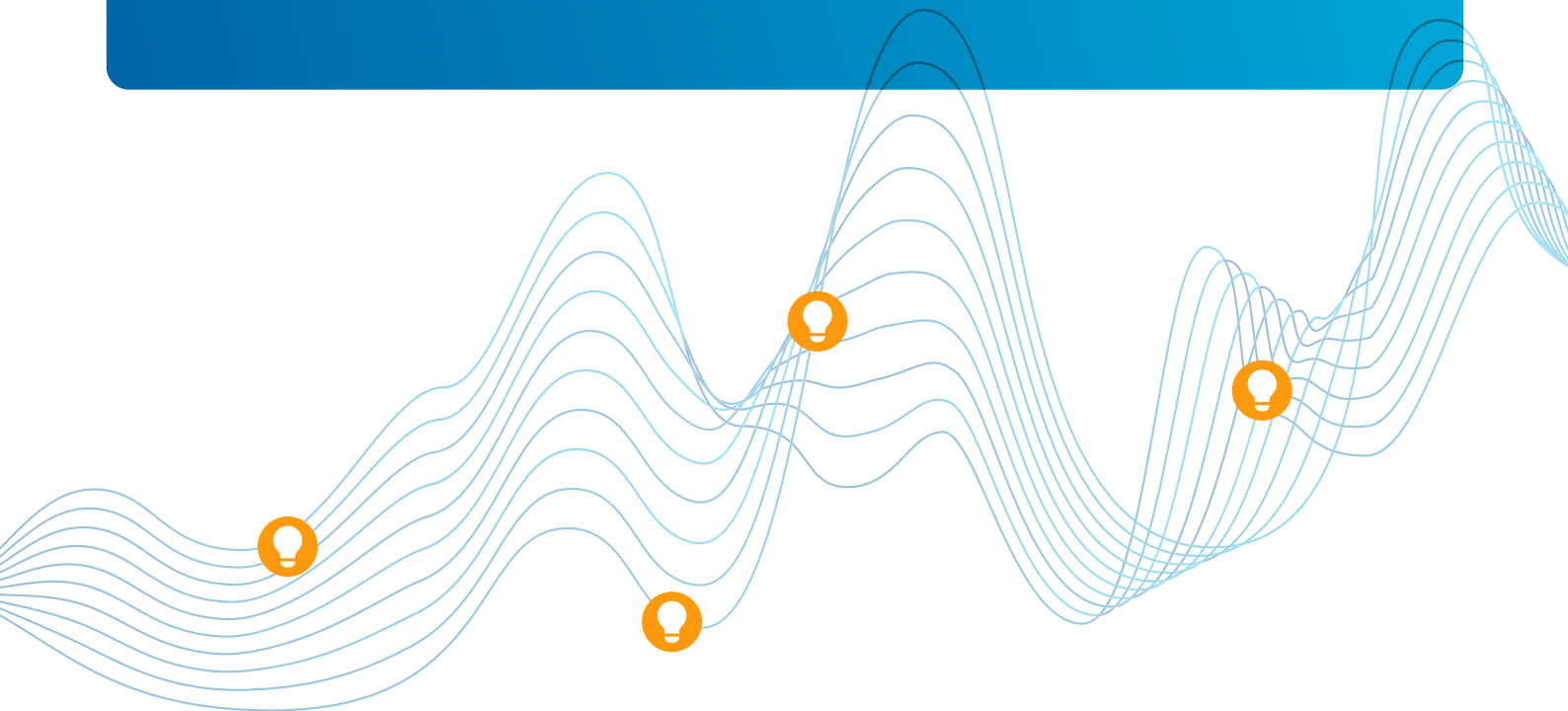
of Devops is spent
on figuring out
what to fix and why

55%

of new product
development cause
more harm than
good

#1

reason for campaign
failure is departments
unable to share data
and insights.



Glassbox Mission Statement

By unlocking the truth of digital activity, Glassbox closes the gap between the CX an organization seeks to deliver and the actual experience its customers have.

Glassbox provides a single platform for one and all that captures, analyzes and visualizes billions of digital journeys, enabling organizations to provide their audience with a clear, monetized, and seamless experience across digital channels. By doing this, Glassbox eliminates the gap between the perceived CX and the actual CX, empowering businesses to provide their customers with a True Customer Experience™.

The Glassbox Platform

The Glassbox platform is built upon three pillars:

Capture in Real Time - The 100% Capturing Component

Glassbox's powerful solution captures 100% of events occurring on the client-side and server-side on web and native mobile apps without the need to predefine (or tag) anything. This ensures that all the

information that is analyzed and presented in later stages is completely accurate and reflects the **truth** about how customers are experiencing the digital product.

Visualize in Real Time - One Single, Intuitive Visualization Component

Glassbox comes with an Augmented Journey Map™ (AJM) which serves as a 'common language' for all personas in the organization. It intuitively visualizes all customers' digital sessions in real-time.

The AJM clearly reflects all digital journeys occurring on-site and everything about them. From here users can quickly create funnels on the most impactful opportunities and drill down to individual user's sessions to see the events that are impacting CX, conversions, user retention and more.

The AJM supports both web and native mobile journeys enabling users to view the entire customer experience across digital channels. It provides a common "birds' eye view" which all teams can use and quickly drill down into the information relevant to them while sharing one source of insights with their peers.



Augmented Journey Map™

Analyze in Real Time - The Intelligent Analysis Component

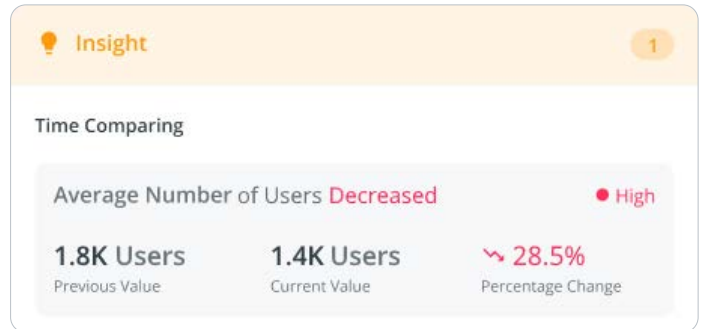
With the abundance of data comes the challenge of knowing where to focus. Glassbox comes with built-in artificial intelligence (AI) and machine learning which sifts through the data (yes, all the data is analyzed upon capture and is available for future analysis). With powerful AI identifying

behavior trends, Glassbox users are pointed to where they should focus, and can see the reasons behind behavior trends and a clear monetary value which serves to quantify and prioritize the opportunity. Users can quickly determine what requires their attention first and why.

Typical Use Cases

Glassbox addresses multiple use cases and challenges some of which involve multiple stakeholders. Here are a few common questions Glassbox answers:

- ▶ Which products are driving the highest conversion/retention and what common usage patterns can be identified as influencing the conversion?
- ▶ Which technical issues do I deal with first and what are opportunities in terms of gaining revenues if fixed?
- ▶ How is the new app release functioning? What is the level of user engagement? Where are they struggling?
- ▶ What are the reasons behind my campaign's conversion rate?
- ▶ What are the common paths users take and why?



- ▶ How can I reduce Average Handling Time (AHT) of support calls?
- ▶ What are the reasons behind channel deflection?
- ▶ How can contact center representatives better address site issues in real time?

Business Benefits

Using Glassbox organization typically realise the following benefits:

42%

increase in
customer retention

33%

increase in
customer satisfaction

32%

increase in cross
and up selling

Summary

The above pillars reflect Glassbox's current and future investment in our solution. Glassbox's focus on these areas exhibits our commitment to our customers and each CX stakeholder who wishes to deliver True Customer Experience™ across their digital journey.