



Digital Customer Experience Orchestration

CX OPTIMIZATION | JOURNEY MAPPING | ROOT CAUSE ANALYSIS
COMPLIANCE | DISPUTE MANAGEMENT | CUSTOMER SERVICE

Insurance firms' digital business has increasingly become multifaceted and diverse, leaning on highly intricate websites and mobile apps to support and sell a wide variety of services and products.

Although almost every department in your organization is involved in a customer's life

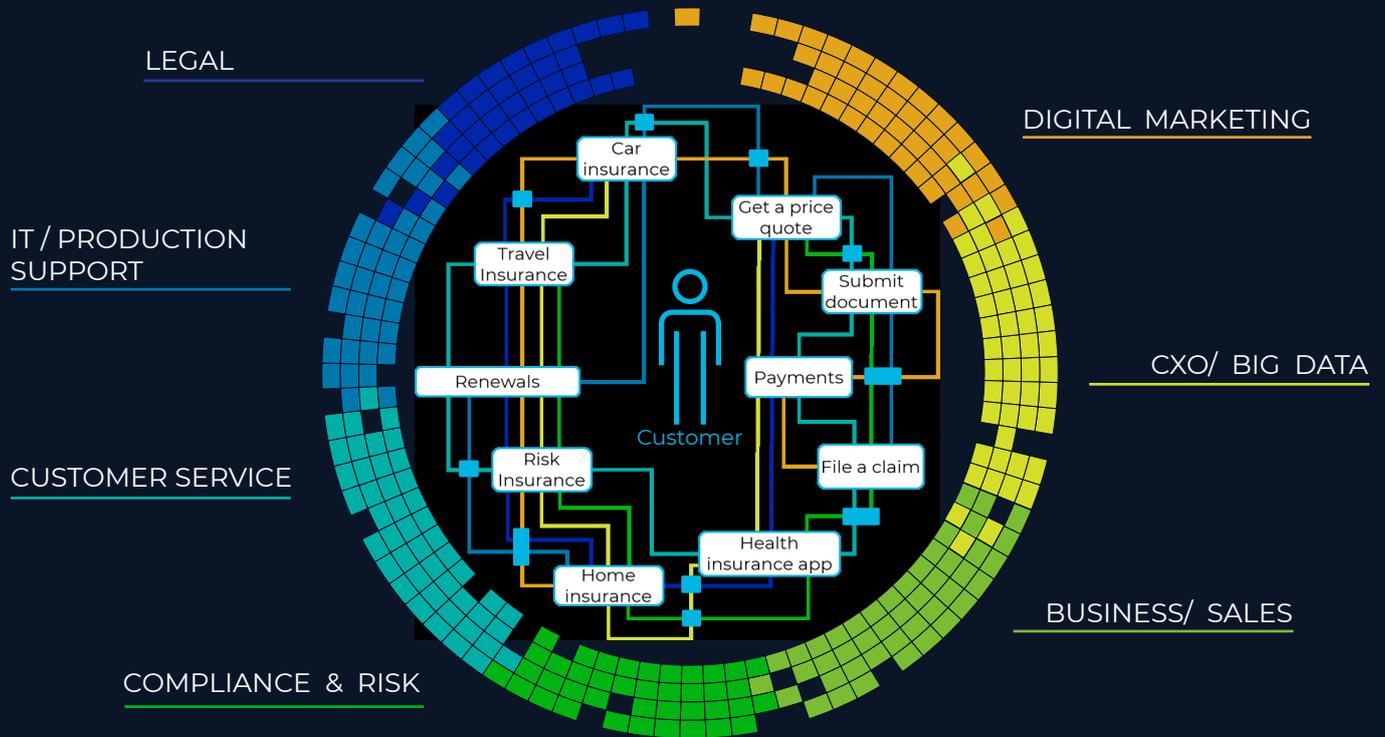
cycle, more often than not, they work in silos and don't share the same resources nor the same data tools. Hence, they are not exposed to the customers' complete experience and therefore not able to see the full picture.

OVERCOME THE CHALLENGES OF DIGITAL INSURANCE

- ▶ Multiple services and products
- ▶ Multiple online websites and mobile apps
- ▶ Personalized offers and user journeys
- ▶ Multiple customer touchpoints through various lines of business
- ▶ Maintaining digital compliance across all channels and customer journeys
- ▶ Providing personal customer care when self-service fails
- ▶ Digitalization of all customer interactions with the company (Product searches, FAQs, support, contact forms, document uploads, live chats, chatbots, robo-advisors, payments, claims, log-ins, etc.)
- ▶ Ensuring data privacy
- ▶ Protecting online customers from fraud and identity theft

ONE ABSOLUTE DIGITAL TRUTH

Glassbox unveils real customer experiences that help the different departments in your organization perfect their user and audience understanding and align themselves around authentic CX KPIs.



BREAKING DOWN SILOS

Glassbox bridges the gap between the IT and Business teams by providing them with a visualization of their customers' complete and true experience in their online website or app, enabling them to understand the monetary impact of technical events and prioritize their tasks accordingly.



VISUAL AND ACTIONABLE INSIGHTS INTO DIGITAL BLIND SPOTS

Capture, replay and analyze all digital customer sessions on your website and mobile app, and discover **what** your customers do and **why**

Capturing

- ▶ Automatic recording, aggregation, and retention of ALL sessions and data
- ▶ Web, mobile web, mobile apps



Visualization

- ▶ Session Replay
- ▶ Augmented Journey Map™



Automated Insights

- ▶ Struggles
- ▶ Anomaly detection
- ▶ Alerts and workflow triggers



GAME-CHANGING CAPABILITIES

Mobilebox – native mobile app Support

- ▶ Capture all sessions and data from your website and Android/ iOS apps
- ▶ Single system for both web and mobile data/sessions
- ▶ Monitor mobile app performance – Battery life, OS version, app version

Tagless deployment

- ▶ No need to create events
- ▶ Immediate same-day deployment
- ▶ Retroactive search
- ▶ Automatic capturing of all sessions and data

Server-side recording

See the full picture and never miss an event! The only session replay solution capable of the server-side recording thanks to a unique server-side-recording-on-cloud patented technology.

Large scale data retention

Thanks to Glassbox patented compression technology (20:1 ratio) you can retain billions of sessions for as long as needed and easily reach them in real-time.

True real-time capabilities

Must-have for critical on-the-fly retargeting and remarketing, online engagement (bot, rep), personalization and contact centers:

- ▶ Search and replay any session in real time, any time! No waiting time!
- ▶ Real-time data export to any data lake

Augmented Journey Map™

See a complete multi-dimensional map of all user journeys in real-time, with a visual layer of performance alerts and automated insights—driven by Glassbox advanced ML-based anomaly detection engine—and optimize your digital customer journeys to maximize engagement and conversions.

Secure & Private

- ▶ SOC 2 and ISO 27001 certified
- ▶ Complies with major privacy protection regulations such as GLBA, CCPA and GDPR

GLASSBOX CONNECT

Align Your Third-Party Tools Around the Same Digital Truth

By design, Glassbox is unbounded and capable of integrating with all other data-based solutions.

But we don't just stop at that—we invest tremendous efforts and resources in creating integrations that are seamless, comprehensive and work in perfect synergy with your favorite tools, such as Salesforce, Adobe (Analytics, Launch, Target), Google (Analytics, Firebase), Splunk, Medallia, Tealium, Slack, Jira, Opinion lab and more.

Tethered by Truth

By integrating your third-party solutions with Glassbox and feeding them with an all-encompassing web and mobile digital truth, not only do you individually sync them with Glassbox, but you also sync them with each other, creating a holistic ecosystem.



TAKE DIGITAL INSURANCE TO THE NEXT LEVEL

- ▶ Increase conversion rates
- ▶ Reduce churn
- ▶ Improve your customers' digital experience
- ▶ Reveal hidden lines of business and audiences
- ▶ Increase customer satisfaction
- ▶ Detect and prevent fraud
- ▶ Improve Contact center performance
- ▶ Stay digitally compliant and easily respond to regulatory inquiries

To learn more about our platform or to book a demo:

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Glassbox