

fullstory + bazaarvoice®

INDUSTRY

SaaS

COMPANY SIZE

1,600+ employees

USE CASES

Respond to reviews faster, develop a user migration strategy, encourage collaboration, uncover DX trends



The customer is key' is one of our organization's core values. Using FullStory allows us to be close to that customer and empathize with them—by doing that, we can create the best digital experience for our clients."



Sorcha McNamee
Technical Program Manager
Bazaarvoice



FullStory's DX insights reduce response time by 20%

After launching a new platform, Bazaarvoice set an ambitious goal to shorten the amount of time it took to respond to a review. FullStory's DX insights helped reduce the response time saving the team more than 20% of valuable response time. The team also used FullStory to identify which accounts should be prioritized for migration to the new product, allowing Bazaarvoice to ensure a smooth transition for key clients.

"FullStory Fridays" drive collaboration across the organization

FullStory brings teams across Bazaarvoice—from design to engineering to product—together to understand how users are navigating their product. These shared real-time insights enable the teams to identify, communicate and action issues and opportunities quickly, together. With the help of FullStory, Bazaarvoice has trained multiple "Observability Champions" across the organization responsible for helping to embed observability and DXI into daily processes and practices. [Learn more about the important role of DXI engineers.](#)

Bazaarvoice accesses insights they never thought possible

"When we first used the FullStory demo, I said to my manager: 'I don't think this is real,'" said Sorcha. "The insights we could access right out of the box—such as **error clicks** and **Rage Clicks**—are metrics I never even imagined we could have without doing any work at all."

Bazaarvoice uses FullStory to uncover conversion trends faster, discover pain points and bottlenecks more quickly, and deliver the best customer experience possible.

RESULTS

21%

reduction
in review
response time

3+

teams using
FullStory for
cross-functional
collaboration

[Read the full story at fullstory.com →](#)