



CUSTOMER STORY

International hospitality brand finds and fixes friction proactively with Fullstory



ABOUT

A leading international hospitality organization operates thousands of properties and focuses on helping people connect, experience, and expand their world. With more and more guests making reservations through digital channels, delivering a seamless experience on web and in app is a top priority for the brand.

INDUSTRY

Travel & Hospitality

COMPANY SIZE

Enterprise

RESULTS

\$17M

in friction identified in first 3 months

320+

active users across the organization

12%

bot traffic uncovered and filtered

Challenge

To deliver seamless digital web and mobile experiences, the organization needed to proactively find friction and quantify its impact on revenue. But the organization's previous analytics platform, Glassbox, had significant limitations. With it, teams could only investigate issues reactively—meaning friction had already impacted customers and revenue by the time it was discovered. Teams across the organization were also struggling with a lack of transparency in what was being tracked and how; they needed a single source of truth for their analytics.

Solution

Using Fullstory's StoryAI Opportunities, the organization shifted from reactive investigation to proactive discovery. The tool is now a daily staple for finding and fixing friction—every time there's an issue, Opportunities surfaces it automatically and the team can act before it snowballs.

Within three months, the team identified two major friction points worth **\$17 million** combined in revenue impact, including a console error on the redemption flow that was fixed within 48 hours of discovery. They also found that roughly **12% of sessions** on the search results page were bot traffic, leading them to turn on automated bot filtering so metrics like conversion rates reflect real customers, not bots.

The organization now has over **320 active Fullstory users** across the organization. With Fullstory surfacing insights across web and mobile experiences, they have a single source of truth they can act on with confidence.

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“Fullstory has been night and day compared to our previous platform. I can sleep better at night knowing that the AI is working day and night to find friction, and I can log in in the morning and see if there's anything we've missed.”

Senior Director, Digital Experimentation & Analytics
International hospitality brand