



# Jacaranda improves conversion rates by 20% with FullStory

CUSTOMER STORY





ABOUT JACARANDA

- **Industry:** Finance
- **Company size:** SMB
- **Use cases:** Conversion rate optimization, customer support, feature release audits

Since 2014, Jacaranda Finance provides individuals with fast, transparent loan services. Headquartered in Brisbane, Jacaranda is 100% Australian-owned and operated, and is on a mission to help credit-worthy customers acquire hassle-free, fixed-rate personal and car loans. Jacaranda stands out from the crowd by emphasizing speed and offering 24/7 customer service to all customers. With FullStory’s Digital Experience Intelligence platform in their toolkit, Jacaranda can analyze the customer journey, optimize their website for conversions, and contextualize support tickets for faster resolution.

*“FullStory enables us to identify those small things—those little experience unknowns—that will have an outsized impact on our KPIs. We’re using these DX insights to make every improvement we can, and it’s paying dividends. In the old days, if a user abandoned the application form, we’d sit at our desks and guess the reason—or worse, we’d have to call them and ask. With FullStory, the reasons are at our fingertips. And we can see exactly what we need to do to make the user journey better.”*



— Nick Yang  
Head of Marketing  
Jacaranda Finance

How Jacaranda improves the user experience, from application to customer support

Make small but revenue-impacting changes to user experience

After initially working with small loans, Jacaranda is moving upmarket to focus on larger loans—a transition that requires them to speak to new audiences. When Jacaranda released a major update to their loan application form aimed at this new audience, they monitored it closely with Digital Experience Intelligence to understand how users were responding to the new experience. By using FullStory to analyze user behavior on a granular level, Jacaranda teams have been able to follow the update with 40 small changes to continue improving the experience—and thus, completion rates. Together, these changes have resulted in a 20% lift in conversion rates for Jacaranda’s loan application form.

Offer a more seamless customer support experience

Offering excellent customer support is one of Jacaranda’s core values—and FullStory helps them step up their game. When a customer emails or calls with a complaint or question, Jacaranda’s support team can quickly use FullStory’s Session Replay to see the exact issue the user is experiencing. Whether there’s an actual bug taking place or a simple user error, this quick access to recreations of user’s sessions enables Jacaranda to provide fast, hassle-free support to each customer.

Align disparate teams around DXI

Jacaranda recognizes that, for teams to best work together toward a common goal, it’s important to unite around a source of truth. That’s why they make FullStory’s DXI available to many of their employees across different teams. By breaking down these data silos, Jacaranda teams can have a comprehensive understanding of their digital user experience. Plus, FullStory’s intuitive user interface means Jacaranda team members don’t have to spend hours in training—once they log in, valuable DX insights are at their fingertips.

RESULTS

20%

Increase in application form conversions

40

Feature updates released based on FullStory insights

90%

Of customers access Jacaranda via mobile

