

 fullstory + PRESIDIO®

CUSTOMER STORY

Presidio partners with CXperts to fix high-impact issues using Fullstory



PRESIDIO®

ABOUT

Presidio, a leader in digital transformation and integration services, needed a faster way to spot experience issues and focus engineering on the fixes that matter. By operationalizing Fullstory as the source of behavioral insight, the DX team surfaced friction, validated impact, and prioritized the backlog with confidence. The program identified more than 100 issues and contributed to a 25 bps year-over-year lift in CSAT.

INDUSTRY

SaaS

COMPANY SIZE

Enterprise

PARTNERS



RESULTS

+25

bps YoY CSAT

100+

total issues identified

Challenge

The small, agile DX team at Presidio was juggling competing priorities with limited analyst capacity. They needed ongoing Fullstory expertise to continuously find issues and size impact in step with releases.

Solution

Presidio centralized discovery, validation, and measurement in Fullstory, enabled by [CXperts](#). Within Fullstory, the team monitored key journeys to surface new friction, using session evidence and event trends to confirm what was breaking and where. CXperts managed configuration and reporting inside Fullstory and delivered concise insights tied to code releases, which gave the team a clear before and after view for each iteration. Findings flowed into engineering planning so the most consequential fixes moved first. Triage sped up and development cycles tightened. Over the first year, this closed loop in Fullstory produced a steady pipeline of high-value improvements tied to measurable outcomes.

Your path from here

If you're already a Fullstory user looking to co-create, explore our [Partners Directory](#). Not a user but interested in learning more about Fullstory? Take our [4-minute on-demand product tour](#).



Partnering with CXperts has allowed us to surface friction points in our experience and prioritize enhancements. As a result, we've been able to prioritize our backlog based on data and ensure that our developers are working on the most impactful changes."

Karri Parks
Sr. Director, DX, Presidio