fullstory + myob

MYOB increases efficiency and saves 25% of engineering time with FullStory

CUSTOMER STORY

MYOB

ABOUT MYOB

- **Industry:** Software, Accounting
- **Company size:** SMB
- **Use cases:** Find and fix bugs, gain context on customer feedback, save time on product improvements

MYOB is an Australian software development company that provides a wide range of business management tools. Small and medium-sized Australia-based organizations trust MYOB for solutions including accounting, taxes, payroll, customer relationship management, invoicing, point of sale, and much more. Designers and developers at MYOB use FullStory in a number of products to understand user behavior and deliver product improvements quickly.

" *Before FullStory, getting and incorporating customer feedback was a lot slower. Now, we can act on hypotheses immediately. When someone says, "I wonder if…" we can look in FullStory and know whether to act on or dismiss the idea. Previously we've had tools that do a portion of what FullStory does, but being able to use one login to see all of our digital experience data with context without having to piece bits together is extremely useful. Being able to have replays and page view data in one place saves us a lot of time and helps us collaborate faster."*

—
Zen Charalambous
Product Design Manager
MYOB

MYOB prioritizes privacy, resolves bugs, and delivers decreased time-to-value with FullStory

Maintain customer data privacy with confidence

Because MYOB's products focus on business management and accounting, their user behavior insights often involve sensitive customer data. The ability to gain digital experience insights while ensuring user privacy is critical—and they achieve this with FullStory. With FullStory's Private by Default capabilities, sensitive information is automatically excluded from capture from the start. MYOB is able to explore and understand user behavior across their products while knowing they're not breaching PII regulations or user trust with FullStory's industry-leading approach to data privacy.

Use Session Replay for exploratory bug surfacing

When the MYOB team receives a question or concern from a customer, they can quickly go into FullStory to understand what's causing confusion. For example, if a customer reports an issue sending invoices in their invoicing tool, MYOB can quickly look at the customer's FullStory session and determine if the issue is widespread or isolated to that specific user. In this way, Session Replay acts as a shortcut to identifying actual bugs (versus user error) and prioritizing improvements based on how many customers are affected, saving an estimated 25% of engineers' time. "When we do spot an issue, we can see how big it truly is and make an informed decision on where priorities lie," James Rowland, Senior Product Manager at MYOB, said.

Meet customers' rising digital experience expectations faster

Modern business owners expect the same ease-of-use in their business management softwares that they find in their consumer softwares like Instagram and Zillow. The days of clunky, archaic accounting and payroll tools are waning, and FullStory enables MYOB to keep up with rising customer expectations by empowering their teams to rapidly iterate on their product experiences, shorten the test-and-learn loop, and continually decrease their customers' time-to-value. Customers are putting critical business and financial information into MYOB's softwares, so it's important those customers are getting the best possible user experience.

RESULTS

25%
Engineering time saved

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MYOB teams using FullStory for cross-functional collaboration

fullstory