

GLASSBOX

Proactive **Customer Journeys:** **How to Find and Fix Friction Points** **Before They Cost You Customers**



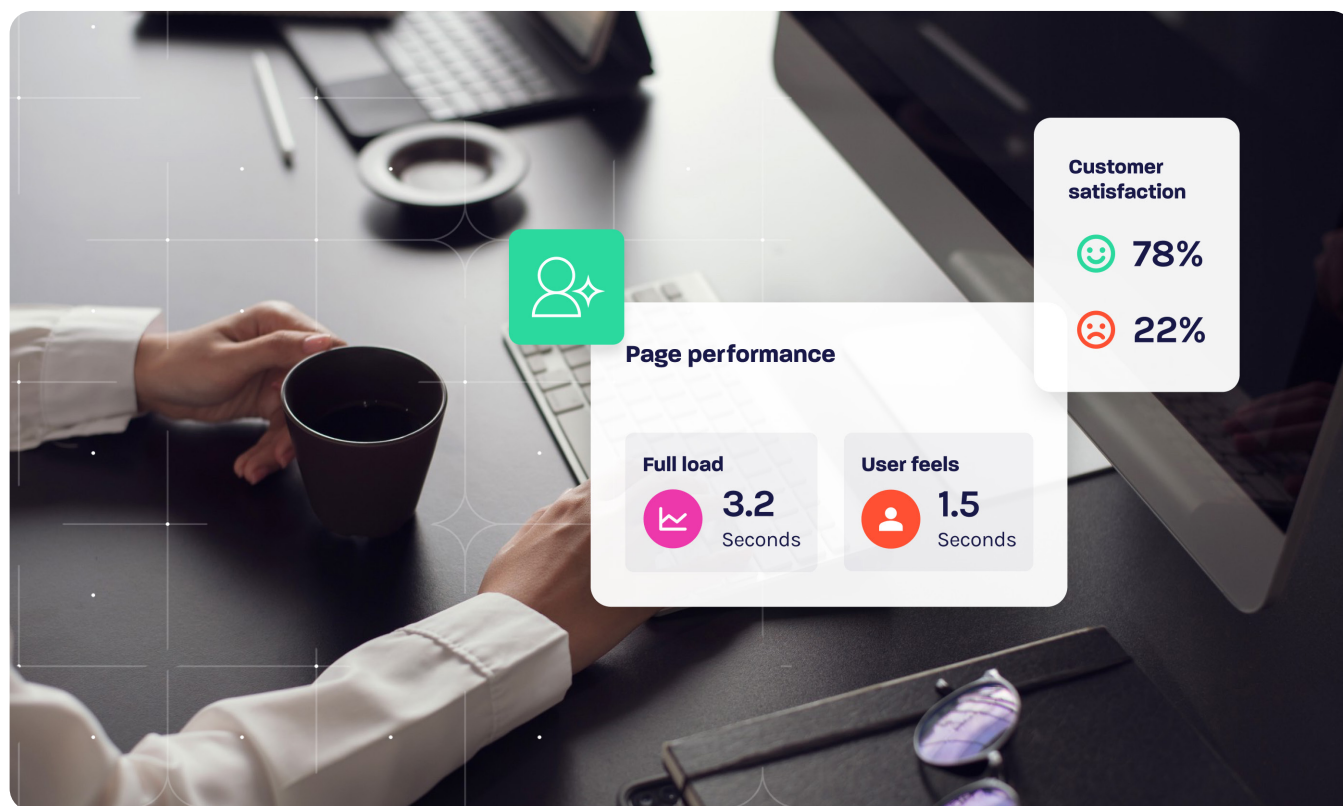
What is a **Proactive** Customer Journey?

Proactive customer experience (CX) is essential for staying competitive and maximizing conversions. It means deeply understanding user behavior and addressing issues before they impact customers or reduce conversion rates. Unlike traditional reactive approaches that rely on post-incident feedback or lengthy analysis, proactive CX continuously monitors both real-time and historical user data to spot friction points early—**often before they cause drop-offs or dissatisfaction.**

This forward-thinking approach equips CX, product and development teams with

immediate, actionable insights to detect issues quickly and contain them before they escalate, minimizing their impact on customers and conversions. Teams can identify emerging trends, uncover hidden pain points and prioritize fixes that have the greatest impact on conversion and loyalty.

By shifting from reactive troubleshooting to proactive optimization, businesses create smoother, more efficient customer journeys that enhance satisfaction, improve retention and drive measurable growth, all critical factors for growth and success in an experience-driven market.

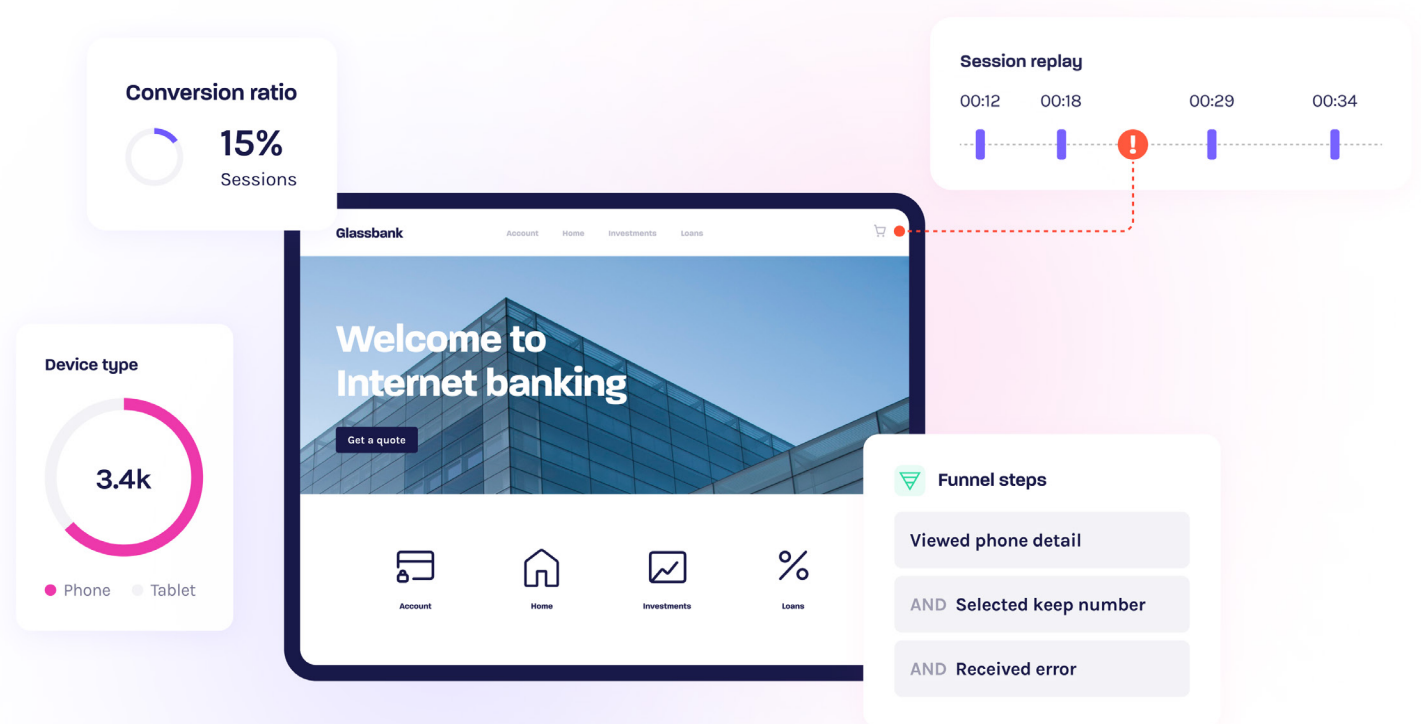


Understanding customer behavior requires a full picture of how users interact with all your digital channels, including web, mobile web and mobile app. Analyzing both live user sessions and historical data provides this **comprehensive view**.

Traditional analytics tools often lack the flexibility to create ad hoc funnels or analyze historical sessions on demand. This limits a team's ability to quickly assess how widespread specific issues are. In contrast, modern platforms like Glassbox enable teams to build funnels retroactively by examining historical sessions, providing immediate insights that help prioritize fixes and optimize customer journeys. This means they no longer have to wait for delayed reports but can act immediately on concrete evidence.

Segmenting data by device type, browser, location and other factors **uncovers patterns** that explain where friction arises and why.

Glassbox's session replay takes this analysis a step further by visually capturing the user experience. Seeing exactly where users struggle or hesitate helps teams diagnose root causes faster, speeding up fixes and enabling more seamless customer journeys. Together, these capabilities drive smarter, faster digital performance improvements.

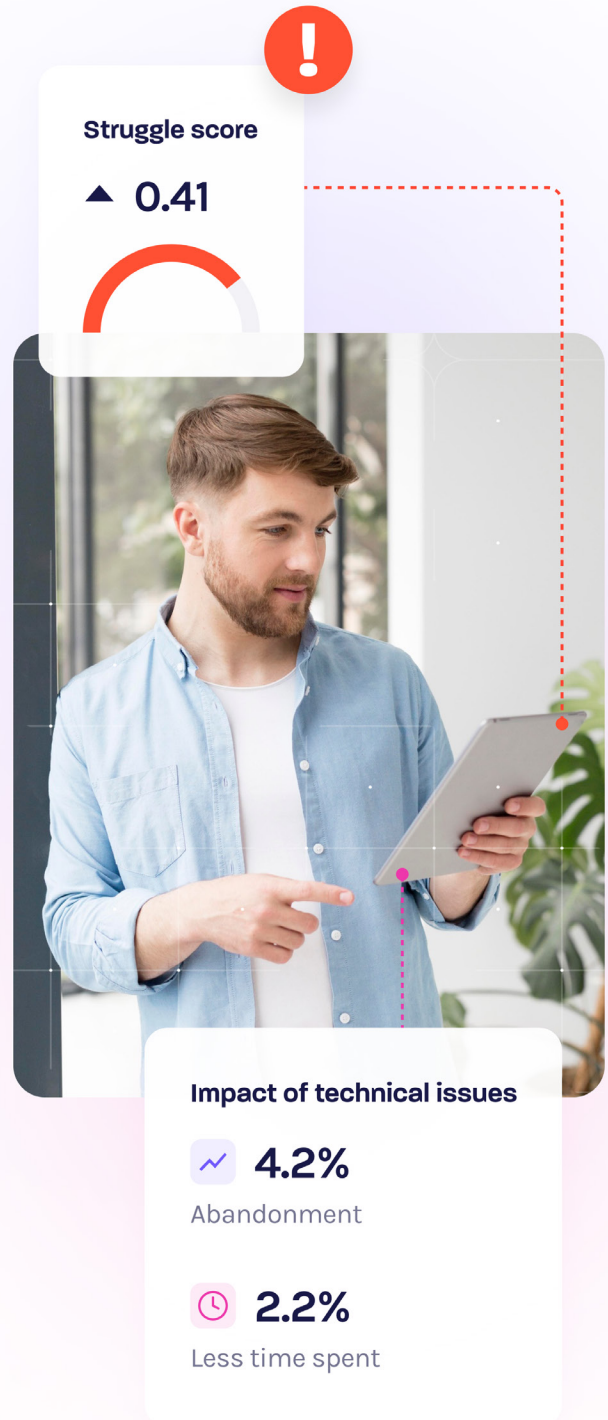


Focus on **Impact**, Not Just Volume

Digital experiences inevitably face struggles from rage clicks to dead clicks to AJAX errors and other technical issues. However, not all problems affect business outcomes equally. Struggle reports help identify which types of errors are having the biggest impact on conversions and revenue, enabling teams to prioritize fixes that matter most. This focused approach ensures that resources target the issues causing the greatest disruption, improving overall digital performance and protecting key business metrics.

By linking these struggle types directly to funnel drop-offs and customer journey maps, teams gain clarity on **which issues block users at critical moments**, such as checkout errors that may affect a smaller number of users but cost a significant amount of revenue. In contrast, frequent but low-impact issues receive lower priority.

This data-driven focus ensures that development and product teams direct their limited resources to fixing problems with the greatest financial impact. Balancing error volume against its effect on user behavior further enables businesses to optimize digital performance effectively, improving conversion rates and protecting revenue.



From Silent Frustration to Actionable Insight

Many customers encounter frustrating issues but never take the time to report them. Glassbox's Voice of the Silent (VoS) identifies how many users experience the same problems as those who do provide feedback, revealing the full scope of hidden struggles.

VoS uses **AI-driven behavior pattern detection** to amplify anecdotal feedback, scanning sessions to identify users who encounter similar challenges but don't report them. This approach **uncovers hidden pain points** that traditional feedback channels often miss, ensuring critical issues are detected even when customers remain silent.

By connecting VoS insights directly to development prioritization, teams can focus on resolving real problems impacting a broader audience—not just the vocal minority. This prevents costly oversights and turns quiet frustration into actionable improvements.

Detecting these unvoiced struggles is critical to creating truly seamless digital experiences and staying ahead of issues before they harm customer satisfaction or conversion rates.

 AI-powered

High-fidelity session data



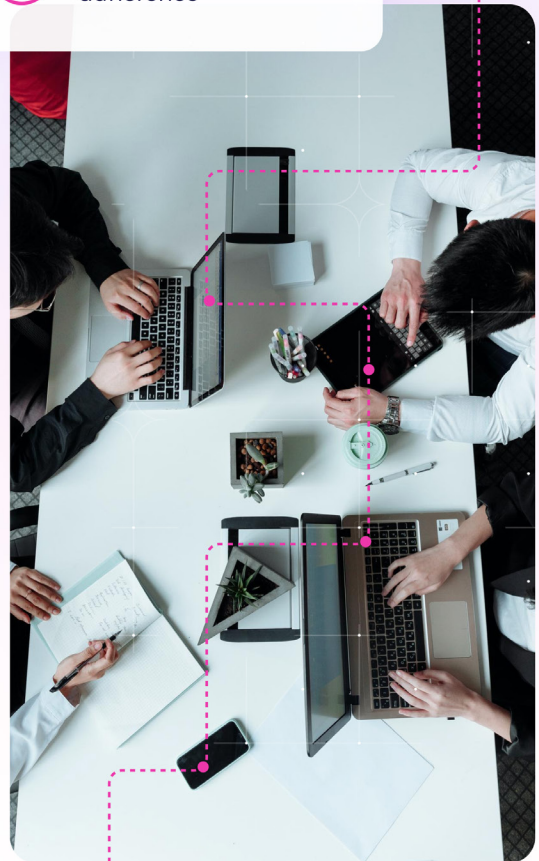
Refine customer journeys



Validate suspicious alerts



Ensure regulatory adherence



Journey Mapping That Works Across Teams

Business flows and **augmented journey mapping** visualize where customers drop off and convert, directly linking these actions to revenue impact. This approach is especially valuable in industries like finance and healthcare, where revenue markers assign clear value to each step, helping to measure losses from form abandonment or drop-offs more accurately.

While these industries benefit from clearly defined revenue points, the value of journey mapping extends across diverse fields where understanding user behavior drives growth.

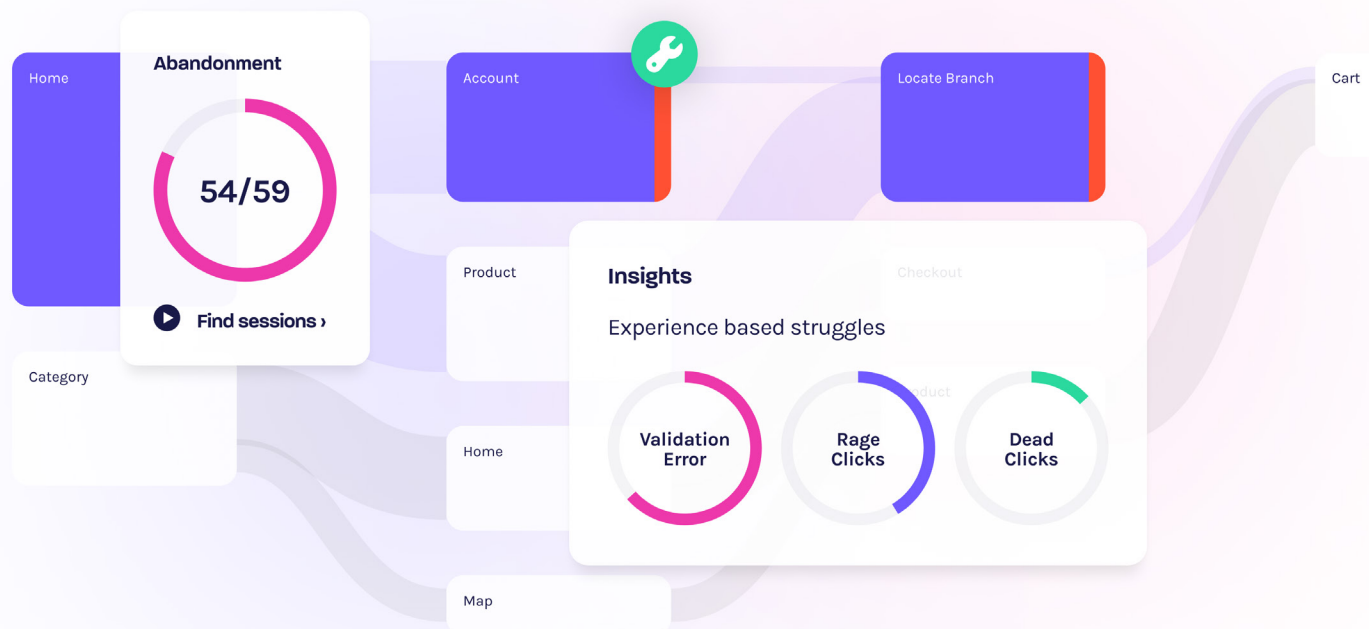
For example, **Nestlé's Recetas platform** applied these tools to unify fragmented data across seven countries and overcome

inconsistent templates. By mapping journeys, it uncovered key friction points—such as the Dominican Republic's login issues—and replicated successes like Argentina's search bar feature.

The results speak volumes:

- **15%** increase in recipe-to-purchase conversions
- **20%** improvement in scroll depth
- **10%** rise in customer satisfaction
- **30%** faster analysis time

This journey mapping approach aligns teams across functions, helping replicate high-performing paths to drive consistent business growth.



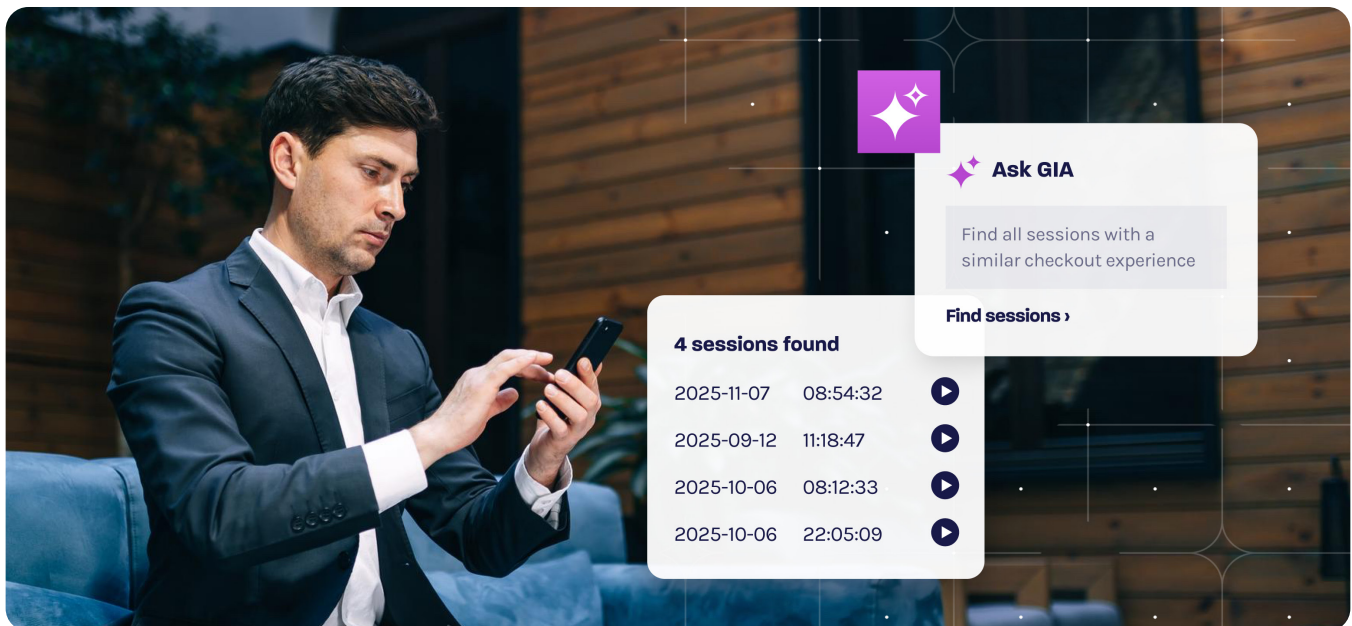
Speed Matters: Reduce Time to Resolution

Integrations with platforms like Salesforce give customer support agents instant access to full session replays or AI-generated summaries directly within support tickets. This immediate visibility shows exactly what users experienced, eliminating the need for time-consuming back-and-forth communication to clarify issues.

By reviewing detailed user sessions or concise AI summaries, agents gain the context necessary to **diagnose and resolve problems quickly**. This expedites the mean time to resolution (MTTR), a key metric for customer satisfaction and operational efficiency.

Reducing MTTR not only enhances the customer experience but also lowers operational costs by cutting down on repetitive inquiries and lightening support workloads. In a competitive environment, the ability to rapidly resolve issues creates a significant advantage, transforming customer support into a proactive, efficient function.

This approach transforms troubleshooting from guesswork into precise, informed action that benefits both customers and businesses.



Measuring the ROI of Proactive CX

Measuring the ROI of proactive CX requires tracking outcomes truly impacting the business. Teams recover lost revenue by identifying and fixing key drop-off points where customers abandon important processes. They also monitor rising conversion rates as optimized user flows guide customers more effectively. Faster customer service resolutions reduce friction and boost satisfaction and loyalty.

Customizable reporting enables segmentation by factors such as geography or traffic source, offering deeper insights into how different customer groups respond to changes. This helps businesses focus efforts where they'll be most impactful.

Key performance indicators (KPIs) are essential for measuring success:



Loyalty metrics reveal repeat customer behavior



Retention rates show how well customers are kept over time



Net promoter scores gauge willingness to recommend the brand

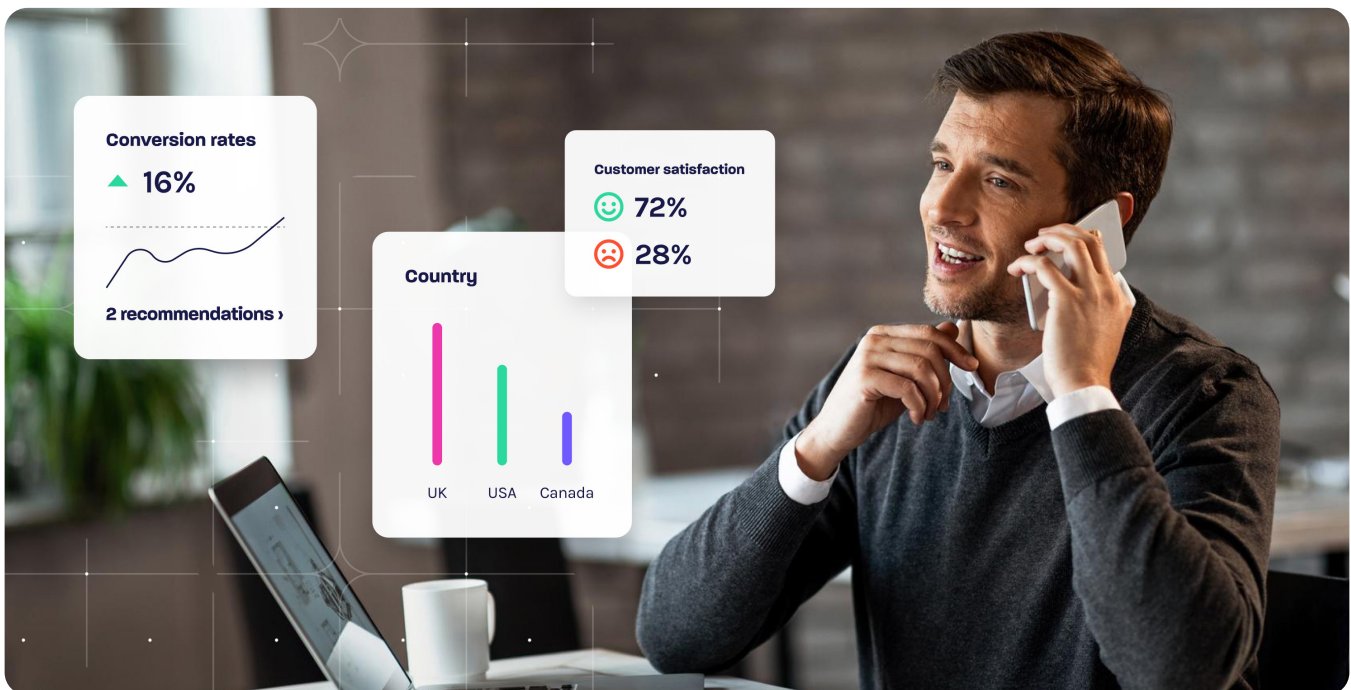


Conversion rates track how effectively users complete desired actions



Session completion rates reflect the smoothness of the user experience

Together, these KPIs provide a comprehensive picture of how proactive CX drives customer satisfaction and business growth.



Start Proactively: How to Get Buy-In and Break Silos

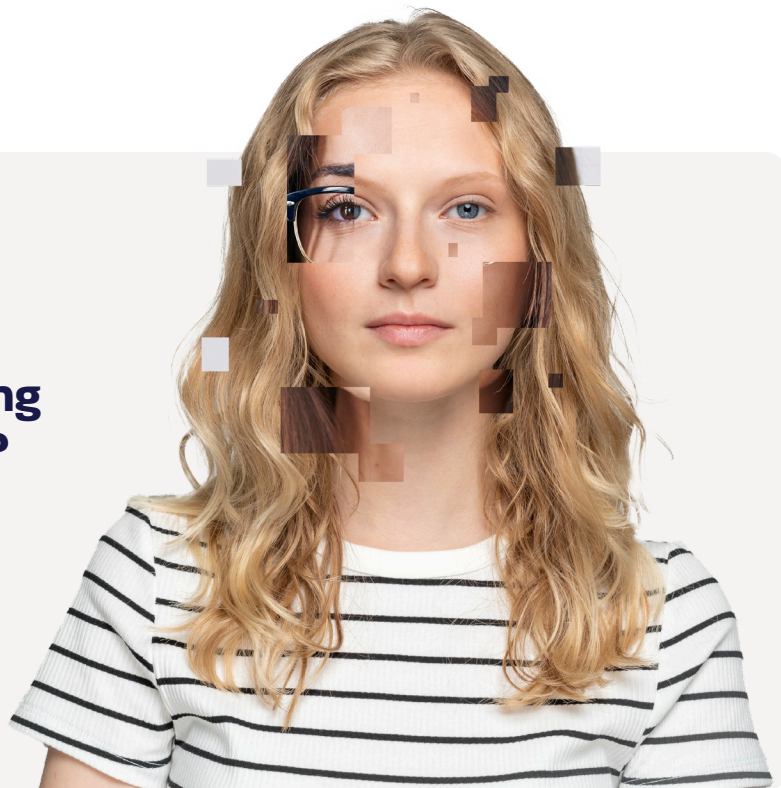
Kick-starting a pathway to proactive CX begins by identifying what's already working well. Analyze top converting journeys to understand why they succeed, then replicate these high-performing flows across different channels to maximize impact.

Breaking down silos is also essential. Encouraging collaboration across CX, product, development and marketing teams starts with shared dashboards that provide a clear, unified view of customer data.

With unlimited user licenses and seamless integration into existing systems, Glassbox makes it simple to connect teams and eliminate data fragmentation.

By focusing on proven successes and fostering cross-team transparency, organizations can shift from reactive problem-solving to ongoing optimization. This collaborative, data-driven approach drives stronger customer experiences and improved business results.

**Ready to stop reacting
and start optimizing?**
**Get a demo of
Glassbox today.**



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