

aws marketplace

Glassbox

# Reviews, tips, and advice from real users



Powered by  PeerSpot



# Contents

Product Recap.....	3 - 4
Valuable Features.....	5 - 8
Other Solutions Considered.....	9 - 10
ROI.....	11 - 12
Use Case.....	13 - 14
Customer Service and Support.....	15
Other Advice.....	16 - 18
About PeerSpot.....	19 - 20

# Product Recap



Glassbox

# Glassbox Recap

Glassbox is a digital experience analytics platform that helps organizations optimize customer service by providing insights into digital interactions. It empowers teams to enhance user journeys and increase customer satisfaction.

Glassbox offers comprehensive monitoring of web and mobile applications to improve digital journeys. It captures, records, and analyzes vast amounts of data in real-time. This provides deep insights into user behavior, allowing businesses to identify friction points quickly. By providing granular data, Glassbox enables targeted improvements that drive customer retention and engagement. Its analytic capabilities streamline the process of making informed decisions to optimize digital experiences.

## What are Glassbox's key features?

- **Real-Time Analytics:** Offers immediate insights into digital interactions to address issues swiftly.
- **Session Replay:** Provides detailed playback of user sessions for granular behavior analysis.
- **Customer Journey Mapping:** Visualizes user paths to identify pain points.
- **Error Monitoring:** Detects and addresses issues proactively to reduce abandonment rates.
- **Compliance Tracking:** Ensures adherence to privacy and regulatory standards.

## What benefits should users consider in reviews?

- **Enhanced User Experience:** Drives improvement in customer satisfaction through detailed insights.
- **Increased Conversion Rates:** Identifies and resolves roadblocks that impede conversions.
- **Data-Driven Decisions:** Empowers teams with actionable data for strategic decisions.
- **Operational Efficiency:** Facilitates quicker problem resolution and ongoing optimization.

Glassbox is implemented across industries such as finance and retail to enhance user interactions. In finance, it identifies transaction issues to streamline operations. Retail businesses leverage it to personalize shopping experiences, leading to higher engagement. Its versatility makes it indispensable for organizations aiming to refine digital customer service.

# Valuable Features

Excerpts from real customer reviews on PeerSpot:

✓ “Glassbox has helped us save considerable money and time.”



**Verified user**

SRE at a tech vendor with 10,001+ employees

✓ “I have seen a return on investment, having saved a lot of money and time.”



**Mohammad Saad**

Technical consultant at Ernst and young

✓ “Glassbox positively impacted our organization because we got a one-stop solution to track all different journeys, different dashboards, and different applications.”



**Sourabh Sourabh**

CTO

## What users had to say about valuable features:

“The best features Glassbox offers are the tagless sub-capture, which I believe is very fast to implement compared to other tools, and it has strong session replay with enterprise-grade capabilities that work very well for larger applications.

Tagless implementation made the implementation faster because there is no need for constant tagging updates. Other vendor tools often require that on a regular basis, so considerable effort was saved there. In terms of strong session replay, Glassbox's offerings were more comprehensive than competitor tools, allowing us to see real-time visibility into issues.

Glassbox positively impacted our organization because we got a one-stop solution to track all different journeys, different dashboards, and different applications. We could do all the analytics around how users were behaving and what interactions were occurring. Glassbox is used extensively by research, UX, and marketing teams, and it has made a positive impact..”

**Sourabh Sourabh**

CTO

[Read full review](#) 

“There are multiple features of Glassbox. One major feature of Glassbox is the Struggle Score that will be applied to every session by identifying the behavior of rage clicks, excessive scrolling, or dead clicks. It correlates the struggle with the revenue impact. Instead of seeing a list of a thousand errors, I will see five errors actually costing us the most money, helping me prioritize what to fix first.

“In addition to that, in the tagless capture, there are some benefits such as no manual coding will be required and immediate answers to any questions. That is the best feature of Glassbox as well.

“Glassbox positively impacts my organization by increasing our productivity using its features..”

**Mohammad Saad**

Technical consultant at Ernst and young

[Read full review](#) 

“Glassbox now has GIA as an AI integration that provides analysis very quickly without needing to watch the entire session. Based on previous results, the analysis is accurate 90 to 95 percent of the time regarding possible reasons why a user faced an issue. Based on that analysis, we can make a report and get things done to prevent errors.

The best features that Glassbox offers are reporting and the funnel. These two use cases help us most as we can determine the expected count for user behavior and compare it to earlier weeks and days from the same period. In the report section, we can identify specific alerts that are being triggered on a regular basis so we can capture and analyze them and fix them in the longer term.

The funnel feature helps us check user impact and identify which countries or specific areas the website is failing in. With this feature, if a customer is facing a cart page error, we can check how many users were impacted at that specific time and which regions those users are experiencing errors. We can also check what products those customers are trying to add. Based on that information, we can create a report and check comparisons. When we share it with the business team, they can determine if the issue is widespread and work on it with higher priority, or if it has lower impact with fewer users affected, indicating an intermittent error that can be worked on with lower priority.

Glassbox has had a positive impact on my organization through all the features it provides. As AI is advancing and its adaptability within the app itself integrates many use cases, the reports, funnels, dashboards, GIA features, and integrations that Glassbox provides help us address issue behavior and work on resolutions. Additionally, it creates reports that we can share with other teams so they can determine if the impact is wider. To prevent errors quickly, Glassbox captures reproducible customer errors. If an error is not reproducible, Glassbox does not capture it and can mark it as a false alert. This is how we prevent false alerts and capture only genuine alerts..”

**Verified user**

SRE at a tech vendor with 10,001+ employees

[Read full review](#) 

# Other Solutions Considered

“Before Glassbox, we had different dashboards that captured errors, but we were not able to check what the actual user was experiencing regarding the issue. If an issue existed, we could only check which user faced the issue or what behavior we were getting, and that was the final result. With Glassbox, we can check real customers and identify which regions they are failing in..”

**Verified user**

SRE at a tech vendor with 10,001+ employees


[Read full review](#) 

---

“Before choosing Glassbox, we did not evaluate many other options. We got a very good recommendation about Glassbox and moved forward, although we had checked out Quantum Metric and ContentSquare..”

**Sourabh Sourabh**


CTO

[Read full review](#) 

“Previously, I had a mix of solutions, which included Google Analytics, Adobe Analytics, ContentSquare, and Quantum Metric. We switched to Glassbox to streamline into one solution..”

**Sourabh Sourabh**

CTO

[Read full review](#) 

# ROI

Real user quotes about their ROI:

“We saw a return on investment with Glassbox as we recovered the cost of implementation. The two main metrics were a better customer experience with fewer support issues and improved technical efficiency..”

**Sourabh Sourabh**

CTO

[Read full review](#) 

---

“I have seen a return on investment, having saved a lot of money and time. Previously, the company was spending more, but now, currently, our productivity has increased so we do not require too many people to handle any scenario..”

**Mohammad Saad**

Technical consultant at Ernst and young

[Read full review](#) 

“Glassbox has helped us save considerable money and time. For example, if an issue needs to be solved by manually checking many users to determine whether the issue persists, Glassbox provides real customer data and real customer user sessions. Based on that analysis, what previously required eight people to manually check the data can now be done by three to four people using Glassbox while working in parallel..”

**Verified user**

SRE at a tech vendor with 10,001+ employees

[Read full review](#) 

# Use Case

“My main use case for Glassbox is to utilize it for the product layouts and the checkout funnels. In our main use case, we have to use two homepages, such as get your money and we have some apply now. So we have two interaction maps that while variant A gets more over time, variant B drives 1.3 more actual clicks. The team will choose variant B with confidence..”

**Mohammad Saad**

Technical consultant at Ernst and young

[Read full review](#) 

---

“My main use case for Glassbox was to track the customer journey and session replays, capturing the analytics setup of the customer portals.

We had applications where a customer would come and fill in many large forms. There were interactive elements to choose from as an onboarding journey and we implemented Glassbox there to track drop-off points, where users were spending more time. If there was a drop-off, we wanted to understand the exact reason and how customers were behaving with the onboarding process.

We also saw many errors, JavaScript errors, and front-end errors on the portal. Glassbox could identify broken flows, which helped us significantly..”

**Sourabh Sourabh**

CTO

[Read full review](#) 

“Our main purpose for using Glassbox is to capture user sessions and user activity on the live site. Based on that captured data, we create funnels and reports to check the customer impact for specific services or categories that are failing and identify which countries are impacted.

For example, if a person is trying to purchase a product and add a laptop into the cart but encounters intermittent errors during this process, and then receives errors when clicking the checkout button stating they are unable to checkout, Glassbox captures this real customer experience. When this happens, specific error messages are displayed on the screen, and Glassbox highlights it as an alert with a 5XX response status code.

From a day-to-day perspective, we have created specific dashboards and reports that provide alerts if any unknown activity occurs on the live site. When a customer faces a real issue, we receive alerts and notifications that help us understand what is happening..”

**Verified user**

SRE at a tech vendor with 10,001+ employees

[Read full review](#) 

# Customer Service and Support

“Most of the time, when any activity needs to happen, we receive prior information regarding any expected delays or errors. Sometimes we do not have that information, but when we reach out to them, we receive a quick response and the issue is fixed..”

**Verified user**

SRE at a tech vendor with 10,001+ employees

[Read full review](#) 

---

“Customer support is good. We had an enterprise plan, so we had a relationship manager, which made everything easy. We did not encounter many technical issues, so not much support was needed. Learning was easy as well, with many available courses and content to set up. Once you work with a couple of applications, it becomes easier..”

**Sourabh Sourabh**

CTO

[Read full review](#) 

## Other Advice

“I rate Glassbox an eight out of ten because I think it is easy to use. I would rate the customer support a seven on a scale of one to ten. I advise others looking into using Glassbox to use it because it is easy to use, easy to handle, and has very good customer support. Having it is easy, and licensing is also easy. I have assigned an overall review rating of eight to Glassbox..”

**Mohammad Saad**

Technical consultant at Ernst and young

[Read full review](#) 

---

“My advice for others looking into using Glassbox is that if you are a startup or a small company, do not use Glassbox. There are easier to implement and cheaper tools for simple requirements. However, if you are an enterprise company needing one tool for everything, a complete end-to-end implementation with sufficient resources in terms of money and time, then use Glassbox as it is scalable and enterprise-grade.

Glassbox is a powerful digital experience platform with complete visibility into user behavior through multiple features. If you have the time and money to invest, Glassbox is a very good tool. I would rate this review a nine out of ten..”

**Sourabh Sourabh**

CTO

[Read full review](#) 

---

“We receive alerts that we have specified and set based on scenarios we have

encountered earlier. We set a time frame or alert specific to those scenarios so we receive notifications and can capture issues earlier. Before a real customer is impacted, Glassbox itself tests using bot users that run accordingly. When those bot users fail, we know that this is the issue behavior we can expect. We attempt to replicate these issues ourselves to confirm they are problems we can foresee. Glassbox helps us know about those things earlier, providing us time before real users are also impacted and face the same issues. By escalating to the desired teams, we help prevent those errors.

I do not have additional items to address regarding needed improvements at this time.

I am not completely aware of the pricing, setup cost, and licensing, as the admin team or the business team has handled that. We are not involved in knowing the license costs or the setup that has been done. We simply use Glassbox and its features on a daily basis.

If an error is not reproducible, Glassbox does not capture it and can mark it as a false alert. This is how we prevent false alerts and capture only genuine alerts, which is how Glassbox has helped us overall.

The questions were precise, and overall, it was a good experience. I would rate Glassbox nine out of ten..”

**Verified user**

SRE at a tech vendor with 10,001+ employees

[Read full review](#) 

# About this buyer's guide

Thanks for downloading this PeerSpot report.

The summaries, overviews and recaps in this report are all based on real user feedback and reviews collected by PeerSpot's team. Every reviewer on PeerSpot has been authenticated with our triple authentication process. This is done to ensure that every review provided is an unbiased review from a real user.

## Get a custom version of this report... Personalized for you!

Please note that this is a generic report based on reviews and opinions from the collective PeerSpot community. We offer a [customized report](#) of solutions recommended for you based on:

- Your industry
- Company size
- Which solutions you're already considering

The customized report will include recommendations for you based on what other people like you are using and researching.

Answer a few questions in our short wizard to get your customized report.

[Get your personalized report here](#)

# About PeerSpot

PeerSpot is the leading review site for cloud, AI, and business software. We created PeerSpot to provide a trusted platform to share information about software, applications, and services. Since 2012, over 22 million people have used PeerSpot to choose the right software for their business.

PeerSpot helps tech professionals by providing:

- A list of products recommended by real users
- In-depth reviews, including pros and cons
- Specific information to help you choose the best vendor for your needs

Use PeerSpot to:

- Read and post reviews of products
- Access over 30,000 buyer's guides and comparison reports
- Request or share information about functionality, quality, and pricing

Join PeerSpot to connect with peers to help you:

- Get immediate answers to questions
- Validate vendor claims
- Exchange tips for getting the best deals with vendor

Visit PeerSpot: [www.peerspot.com](http://www.peerspot.com)

## PeerSpot

244 5th Avenue, Suite R-230 • New York, NY 10001

[reports@peerspot.com](mailto:reports@peerspot.com)

+1 646.328.1944