

Introduction to Glassbox

Glassbox is an AI-driven platform that captures and analyzes all user interactions on websites and mobile apps. Trusted by the world's largest banks and enterprises, it helps them improve customer experiences, increase conversions, and ensure top-tier security and compliance. By capturing every user session, providing instant alerts, and offering AI-powered insights, Glassbox enables businesses to proactively and preventively create better and safer digital experiences.

Key Capabilities

- **Real-Time Data Capture:** Automatically collect every user interaction across all digital channels, including web and mobile, without manual tagging, ensuring no critical events or data points are missed.
- **Flexible Deployment Options:** Deploy Glassbox in hybrid, single-tenant, or multi-tenant environments to meet enterprise-grade compliance and operational requirements.
- **Comprehensive Mobile Support:** Gain insights across mobile apps and major frameworks like React Native, Flutter, and single-page applications for a complete view of customer behavior.
- **Built-In Privacy & Compliance:** Automatically mask sensitive data such as PII, PCI, PHI and NPI to ensure security and meet regulatory standards and deliver proactive, preventive and secure digital customer experiences.
- **Resolve Digital Friction & Detect Anomalies:** Identify and resolve cross-platform user experience issues while uncovering anomalies to mitigate fraud and risk. Leverage first-party data to boost conversion rates and customer satisfaction and enhance customer support.
- **Cross-Functional Visibility:** Empower Product, CX, Marketing, Support, Risk, and Compliance teams to collaborate effectively using a unified platform that uncovers opportunities and measures business impact.

Glassbox Helps Organizations

- Turn customer data into actionable decisions in minutes with real-time insights.
- Identify and resolve digital friction, detect fraud and risk, and fuel data-driven projects with trusted insights.
- Ensure compliance and security while maintaining complete visibility across customer journeys.
- Provide a unified view of user behavior and root cause analysis to drive measurable outcomes.
- Ensure accessibility and compliance.

Why Glassbox



Trusted by 60% of the largest U.S.-based banks and global enterprises.



Recognized as a G2 Top Software Company and a leader across multiple categories, with high satisfaction scores from verified customer reviews.



Provides unparalleled insights to optimize digital journeys, accelerate growth, and strengthen brand trust.