



Mobile Banking Leader Uncovers Critical User Feedback Insights with Glassbox

The Company

A prominent US-based financial institution, known for its extensive range of financial services including banking, credit cards, student loans, home loans and more.

The Challenge

The bank's existing analytics tools, Adobe Analytics and Medallia, couldn't track user engagement with the initial survey prompt in their app. While they could monitor completed surveys and app store reviews, they lacked visibility into how users interacted with the survey before it was completed. This data gap made it difficult to understand conversion rates and optimize the feedback process.

The Solution

By capturing 100% of user interactions without tags, Glassbox quickly created a custom report to track all interactions with the new native app survey. This solution was delivered in under 10 minutes, giving the bank complete visibility into

Financial Institution



Industry

Financial Services



Location

United States



Employees

17,000+

Use Case

Bridging data gaps in app survey engagement.

Highlights

The custom report tracked survey interactions, providing the missing engagement metrics and revealing true conversion ratios.

user engagement without requiring any additional tagging.

Results

Glassbox gave the bank the visibility they were missing, closing the data gap left by Adobe. The team could now accurately measure survey engagement, track true conversion rates and see how users interacted with the survey prompt. This complete insight allowed them to make data-driven decisions, optimizing the survey design and overall user experience. The bank is now using this enhanced visibility to identify areas for improvement, monitor engagement metrics and make iterative changes to increase user participation and satisfaction.