

fullstory

CASE STUDY

Kayako:

**Boosting adoption & reducing churn
with faster, richer customer insights**

Customer Testimonial



If a customer has signaled their intent to churn, we can go in and actually see: is this a user error? Is it actually a bug?

FullStory ties right back to our retention goals, and that's revenue—**that's money we're saving.**



James Doman-Pipe

Product Marketing Manager

Pain Points

1

Kayako's previous tools showed *what* users were doing, but not *why*. Data collected wasn't actionable.

2

Customer interviews provided some of the missing context, but the process was extremely slow and unscalable.

Improvements

1

Marketing & product teams can collect **contextual, actionable** user insights *4x faster* than before.

2

Non-technical team members can get the details they need with ease, **freeing engineers from distraction.**

3

Marketing & support can proactively **boost adoption and reduce churn** by 1) uncovering gaps in the onboarding experience, 2) observing the behaviors of at-risk customers and reaching out directly.

About Kayako

131,000

Kayako users,
supporting...

100MM

Customers



When Kayako started in 2001, they transformed customer support software from clunky and frustrating to customer- and staff-friendly.

Today, Kayako empowers their customers to provide not only reactive support, but delightful, proactive service.

The Challenge

So much data, so little context

As a product marketing manager at Kayako, James Doman-Pipe helps drive activation during user onboarding, then feature adoption throughout the customer lifecycle.

Using Totango and Segment, James and his team could see which users weren't fully activating, and which features were gathering dust—but they struggled to understand *why*.

"We were collecting all this data on our customers, but we couldn't really use it," said James. "It was too difficult to surface why users were or weren't taking actions. ***We had a ton of information and nothing to do with it.***"

They tried getting more context through customer interviews—but this was unscalable, given the time and effort required to identify target customers, coordinate calls, actually hold calls, then finally review the data.

"We needed a faster way to see what customers were finding interesting, how they were interacting with the product in real time," said James. "And we needed to accelerate those learnings as quickly as we could."

The Solution

Faster, richer insights

Once Kayako's product team installed FullStory, the curtain was lifted: James's team could immediately begin watching customers' product interactions in real time—even team members with minimal technical experience.

"It was so accessible," said James. "Most of us wouldn't have been able to identify buttons or links by CSS selector, but we could immediately search on the text of a button and start watching how customers were using the product."

Now, they can instantly uncover the *why* behind unsuccessful trials and underutilized features, without going through the lengthy process of coordinating and conducting customer calls.

"It's been a massive timesaver," he said. **"With FullStory, we can move at four times the speed we used to."**

"We're sitting back and watching these full experiences about what our customers are doing, what they're thinking, exactly where they're moving the mouse. So **it's not just that the information comes faster; it's also richer than what we can get from interviews."**

Customer Testimonial



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James Doman-Pipe

Product Marketing Manager

The Results

Boosting activation, reducing churn

With their newfound agility, James and his team have uncovered surprising gaps in Kayako's user experience—enabling them to make improvements that increase product adoption rates.

They noticed, for example, that most users bypassed the entire onboarding flow, instead skipping straight to the admin section of the product...and then got stuck.

“In the onboarding flow, we had some nice headers and animated gifs pointing people to the appropriate areas,” said James, “but from watching FullStory, I found that **people weren't reading that content at all.** They skipped it entirely, so once they reached the admin area, they weren't sure what to do. That wasn't helping them achieve their goals, so **they weren't seeing what Kayako could really offer them.**”

Armed with this information, Kayako is now launching a new onboarding experience that first lets users choose the area of the product that most interests them, and then guides them through setup based on the user's preferences.

“**Before FullStory, we had no idea we even needed to smooth that journey,**” said James. “Now, users will be able to achieve some important goals on that initial screen, which should motivate them to see what else the product can do.”

The Results

Boosting activation, reducing churn

With FullStory, Kayako's marketing and support teams can optimize later stages of the customer journey, as well, proactively reducing churn on both micro and macro levels.

"If a customer has signaled their intent to churn, we can go in and actually see: is this a user error? Is it actually a bug?" said James.

"If it's user error, we can communicate what behavior they can change to be more successful and bring them back. If it's a bug, we can loop in the product team to make sure it doesn't happen again."

The results of this visibility are twofold: Kayako wins back high-risk customers more frequently, while also creating a stickier product experience for their user base as a whole—leading to lower monthly churn rates in the long run.

"FullStory ties right back to our retention goals," said James, **"and that's revenue. That's money we're saving."**

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Ready to bring your team on board?

Contact us today.