



Glassbox

Reviews, tips, and advice from real users



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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 is a tool I use all the time; it is one of our most popular tools.”



James Dascole

Manager at Charter Communications



“I have noted a return on investment since employees previously took two days to manually identify data, but now they complete the same work within four hours thanks to Glassbox, which reduces working hours and translates into cost savings for us.”



Ranu Singhal

Integration Developer at a computer software company with 51-200 employees



“The customer support is nice; we have a quite strict partnership with continuous feedback, workshops, and they are listening to us because the client is quite important, so it is fine.”



Luigi Saracino

Global Digital Analytics Product Owner at a manufacturing company with 5,001-10,000 employees

- ✓ “Glassbox has reduced the turnaround time of customer incidents, and it is saving a lot of time and money for us.”



Verified user

Digital Analytics. Customer Experience Management. Glassbox at a financial services firm with 10,001+ employees

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



Verified user

SRE at a tech vendor with 10,001+ employees

- ✓ “One of the biggest benefits of using Glassbox is faster issue identification and better visibility into customer experience problems.”



Sai

Ai/Data Analyst at CSD

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



Mohammad Saad

Technical consultant at Ernst and young

What users had to say about valuable features:

“The best features Glassbox offers include performing impact analysis. There is also an AI feature that has been added which is helpful for asking any questions I need regarding that particular session. The user journey from start to end, showing where they started and where they are stuck, and all the page details captured in the Glassbox session are important.

Additionally, the API details, code, and request response information are valuable.

One specific outcome I can share about Glassbox is a decrease in customer complaints because as soon as I catch an issue, as soon as there is an event where a particular issue is occurring and it crosses the threshold, the system sends an event and I can check that user session to see what is happening and address that issue immediately and resolve it. This decreases customer complaints. Sometimes there are dead-click issues that are not easily reproducible by the testing team or any other team in the organization, and Glassbox captures those as well. Glassbox helps detect and resolve issues by capturing dead clicks, page not working issues, and reloading issues. Those details help an organization resolve issues..”

Verified user

Application Support Analyst

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“The best features Glassbox offers include mobile analytics, session recordings, and struggle detection. However, these features are quite common in the industry for the same solution. The problem here is that it is not really user-friendly; it is not easy to reach the insights that you want to reach with Glassbox. For big companies such as mine, I feel that some of the configurations that might be scalable for many markets are done manually by the team. When we ask for standardizations of the pages, they are doing the classifications manually, which means we have to give them the Excel and then they have to cluster this manually. For me, this is concerning because you pretend to be a partner for enterprise companies, which of course have complex architectures with many markets and many platforms, so you need to have a more scalable backend.

“I am not doing analysis; I am just delivering the solution. However, I am seeing that our markets are struggling with using Glassbox. The kind of struggles the markets are experiencing when using Glassbox is primarily about extracting insights, which is the main aim of a platform. As I have mentioned, it is not easy to create tables; the information is collected, but it is not exposed in a way that is friendly in the platform..”

Luigi Saracino

Global Digital Analytics Product Owner at a manufacturing company with 5,001-10,000 employees

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“Glassbox offers data recording and user behavior tracing within the application. Its features include AI struggle detections and session replays. It also provides insights through heat maps and journey mapping, allowing me to isolate errors, whether they occur in navigation pages, review pages, or find pages. This functionality helps in identifying drop-off points for errors, enabling me to mitigate those issues.

The AI struggle detection feature helps me identify user friction points by analyzing trillions of user interaction data points. It aggregates over 30 distinct behavioral and technical triggers into a singular struggle score, allowing me to know how many users faced issues. The AI algorithm flags patterns such as double clicks, session invalidations, rapid scrolling, and technical errors like Ajax failures and slow page loads. It helps me create alerts for the team, ensuring we address network abnormalities proactively and understand the potential business impact of financial loss.

Glassbox has positively impacted my organization by detecting bot traffic, which helps create better features to prevent that traffic from hitting the application. It enables me to track application issues and convert complex user data into clear and prioritized insights while directly mapping digital frictions to financial losses. For example, we previously encountered a lot of 500 errors, and Glassbox helped us reduce those errors and improve page response times, particularly on a find.mi page that had a high response time due to those errors..”

Ranu Singhal

Integration Developer at a computer software company with 51-200 employees

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“The best features Glassbox offers include being able to view sessions in real time, locating errors whether they are script errors or pain points, and finding those issues easily to see where they pop up on the site, then working with development to close and fix those.

“During a launch, I use real-time session viewing to make sure that we are aware of customer activities. During launches, I see what customers are doing and if they are taking the paths that we need them to take; I notice situations where we expect them to navigate independently, yet they click for chat or click on un-clickable elements, leading us to make adjustments, especially regarding pricing where people continuously click on the pricing.

“I also appreciate that if there is an error or an issue, I use custom segments to find where the problems are and pull up numerous sessions based on those segments in Glassbox. Glassbox is a tool I use all the time; it is one of our most popular tools. It definitely helps save time and improves errors by enabling me to locate issues I was not previously aware of. I can definitely locate issues quicker, especially during tests; I know what to look for and expect, and Glassbox plays a major role in that, particularly during launches when I have people watching sessions in real time rather than waiting to see what happens and looking for it in other analytics tools such as Adobe Analytics..”

James Dascole

Manager at Charter Communications

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“In my opinion, the best features of Glassbox are session replay, customer journey analytics, error detection, and behavioral insights.

Session replay is the feature I find most valuable in my day-to-day work because it provides a clear view of exactly how users interact with our website or application, which makes troubleshooting much faster and more effective. For example, when a customer reports an issue, instead of trying to reproduce the problem based only on a description, I can review actual sessions and see where the user encountered difficulties.

Glassbox has impacted our organization positively, mainly because session replay is particularly valuable. It allows us to see exactly how users interact with our website or applications, making it easier to identify issues and understand customer behavior. Customer journey analytics helps us track how users move through different processes and identify drop-off points.

Glassbox has helped us reduce the time required to investigate customer issues, improve digital experience, and make data-driven decisions. It provides visibility into real user behavior that would otherwise be difficult to capture.

One thing I particularly appreciate about the features of Glassbox is how it brings together multiple types of insights in a single platform. Instead of looking at separate analytic reports, error logs, and user feedback, I can get a more complete picture of customer experience in one place..”

Verified user

Salesforce Developer at a media company with 1,001-5,000 employees

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“The best features Glassbox offers are session monitoring, session replay, and session search.

“What makes those features stand out for me is that the user interface is good; it is easy to use. Glassbox has a lot of good training materials on that, and it is very intuitive. It is all web-based, so it is easy to train, and it is easy to find sessions. Glassbox makes everyone's life easy.

“Glassbox has positively impacted my organization by playing an important role in production incidents. It helps in quantifying the impact, how many users are impacted or how many users faced a particular problem. The marketing and product team also use it for identifying different scenarios, how the product is being used, and how different customers are using it when they release a new campaign. Glassbox helps in identifying the campaign and how it is being used.

“A specific outcome where Glassbox made a difference is that it has reduced the turnaround time for our customer support team. The customer support team extensively uses Glassbox when they are on call with customers, so they are immediately able to pull up their session. They can see the pain points where customers are struggling. Glassbox has reduced the turnaround time of customer incidents, and it is saving a lot of time and money for us.

“Glassbox has enabled new business opportunities and improvements in customer experience by providing insights into what the customer is doing, their pain points, and their struggles. Glassbox is a very useful and informative product.

“Glassbox has helped us identify trends or patterns in customer behavior that we would not have seen otherwise. It is a session replay tool and focuses on customer journey and customer path. Glassbox helps us in identifying what customers are doing and what their struggles and pain points are..”

Verified user

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Digital Analytics. Customer Experience Management. Glassbox at a financial services firm with 10,001+ employees

Other Solutions Considered

“We previously used Tealeaf before Glassbox; we switched to Glassbox because it is a more modern product with better pricing, better UI, and better training material. Tealeaf was getting obsolete and outdated, and it was getting pricier as well, so we switched..”

Verified user

Digital Analytics. Customer Experience Management. Glassbox at a financial services firm with 10,001+ employees

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“I was not directly involved in the vendor evaluation process, so I do not have full visibility into all the tools that were formally assessed. However, I understand that the organization evaluated a few digital experience analytics solutions before selecting Glassbox..”

Verified user

Salesforce Developer at a media company with 1,001-5,000 employees

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“Previously, I used Dynatrace but switched to Glassbox for its more interactive views, which aid in user behavior analysis, especially since Dynatrace was cost-prohibitive..”

Ranu Singhal

Integration Developer at a computer software company with 51-200 employees

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“I was not directly involved in the tool evaluation and selection process, so I am not fully aware of the exact solution used before Glassbox. However, I understand that we previously relied more on traditional analytics and log-based troubleshooting methods, which did not provide full visibility into actual user sessions..”

Verified user

Salesforce Developer at a media company with 1,001-5,000 employees

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“I was not involved in the RFP; I do not know what other options were evaluated, but I believe ContentSquare was one of them because I saw that some markets decided to have a private contract with ContentSquare..”

Luigi Saracino

Global Digital Analytics Product Owner at a manufacturing company with 5,001-10,000 employees

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“When my team was evaluating options, we looked at a few other digital analytics and customer experience tools that offered similar capabilities around user behavior tracking and session replay, such as Dynatrace, FullStory, and Adobe Analytics. What stood out with Glassbox was the combination of session replay, customer journey visibility, and the ability to troubleshoot user experience issues more directly from actual user interaction..”

Sai

Ai/Data Analyst at CSD

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ROI

Real user quotes about their ROI:

“We have seen a positive return on investment with Glassbox; the biggest impact has been faster issue resolution and improved customer experience insights..”

Verified user

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Salesforce Developer at a media company with 1,001-5,000 employees

“I have noted a return on investment since employees previously took two days to manually identify data, but now they complete the same work within four hours thanks to Glassbox, which reduces working hours and translates into cost savings for us..”

Ranu Singhal

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Integration Developer at a computer software company with 51-200 employees

“I have seen a return on investment with Glassbox. We have been able to save some time and money because it has reduced the turnaround time for incidents. It has also helped preventively to create some issues and notified us earlier, so it is a very helpful tool..”

Verified user

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Digital Analytics. Customer Experience Management. Glassbox at a financial services firm with 10,001+ employees

“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

[Read full review](#) 

CTO

“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

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Technical consultant at Ernst and young

“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

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Use Case

“My main use case for Glassbox is checking the interaction of customers with the application and identifying their pain points. I analyze if there are any issues, examine the logs, get the session ID, obtain the end-to-end transaction, and check API request responses for potential problems..”

Verified user

Application Support Analyst

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“My main use case for Glassbox is customer journey mapping. I use Glassbox for mapping the customer journey by looking between starting pages and end pages, finding where customers veer off, closing gaps, and identifying friction points they may experience, especially through what we call our buying process from start to finish..”

James Dascole

Manager at Charter Communications

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“Glassbox is used primarily for digital experience analytics and customer journey monitoring. I use it to understand how customers interact with our website and applications, identify friction points, and improve the overall user experience.

One specific example of how I have used Glassbox to identify friction and improve the user experience is when we noticed a higher than expected drop-off rate during an online customer application process. Using Glassbox session replay and journey analytics, I reviewed user sessions and identified that many users were encountering validation errors on a specific form field without clear guidance on how to correct them..”

Verified user

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Salesforce Developer at a media company with 1,001-5,000 employees

“My main use case for Glassbox is session recordings and struggle score.

“For the session recordings, we take examples of user experience flows that we need to improve, and then we check some examples of the recordings. Crossing this with the struggle score, we understand the problems that users might encounter, and we try to enhance the user experience.

“I believe that creating reports apart from the session recordings is necessary, since sometimes we cannot check recordings one by one. I think it is a bit of an issue in Glassbox because the way they are presenting the dimensions and metrics is not suitable for creating simple tables with dimensions and metrics. You have to filter or do some strange checks and cross-checks of dimensions just to reach a simple result. Therefore, I believe that in general, the user experience and also the user interface is not user-friendly..”

Luigi Saracino

Global Digital Analytics Product Owner at a manufacturing company with 5,001-10,000 employees

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“Our main use case for Glassbox is for session search and replay, and we also use it for creating dashboards and getting analytics out of it.

“We use session search and replay for our customer call center, and we use it for troubleshooting customer issues. We use it for finding production incidents and quantifying the impact, such as how many customers are impacted by any production incident. Our product team uses dashboards when they do any new releases or new features; they want to see the usage, how many customers are clicking or going on a particular flow.

“Technology teams use Glassbox for troubleshooting; they are more interested in crashes, struggles, and pain points. Products and business teams are more interested in conversion rates, drop-offs, and when they release a new product. The fraud and investigation team is also interested in identifying bad actors..”

Verified user

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Digital Analytics. Customer Experience Management. Glassbox at a financial services firm with 10,001+ employees

“My main use case for using Glassbox is to see the session activity that has been done by users. It helps me by using a correlation ID or a session ID to understand what actions users have performed. Glassbox records the full session, and through the session, I can trace the full behavior, including all calls that have been placed, which helps in understanding if it's a user behavior error, where the error has come from, or where the request has failed for better analysis.

Recently, I was working with the Marriott International group, where we noticed a lot of bot activity. I went to a particular browser and replicated some malicious behavior by opening the session repeatedly. I took a session ID from the production server, entered that session ID into Glassbox along with the proper timing to minimize search duration, and reviewed the recorded session. During the recorded session, I observed user behavior and traced various calls. I identified a user error when one of the users entered the credit card number incorrectly, helping me to recognize patterns associated with bot activity. Through those parameters, I identified various types of errors and user behaviors.

A second use case involves verifying if I am entering the correct credit card details or selecting the right country. I can review those use cases via recordings to assess sub-calls, which is essential because manual tracing can be challenging. Glassbox assists me in tracing the complete end-to-end flow, allowing me to identify where the error leak is..”

Ranu Singhal

Integration Developer at a computer software company with 51-200 employees

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“My team found it easy to learn and adopt Glassbox because of its user-friendly interface, requiring us only to input the session ID to navigate and get the needed information easily..”

Ranu Singhal

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Integration Developer at a computer software company with 51-200 employees

“From what I remember, when my team first implemented Glassbox, the initial setup and integration process took a few weeks to get properly configured and usable across the team. The basic implementation was fairly straightforward, but tuning the dashboards, validating data, session data, and aligning it with existing workflows took additional time. Most of the effort was around integration and making sure the right user journeys and events were being tracked correctly..”

Sai

[Read full review](#) 

Ai/Data Analyst at CSD

“Onboarding new users to Glassbox is pretty easy. The documentation is good, the training provided is good, and the vendor team is knowledgeable and very helpful.

“Glassbox handles updates and maintenance with some challenges, but they are not a lot, and most of them are handled by vendors. They take good care of it; they do regular patching and upgrade activities and they let us know when they do it..”

Verified user

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Digital Analytics. Customer Experience Management. Glassbox at a financial services firm with 10,001+ employees

Customer Service and Support

“The customer support for Glassbox is good because I did not face any issues while using the application, and any issues that did arise were resolved quickly..”

Verified user

Application Support Analyst

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“Customer support is great, whether through email or direct interactions with our reps, and they respond almost immediately, even when not located in the US..”

James Dascole

Manager at Charter Communications

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“I have reached out to Glassbox customer support a few times for configuration queries and minor issue clarification, and overall, the experience has been positive..”

Verified user

Salesforce Developer at a media company with 1,001-5,000 employees

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“The customer support is nice; we have a quite strict partnership with continuous feedback, workshops, and they are listening to us because the client is quite important, so it is fine..”

Luigi Saracino

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Global Digital Analytics Product Owner at a manufacturing company with 5,001-10,000 employees

“Customer support is occasionally beneficial, offering 24/7 technical troubleshooting, dedicated help infrastructure, and strategic optimization consulting, all governed by strict service level agreements for prompt response times..”

Ranu Singhal

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Integration Developer at a computer software company with 51-200 employees

“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

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SRE at a tech vendor with 10,001+ employees

Other Advice

“My advice to others looking into using Glassbox is to start with clear use cases, especially around key customer journeys where you want better visibility, such as onboarding, checkout, or application flows. Glassbox provides a lot of data, so having focused objectives helps you get value quickly. I would rate this review as an eight out of ten..”

Verified user

Salesforce Developer at a media company with 1,001-5,000 employees

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“My advice to others looking into using Glassbox is to not stop at the capabilities provided in the user interface but keep going forward. I found this interview slightly repetitive because some questions are a bit repetitive; you do not analyze the previous answers, so you cannot understand that I have already replied. This can be improved to avoid wasting time. I give this review an overall rating of 6 out of 10..”

Luigi Saracino

Global Digital Analytics Product Owner at a manufacturing company with 5,001-10,000 employees

[Read full review](#) 

“Regarding Glassbox's AI capabilities, I think its governance and security are as good as any other AI; AI is essentially trained by people repeatedly, using data from millions of users, and whoever is training Glassbox's AI has done a decent job. Its accuracy and reliability of output are fairly accurate; I would say mostly accurate, but you always need a human to verify results, as sometimes the outputs are not

what I expect, such as the time it pointed me in a different direction instead of where I should have been looking.

“My advice for others looking into using Glassbox is to ensure it serves your needs; it is a massive product that provides a wealth of data, so make sure you are looking for and using the right data, as well as understanding how it will shape your site and overall customer experience, and I recommend using the Adobe API if it is available. I gave this review a rating of seven out of ten..”

James Dascole

Manager at Charter Communications

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“Glassbox integrates well with other tools or platforms in our organization; we have integrated it with other platforms such as Splunk, [Grafana](#), and AppDynamics because every product has its own limitations and strong suits. Not everything is good in all the products, so we need to create a bigger picture and get the best of all the worlds.

“Glassbox has definitely helped my team collaborate more efficiently and share insights across departments; it works with our different teams and also works with other monitoring tools to give a bigger picture and better result. We have implemented it across different teams and the organization.

“Glassbox handles compliance requirements for our industry very well; we have identified a lot of PII information and we mask all the fields such as account number, credit card number, social security, and date of birth. Glassbox does a very good job in masking that and not capturing that.

“My advice to others looking into using Glassbox is definitely to consider their use cases and thoroughly go through the strengths and weaknesses of Glassbox. It is good for the banking industry, and if you are looking for server-side applications or server-side data, you should try different products. Just focus on strengths and map it with your requirements. I would rate Glassbox an eight overall..”

Verified user

Digital Analytics. Customer Experience Management. Glassbox at a financial services firm with 10,001+ employees

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“In my day-to-day work with Glassbox, I use it to check where the customer is facing an issue and where the error is located. I check the end-to-end transaction that has been captured in Glassbox. I check the API and error code. I also perform impact analysis if there is any error occurring or if I need to provide user impact information. I check the apps being used to determine if the issue is happening on mobile or desktop, or which platform it is happening on, including Android or iOS. These details help in debugging an issue.

A specific example of how I have used Glassbox to solve a problem is whenever an issue occurs, I check the session ID and retrieve the Glassbox session for that particular affected user. I check what the pain point was and what was causing the issue in the application. I check the timeline and logs in Kibana to understand what is causing the issue and what error the customer is facing, then debug accordingly to resolve the issue.

I typically use the AI feature based on the issue that I am debugging, and it has changed the way I work. I ask questions about that particular issue. If a session is significantly longer than expected, I would ask for steps to replicate and I would also replicate it on my end to see what exactly the customer did and if I am able to reproduce it. I ask for a summary of what the user did in that particular session or where the user encountered an error.

Regarding Glassbox's AI capabilities, I have not tried asking any security or governance-related questions in the AI, so I cannot comment on that capability.

Regarding the accuracy and reliability of the AI output, it is good in my experience.

I give Glassbox a rating of eight out of ten because when I was using Glassbox and then I switched to [Quantum Metric](#), I preferred Glassbox over Quantum Metric.

My advice for others looking into using Glassbox is to familiarize yourself with each and every feature because it is helpful. If you use each and every feature, it will definitely benefit your business.

I do not have any additional thoughts about Glassbox; I have covered everything about it..”

Verified user

Application Support Analyst

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“Glassbox facilitates effective communication within the team through numerical reports that developers and analysts can use to improve application performance and draft strong KPI results.

We have a governance agreement governing our use of Glassbox and ensuring compliance with regulations, allowing us access to data under that guidance.

Glassbox ensures data privacy by employing built-in privacy guardrails that prevent collection or exposure of personally identifiable information. By default, it masks highly sensitive information.

Glassbox helps me prioritize which issues to fix first by providing an overview of errors, such as internal server errors and application failures, allowing me to segregate error types and focus on addressing critical issues promptly.

Glassbox integrates by sharing session data and connecting with tools like Dynatrace and other platforms through pre-built connectors and open APIs to facilitate behavior analysis.

Glassbox updates its platform through patching with regular release cadence, featuring weekly improvements and significant feature launches. This process makes it easy for us to stay informed about new installations.

Glassbox supports mobile analytics using a single lightweight SDK, capturing 100% of user sessions on both iOS and Android, mapping behavioral data alongside technical performance metrics without requiring manual event tagging. It also uses native SDK wrappers like Flutter and React [Native](#).

I created a before-and-after matrix to measure the reduction in 500 errors and page response time. Previously, I had around 3,000 errors on my find page, but after using Glassbox to analyze and implement the right blockers, that number reduced to 500. This reduction significantly helped prevent Ajax and network data errors and quantified the revenue lost, making it clear how I improved error management and user experience.

I advise others to understand their needs first, particularly if they focus on user recording behavior within enterprise applications like hotel booking or grocery systems. They should read the Glassbox documentation before starting, which will enhance their experience with the platform. I gave this review a rating of seven out of ten..”

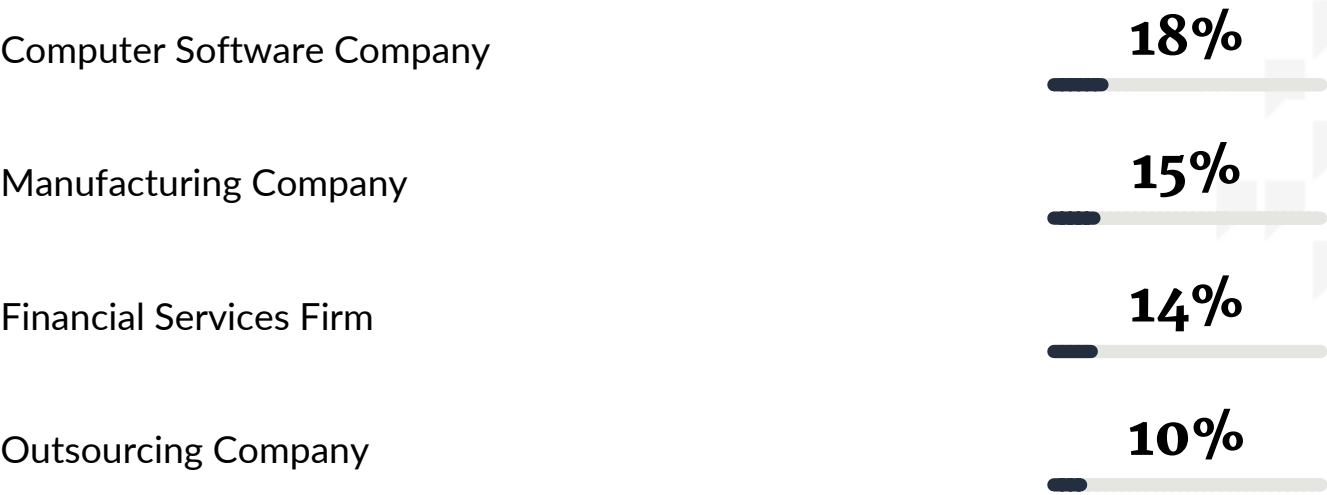
Ranu Singhal

Integration Developer at a computer software company with 51-200 employees

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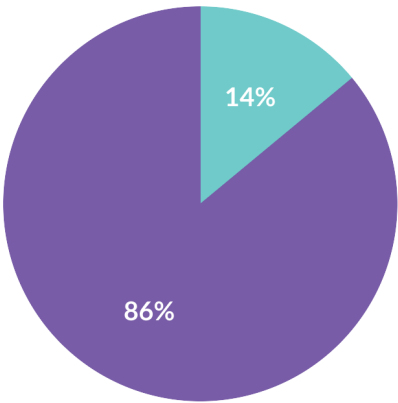
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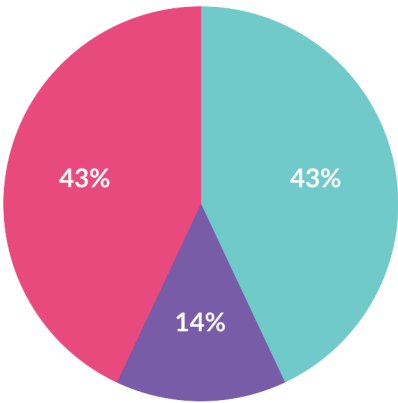


Company Size

by reviewers



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Large Enterprise Midsize Enterprise Small Business

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