

The Andover Companies Partners with CXperts & Fullstory to Improve Agent UX



OVERVIEW

The Andover Companies – a nearly 200-year-old provider of a variety of business and personal insurance products through a broad network of independent agents and brokers – invested in the Fullstory analytics platforms to help better understand areas for improvement within its agent portal. The internal team that manages these portals sought additional expertise and support to efficiently and effectively extract customer behavior insights from Fullstory.

THE CHALLENGE

The Andover Companies maintains a small and agile DX team that faced a familiar challenge of managing multiple priorities with limited resources. They didn't need a full-time analyst or team, but rather the part-time support of a seasoned digital analyst with proficiency in Fullstory to dig into business questions, identify issues and measure impact on a continual basis.

HOW CXPERTS HELPED

CXperts deployed a lightweight, ongoing CX Insights engagement anchored by a Sr. Digital Analyst to optimize the configuration and workflows within and around Fullstory and to deliver regular, actionable CX Insights. Our approach is to do more than simply report on analytics, but instead provide actionable recommendations for UX improvements and their resultant impact in a regular, repeatable program.

RESULTS

Through our collaboration CXperts has identified over 70 unique issues through Fullstory in less than a year and allowed the team to confidently roll out changes, updates, and new experiences, continuing to drive portal UX improvements by way of deployed and planned code releases.

QUICK FACTS


70+

Insights generated through Fullstory

15

Planned or delivered fixes and site upgrades



Tech Used: Fullstory 

“CXperts took our team from onboarding the Fullstory platform, to understanding our business challenges and use cases, to delivering regular, quality insights from the platform to help us begin prioritizing and making continuous improvements to our agent portals. Their expertise brought our agents' experiences front and center in our decision making process.”

Heather Niles,
Product Manager
The Andover Companies



IN PARTNERSHIP WITH

fullstory

CX INSIGHTS

SESSION REPLAY

DXI ANALYTICS

TECH PARTNERSHIPS

