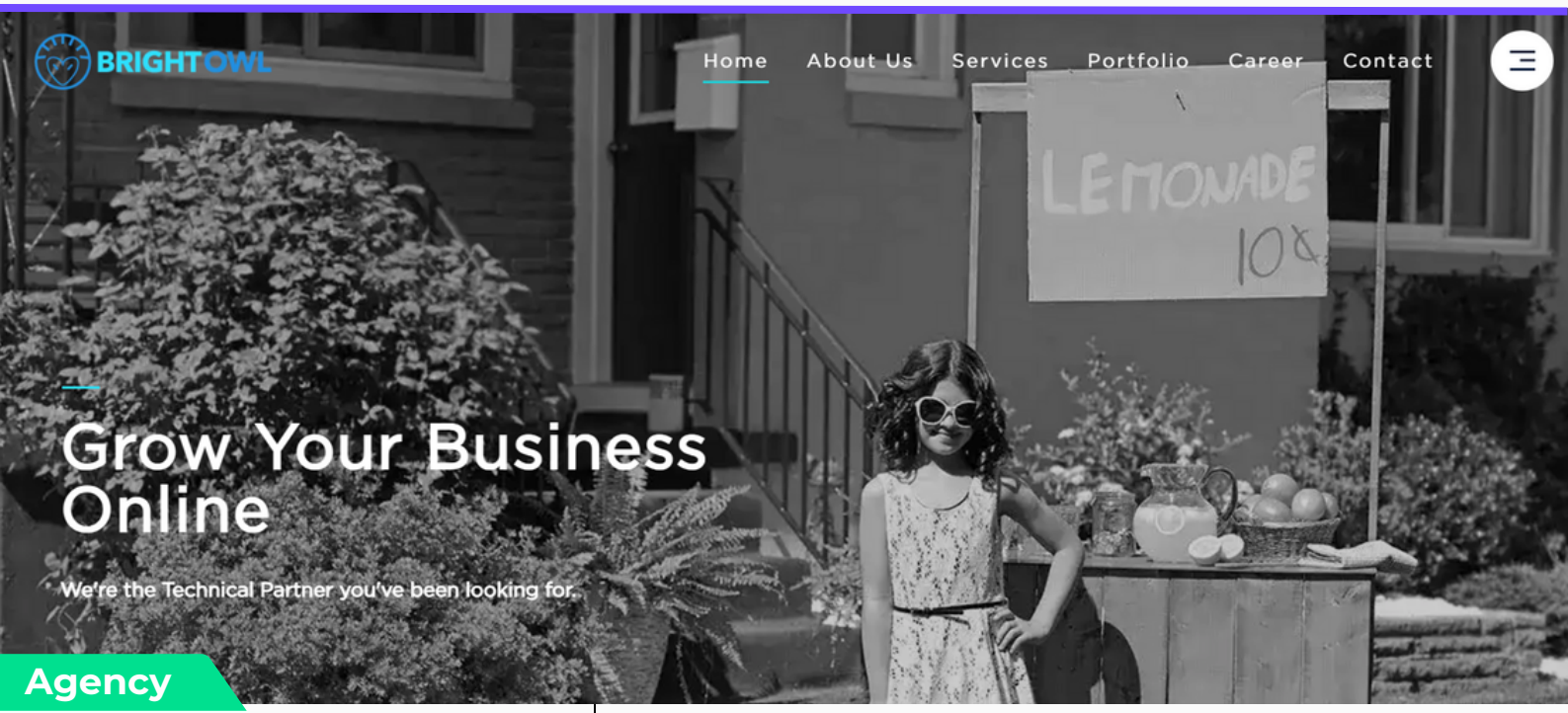


Agency

"Using Webeyez quickly revealed the technical issues that were affecting the sales funnel"

Ethan Roberts
Director of Bright Owl Digital

Bright Owl Digital is a technical development partner for small and medium-sized UK-based online retailers such as Atterley and Chemist 4U.

Bright Owl Digital works with online retailers across a diverse range of industries including, fashion,healthcare, floral, electronics and travel.

Bright Owl Digital specializes in the development and technical management of eCommerce solutions, including Magento and other leading platforms.

TERMINAL X
GALLS AN ARAMARK COMPANY
SIGNET
RCWilley
Oliver Sweeney
EZCONTACTS
SUPER-PHARM
TYR
LULU AND GEORGIA
INTERbet
THE BEARD CLUB
DVF DIANE VON FURSTENBERG

Ethan Roberts
Director, Bright Owl Digital

BRIGHTOWL

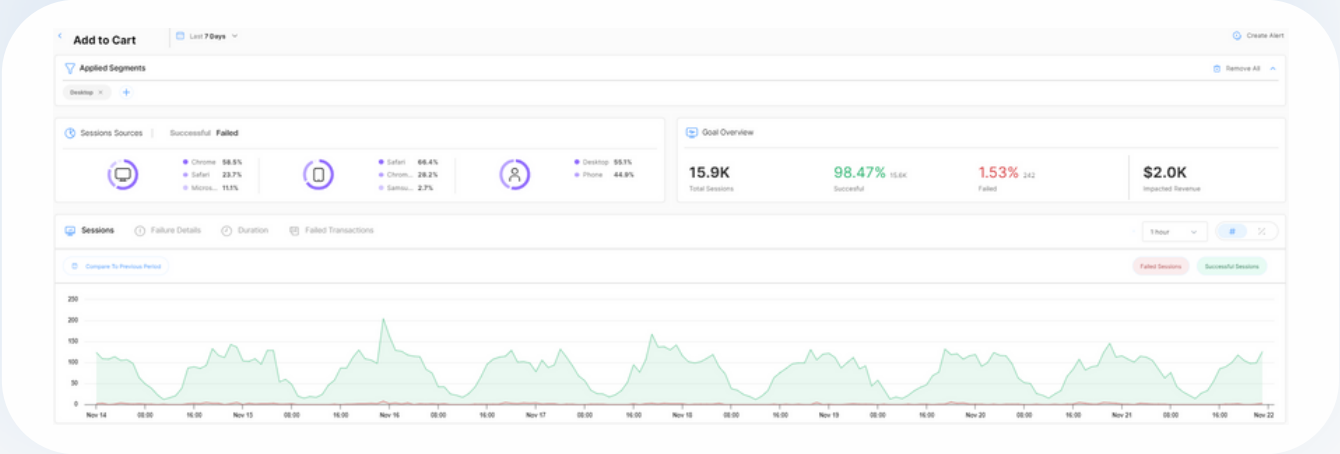
Challenge

Historically, the team has used several tools to monitor and troubleshoot the technical performance of their customer's websites. While useful, the tools were not revealing how technical issues were affecting the website from a business perspective.

As a customer-centric company, Bright Owl Digital was often challenged with having to quickly find and replicate technical issues raised directly by site users via customer service teams. Diligent research of issues could be lengthy and require multiple resources in order to uncover the root causes and frequencies of events.

The team also needed a strong alerting system to provide real-time notifications of critical site errors before they were noticed or reported by visitors. Bright Owl Digital wanted to minimize any disruption to the visitor journey and the customer's bottom line.

Webeyez revealed granular detail of Add to Cart failures



Webeyez replicated site issues and helped clients and development teams prioritise issues.

Ethan Roberts
Director, Bright Owl Digital

About Webeyez

Webeyez identifies, prioritizes, and resolves eCommerce customer friction, using AI insights to increase conversions and drive revenue growth, enabling you to run your operations efficiently and effectively.

Try webeyez today!

BOOK A DEMO

Solution

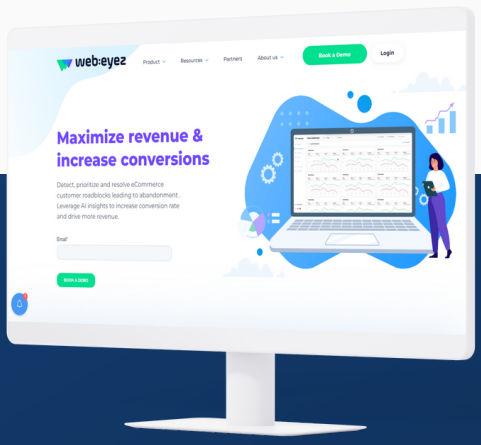
Following a Webeyez introduction at “Magento Live” Europe, Bright Owl Digital Director Ethan Roberts moved quickly to implement Webeyez into several client websites.

The Webeyez smart alerts engine quickly revealed important business and technical insights that were clear and immediately actionable by Bright Owl Digital’s development teams.

Additionally, Webeyez identified the specific root causes and frequencies of events and gave useful information including detailed error logs, stack traces and session recordings, saving Bright Owl Digital valuable QA and developer time for fixing issues rather than trying to replicate them in the first instance.

Today, Bright Owl Digital leverages Webeyez to identify critical events in customer websites as quickly as possible. Webeyez helps the team prioritize and plan future developments based on performance metrics and user journey data.

One-click installation, no development work or tagging.



The unseen opportunities are the greatest!