Dynatrace Session Replay

Deliver flawless digital experience with 360-degree
visual insight into web and mobile user behavior

Session Replay is an essential part of a complete Digital Experience Monitoring (DEM) solution. It extends Dynatrace Real User Monitoring (RUM) by capturing the entire user session of every visitor to your website or application through visual recordings. With video-like playback of users' interactions, right down to each click, scroll, and tap, Session Replay expands visibility into the mindset and behavior of your customers like never before, helping you provide better customer service, optimize user journeys, and increase conversions.

The challenge

Blind spots put customer experience at risk. Today's users expect high speeds, constant availability and seamless outcomes every time they experience your software. To make the best business decisions, you need a deep understanding of real user experience. And to remain relevant and competitive, your software must work perfectly.

· Understanding customer complaints can be difficult and time-consuming without visual context

· Web metrics can be meaningless to business unless they are put in context of the user

· Clicks don't tell the full story without visibility into what your end user sees

· Client-side errors (JavaScript) and performance issues must be prioritized by the number and extent of users affected

· No simple, visual way to show peers and superiors when issues or errors occur if they can't be repeated

Why Session Replay from Dynatrace?

Session Replay extends the power of Dynatrace to all applications in your enterprise with:

360-degree capture, index and search of all user sessions across every browser, device or interface with simplified playback in a movie-like environment.

On-demand replays of real user experience on web applications, native mobile iOS and Android apps, third-party SaaS applications, single-page apps, and JavaScript frameworks.
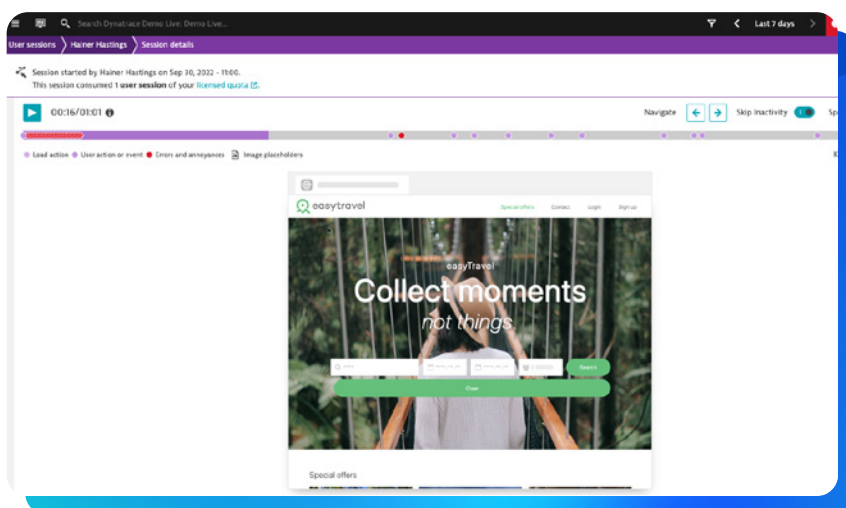
Full integration with Dynatrace best-in-class AI to gain complete insight into user experience and support problem analysis.
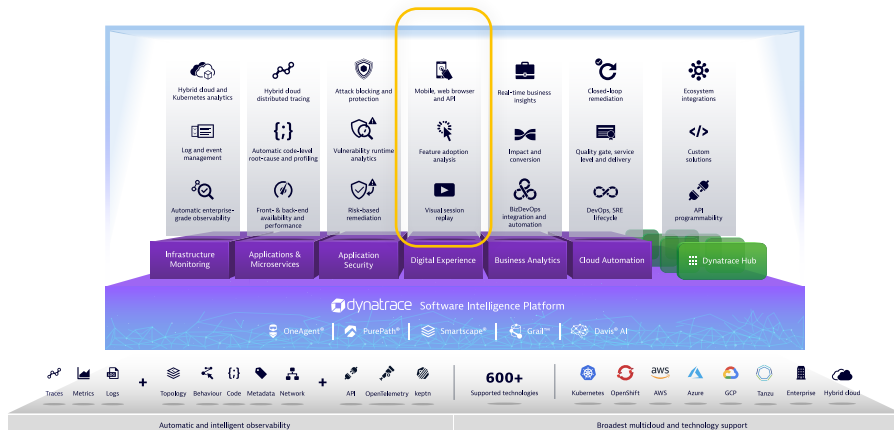
Automatic front-end to back-end connection with root cause analysis for user experience issues down to the code level in seconds.

Comprehensive privacy controls with automated and GDPR-compliant masking options, role-based access control, and all data masked by default.

The Dynatrace Software Intelligence platform is the only all-in-one solution to provide complete, AI-powered DEM with fully integrated and automated Real User Monitoring, Session Replay and Synthetic Monitoring.

Session Replay Benefits

· Accelerates time to market when fixing production critical errors

· Shortens mean time to resolution (MTTR) for issues

· Reduces customer service costs and call times

· Increases customer satisfaction, brand confidence and loyalty

· Shortens iteration times and provides immediate feedback to optimize digital experience

· Identifies relevant areas of improvement for UX and development

· Provides clear-cut video evidence for developers, usability experts and business owners about problems, opportunities, errors, usability issues and customer interest

Dynatrace DEM lets you see applications the way your customers do. The unique combination of quantitative and qualitative analytics in one solution brings insights and a competitive advantage to your organization in today's digital economy. This user-centric approach to your digital business is specifically designed for use cases such as:

· Troubleshooting

· User Complaint Resolution

· Customer Support

· UI Enhancement

· User Behavior Analysis

> ❝ **Session Replay is like having an instant focus group with all our customers,** across 22,000 locations. The proactive assistance to improve our customers' experience, and the insights we gain from this, are tremendously helpful, not just for IT and development, but for our executive management as well."

— Brian Rutherford, Vice President of Software Development

U-HAUL®

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