Glassbox Positioned Among Established Journey Management Providers in the Large Vendors' Segment by Leading Analyst Firm

NEW YORK, UNITED STATES, November 28, 2018 /EINPresswire.com/ -- Glassbox Digital today announced that Forrester Research has identified Glassbox in its report on Journey Management Providers, entitled "Now Tech: Journey Management, Q4 2018 - Forrester's Overview Of 23 Journey Management Providers".
To view a complimentary copy of the report, please click here.

Forrester's report divides all selected vendors into 3 categories based on market presence. Glassbox Digital joins the Large vendors' segment, which includes tools with >$10M in annual journey management revenue.

"Glassbox has pioneered Digital Customer Management with the first web and mobile platform that helps enterprises ensure digital compliance, improve online CX, increase customer satisfaction, and boost revenue and profits. Being identified among sample vendors in interface experience analytics tools in The Forrester Tech Tide™: Experience Design, Q3 2018 and a Journey Management provider in rapid succession, we believe are the perfect recognition of the validity of our technology and our contribution to the digital world. In 2019 we are planning to grow our presence as journey visioning platform across new verticals, whilst developing our offering into digital journey orchestration", said Yaron Morgenstern, Chief Executive Officer at Glassbox Digital.

Glassbox is the only Enterprise-grade solution to allow customers to capture, index, search, retrieve and visualise in real-time all the data related to digital customer journeys. It enables online customer experience professionals to automatically detect customer struggles and technical anomalies and to create bespoke funnels to quickly investigate specific user-behaviours.

We invite you to download a complimentary copy of Now Tech: Journey Management, Q4 2018 - Forrester's Overview Of 23 Journey Management Providers and contact us to discover how Glassbox can help you.

About Glassbox Digital
Glassbox empowers organizations to manage and optimize the entire digital lifecycle of their web and mobile customers. By leveraging unparalleled big data, behavioural analytics, session replay, free-text search and application monitoring capabilities, Glassbox enables enterprises to see not only what online and mobile customers are doing but also why they are doing it. Most importantly, Glassbox informs and facilitates action based on those insights that can lead to enhanced digital customer journeys, faster customer dispute resolution, improved regulatory compliance, and agile IT troubleshooting. Glassbox's solutions are used by medium to very large enterprises mostly in the financial services and insurance industries as well as travel, leisure, telecommunications and retail. Learn more at www.glassboxdigital.com

Francesca Pezzoli
Glassbox Digital
+44 7501 190362