

Glassbox Digital Adds Singapore Airlines to Its Global Customer Base and Ramps-up Its Presence in Commercial Aviation

Real-time visibility of customer behaviour drives the development of an increasingly sophisticated online experience

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Glassbox today announced that its industry-leading Digital Customer Management solution, has been chosen by Singapore Airlines (SIA), Skytrax world's best airline, to improve its web customer experiences.

Glassbox provides Singapore Airlines with real-time insights on customer user experience and issues faced on the web platform. This helps the airline to identify the reasons behind challenges encountered throughout the various transactions, so that these can be addressed accordingly.

"We are extremely proud to have been selected by Singapore Airlines and to contribute to their ability to deliver a worldwide renowned customer experience. Glassbox' digital customer management solutions are gaining terrific momentum in the travel, hospitality and leisure industry. The flexibility and robustness of our platform have proven pivotal in winning important global accounts such as SIA and we are committed to continue enriching our offerings to match our customer's ever-evolving needs", commented Yaron Morgenstern, Chief Executive Officer at Glassbox Digital when asked about the deal.

About Glassbox

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 customer experience, faster customer disputes resolution, improved regulatory compliance, and agile IT troubleshooting. Glassbox's solutions are used by medium to very large enterprises across a wide range of verticals, including telecommunications, financial services, insurance, healthcare, travel, hospitality and business services.

Learn more at www.glassboxdigital.com

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