

# Air Canada chooses Glassbox to Optimise its Digital Customer Channels

*Airline to use advanced Digital Behavioural and Digital Experience Performance Analytics for its Mobile App*

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/EINPresswire.com/ -- Glassbox today announces that its industry-leading digital record, replay and analytics technology has been chosen by Air Canada to optimise its mobile applications.

Air Canada is Canada's largest domestic and international airline serving more than 200 airports on six continents.

Canada's flag carrier is among the 20 largest airlines in the world and serves close to 45 million customers each year.

Yaron Morgenstern, CEO at Glassbox comments: "We are working with Air Canada to assist the airline in improving their customers' experience as they further enhance their online applications. We will be assisting with [Digital Behavioural Analytics](#) and [Digital Experience Performance Analytics](#), which monitor online mobile apps traffic, whatever device the customer elects to use."

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*Denise Chartrand, Customer Solutions & Innovations - Air Canada*



Mobile apps are a vital part of the Air Canada service, as Denise Chartrand, Senior Director, Customer Solutions & Innovations elaborates, "With a fast-moving environment and time-critical services, ensuring our online tools exactly match the needs and expectations of our customers is essential. Glassbox's solutions match the technical requirements of our online retail systems and synchronise with our business aim of providing the best digital customer experience available. Glassbox provides crucial insights on customer struggles and experience issues that cannot be identified by other systems and help us address them immediately" added Chartrand. One of the key drivers for Air Canada in choosing Glassbox was the airline's strategic planning: the fact it is a single unified solution supporting both mobile applications and web

as well as its ability to support out-of-the-box Single-Page View applications, which had not been on offer from alternative suppliers, will enable Air Canada to leverage the solution on its website in the future. With a concerted move towards this approach throughout the customer service industry, Air Canada wanted to ensure its customers will be able to access all the information required on a single easy-to-use webpage, (whatever their choice of device) and still benefit from the performance enhancements supported by digital analytics.

Denise adds, "With passengers and customers booking flights and services from around the world, it

is vital that our online applications continue to offer the best possible service.

“We now see great interest in our solution from airline and travel companies, as they invest in enriching their digital channels” adds Morgenstern.

For more details on Glassbox’s solutions please visit: [www.glassboxdigital.com](http://www.glassboxdigital.com).

#### About Glassbox

Glassbox empowers organizations to manage and optimize the entire digital lifecycle of their web and mobile Customers. Leveraging unparalleled big data, behavioural analytics, session replay, free-text search, application monitoring and machine learning 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 mostly in the telecommunications and financial services and insurance industries and could cater to the needs of a wide range of verticals including healthcare, travel, hospitality and business services.

Learn more at [www.glassboxdigital.com](http://www.glassboxdigital.com)

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