



Starting Soon

Thanks for joining the Session Replay beta enablement webinar! We'll begin soon.

While you're waiting, open Zoom chat to share your company's name and your location.

Have a question during the webinar? Use the Q&A option



The power of Session Replay for product teams

November 9, 2023



Katie Fagan
Sr. Product Marketing Manager
Pendo



Aaron Newcomer
Sr. Sales Engineer
Pendo



Liz Feller
In-app Help Administrator
Nelnet Business Services



Agenda

1. What is Session Replay?
2. Use Cases
3. Demo
4. Customer story
5. How to get internal buy in
6. Q&A

DROP YOUR QUESTIONS IN THE Q+A BOX





1. What is Session Replay?



Introducing Session Replay

← Back to library Event Filters - Learn More, Upgrade + 4 More Replay 2 of 6 ⌵ ⌵ ☆ Share

Good Afternoon, Victor!

Accounts Investments Transfers

CONTACT INFORMATION

First Name: [REDACTED] Last Name: [REDACTED]
Phone: [REDACTED] Email: [REDACTED]

BILLING INFORMATION

Street: [REDACTED]
City: [REDACTED] State: [REDACTED] Zip Code: [REDACTED]

Mortgage Loan

Principal Balance: **\$544,846.78** Payment Due: **August 01, 2020** Payment Amount Due: **\$2,286.80**

[MAKE A PAYMENT](#) [VIEW STATEMENT](#)

Set up automatic payments [here](#)

POSTED ACTIVITY

Date	Description	Balance
July 15	Payment	\$544,846.38
July 01	Payment	\$545,375.37
June 15	Payment	\$546,953.93
June 01	Payment	\$2,286.80 \$547,292.33
May 15	Payment	\$2,286.80 \$547,292.33
May 01	Payment	\$2,286.80 \$547,292.33
Apr 15	Payment	\$2,286.80 \$547,292.33
Apr 01	Payment	\$2,286.80 \$547,292.33
Mar 15	Payment	\$2,286.80 \$547,292.33
Mar 01	Payment	\$2,286.80 \$547,292.33

Victor@acme.co
Acme Company

Visitor and account metadata

- Usage trending: ↗ 70%
- Email: Victor@acme.co
- First visit (All apps): May 4, 2019
- Role: Financial analyst

[Hide details ^](#)

Event Log

- Browser: Chrome
- Operating system: Mac OS
- Start time: August 22, 2023 at 11:13 AM EDT
- 00:00 Device screen size is 1440px by 880px
- 00:01 Clicked Learn More
- 00:06 Viewed Untagged Page
- 00:07 Clicked Upgrade
- 00:10 Viewed Price Comparison
- 00:14 Clicked Paid Plans

1 more matching feature...

08:00 / 32:00 Skip Inactivity ⚙️ 📄 ↶

MacBook Air



A video playback of in-app user behavior.

Capturing anything from user events
to clicks and mouse movements.

Get the full picture—with visual data.



QUANTITATIVE

Measure how users behave



QUALITATIVE

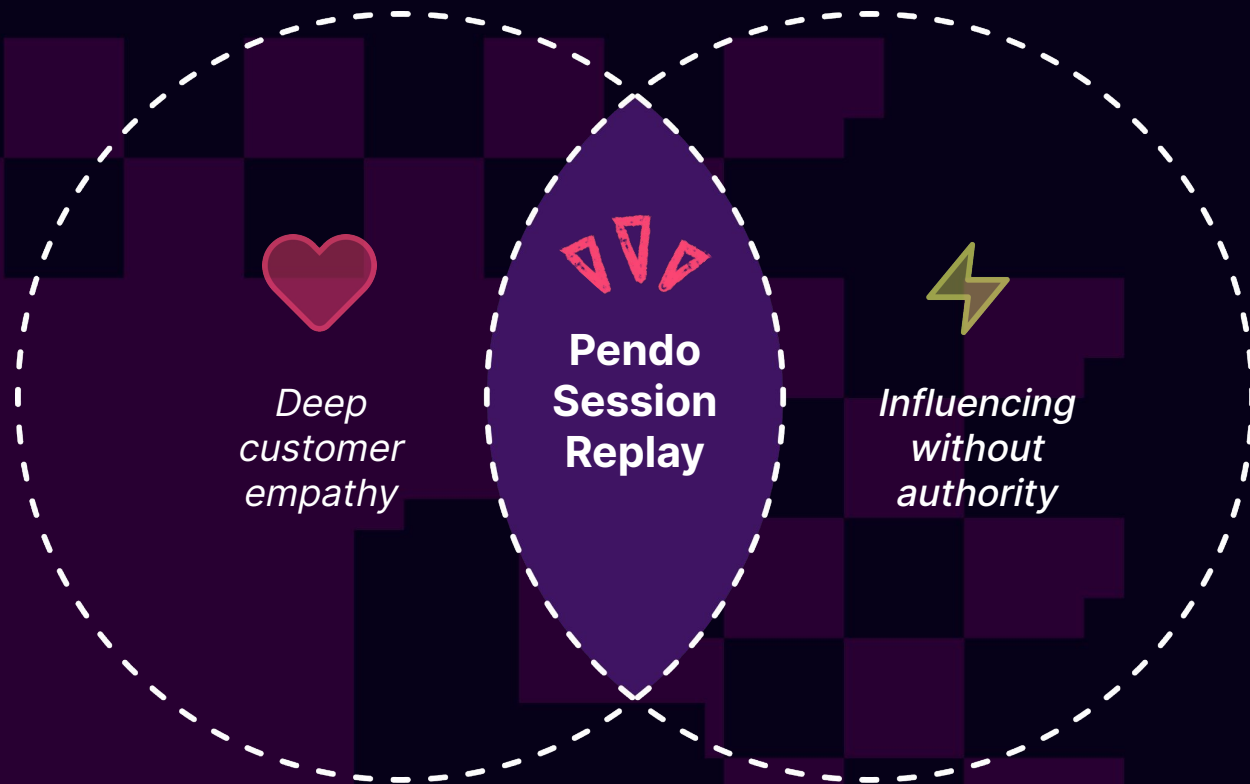
Understand user behavior in their words



VISUAL

Watch the actual user behavior play out in context

What makes for great product teams?





2. Use Cases

Use cases: How you can use Session Replay

Launch new features

See how users are interacting with **new functionality** to spot challenges with expected behavior in new workflows.

Solution migrations

Uncover value from legacy experiences for **seamless migration** to new solutions.

Understand guide performance

Troubleshoot problems with published guides to understand what behavior drives users to engage with them.

Product discovery

Uncover **areas for innovation** by seeing how users navigate your app today.



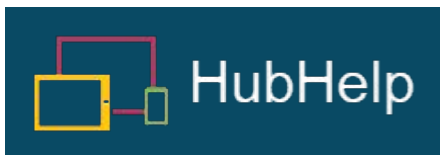
3. Demo!



4. Customer Story



Edtech/Fintech Knowledge Base



Over **60%** of end users search for content compared to navigating/click-paths

Improving **time-to-answer** and **user sentiment**

Customer story

Nelnet Business Services' knowledge base HubHelp serves over 62,000 users, and uses guides, analytics, and replays to home in on tricky areas — particularly search functions.

Challenges

Find a quicker way to educate users on how to search effectively (it's not Google).

Anticipate which content is hardest to find, and find ways to better surface it in different parts of the product.

Solutions

Use in-app content and monitor usage in replays to see if guides positively impact users finding what they need.

Monitor replays where one user conducted multiple searches to further improve visibility of the content they ended up needing.



5. How to get internal buy-in

How to get internal buy-in:

Increase customer retention

Build user **experiences that delight**, based uniquely on how users interact with your app.

Improve efficiencies

Spend less time in user interviews, resolving support tickets, and deciding roadmaps.

Power of the Pendo platform

Supercharge the tools you already use in Pendo by seeing the behavior behind the data.

Vendor consolidation

Less tech to manage, fewer data sets to reconcile, **easier to action** on insights.



Session Replay is a paid add-on.

Want a 1:1 personalized demo?

**Type “demo” in the Q&A box
And we’ll reach out to schedule one!**



Q & A

What's new with Pendo

See **what's new** and **what's coming** from Pendo in one page:

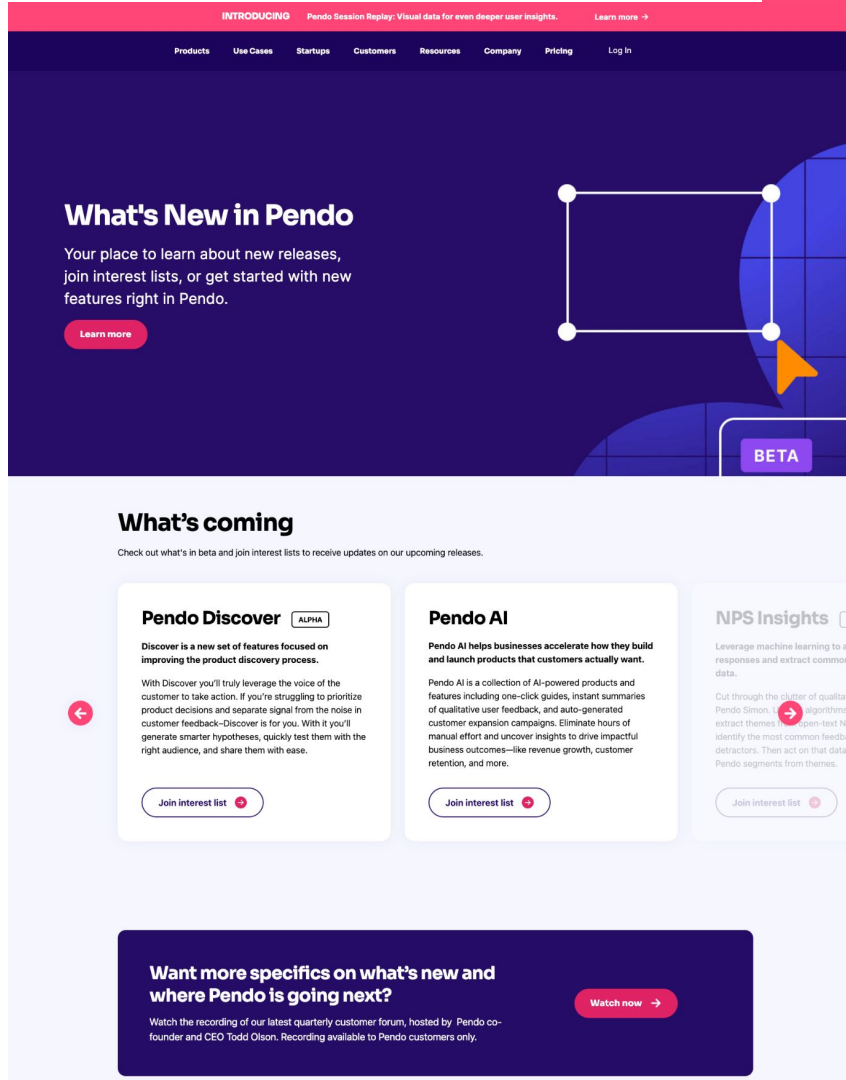
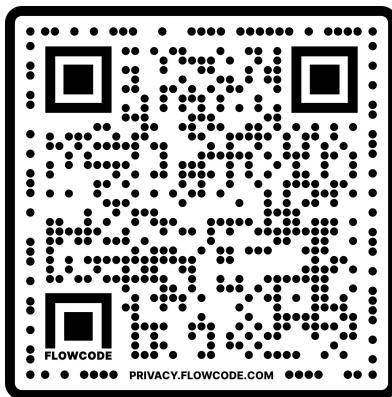
pendo.io/new

New Releases

Session Replay
Data Sync

What's coming

Discover
Hubspot 2-way integration





www.pendo.io