

# How Aeroflow saved \$2.9M and reclaimed hours with Noibu

## *Aeroflow Health*

### Industry

Healthcare/Medical Supplies

### Company Size

500-1,000

### Key Markets

- \$2.9M in revenue protected in 12 months
- 36 critical issues resolved
- \$583K+ saved in just three months

### Interviewee

**Chelsea Alverson**

Sr. Product Owner



## Challenge

As a leading health solutions provider, Aeroflow Health depends on its digital experience to ensure patients can easily access essential medical supplies covered by insurance. But their QA and support workflows had major blind spots:

- **Limited visibility** — developers manually combed through session recordings, with no clear way to identify or prioritize the most critical friction points.
- **Lack of actionable data** — customer workflows broke down, but the impact on revenue or conversions was unclear.
- **Inefficient collaboration** — issue reports lacked key technical details, causing lengthy back-and-forth between support and development teams.

The result: hidden friction in the patient journey, slower resolutions, and revenue at risk.

## Solution

Aeroflow implemented Noibu's ecommerce monitoring and conversion intelligence platform to replace guesswork with precision.

With Noibu, Aeroflow gained:

- Automated root cause analysis — surfacing friction points and their revenue impact instantly.
- Smarter prioritization — dashboards that highlight only business-critical issues.
- Help Codes — replacing vague customer service reports with detailed, session-based diagnostics.
- Verify tag — filtering out false positives and escalating only what matters.

“No one has to spend hours searching through sessions. We just go to the dashboard, focus on the five most critical issues, and know they’ll impact the business.”

Chelsea Alverson | Sr. Product Owner, Aeroflow Health

[The Verify tag] saves us an incredible amount of time—hours and hours of my life—and I think that’s probably the biggest value add for our company.”

Chelsea Alverson | Sr. Product Owner, Aeroflow Health

## Results

**\$2.9M**

protected in 12 months

Conversion impact:

Millions in potential revenue preserved by resolving 36 patient-journey-blocking issues.

**\$583K**

saved in a single quarter

Developer efficiency:

Hours reclaimed weekly with automated reproduction.

**36+**

conversion-blockers eliminated

Team collaboration:

Support, product, and dev teams aligned through Help Codes.

**Ready to see the site friction costing you sales?**

Claim your free audit to see what your site might be missing.

[Get a free website audit](#)