Noibu

alphabroder

Why alphabroder's VP of Ecommerce recommends Noibu's proof of concept

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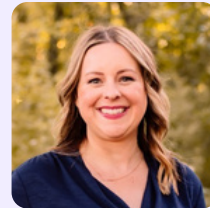
Industry
Apparel

Company Size
1,000-2,500

Key Markets

- 1.1k errors detected in 16 days
- 122 critical issues uncovered
- 104K+ visitors impacted errors resolved
- Seamless Jira integration streamlined dev workflows

Interviewee

Kathryn Hutchison
VP of Ecommerce

Challenge

As a leading supplier of apparel and imprintable goods, alphabroder needed more than traditional analytics to maintain a seamless ecommerce experience.

Before Noibu:

- **Customer complaints were the main signal** — issues only surfaced when customers reported them.
- **Limited analytics detail** — devs lacked technical context like browser/device data, forcing hours of trial-and-error debugging.
- **Missed issues** — unreported friction points persisted for months, with no visibility into how many users they affected or the revenue at stake.

> *"Before Noibu, we were losing a ton of time replicating issues. Our analytics tools weren't giving us the detail developers needed to solve problems."*

Kathryn Hutchison | VP of Ecommerce, alphabroder

Solution

alphabroder ran a two-week proof of concept (POC) with Noibu, immediately uncovering hidden issues and demonstrating value to leadership.

Noibu provided:

- **Revenue attribution** — every issue assigned a potential dollar impact to guide prioritization.
- **Friction-to-session linkage** — teams could connect customer complaints directly to detailed session data.
- **Help Codes & Jira integration** — enabled smooth cross-team collaboration and faster fixes.
- **Unreported issue detection** — surfaced friction points no customer had flagged, including a long-standing login error caused by six distinct issues.

> **"It would be priceless to never have to call a customer and ask them for details. Noibu gives us everything we need to replicate and resolve issues."**
>
> Kathryn Hutchison | VP of Ecommerce, alphabroder

> **"Noibu helps our existing teams work better. It's rare to find a tool that improves customer experience and makes product and engineering more fulfilled in their roles."**
>
> Kathryn Hutchison | VP of Ecommerce, alphabroder

Results in just 16 days of POC:

1.1k
issues discovered

122
critical friction points uncovered

104k+
visitors impacted

Customer relationships:
Issues fixed quickly without asking customers for troubleshooting details.

Team productivity:
Devs spend less time replicating bugs, while PMs and CX gain a shared view of what really matters.

Strategic clarity:
Revenue-backed prioritization ensures LT directs resources to the most impactful fixes.

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