

BEST USE OF AI - DX AWARDS 2026

# GUESS & ContentSquare

How GUESS transformed digital experience analysis  
— from hours of manual work to decisions delivered in seconds.

Vito Antonacci - UX Manager - GUESS

[guess.com](https://www.guess.com)

# A global fashion brand. High-stakes digital funnels.

**GUESS** is a global fashion and lifestyle brand with a strong ecommerce presence across the world. Every percentage point in conversion rate has a direct, measurable revenue impact — making fast, data-driven decisions critical and time-sensitive.

Our teams relied on **ContentSquare** daily to understand user behaviour. The intelligence was always there — in session recordings, heatmaps, funnel data, frustration signals. The bottleneck was the time it took to surface it.

## THE PROBLEM

# Every investigation cost us **half a day.**

When a KPI dropped — conversion rate, add to cart, checkout completion — we'd open ContentSquare and start digging. Navigating dashboards, switching between funnel views, cross-referencing frustration scores, rage click maps, error logs. Then writing up findings. Then creating Jira tickets manually. Then briefing the team.

### **01. From 2 to 4 hours**

Average time to go from "something's wrong" to a structured diagnosis — per investigation, per issue.

### **02. Selective coverage**

Only the most critical issues could be investigated. Most signals went unexamined — not because they didn't matter, but because there wasn't time.

### **03. Delayed reaction**

By the time friction was identified, reported, and actioned — it had already cost us. Revenue lost while the analysis was still in progress.

## THE TURNING POINT

# ContentSquare released an official MCP server.

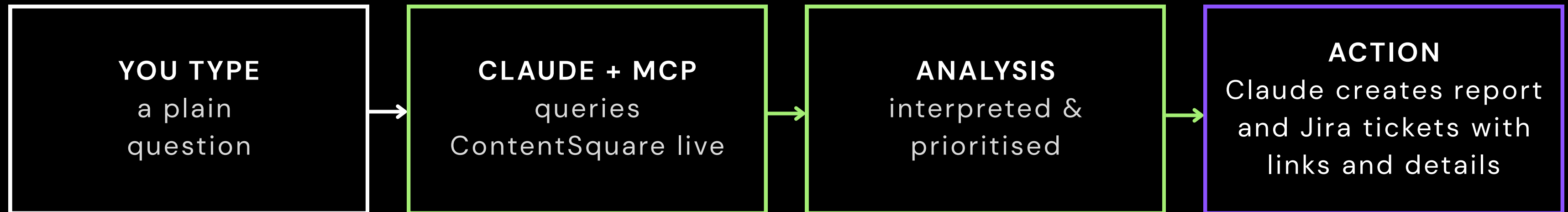
MCP — Model Context Protocol — is a standard that allows AI models to connect directly to external data sources and tools. When ContentSquare released its official MCP server, it meant one thing: **Claude** could now read our live **ContentSquare** data directly, without any export, without any copy-paste, without any manual step in between. Not a dashboard to interpret. A conversation to have. AI doesn't replace human expertise, it amplifies it.

*"For years we opened ContentSquare with a question in mind: where is the problem in the funnel? Where are users dropping off? Where are they hitting friction? ContentSquare always had the answers. The issue was how long it took to get there."*

THE SOLUTION

# You ask. Claude reads ContentSquare. You decide.

We connected Claude to ContentSquare via MCP: ask a question, get structured insights instantly — no dashboards or filters needed.



## THE SOLUTION

# Some prompts we use and **what they return.**

***"Analyse the checkout funnel to find where users drop off, highlighting the abandonment rate and the exact frustration score per step."*** → Full funnel breakdown by step, with drop-off rates, frustration signals, and session links to the worst moments.

***"Find where rage clicks are concentrated and identify the specific errors causing abandonment."*** → Rage click heatmap summary, error event ranking by impact, and Jira tickets auto-created for the dev team.

***"Compare checkout funnel this week vs last week: where did CR drop and what changed in user behaviour?"*** → Week-over-week delta per step, behavioural shift identified, sessions pre-filtered for the team.

***"Top 3 highest frustration score pages on mobile – what's causing it?"*** → Rage clicks, dead clicks and scroll abandonment mapped to specific UI elements, with ContentSquare sessions linked.

THE NEXT LEVEL — AGENTIC AUTOMATION — CLAUDE COWORK

# Set it up once. It works every day.

We configured Claude as an agent, able to filter rumors, monitor KPIs and run analyses independently.

## **Automated daily and weekly reports**

Every morning, Claude queries ContentSquare, analyses the full ecommerce funnel, and produces a structured performance report. No analyst time. No dashboard opened. The report is already there.

## **Continuous KPI monitoring**

Add to cart rate, conversion rate, revenue, frustration score, abandonment — watched in real time, every day, against defined thresholds.

## **Real-time alerts with diagnosis**

When a KPI drops below threshold, Claude sends an alert — not just a number, but a root cause analysis and a recommended action, with the relevant ContentSquare sessions already linked.

RESULTS

# The numbers. And what changed **beyond them.**

**~95% faster**

From 2–4h of manual digging to <5m diagnosis, accelerating optimization cycles.

**0 process friction**

100% autonomous flow from anomaly to Jira, with direct session recording links.

**Revenue**

Real-time monitoring identifies friction before it leads to revenue loss.

**Beyond efficiency: we have built a high-trust partnership with AI. By validating complex intuitions in seconds rather than hours, our team has shifted from reactive firefighting to proactive, data-driven leadership.**

# See it in action.

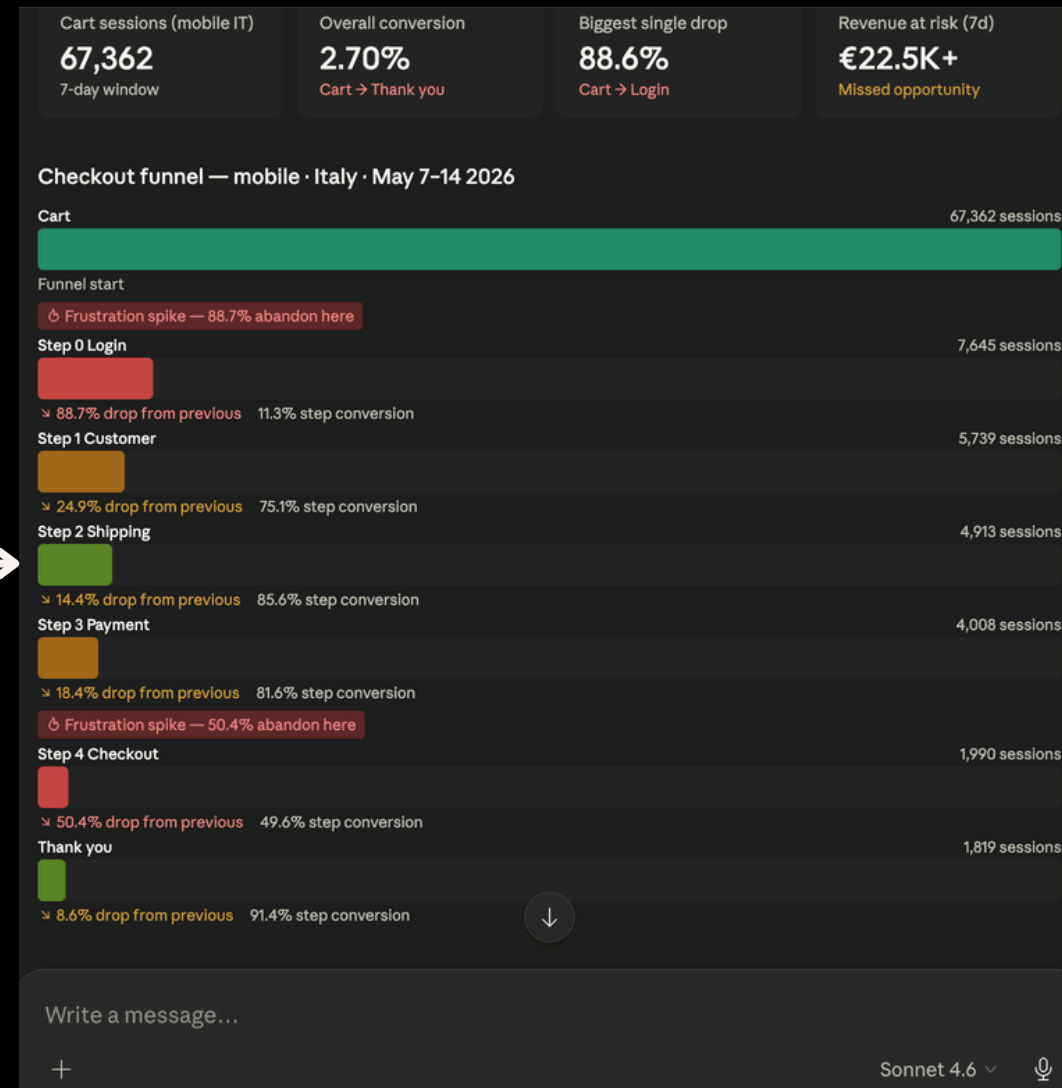
From raw behavior data to a prioritized engineering backlog in seconds.



"Analyse the mobile checkout funnel in Italy for the last 7 days. Identify where frustration spikes, correlate them with technical errors, and provide a prioritized list of issues affecting abandonment. For each critical issue, create and prioritize a Jira ticket."

**Note:** To further streamline the workflow, we configured specific **Claude Skills**. This allows us to use simple, natural language commands instead of structured prompts.

THE PROMPT



THE ANALYSIS

Technical errors correlated with funnel drop-offs

⚠️ ~99% of errors are API failures. JS errors are negligible (<15 sessions/day). Frustration clicks (rage-click proxy) concentrate on PDP and Step 3 Payment.

Error	Type	Sessions affected	Rage clicks	Missed revenue	Funnel stage	Priority
Page-PaymentMethods 403 Broken payment widget on PDP + Home	API	15,822	—	€8,695	PDP / Home	P0 Critical
FooterSubscribeNotAuthenticated 403 Auth mismatch on newsletter footer	API	13,920	—	€7,496	PDP / Home	P0 Critical
Klarna index.html 404 BNPL option fails to load on Step 3	API	2,302	1	€4,508	Step 3 Payment	P0 Critical
GiftCard-GetList 200 (body error) Silent gift card failure on Step 3	API	504	2	€3,427	Step 3 Payment	P0 Critical
CQRecomm-Start 403 Recommendation engine blocked on PDP	API	1,967	—	€1,284	PDP	P1 High
img.guess.com image/video 404s Broken product images/videos — rage clicks	API	45,891 + 43,708	2,771	Unmeasured	PDP (top drop-off)	P1 High
parcellab /checkpoints 404 Order tracking broken on confirmation	API	1,519	—	Post-conv.	Order status	P2 Medium

THE RESULTS

## THE AI DILEMMA

**The question was never "is it worth it?"**  
**It was "how much time we had already lost"**

By connecting ContentSquare's data to Claude through the official MCP server, GUESS moved from a team that analyses to a team that decides. The intelligence was always in the data. AI made it instantly, continuously, autonomously accessible.

## APPENDIX

### Claude Analysis

Claude calls Contentsquare and returns an analysis of the mobile checkout funnel for Italy (May 7–14, 2026).

The data highlights major frustration spikes and abandonment points throughout the purchase journey, with the largest drop occurring at the login step and another critical loss during final checkout.

Overall, the funnel indicates significant conversion friction impacting completed purchases and generating substantial missed revenue opportunities.

Cart sessions (mobile IT)

67,362

7-day window

Overall conversion

2.70%

Cart → Thank you

Biggest single drop

88.6%

Cart → Login

Revenue at risk (7d)

€22.5K+

Missed opportunity

#### Checkout funnel — mobile · Italy · May 7-14 2026

Cart

67,362 ses

Funnel start

🔗 Frustration spike — 88.7% abandon here

Step 0 Login

7,645 ses

📉 88.7% drop from previous 11.3% step conversion

Step 1 Customer

5,739 ses

📉 24.9% drop from previous 75.1% step conversion

Step 2 Shipping

4,913 ses

📉 14.4% drop from previous 85.6% step conversion

Step 3 Payment

4,008 ses

📉 18.4% drop from previous 81.6% step conversion

🔗 Frustration spike — 50.4% abandon here

Step 4 Checkout

1,990 ses

📉 50.4% drop from previous 49.6% step conversion

Thank you

1,819 ses

📉 8.6% drop from previous 91.4% step conversion



## APPENDIX

### Tickets prioritized by impact and revenue

Claude calls Contentsquare and performs a second-level analysis to identify the technical issues driving funnel drop-offs.

The report prioritizes API-related failures by missed revenue impact, highlighting critical problems in payment methods, authentication flows, and checkout integrations that are causing the highest conversion losses.

### Technical errors correlated with funnel drop-offs

⚠️ ~99% of errors are API failures. JS errors are negligible (<15 sessions/day). Frustration clicks (rage-click proxy) concentrate on PDP and Step 3 Payment.

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## Example of a Jira Ticket

### Description

The SFCC controller Page-PaymentMethods returns HTTP 403 Forbidden for mobile users in Italy (it\_IT locale). The payment methods widget fails to load on both PDP and Home pages with no error message shown to the user — a completely silent failure that leaves the payment section blank ahead of the checkout entry point.

### Critical note:

The controller URL contains Sites-guess\_fr-Site as the site identifier even for it\_IT locale requests. This same pattern appears across three other active 403s recorded in the same week (FooterSubscribeNotAuthenticated, CQRecomm-Start, Page-FooterSubscribe). The root cause is likely a single ACL/permission misconfiguration on the guess\_fr SFCC site blocking requests for the Italian locale — a batch fix across all four tickets is strongly recommended.

### Endpoint

GET [https://www.guess.eu/on/demandware.store/Sites-guess\\_fr-Site/it\\_IT/Page-PaymentMethods](https://www.guess.eu/on/demandware.store/Sites-guess_fr-Site/it_IT/Page-PaymentMethods)  
→ HTTP 403 Forbidden

**Continue**



## Example of a Jira Ticket

Measured impact (mobile · Italy · May 7–14 2026)

Metric	Value
Sessions with error (7d)	15,822
Lost conversions	128
Estimated missed revenue	€8,695/week
Rage clicks	0 (silent failure — user sees no error)
Affected pages	PDP (10,326 sessions) · Home/Splash (1,431) · Guess Woman (1,786)
Statistical significance	eCommerce goal: confirmed (ecomSignificance = 1)

### Position in the funnel

The error occurs before checkout entry, on PDP and Home pages. Contentsquare directly correlates it with pre-checkout abandonment: users who encounter this error never reach Step 0 (Login), contributing to the 88.7% drop between Cart and Step 0 Login.

[Continue](#) 

## Example of a Jira Ticket

### Technical hypothesis

- The Page-PaymentMethods controller permission config on Sites-guess\_fr-Site requires authentication or a specific role that is absent in Italian mobile sessions (both guest and authenticated).
- Likely a regression introduced in a recent SFCC deployment: the same 403 pattern is simultaneously present on FooterSubscribeNotAuthenticated (13,920 sessions), CQRecomm-Start (1,967 sessions) and Page-FooterSubscribe (1,733 sessions). Batch fix strongly advised.
- Check whether the it\_IT locale is explicitly whitelisted in the guess\_fr site ACLs, or whether the routing for the Italian market was changed without updating controller permissions.

### Steps to reproduce

- Open guess.eu on mobile (Chrome iOS or Android) with language/geolocation set to Italy.
- Navigate to any PDP.
- Open the network inspector and filter for Page-PaymentMethods.
- Observe the response: HTTP 403 Forbidden.
- The payment methods widget is not visible on the page.

**Continue**



## Example of a Jira Ticket

### Contentsquare links – dev deep dive

Mobile IT funnel (Cart → Thank you page): <https://app.contentsquare.com/projects/247004/funnels?mapping=2668960&device=mobile&from=2026-05-07&to=2026-05-14>

### Error analysis – top errors by missed opportunity (mobile):

<https://app.contentsquare.com/projects/247004/error-analysis?mapping=2668960&device=mobile&from=2026-05-07&to=2026-05-14&view=missedOpportunity>

### Error analysis – Page-PaymentMethods 403 (errorGroupId):

<https://app.contentsquare.com/projects/247004/error-analysis?errorGroupId=13698547678221965715&device=mobile&from=2026-05-07&to=2026-05-14>

### Session recordings – users hitting the error on PDP (IT, mobile):

<https://app.contentsquare.com/projects/247004/session-replay?pageGroupId=76881440&device=mobile&errorGroupId=13698547678221965715&from=2026-05-07&to=2026-05-14>

Page comparison – PDP with and without error: <https://app.contentsquare.com/projects/247004/page-comparator?mapping=2668960&pageGroupId=76881440&device=mobile&from=2026-05-07&to=2026-05-14>

# Claude Skill-creator: JIRA instructions

The screenshot shows the 'Customize' interface for Claude Skills. On the left, there are navigation options for 'Skills' and 'Connectors'. Below these, it says 'Personal plugins' with a plus sign and a button to 'Browse plugins'. The main area is titled 'Skills' and shows a list of 'Personal skills' including 'jira-ticket-writer' and 'skill-creator'. The 'jira-ticket-writer' skill is selected, and its configuration is shown on the right. The configuration includes a table with columns for 'Added by', 'Last updated', and 'Trigger'. Below the table is a 'Description' section with a toggle for visibility and a code icon. The description text is as follows:

Added by	Last updated	Trigger
You	May 14, 2026	Slash command + auto

**Description**

Use this skill whenever the user asks to write, generate, create, or draft a Jira ticket, bug report, or issue — especially when the request comes from an analytics or monitoring tool (Contentsquare, Datadog, Sentry, Mixpanel, etc.) or from a funnel/error analysis. Also trigger when the user says "create a ticket for this issue", "write up a bug", "document this error as a Jira issue", or "turn this analysis into a ticket". Always use this skill when technical details, revenue impact, or error data are available — the skill ensures every field is filled in with precision and the output is ready to paste or export to Jira with zero editing.

**Jira ticket writer**

Produces complete, engineering-ready Jira tickets from technical and analytics data. Every ticket follows a fixed 10-section structure. Never omit a section — if data is unavailable, write "N/A" or "To be confirmed" rather than skipping it.

**Output format**

Tickets are written as **plain Markdown** suitable for pasting into Jira's text editor, or as a **Word**

APPENDIX

## Claude Cowork Monitor Agent



### CS Monitor Agent

● Attivo — prossima analisi ore 09:00

Agente



🕒 Analisi automatica: **ogni giorno ore 09:00** · Segmento: **Italia** · Finestre: settimana, ieri, oggi (provvisorio)

Panoramica

Funnel

Problemi

Configurazione

SESSIONI (7GG)

**124k**

↓ 3.2% vs settimana prec.

TASSO ABBANDONO

**62%**

↑ 8pp anomalo

FRUSTRATION SCORE

**71**

↑ 6 punti · alto

▶ Esegui analisi ora

🗨 Chiedi a Claude ↗

**Analisi completata** — 3 problemi rilevati (1 critico, 2 warning).

Rage click +340% su step pagamento · Frustration alto mobile · Drop anomalo categoria scarpe.

*Vai alla tab "Problemi" per dettagli, o chiedi a Claude per approfondire.*

Chiedi all'agente... es: ci sono nuovi problemi sul checkout?



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**GUESS & ContentSquare**

**Thank you!**

Vito Antonacci - UX Manager @Guess