

MARKET REPORT

Engaging Customers With Mobility: Innovation Through Communication



Sponsored by:



NETMOTION[®]



Engaging Customers With Mobility: Innovation Through Communication

Foreword

Consumers have reached the point where they are closer to being mobile-first, and in some cases even mobile-only, than ever before. As a result, business leaders have had to adapt quickly to new ways of engaging with their customers in order to avoid being left behind as their competitors push forward with compelling B2C mobile strategies. For the modern enterprise to succeed, it must understand how important mobility is to its customer interactions and how it can best drive those encounters – and profit from them.

About the Author



Jennifer Zaino

Jennifer Zaino has been writing and creating content for technology publications over the last three decades, including magazine and web sources. She specializes in business and technology journalism.

Contents

- 3 [Preparing For A Mobile CX Future](#)
- 4 [Connecting Customers With Communication](#)
- 5 [No Stickiness Without Real Value](#)
- 6 [Putting The Spotlight On Mobile Strategy](#)
- 7 [Steps To A Mobile Consumer Strategy](#)
- 8 [Mobility Should Extend The Customer Relationship](#)
- 9 [Sponsor Spotlight](#)
- 10 [About Enterprise Mobility Exchange](#)

Engaging Customers With Mobility: Innovation Through Communication

Preparing For A Mobile CX Future

It's a mobile-first world for a growing number of your customers. That means it's increasingly important for your enterprise to have a mobile business-to-consumer (B2C) strategy to effectively engage with your audience in these environments. There's little virtue, after all, to being "just another app" on their overcrowded devices.

Be Where Your Customers Are

How relevant are plus mobile experiences to successful customer interactions? With close to 5 billion people globally expected to use mobile phones in 2016, according to Forrester Research, their significance would seem to rank pretty high. It's not surprising, then, that some businesses have been preparing to better leverage mobility to improve connections with customers: The research firm expected that around one-quarter of companies would fully integrate mobile into their overall strategies in 2016 in order to transform the customer experience, and in so doing would evolve and move past their competition.

The surprise may be that more companies weren't aggressively gearing up to better service their customers in an evolving mobile world. Consider, for example, Forrester also reported consumers pick up their mobile devices 150 to 200 times a day, adding up to nearly 30 billion mobile moments each day in aggregate. And, according to comScore's 2016 U.S. Mobile App report, people spend close to 74 hours in an average month on smartphone apps. That approaches 94 hours if they're between ages 18 and 24.

The challenge businesses face to make strong mobile customer connections shouldn't be underestimated. As quick as consumers are to try mobile apps to access loyalty rewards, check in to flights or deposit checks, they are equally quick to ditch apps that don't perform as expected or that they don't see as providing real value in an effective and intuitive manner. Across all industries, 75% of all app users churn within 90 days, data from Localytics shows.

"Millenials are spending about 3 hours daily on mobile apps"



Engaging Customers With Mobility: Innovation Through Communication

Connecting Customers With Communication

Let's consider this challenge from the perspective of the retail business, for starters, where "mobility will take center stage for the rest of the decade," according to the Blue Hill Research report, *Extending the Mobile Enterprise: Building Effective & Profitable M-Commerce Apps*. As prominent a role as mobility will have here, Blue Hill's data also reveals that on a scale of 1 to 10, the most likely response across all age groups to poorly-behaved mobile retail apps – those that operate slowly or crash, for instance – is to uninstall them.

Good performance and strong user experience clearly are musts to keep users engaged, as is the continual addition of compelling capabilities. That's no easy task in a world where app fatigue can easily set in.

The most likely response to a bad app is to uninstall it.

"Retailers must be able to easily offer their customers both daily and in-the-moment access to specials, loyalty programs, etc., without requiring their customers to do anything more than start up their retail apps," says Tony Rizzo, Entrepreneur-in-Residence at Blue Hill Research and the author of the aforementioned report. And they must do it while paying careful attention to "the percentages at play between Samsung and iPhone/iOS 10 use within their own customer populations," he says. "The retailers that get their priorities right here, and those that invest their limited resources accordingly, will gain strategic advantages."

Other verticals, such as retail banking and insurance, face similar mobile issues as traditional retail, especially when it comes to interaction with the key millennial demographic. Though they don't need to focus on driving app usage to the same extent as traditional retailers do, "they need to give their customers ways to be engaged in the apps on a monthly or quarterly basis," Rizzo says.





No Stickiness Without Real Value

But building a sticky consumer app isn't easy, especially for those that aren't commerce-fulfillment related, says Eric Klein, Director, Mobile and Wireless at VDC Research Group. "You're failing already if your customers aren't conditioned to use your app regularly," he says.

Among the mobile non-payment app success stories are retailers such as Target, with its Cartwheel mobile app that makes it fun for users to find savings in-store, as well as big box home improvement chains with apps for finding item aisles or designing kitchens. "They provide some value in terms of time or cost savings or information you couldn't get elsewhere," he says.

Stickiness borne of real value is key, says Bob Egan, Chief Research Officer and Founder of the Sepharim Research Group. Novelty capabilities may drive up usage – for a time – but ultimately that wears off.

Take as an example of providing true value the road Farmers Insurance took when Quinn J.K. Banks, Senior Product Marketing Manager, Mobile, came onboard three years ago to help shift the company to a mobile-first perspective. The mobile app it had been providing mostly crammed all its web site information into a 4-inch screen, offering neither a great user

experience or real functionality, Banks says.

Its launch of a new app in 2015 changed that, expanding communications with its customers and putting the most pertinent information right in front of them. The app provided customers access to their policy information, online payment and always up-to-date digital auto proof-of-insurance cards so that they're there when clients need them, versus having to wait for agents to print and mail them out. Recently added is a chat feature for customers to engage with agents with any questions they have about how to file claims.

"You're failing if your customers aren't conditioned to use your app regularly."

"In 2016 our mobile application is front-and-center, and mobile first is leading the design and thought process for the company," Banks says. It's been a balancing act to accommodate Farmers' agent-based model with customers' desire for self-service, he says, but it's working so far. "Customer satisfaction is extremely high," says Banks.

Self-service is similarly a value at Amtrak, says Senior Principal Business Liaison Stuart Mumley. "We want to put all the information and tools [travelers] need in their hands to make travel easier – to have real time updates about their trains and reservations and to seamlessly cancel something if they have to."



Putting The Spotlight On Mobile Strategy

Expert consensus shows companies that don't put mobile consumer strategy in place today could easily find themselves in the same place as those who didn't develop a web strategy 20 years ago. They're at risk of being left behind as the distance grows between themselves and their customers – particularly millennials who don't know a world without mobile devices. "If you can develop loyalty early on with them you can capture and keep them for life, and mobile is a way of helping with that," Klein says.

Yet many companies still struggle with the task in all its dimensions, including re-orienting the organization to put the focus on mobility.

How to overcome challenges?

An important starting point is convincing senior management that mobile "is not a passing fad," as Banks notes, and that a strong and dynamic mobile strategy matters. Having gone through the work of educating top executives that Farmers Insurance customers were heavy mobile users, and that they needed an app to change how they engage both with their policies and their agents, Banks now has had the pleasure of seeing the company's CEO showcasing the mobile app and

its impact on customers at industry events. "It's the highlight to have the CEO say, 'This is where we are and where we need to continue,'" Banks says.

Smart thinking should pave the road from mobile strategy buy-in to app building and beyond. That includes maximizing performance, user experience and relevant features, of course. But Banks says

that part of getting this right isn't just thinking about direct industry competition, but about competition from apps that typically take up the first screen of mobile devices: financial, hospitality, transportation, and social apps like Facebook, Instagram, Pinterest, LinkedIn, Amex, Chase, Bank of America, Hyatt and Uber.

"If any app diverges from that usability, users delete it," Banks says. And if it doesn't keep up with the significant and broad-based capabilities these top-of-mind apps adopt – say, the addition of Apple Pay – its relevance may be at risk. "I'm always asked what Geico or Allstate is doing, and our app is on par with any other insurance app," he says, "but I have to constantly remind people that it's these other apps that people use every day that are our real competition."

"Management
needs to
understand
mobile is not
a passing fad."



Steps to a Mobile Consumer Strategy

All companies – but especially incumbents in fiercely competitive markets like transportation – must look at themselves and their mobile approach to consumers with very critical eyes, says Egan. Otherwise, they may fall prey to “innovative upstarts with lots of access to capital who come in and completely disrupt major business models, like Uber did,” he says.

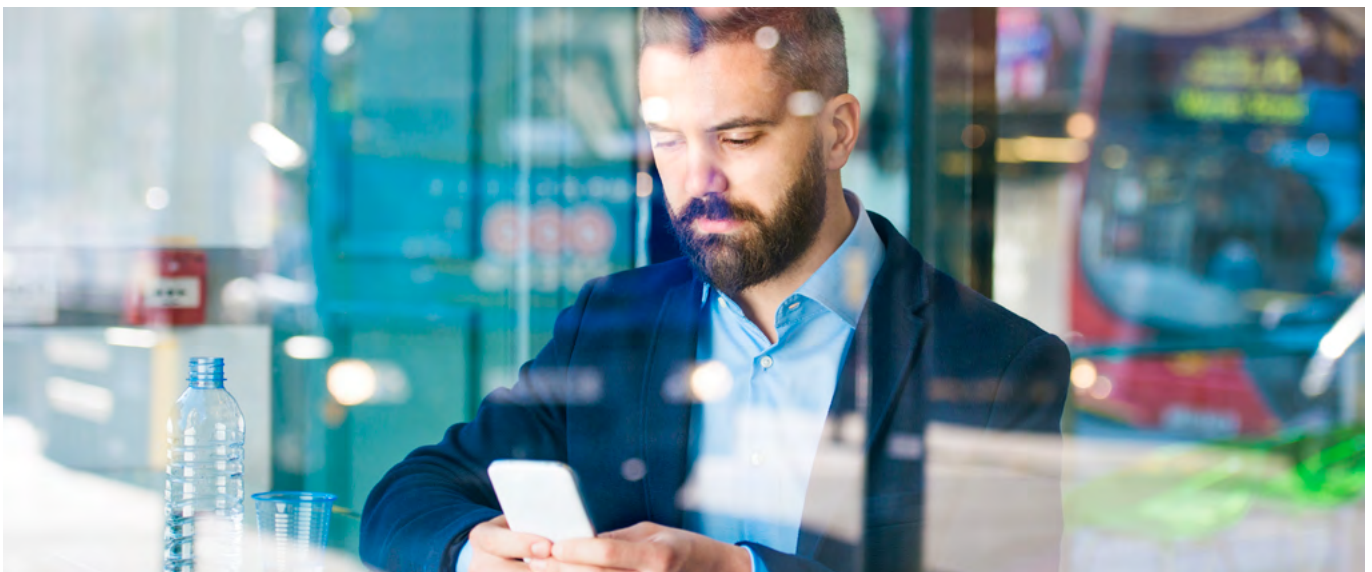
Rizzo urges that organizations of any scale set up mobile centers of excellence that take nothing for granted. “These centers of excellence must think as customers, not as internal users – much, much easier said than done.” Critically, line-of-business, IT and mobile end users work together in these centers to codify mobile best practices appropriate to their businesses and ensure a high level of uniform mobile quality.

The importance of taking a holistic approach to a mobile strategy that involves multiple enterprise layers shouldn’t be underestimated. “This is not just about the presentation layer of an application, but also about taking a look at all your back-office systems and realizing the mobile experience is about access and low latency,” Egan says.

That includes removing burdens on consumers by affording secure, single sign-on integration, whether they’re interfacing with your company by mobile or web apps or operating across different consumption points (reservation, loyalty and rewards systems, for instance), he says. It also includes taking greater advantage of cloud technologies and higher-performing telco service providers to prepare to reliably deliver video and audio mobile app experiences in real time based on consumers’ personal requirements.

A team working together on mobile strategy ideally will gain an edge when facing another complex issue: Ensuring rock solid data security for the consumer audience. “Organizations need to think of their customers in the same way as they do work forces, partners and contract employees,” says Rizzo.

As Mumley sees it, strategizing about what you need to deliver, when and how – now and in the near future, by following upcoming trends – is everything. “An app is a tool that without the proper strategy will eventually be a tool that becomes useless,” he says.



Engaging Customers With Mobility: Innovation Through Communication

Mobility Should Extend the Customer Relationship Model

Mobile applications should not be disconnected from how the enterprise otherwise pursues its relationship with customers, either. It's becoming increasingly common for companies to take personalization to new levels, for instance, with the help of analytics. There's no reason that philosophy shouldn't infuse the mobile experience, as well.

At Farmers Insurance, the mobile focus for 2017 is predictive models, foreseeing what new types or levels of coverage customers may need. An analysis of a couple's personal data may show, for example, that their son is turning 16 in a few months, generating a prompt when they sign into the mobile app about getting a quote for adding a teenage driver to their auto policy. Or, it may be based on an analysis of their personal data matched to data from other sources – say, models that show a recent uptick in burglaries in their neighborhood could lead to a prompt to encourage them to talk to an agent about increasing home insurance coverage.

"We want to understand data and create cognitive

models around that, creating predictions to provide them with better service and reflect that in our communications," Banks says. If you don't have a boat you shouldn't regularly get communications pertaining to that, but life events such as having a baby or getting married could trigger a flag which tells Farmers that clients might be considering updating their life insurance policy." Additional life events – a job promotion, for instance – could trigger assumptions about other things that might come with that promotion, like buying a bigger house or fancier car, and suggest policy coverage options based on connecting these dots.

As consumers continue to advance their mobile lifestyles in a multitude of ways, it's clear that businesses have a lot of work in front of them to meet new customer expectations. And, says Egan, "we're just getting started. The whole idea of truly creating the experience of mobility – putting it in context, personalizing it, building wallet share and becoming as agile as the consumers themselves – is just now starting."





Sponsor Spotlight



About AT&T:

AT&T makes managing mobility simple. Our Enterprise Mobility Management solutions help you harness the full power of mobile technology to transform every aspect of your business—giving you a real competitive edge. We strip out all the complexity of managing mobile devices, applications and content, making it easy for you to connect people to each other and to the information they need—anytime, anywhere and on virtually any device. You can focus on driving your business while we design, deliver and support a secure, agile mobility platform.

www.att.com



About NetMotion:

NetMotion's mobile performance management software empowers IT to deliver an unparalleled mobile user experience. Our software accelerates, optimizes, and secures all traffic to mobile devices across any network, application, or operating system.

NetMotion elevates the mobile enterprise experience by recouping productive work hours for mobile workers and IT; reducing operational expenses, data usage, and overages; and reducing the frequency and accelerating the resolution of helpdesk tickets.

Thousands of enterprises around the world depend on NetMotion's software to increase operational efficiency and end-user productivity. Customers realize their time-to-value in days, not months.

www.netmotionsoftware.com





About Enterprise Mobility Exchange

Enterprise Mobility Exchange is an online community for global mobility professionals and business leaders who are leveraging mobile technology and services to improve operational efficiency, increase customer acquisition and loyalty, and drive increased profits across the entire enterprise.

At Enterprise Mobility Exchange we're dedicated to providing members with an exclusive learning environment where you can share ideas, best practices and solutions for your greatest mobility challenges.

You will receive expert commentary, tools and resources developed by experienced mobility professionals and industry insiders. With a growing membership and global portfolio of invitation-only meetings, Enterprise Mobility Exchange ensures you keep your finger on the pulse by delivering practical and strategic advice to help you achieve your business goals.

Market Report Offerings For 2017

Each month our editorial team produces an exclusive Market Report, which receives extensive exposure and promotion through a multi-channel marketing campaign. These reports each focus on a different topic within enterprise mobility. They are vendor-neutral and turn-key; we write the content, we deliver you the leads. You build your sales pipeline.

JANUARY	FEBRUARY	MARCH	APRIL
How Hybrid Cloud Creates Competitive Advantage	Mobile Security: Strengthening Authentication to Guard Against Theft	Cloud Checklist: Is Migration The Right Move?	Enterprise Evolution: How Digital Transformation Is Shaping Business
MAY	JUNE	JULY	AUGUST
Expanding the Enterprise with Deployment of Rugged Field Devices	Data Dump: How to Analyze and Monetize All That Information	5 Reasons to Deploy an Enterprise Mobility Management Solution	Service Solutions: Empowering the Field with IoT
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Before the Breach: Securing Mobile Endpoints in the Enterprise	New App World: How Turnkey Solutions Are Enabling Businesses	Positioning the Enterprise: Taking a Lead with Mobility	Looking Ahead To 2018: The Enterprise Mobility Exchange Analyst Insights Report

**Join the discussion
on social media!**