

Mobile Engagement

Matters

Consumers turn to mobile devices to browse, research and buy, representing a massive opportunity for businesses to deliver mobile experiences that delight consumers and earn their loyalty, advocacy and share of wallet.

MOBILE DEVICE USAGE

27% to purchases in the last year

40% to engage with an organization

44% to make a purchase

53% to research products or services before buying

DESPERATELY SEEKING ASSISTANCE

58% contact a person when they have a question

44% say easy to find support is the most important factor for a good mobile experience

2x more important than other factors

72% abandoned a mobile experience in the last year because contact details were too difficult to find

EXPOSED TO COMPETING OFFERS

ONLY 24%



believe FAQs are very successful in answering their questions

67%



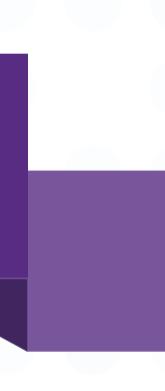
often leave the website when they can't find what they're looking for, and use a search engine instead.

THIS EXPOSES THEM TO A HOST OF COMPETING OFFERS.

ECOMMERCE DOLLARS AT RISK

85%

are unlikely to do business with the same organization following a bad mobile experience.



On average,

ONLY 52%

are satisfied with their most recent mobile engagement with a business.

Down from

59%

in 2015.

MOBILE SATISFACTION ACROSS INDUSTRIES

Year-over-year change in mobile satisfaction (by percentage points)

LAGGARDS

LEADERS

Insurance Providers

-13 pts

4 pts

Cable/TV Service Providers

Computer Hardware/Software Companies

-8 pts

1 pt

Mobile Service Providers

Retailers

-9 pts

1 pt

Landline Service Providers

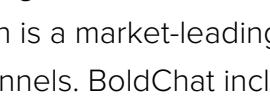
Be present. Identify points of friction in the customer journey and offer chat support.

Treat mobile differently. They are on the go—so you need to act with urgency.

Be consistent. Deliver consistent experiences, regardless of device or channel.

Want to Know More? [Download the Report.](#)

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