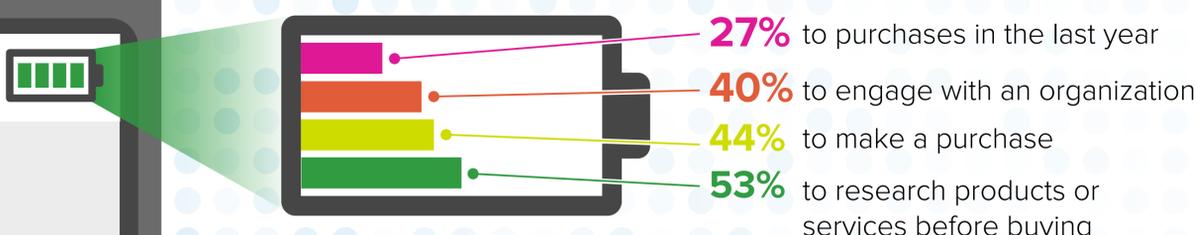


Mobile Engagement

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.

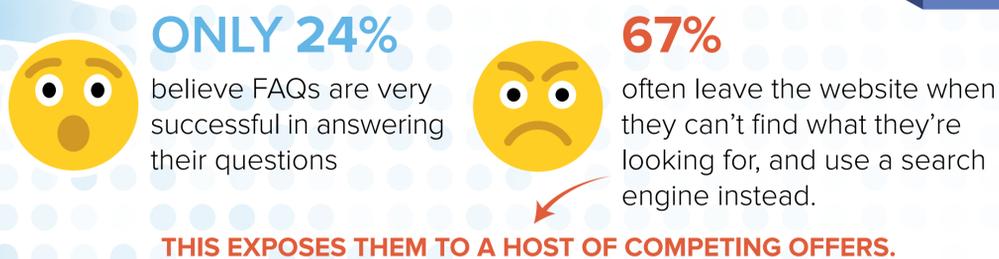
MOBILE DEVICE USAGE



DESPERATELY SEEKING ASSISTANCE



EXPOSED TO 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)



BOLD360 CAN HELP!

If you find that your mobile visitor traffic is increasing, take action.



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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About Bold360: Bold360 is an intelligent customer engagement solution that provides businesses with actionable customer insights to efficiently deliver richer and more personalized experiences in real time. Bold360 provides the digital channels and tools needed to engage and support consumers as they seamlessly move across self-service and agent-assisted channels like chat, email, messaging and social, while presenting them with the full context of those interactions through a single pane of glass. Bold360 improves contact center efficiencies and delivers better customer experiences that build loyalty, advocacy and grow share of wallet. For more information, visit www.bold360.com.

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