



For companies considering building a mobile app:
A curation of primary reasons in support.

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ITEMS TO CONSIDER:

The different ways that are available to customers who want to contact you.

Typically these would include:

- A physical visit to a bricks and mortar location
- An email to relevant department
- A written letter to relevant department
- A telephone call to an inbound contact centre
- A visit to any of your online assets

Which communication avenues do customers mostly prefer? Has this changed in the last ten years? Are there any noteworthy trends that will help you accommodate any diversifying preferences?

Other consideration include a customer's specific reason for interfacing.

These typically include:

- An enquiry or research into product/s or service/s and their pricing
- A customer service enquiry such as a repair, cancellation, exchange, upgrade, location enquiry, or scheduling
- A booking, reservation, estimate, assessment, and purchase

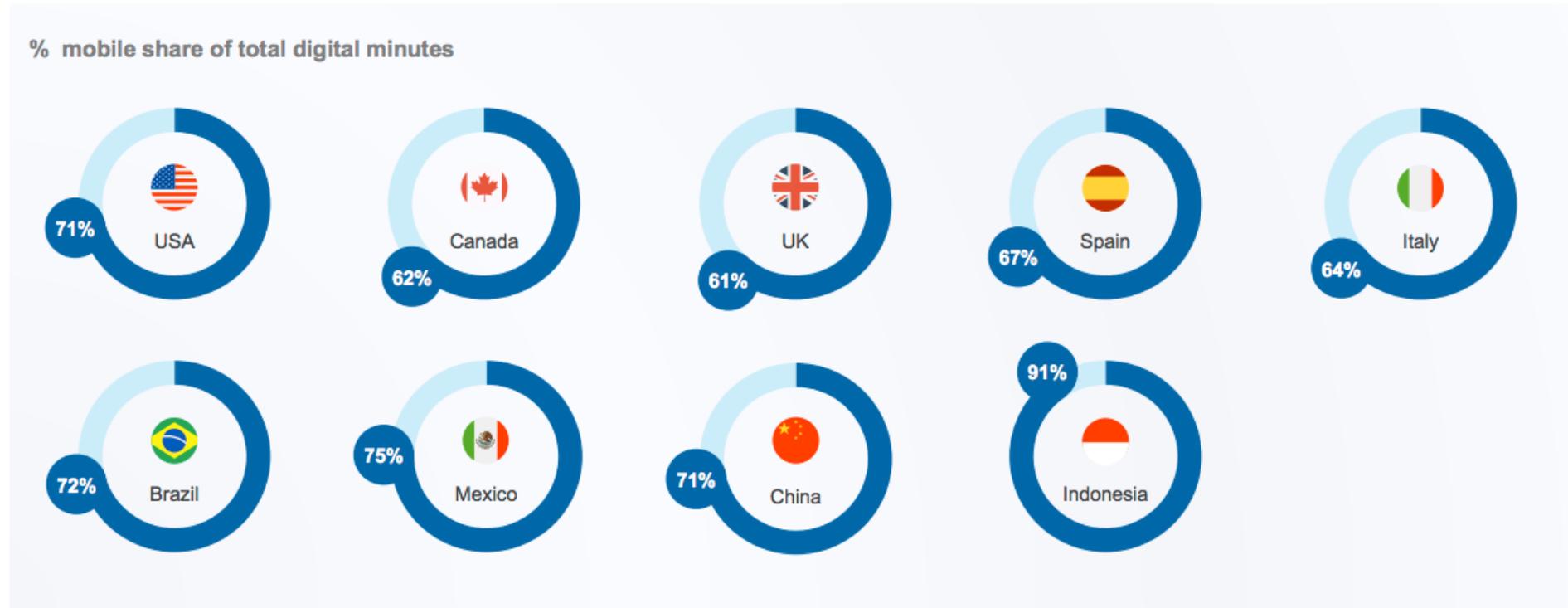
**Some companies report a correlation between medium of communication and a particular service
e. g A telephone call is usually preferred method for cancellation of service**

The purpose of this document is to highlight research into online behaviour, more specifically, the online ratio as it pertains to Desktop Vs Mobile, and, Mobile Website VS Mobile App.

The ultimate question that this document is looking to answer is whether there is data supporting the idea that some customers prefer the user experience of interfacing via a mobile app over desktop, and mobile Website.

Our primary tool

Across the globe, mobile devices dominate total minutes spent online, passing 90% in Indonesia



This recent study by comScore indicates that general online use is now predominantly mobile and reinforces the idea that the trend is that desktops are increasingly being used for mainly offline activity.

Search is the most common starting point for mobile research



48%
Start on
Search Engines

42%



Automotive

41%



Home &
Garden

38%



Apparel &
Beauty



33%
Start on
Branded Websites

31%



Finance

31%



Apparel &
Beauty

27%



Automotive



26%
Start on
Branded Apps

36%



Finance

22%



Electronics

21%



Apparel &
Beauty

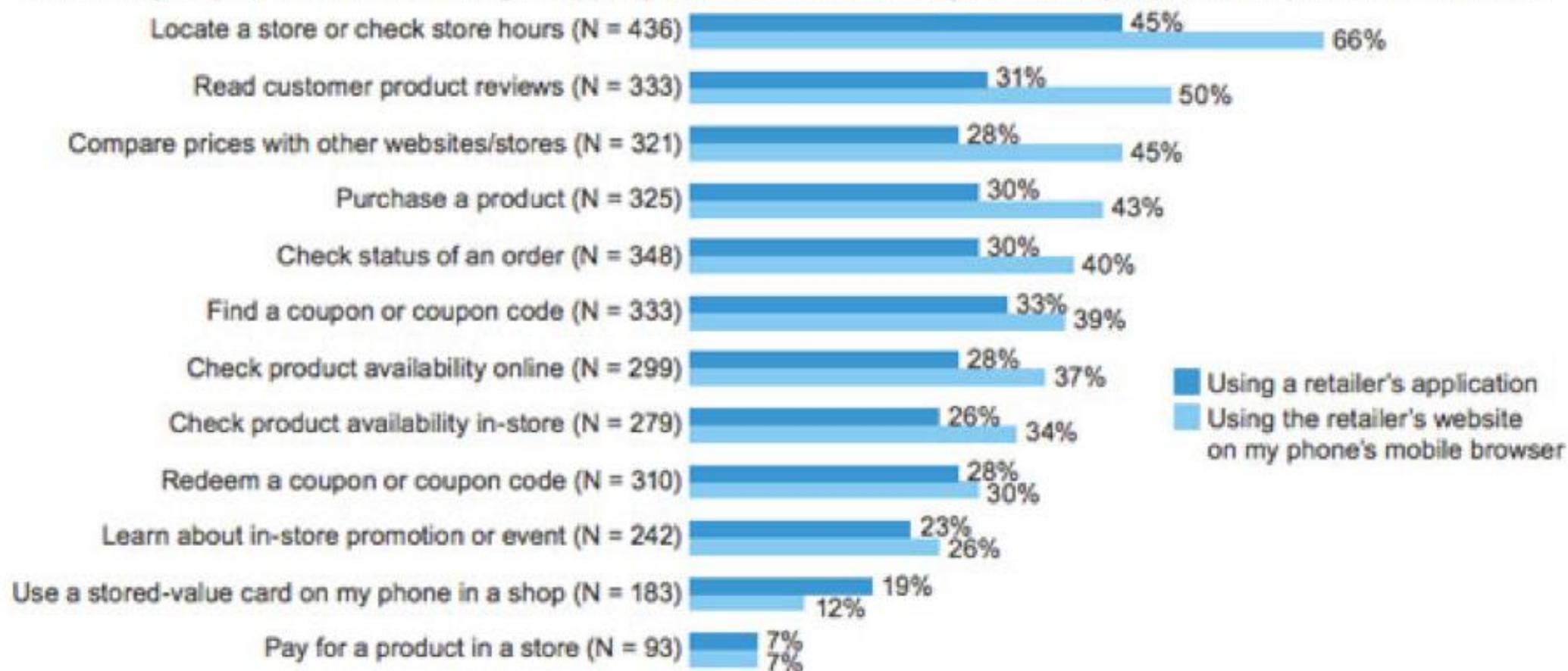
Share of online searches initiated on a mobile device, by industry



Based on top search variations resulting in a click to the indicated industry, April 10 - May 7, 2016. Source: Hitwise, a division of Connexity

Consumers Are Choosing To Shop Using The Mobile Web Over Apps Today

"How did you perform the following shopping-related activities on your smartphone in the past three months?"



Base: Variable consumers who have used their mobile phone in the past three months to perform each retail-related activity

Source: A commissioned study conducted by Forrester Consulting on behalf of RetailMeNot, July 2015

CONCLUSION:

The research has indicated that there is a significant shift in the volume of traffic coming to mobile website and mobile app at the expense of desktop visits.

Mobile websites seem to be inheriting in excess of 60% of traffic from desktop, with mobile app inheriting 40%.

However, research strongly supports that mobile apps are far more beneficial for businesses than mobileweb for reasons such as data and branded exposure frequency through icon.

There is no reason to indicate that this trend will reverse. Companies tracking the origin of their digital visits will also start feeling a more mobile centric customer base, where the source ratio will change in dominance between mobileweb/app/desktop.

Personal gleanings from industry data suggest that to accurately assess customers communication preferences - The website, a mobile website, and mobile app need to be equally ubiquitous.