

MOBILE APPS

– FOR CUSTOMER ENGAGEMENT –

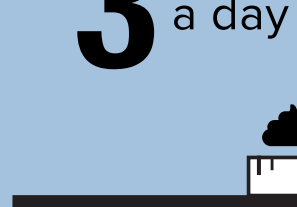
Consumer survey reveals perceptions about mobile apps, including frequency of usage, buying behavior, differences among device providers and likelihood to use for customer service purposes.

Almost half use an app on their mobile device **10+ times per day**, more frequently than general grooming and eating.

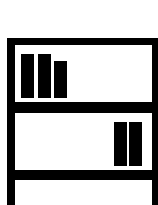
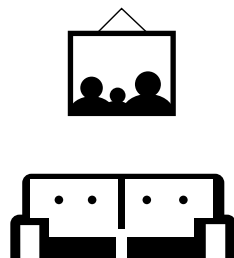
Shower up to **2** times a day



Brush teeth up to **3** times a day



Eat up to **5** times a day



48%

Use mobile apps more than **10** times a day



*Apps account for an average of



667
MINUTES

of face time per month for smartphone users

OVER HALF

will delete and forget a broken app.



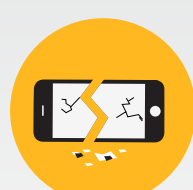
52%

Delete it & forget it



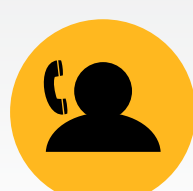
33%

Go to website



12%

Other



3%

Call customer service

73%

Nearly **¾** have used a mobile app to make a **purchase** or assist with a **buying decision**. Apple users are the most active and influenced.



81%



72%



63%

Mobile banking apps are the most frequently used for customer service

30%



Mobile Banking

26%



Travel

23%



Telecom

22%



Cable

19%



Shopping/Retailers

16%

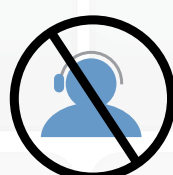


Dining

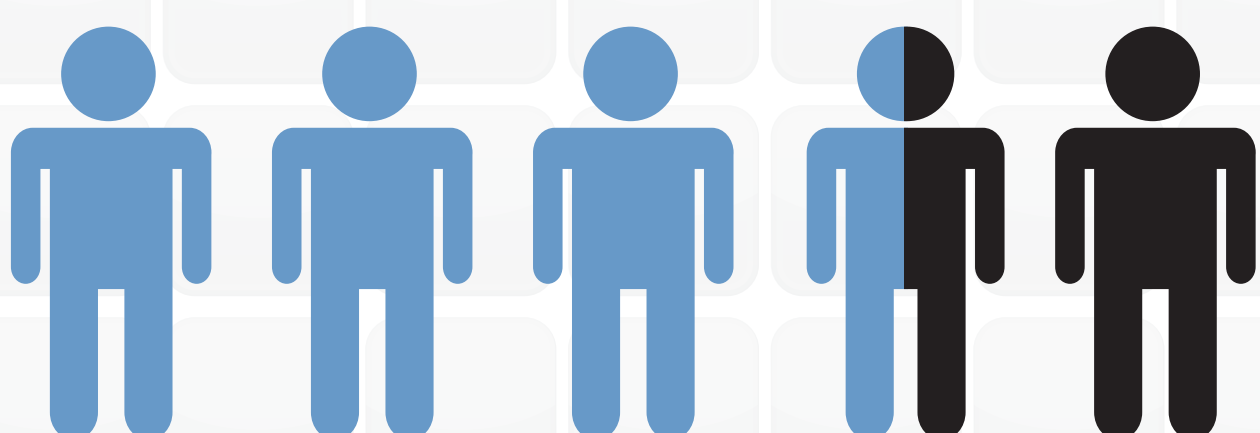
78%

report using mobile apps for customer service purposes

72% would replace some traditional channels with mobile apps if the same customer service features were available



21% would replace all channels



77%



Missed Opportunity:

60% never use a mobile app for their utilities (e.g., gas, water) but **77%** would find a utility customer service app useful.

Sources: ClickFox Mobile Apps Consumer Survey, October 2011,

* Zokem Survey Study, January 2011

The leader in a new breed of experience analytics, ClickFox maps the complex maze of customer experience journeys formed by interactions at every touchpoint with a company.

For more information visit www.clickfox.com



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