

Creating Customer Loyalty through

ENGAGING MOBILE EXPERIENCES



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Our Mobile Reality

Customer Experience is the key to customer loyalty

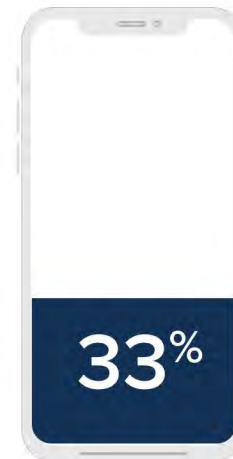
Many brands still rely on a decades old method for driving customer loyalty—points systems, VIP programs, referral rewards, etc.

In a market where consumers have endless choice, brand loyalty can't be bought. **It must be earned by providing a consistently positive customer experience.**



Brands with strong omnichannel customer engagement retain **89%** of their customers...

...compared to a **33%** retention rate for brands with weak omnichannel engagement.



Customer Experience is defined by mobile

Customer experience (the collection of interactions that shape customers' perception of your brand) directly affects customer behavior, more so than any other factor.

In fact, **86% of buyers will pay more for a better customer experience.**

In our digital age, **customer experience is increasingly defined by the mobile experience** – the way your customers interact with your brand on a mobile device.



By 2020, customer experience will overtake price and product as the key brand differentiator.

52% of consumers report that they are less likely to engage with a company because of a bad mobile experience.



Case Study



Starbucks created customer loyalty in the analog age by creating an in-store experience that its customers adored.

When the company went public, an **engaged Starbucks customer visited 18 times each month** (and that was 25 years ago).

Today, Starbucks continues to be a leader in **driving loyalty by complementing its in-store customer experience with a mobile experience** that facilitates purchasing, saves time, and incentivizes customers.



monthly active users



mobile payments per week



most popular mobile wallet
(behind PayPal and Apple Pay)



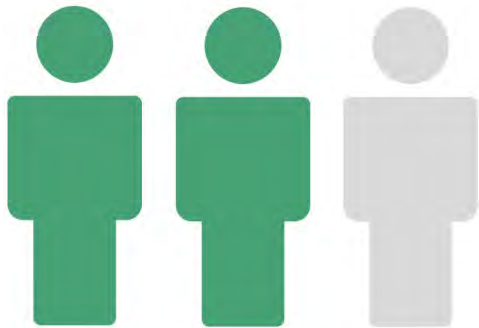
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Our Mobile Opportunity

Customer Experience Matters

Mobile apps were once a bonus feature. Now they're standard operating procedure, and **consumers will compare mobile experiences when deciding which businesses to patronize.**

You've likely experienced this in your own life – if a restaurant's app offers easy mobile ordering, you'll order every weekend. If an airline's mobile app makes downloading your boarding passes and getting through security a little quicker, you'll book with them again, even if the ticket is a bit more expensive.



66% of companies that saw a dip in customer loyalty did not have a mobile app.

Customer Experience Matters

Mobile digital media time in the US is now significantly higher (51%) than desktop (42%).

Studies show that most of the time we spend on mobile—**80 to 90%**— we're spending in apps.

Imagine what you could do for your customers if you knew when and where they were engaging with your brand. If they were within a mile of your business—or your competitor's—would you offer them a different service?

Mobile provides more context about your customer, so you can provide greater value through tailored experiences.



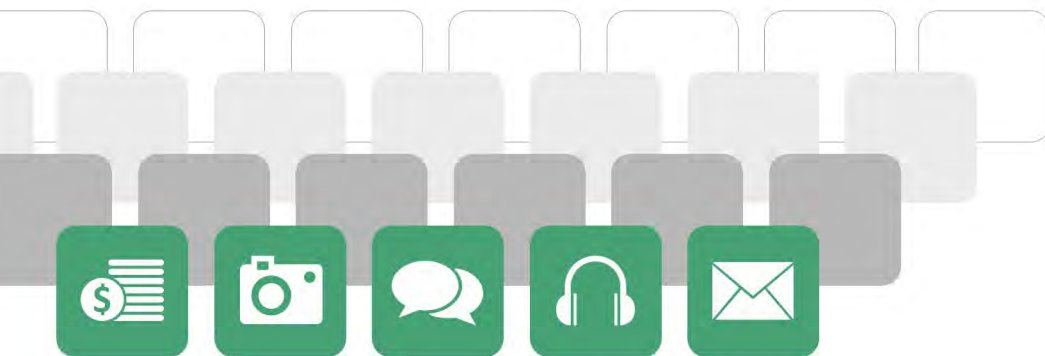
*“It’s a mobile world.
The web just lives in it.”*

Mobile Is An Opportunity

Mobile is also an opportunity to communicate with your customers more often and **solidify your position as a trusted brand**. When users download your app and enable push notifications, they invite you into an exclusive ecosystem of brands that they choose to interact with.

But consumers only have time for their favorite apps. In fact, Forrester estimates that most consumers spend 88% of their time in just 5 apps, though they have many more on their devices.

In other words, **your mobile experience must be truly compelling if you want to achieve frequent use.**



We spend 2 hours per day on our smartphones, 78% in apps...
But 88% of that time is spent in just 5 apps.



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Our Mobile Approach

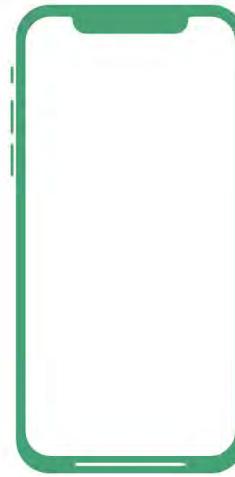
Users expect different functionalities from web experiences and mobile experiences.

For example, most consumers would expect to be able to deposit checks and transfer money via a bank app, but wouldn't use the app to review or download statements – they'd head to their laptop for that capability.

Merely translating a web experience into a mobile experience is a critical mistake that results in excessive features and a clunky interface. The mobile experience should take maximum advantage of mobile device technologies (location, camera, notifications, etc.) and be built around customers' true wants and needs, which can only be uncovered through user research.



VS.



Mobile apps should strengthen existing customer experiences.

Your mobile app is just one of many touchpoints with your customer. It should seamlessly integrate with other touchpoints – web portals, in-person interactions, etc. A lack of integration will frustrate users. **Mobile experience should reinforce the positive customer experience you've already solidified.**

Starbucks' mobile app doesn't replace the in-store experience—a loyal customer still comes to the coffee shop, chats with the barista they see every day, and reads the paper at their favorite table. The mobile app just makes the process simpler.



Get to market quickly and continue to iterate

Your mobile experience should evolve with both the needs of your customers and the latest mobile technologies. As biometric login capabilities extend beyond the fingerprint and integration with AI systems like Siri and Alexa become more ubiquitous, **your app will need to adjust accordingly.**

Given the pace of mobile's advancement, it's wise to get your app to market quickly, secure user adoption, gather feedback, and then continue to adapt.



Choose a development partner that can help you keep up.

It's critical that your app is compatible with the next version of Android or iOS as soon as they're released, not a few months later. This means that, at a minimum, **you'll need two to three version releases each year just to keep up with OS advancements.** Building an internal development team is expensive and could potentially create a single point of failure for your most valuable engagement tool. Finding a qualified partner that can help you build and maintain your app is your best bet.

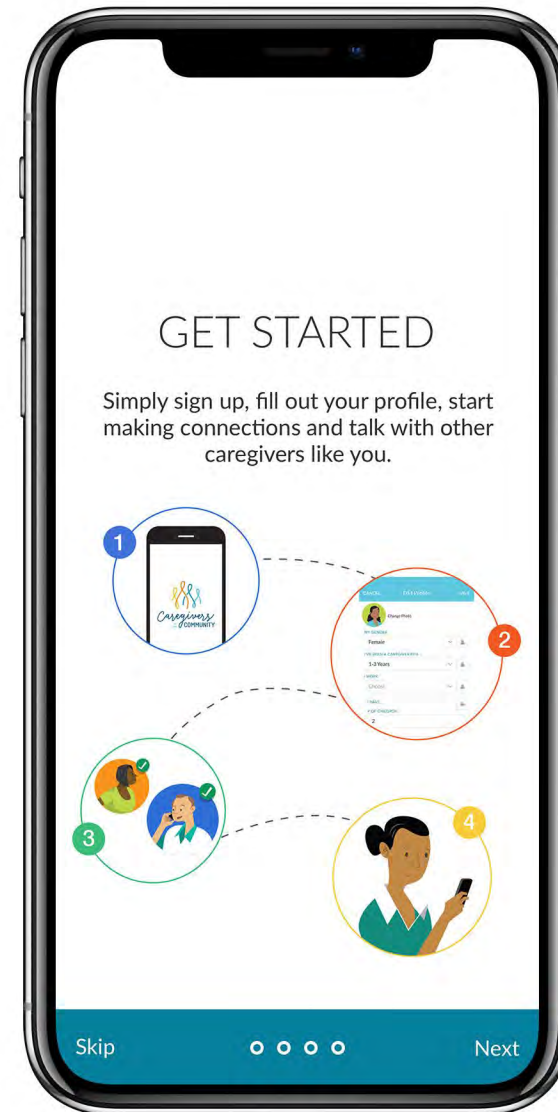
According to Forrester, **90% of digital experience decision makers decide to work with outside partners to design, build, and manage digital experiences.**



WE DESIGN & BUILD APPS THAT ENGAGE

10Pearls is an end-to-end mobile development firm. We are a one-stop-shop for mobile development: user research, design, development, devops, and continuous security.

10Pearls will get your mobile app to market in less time and for less money than you thought possible.



BIG BRANDS TRUST US

We have assembled a team of mobile strategists, designers, and developers that specialize in making our clients' vision a reality—quickly. We work with **start-ups and Fortune 500** companies across industries and in all stages of growth.

Hundreds of companies have trusted 10Pearls to create their next big thing – **let's create yours.**



THANK YOU!



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