

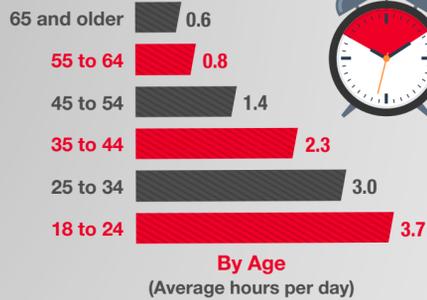
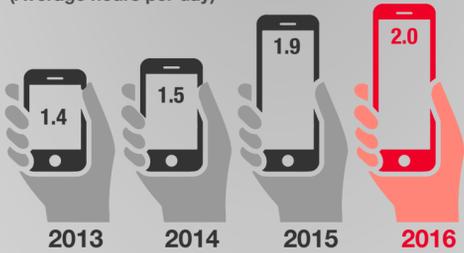
The Rise of Mobile CX



Mobile Online Usage Is Growing

10,000 U.S. consumers (Media Usage Benchmark, 2013 to 2016)

Use an app or go on the Internet with a mobile phone (Average hours per day)



Mobile CX Must Accommodate the Five C's

Five C's of Mobile VoC Disruption

Companies must factor these characteristics into the mobile experiences that they create and monitor

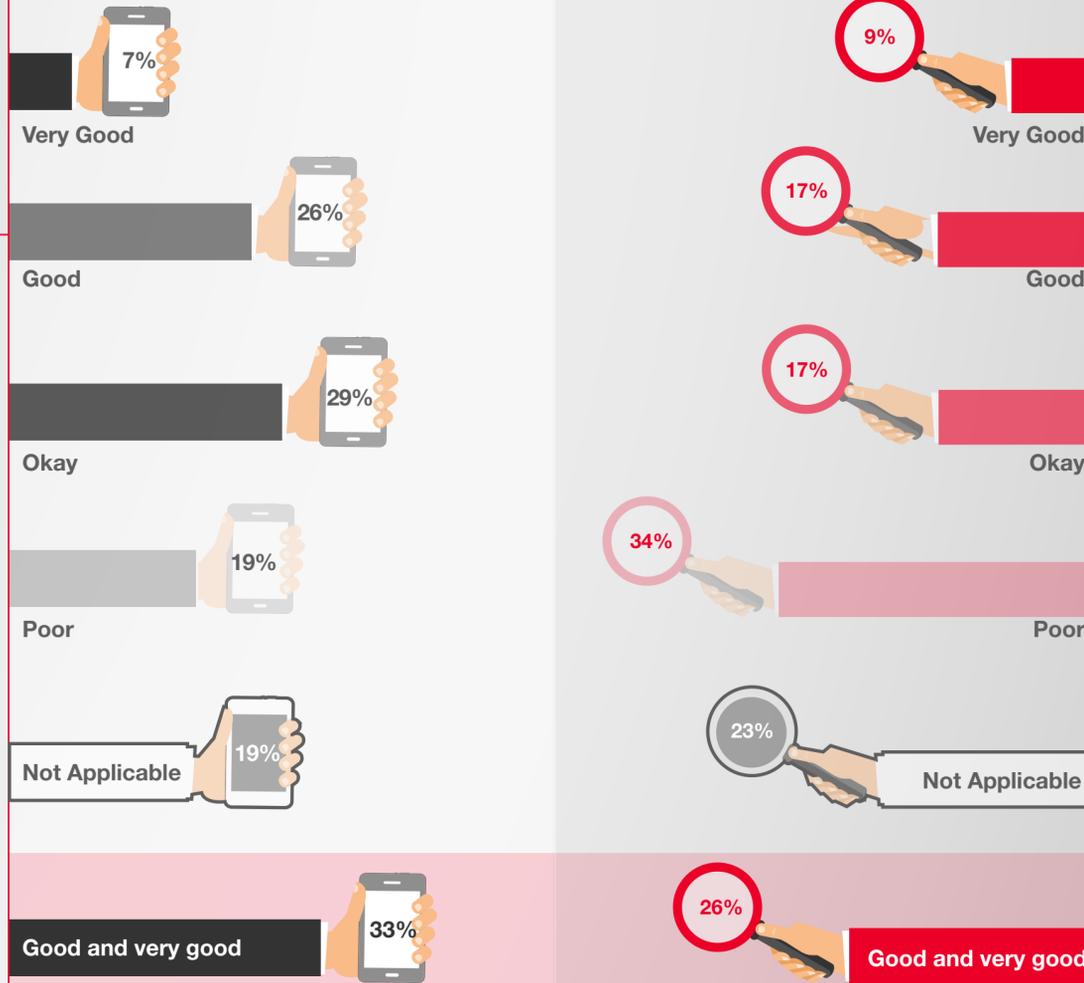


Companies Deliver Mediocre Mobile Experiences

190+ large companies (State of CX Management, 2016 & State of CX Metrics, 2015)

Rate the experience that your organization typically delivers through the mobile channel

Rate how effective your company is at measuring mobile customer experience

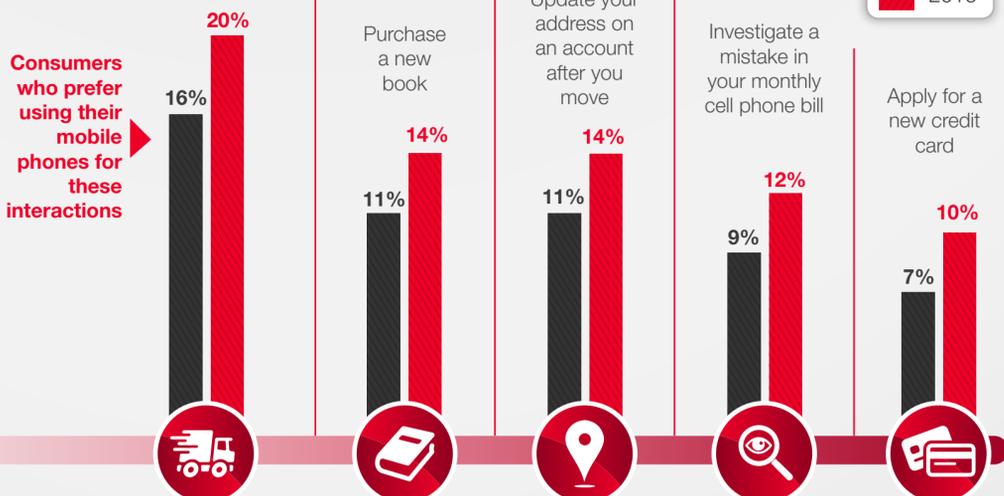


Only 33% of large companies are good at delivering mobile experiences and 26% are good at measuring it

Mobile Is Becoming A Preferred Channel

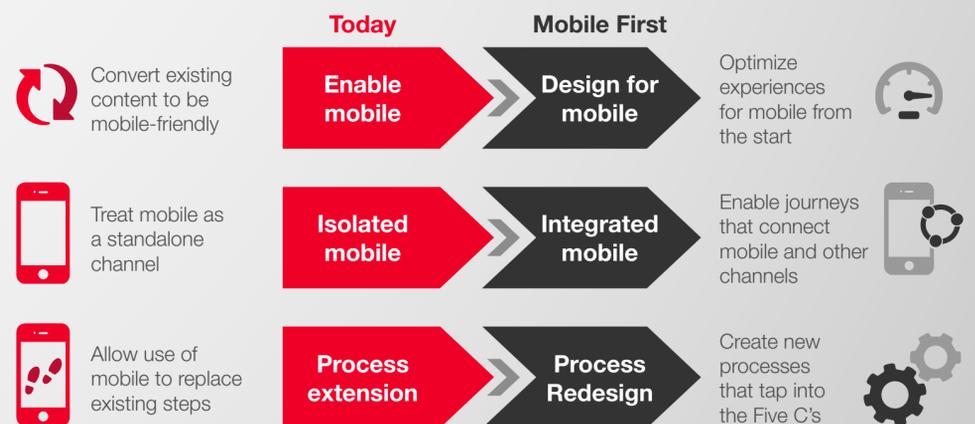
10,000 U.S. consumers (Channel Preferences Benchmark, 2013 and 2016)

Check the delivery status of a purchase you made



Companies Must Shift To Mobile First

As mobile grows in importance, companies must view mobile as the primary channel. We call this Mobile First.



For more information, visit the Customer Experience Matters® blog at ExperienceMatters.wordpress.com

www.temkingroup.com

Copyright © 2016 Temkin Group

