



A guide to an innovative mobile strategy

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Today's modern digital world is witness to the impact of mobility in transforming everyone's lives in some way. The ever-increasing popularity of smartphones and other internet-enabled devices has shifted the thinking of top C-level executives when dealing with mobility.

Almost 85% of consumers believe that mobile devices are essential to daily life activities, and just about 90% of people are within reach of their mobile devices 24/7 globally. Consumers and employees alike expect access to content using a wide variety of mobile devices. Thus, it is a unanimously accepted fact that implementing smart mobile initiatives are crucial to the outcome of a business.

Mobile applications are the driving force behind any successful business operating today. It offers advantages such as omni-channel access, increased output, fewer operational expenses and direct engagement & feedback collection. Apart from the B2C market model, mobile applications are crucial in an enterprise-related environment as well. IT Consumerization allows an employee to access data using any device, regardless of the platform use. Today's modern employee seeks access to company resources using their own devices.

Going mobile is not just the technology but also the business. Building a mobile application is not enough – a business should communicate an idea that reaches out to the consumer and allows for better interaction with the business. An innovative mobile strategy seeks to establish how a mobile application satisfies the needs of the consumer, partners and employees because that enriches enterprise experience.

Organizations looking to develop an innovative mobile strategy for their enterprise application portfolio should consider the following:

- > An important first step in devising an innovative mobile strategy is to trace a consumer's activity from the first point of contact to the first time any purchasing decision is made. This provides intelligence into what drives a consumer to make the final decision, and the factors affecting the outcome.
- > It is vital to identify the right dataset that needs to be captured, such as demographics, page views, CTR, etc. If consumer segmentation is leveraged correctly, this information can influence future marketing decisions by providing insight into consumer behavior. Analyzing this data can have huge implications for the future of a business.
- > With more businesses choosing to go mobile-only, such as Myntra, other companies are following suite due to the growing popularity of mobile applications. Designing applications for mobiles is soon transitioning from being a secondary goal to a primary one. Companies are choosing to design applications for mobiles first, rather than their traditional desktop counterpart.
- > A mobile strategy giving priority to user experience yields better results as it allows a website visitor to interact with the brand in much more engaging manner. If an app is not designed well, users will not adopt them. Thus, the purpose of creating the app is defeated.

Business users intuitively know a great mobile experience when they have one. It becomes imperative for business to design engaging experiences that are economical and ensure that mobile app developers understand what they need to build. It helps to have in place, iterative tests of the design even while development of the application is in process. Great mobile experiences need not be expensive or take a long time for development and deliver. Investing in collaborative mobile app design and development solutions is a great way forward to enhance and deliver an engaging solution.



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