5 Strategies for Building Effective Mobile Engagement

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Speakers

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Agenda

- Why Mobile Engagement? Why Now?
- Research Overview
- Quantitative Analysis: 5 Tips for Better Mobile Engagement
- Best Practices for Exemplary Mobile Engagement
- Q & A
Why Mobile Engagement? Why Now?
Mobile devices are indispensable in our lives.

- 91% of global population has a mobile phone
- 56% own a smartphone
- 50% of mobile phone users report mobile as their primary Internet source
- There are more than 1.2 billion people accessing the web from their mobile devices

Source: Digital Buzz Blog
Mobile devices provide a quicker, faster and more effective way to run our lives...
...and consumers expect companies to respond accordingly to ensure satisfaction.
Consumer Expectations

- Companies across every vertical must be on guard as consumers find every mobile means possible to engage with brands.

- Consumers expect a lot and business success and longevity depends on your action.
Mobile Matters: The Facts

- Mobile ecommerce grew 50% YoY to account for 29% of holiday ecommerce sales \(^1\)
- More than one in four U.S. ecommerce orders this past holiday season came from mobile devices \(^1\)
- Tablet ecommerce orders grew from 8% of total ecommerce orders in 2012 to 11% in 2013; smartphone orders saw similar growth \(^1\)
- iOS devices made up 83% of mobile ecommerce sales \(^1\)
- 65% of marketing emails were opened from mobile devices during 4Q13 \(^2\)
- More than half of Amazon customers shopped using a mobile device this past holiday season \(^3\)

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1. Custora; 2014  
2. US Consumer Device Preference Report for Q413  
3. Amazon; 2014
THE RETAIL POINT-OF-VIEW
108 Merchants of all sizes
(annual sales)
28%  <$1M to $20M
23%  $20M to $100M
27%  $100M to $1B
22%  $1B to $5B>

Selling through a mix of channels
100%  Internet
86%   Email
82%   Mobile
55%   Store
47%   Catalog
27%   Social
12%   TV

INVESTING FOR IMPACT IN AN OMNI-CHANNEL CLIMATE
MERCHANT SURVEY 2014

Q1, 40, 44
Mobile is #1 issue on the minds of retailers.

Question: What are the top 3 issues that you will devote the most time to in 2014? (in descending order)

- Mobile (including tablet)
- Marketing
- Personalization
- Omni-channel
- Platform
- Conversion Optimization
- Analytics, Reporting, Big Data
- Merchandising
- Redesign including Key Page enhancements
- Product issues (imagery, PIM architecture, information)
Polling Question:

Where would you rank mobile in terms of priority issues you’ll devote the most time to in 2014?
Retailers get more aggressive on mobile investment.

What level of investment will you make in mobile and tablet initiatives this year?

1-in-3 spending in excess of $100K on mobile

Q28
Polling Question:

What level of investment will you make in mobile and tablet initiatives this year?
Retailers have work to do in all aspects of their mcommerce experiences.

How would you rank the following areas of your mcommerce experience on a scale from excellent to inferior?

Top-2: Excellent/Good

- Branding: 40%
- Customer service: 34%
- Overall user experience: 33%
- Shopping cart: 28%
- Search and Navigation: 27%
- Product page (content, imagery, video): 25%
- Promotional Tactics: 21%
- My Account (membership, profiling...): 20%
- Merchandising Tactics: 18%
- Category-related content: 18%
- Personalization: 13%
Having acknowledged mobile’s infancy, 3-out-of-4 retailers will be making investments in the customer experience. 

58% place an emphasis on technology

Where will you be investing in 2014 relative to mobile? Check all that apply.

- Customer experience: 75%
- Technology: 58%
- Responsive design: 53%
- Mobile tracking/analytics: 44%
- Retargeting: 31%
- Mobile advertising: 29%
- Omni-channel tracking: 29%
- Back-end systems to support...: 24%
- In-store initiatives: 18%
- Push notification: 16%
- Other (please specify): 4%
Revenue derived from mobile results in YoY gains where 50% of retailers report at least a 5% contribution rate

32% report at least 10%

What percentage of your revenue comes via mobile browsers or mobile applications?

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<tr>
<td>Don’t know</td>
<td>15%</td>
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Research Overview
Setting the Stage: Q&A

**Q:** What is the current state of mobile engagement?

**A:** Far more than we realized, across channels, and especially prolific for some groups of consumers.

**Q:** How, from the customer’s perspective, do those consumers rate their satisfaction with these engagements?

**A:** It ain’t pretty. Yet.

**Q:** Are there unique differences between engaging for support vs. engaging during a shopping experience? Why?

**A:** Yes, they are different owing to the situation, resolution requirements, and the person. That’s not a simple answer, but it’s the truth.

**Q:** Does ‘mobile’ change someone’s view of what makes an engagement successful or satisfactory?

**A:** Yes. Unequivocally, yes.
The Survey

- **Objectives:** To answer the questions posed earlier and to provide guidance to companies so that they can move closer to the preferred definition of mobile engagement.

- **Process:**
  - Collaborated with the e-tailing group
  - Started by “researching the research”

- **Sample Group:** Respondents who indicated that they owned a mobile device and used the device in either a shopping or support scenario at least occasionally.

- **Total Sample Size:** 5,808 surveyed across 10 countries

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**DEVICE PROLIFERATION**
- Traffic growth
- Acceleration of usage
- Smartphone versus tablet growth
- Channel shift to mobile
- Apps vs. mcommerce

**SEARCH**
- Search via mobile
- Mobile search patterns and motivations

**ADVERTISING**
- Perceptions around mobile advertising
- Advertising effectiveness

**BEHAVIOR**
- Usage patterns including segmentation by demographics
- Usage by device
- Rationale for mobile usage (why choose mobile?)

**SHOPPING**
- Pre-store research behavior
- In-store mobile usage
- Purchasing growth
- Purchase patterns
What is Mobile Engagement?

- **Today’s definition of mobile engagement:**
  - Reactive
  - “Customers contact us and we do our best.”
- **Ideal definition:**
  - Proactive
  - Mobile engagement is an operational practice
  - Includes an intentioned set of actions, processes, people, and technology
Quantitative Analysis:
5 Tips for Better Mobile Engagement
TIP #1: If you’re not supporting mobile engagement, you’re late.
Mobile engagement is flourishing

50-75% of the population interacts with companies sometimes, often, or all the time while mobile.
Who engages while mobile?

- Men and women engage at about the same rate
- There are differences when it comes to age
  - 21 to 40 year olds are twice as likely to engage companies “Often or All the Time” while mobile vs. 41 to 50+ year olds
It’s NOT just voice!

Mobile engagement is flourishing *across channels* for sales
TIP #2: You must include chat and email in your mobile engagement strategy.
Ignore email at your peril

- Email is frequently used, especially in certain geographies.
- Email is the #1 preferred channel among shoppers.
- Voice is #2
- Live Chat is #3
Ignore email at your peril (cont…)

“The company has to get back to the customer in a reasonable time, or at least acknowledge they received the message/email and will respond within some number of hours or days.”

“Understanding the issue and then answering the question at hand directly. No ambiguity or vagueness in the response. Also the option to have the conversation transmitted to text either via email or done through an email.”

“They answered my question in the first email and no further interactions were needed.”
Americans are chatty

- No mobile engagement strategy is complete without chat

- 37% of all respondents *frequently* engage with companies via chat while mobile

- 57% in U.S., 51% in Mexico, 44% in Europe
TIP #3: Mobile is different – so act like it
Mobile changes everything

59% of respondents *change* their answer about proactive invitations if you ask them to consider being invited *while mobile*
Mobile changes everything (cont…)

- Mobile makes satisfaction criteria more important:
  - Resolution speed | Knowledge of agent | Speed to reach agent | First interaction resolution

- Mobile makes chat session criteria more important:
  - Agent speed | Agent brevity | Window access, but not in the way | Ability to move window

- Ok, so mobile is different – act like it.
Mobile changes everything (cont…)

“A quick reply from a real person that actually answers the question so that I can minimize the chat window.”

Three things you can do:

1. **Proactive Invites Made For Mobile**
   - Make sure agents know if the visitor is mobile; and then train them what to do.

2. **Offer Layered Chat**
   - Minimize
   - Close

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TIP #4: Start here – the one demographic to focus on first
Frequent mobile shoppers

- A group worthy of understanding: Frequent Mobile Shoppers (n=1,394)
- Frequently research *and* buy while mobile
- Why do we care? Because these are the ones we want to engage with FIRST!
- They are younger, more likely to be college educated, and affluent
Frequent mobile shoppers (cont…)

These folks are *super* chatty…

![Image of two women with shopping bags]

**Mobile Chat Engagement**

- 59% from a mobile device engaged reactively
- 58% from a mobile device see invites, but doesn’t accept
- 58% from a mobile device see and accept invites

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Frequent mobile shoppers (cont…)

…and they’re picky!

- While “mobile changes everything” for about 50% of the entire population, **it changes everything for more than 60% of the frequent shopping population.**

- Mobile is harder *and* for the ones most likely to engage you first, it’s harder still

- Get it right before your competitors do and it’s not bad news – it’s competitive advantage

“Providing the same level and quality of service and communication as would be provided in face to face interaction so there are no delays.”
TIP #5: Support and sales aren’t the same – know the differences
Support vs. Sales – When

Weekends are nearly table stakes for retailers

Mobile Engagement Time of Day

- 35% when I think of something I need/when I experience an issue
- 17% in the morning before work
- 8% in the morning at work
- 4% at lunch
- 12% in the afternoon at work
- 31% in the evening after work
- 25% over the weekend
- 9% work

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Support vs. Sales – Where

- On-the-go and in-store represents 35% of shopping
- For support engagements while mobile it’s less than 10%
Support vs. Sales – AGREEMENT!

- Both channels agree that current mobile engagement isn’t great
- 65% of shoppers were satisfied with mobile voice-call engagements
- 62% with mobile chat engagements
- 62% with mobile email
- 60% with social
- 59% with text
BEST PRACTICES FOR EXEMPLARY MOBILE ENGAGEMENT
Consumers have high expectations for mobile engagement

- There is almost an obsession with speed
- Mobile only accelerates those expectations
- Thoughtful, efficient answers from respectful and well trained customer service reps are desirable
- A preference for answers to happen on their first interaction
- Agent politeness professionalism along with a certain level of respect in all communication

What factors contribute to a good mobile customer experience?

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A Guide To Respectful Mobile Engagement

• Be available as customers prefer to depend on reliable companies (ideally 24x7). If not, then publish hours. You must have weekend hours.
• Empower your associates providing them with the right tools to best service the customer.
• Listen well and be responsive to the needs of every customer.
• Use the customer’s native language wherever possible.
• Be quick to answer and even quicker to solve the issue at hand.
• Be concise in your answers as speed is of the essence in mobile engagement.
• Think “agile” and make adjustments and accommodations throughout the course of the conversation.
• Lend an empathetic ear where a pleasant, friendly demeanor goes a long way.
• Attempt to resolve every communication on the initial encounter only escalating concerns when absolutely necessary.
• Personalize the experience tailoring the communication accordingly.
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Thank you!