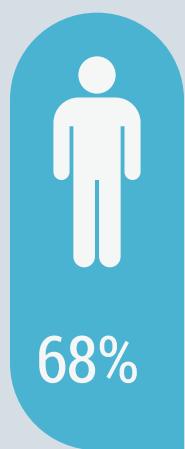


TOP 5 REASONS

Why you need in-app support

1



Of all U.S. adults own a smartphone

THE MOBILE PHONE

People are using mobile phones more than their desktop



mCommerce is expected to grow three times faster than eCommerce

2

RISING CUSTOMER EXPECTATIONS

75%

Of millennials rely on their mobile phones to find information and solve problems

83%

Require live customer service when making a mobile purchase

16%

Buy from a competitor if they encounter a problem during their mobile experience

3

IMPACT OF SUPPORT

Customers are intolerant to faults and aren't afraid to take their business elsewhere



95%

Of customers who had a bad experience are likely to share with others



88%

Have been influenced by online customer service when making buying decisions



82%

Stopped doing business with a company due to bad customer service

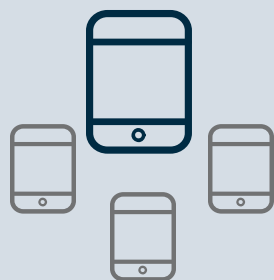


40%

Began purchasing from competitive brands because of their great customer service reputation

4

BOOST APP RETENTION



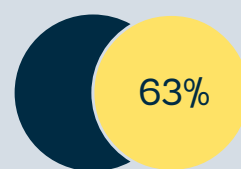
One in four mobile apps are abandoned after a single use

Of users who had to exit an app to resolve an issue were unlikely to purchase from that company

25%

INCREASE REVENUE

Turn help desks into an investment



Will pay up to 25% more to ensure a superior customer experience

5



REVTWO.COM

Sources: Pew Research Center, Moovweb, eConsultancy, Harvard Business Review