THE POWER OF MOBILE ENGAGEMENT

It's the Age of the Customer. People are more mobile than ever, so businesses need to be too. Service providers that capture mobile moments on apps will win over their customers.



THE RISE OF MOBILE



Consumers spend 90% of their mobile time in apps.,



Mobile is the most rapidly adopted consumer technology in history.



58% year over year.,

147 MINUTES EACH DAY USING A SMARTPHONE,

ACROSS 30 COUNTRIES, PEOPLE SPEND AN AVERAGE OF



billion mobile moments





phones sold than babies born each day.,

REAP REWARDS FROM MOBILE To see the benefits of mobile investment in action, look no

FINANCIAL INSTITUTIONS

further than banks. Roughly 1 billion customers use mobile banking applications, and that number is growing.5



RETURN ON INVESTMENT

43%

DECREASE IN COST

35%

2X

Highly relevant push

USER ENGAGEMENT

messaging can double app

Targeted push notifications

293%

can increase user

engagement by 293%.

72%

INCREASE IN REVENUE

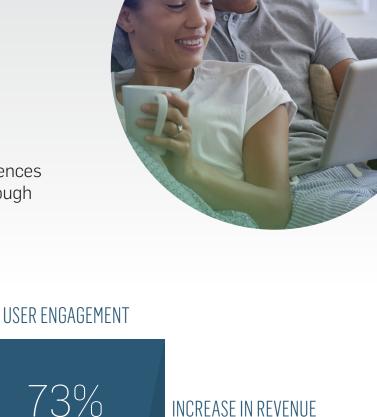


Airlines have improved their customers' experiences and boosted brand loyalty and satisfaction through their mobile apps.

MOBILE TAKES FLIGHT IN

AIR TRAVEL

RETURN ON INVESTMENT



hardware

DECREASE IN COST

more likely to use the site or app as a primary

Satisfied users are 73%

59%

Satisfied users are 59% more likely to use the site or app again.₁₁

29%

customer-obsessed business leaders who embrace mobile

MOBILE HAS REDEFINED THE

WAY WE DO BUSINESS

WHICH SIDE OF THAT GAP WILL YOUR BUSINESS BE ON?



THE TIME TO EMBRACE MOBILE IS NOW.

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6 Pivotal

2 Southgate, Duncan. Global Mobile Behavior. Millward Brown, 2014. 3 Boston Consulting Group 4 Forrester

1 BusinessInsider.com 5 Juniper Research

7 Flurry Analytics 8 Fiserv, Inc. 9 PwC 10 Amadeus 11 Forsee 12 FlightView