

# The Roadmap to a Better Mobile Customer Experience

Turn browsers into buyers and drive repeat business

We know you don't need us to tell you your customers are *always* on their phones ("text neck" is a thing for a reason).

But did you know that **53% of consumers use mobile devices to research products? And 44% of consumers use their devices to make purchases.**

Yup. In between Snapchats and checking Instagram, more than half of your customers are tapping and buying. And that percentage is only going to go up—which means it's never been more important for you to have a smart and seamless mobile customer experience.



**This way, 7 strategies for staying connected to your mobile prospects and customers.**

## 1. Shine the (search engine) brights on your products



**Google this:** 5 in 10 consumers say they use search engines on their mobile phone to answer questions about products and services they're interested in before they buy. This means you need to make sure your Google Shopping feed is optimized for local searches.

Customers search in **complete sentences**, so optimize your pages for those terms.



**72%**

**72% of customers say they've abandoned a mobile experience because a company's contact details were too hard to find.**

## 2. Give your customers the green light to contact you



Make "Contact Us" a primary navigation item, and consider **proactive chat** if visitors are on a page longer than usual.



## 3. Take the conversation to the fast lane

Turns out humans are still more popular than robots (weird, right?).

**9 in 10**

mobile shoppers say they want the option of **connecting with a live agent** during their mobile experience.



Offer **mobile-friendly live chat or in-app chat** as contact options for customers who want to speak to a live agent without the commitment of a phone call.



## 4. Make it easy to switch lanes

Take note: omni-channel is more than a buzzword

Make sure your customers can **easily switch between communication channels** and contact you using the method they most prefer.

Choose a customer engagement platform that empowers you and your customers to **switch between text-based channels seamlessly**



## 5. Let the data do the driving

What you don't know can actually hurt you... especially when it comes to your mobile experience.

If you're not collecting and analyzing **how your mobile customers navigate your site**, you could be missing opportunities to connect with and convert them.



Collect data on the devices and browsers prospects and customers use most, and then **adapt content displays** accordingly.



**31%** of consumers say they look for video content when they are shopping on their phones.

## 6. Take your customers on the scenic route

Even in limited-display format, video content can **convert prospects and renew interest** among repeat customers.



Consider **adding video product demos or reviews** to your mobile experience.



## 7. Help customers avoid unnecessary detours

**53%** of mobile shoppers say they **always or often look to FAQs** for answers about products and services before they buy.

**76%**

**of consumers don't find the answers they're looking for in your FAQs.**

**Next step: the nearest search engine (or worse, a competitor's site).**



Make it easy for your audience to navigate FAQs, and make sure information is **current and thorough**.



## Don't put the brakes on now.

Creating a better customer experience doesn't have to stop here.

Download the **Playbook for Activating Customer Engagement** now for further insights on how you can put customer abandonment in the rearview.

**Yes, I want my free Playbook!**

Want to learn more about how we can help? **Contact us:**

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