Brands fall short of consumer expectations for mobile experiences

How users depend on mobile experiences and what that means for brands

61% of consumers have a mobile device on and near them for 8 hours or more each day – on average, it's 10 hours

87% of consumers either check their phone immediately or within an hour of waking up

84% of consumers search on their mobile device before purchasing online

19% of consumers are already using mobile to make the most of their online purchases – and this will increase to a third (33%) in three years' time

76% of consumers say mobile experience is an influence on brand loyalty

80% say the mobile experience is now a priority in the purchasing decision

33% of consumer respondents would never purchase from brands that don't completely meet their mobile expectations

There are gaps between consumer expectations for their mobile experience and what brands deliver today

Only **30%** of customer respondents who see personalisation as an important mobile feature element believe that their expectations are being completely met

But almost **47%** of brand respondents believe that their organization is completely meeting expectations in this area

Despite a third of customer respondents saying they would abandon a brand altogether if their mobile expectations are not met, many brands have a limited view on customer satisfaction when it comes to the mobile experience

With only **56%** able (or planning) to measure customer retention rates as a KPI

Only **48%** of brand respondents say that their organisation is currently delivering a seamless mobile experience to customers

Less than **23%** are able to measure its performance

Many of brand respondents' organisations lack the capability to collect information in real-time about mobile customers

Only **37%** know which web page was last accessed

Only **49%** know what was most recently purchased

Only **54%** of brand respondents say that the product information that their organisation provides to customers on mobile is the same as on non-mobile

When it comes to developing a cross-channel experience

57% of brand respondents say that their organisation is not yet able (or has no plans in place) to personalise content on non-mobile channels based on how users have interacted on their mobile device

What should brands prioritize to meet consumer mobile demands?

39% of consumers say security is a priority for mobile experience improvement

25% of consumers say convenience is a priority for mobile experience improvement

22% of consumers say speed is a priority for mobile experience improvement

Only around half or fewer brands report having completely integrated mobile with other channels such as:

- web (**53%**),
- social media (**49%**),
- email (**47%**),
- e-commerce (**46%**),
- in-store (brick-and-mortar) (**33%**)