

Drive mobile app ROI with customer journey mapping

Mobile is critical in today's business environment

Mobile apps, whether web, native or hybrid, are essential to reaching customers where they already are and driving value and ROI in today's business environment. Certain types of apps, like native mobile apps, empower businesses to deliver highly targeted experiences that are free from competitor distraction and difficult to navigate away from.

208 min

The average time users spent on mobile daily¹

90%

The average amount of mobile time spent in apps²

But most customers aren't getting the mobile app experience they need

Getting customers into an app isn't enough – expectations are higher for mobile app experience. In exchange for expressing their brand loyalty, customers expect enterprises to know them and deliver a frictionless, personalized experience.

~70%

of brands fall short of or barely meet customer expectations⁴

20%

Average app retention rate after 30 days³

The Challenge

There's a gap between the customer experience (CX) brands want to deliver and the real-world experience customers have on mobile apps. Two factors make it difficult to deliver frictionless digital journeys via mobile:



Mobile app development is harder

40%

of executives agree, according to IBM. There are more devices, operating systems and versions in addition to considerations like battery and memory usage.



Mobile app analytics are immature

10 With apps being just over years old

mobile app analytics are still relatively new compared to web analytics. The lack of robust analytics makes it hard to deliver a great experience.

As a result, mobile app marketing and development teams often face frustration when answering questions like:

What struggles are customers experiencing?

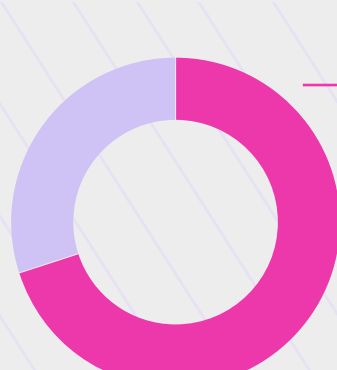
What are the most common paths users take in the app?

Which journeys lead to crashes?

What's causing abandonment?

How do I correlate feedback with app fixes or enhancements?

These CX challenges have a massive effect on an app's ability to drive revenue



80%

of users will use a problematic app three times or less before uninstalling it⁵

Intelligent mobile customer journey mapping closes the gap

To improve app experiences, organizations must first understand where and why customers are struggling or abandoning. That's where Glassbox comes in. It supports all types of mobile apps, including native apps, by identifying gaps in mobile app UX and what causes them. It does this by:

100%

Capturing everything

Autonomous event tagging captures 100% of sessions and 100% of session events, enabling analysis of all screens and every event causing abandonment, retroactive search and decision-making based on all available data.



Visualizing the most critical data

Watch real-time session replays, view interaction maps for every screen, and analyze customer journeys to prioritize updates and optimize performance. Out-of-the-box reports for network performance, struggle insights, crash analytics, device performance, versions adoption and engagement analysis put ROI-driving data at your fingertips.



Pinpointing high-impact focus areas

AI-powered analysis highlights the most meaningful and popular journeys, abandonment-causing events in each journey, and recommendations to improve journeys that lack detractors.

90M

Decreasing SDK impact substantially

A feather-light SDK keeps mobile apps slim and has minimal performance impacts, enabling better CX and streamlining development. Glassbox's SDK has caused zero crashes and is used on more than 900 million devices.

Bottom line: Glassbox makes it possible to rapidly fix and enhance mobile apps



For a U.S. telco:

\$4.5 million annual savings by identifying a mobile self-service app issue that prevented users from entering their information



For a major financial services company:

\$9 million annual savings by identifying unclear error messages that prevented users from completing their journey in the loan application process



For an international airline:

\$3 million annual savings by identifying and prioritizing checkout errors based on impact to revenue, enabling a decrease in issues by 70%

Transform your mobile app customer experience with Glassbox

Visit glassbox.com to learn more today.

¹ Recode. Rani Molla, Jan. 6, 2020.

² eMarketer. Yoram Wurmser, July 9, 2020.

³ Statista. J. Clement, April 21, 2020.

⁴ Forrester. "Expectations and Experiences: The Impact of Your Customers' Expectations on CX Quality." May 2020.

⁵ Tech Beacon. "Mobile user survey: Failing to meet user expectations."