



MEASURING MOBILE APPINESS

The Swrve Guide to Tracking and Measuring Customer Satisfaction On Mobile

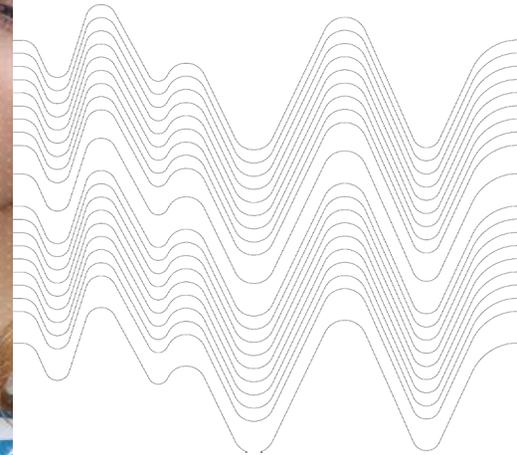


INTRODUCTION

Satisfied customers aren't just nice to have. They are the foundation stone of every successful business. That may sound obvious, but it was only relatively recently, with the advent of Net Promoter Score (NPS) that we began to really understand just how close the correlation between customer satisfaction and success was.

In a world where measuring customer satisfaction is more important than ever, the rise of mobile is both a curse and a blessing. On the one hand, consumers are good enough to carry around a device on which we can communicate with them whenever we choose. On the other, many of the traditional channels for collecting this type of data are no longer effective.

This short paper takes a look at why collecting customer satisfaction data on mobile matters, and how to go about doing it as effectively as possible. We hope you find it useful.



WHY WE MEASURE

There are fundamentally three reasons to look for customer feedback:

- To get a view of satisfaction levels across the business, or in other words answer the question “do our customers actually get benefit and satisfaction from our product or service?”. It is in this area that techniques such as NPS are typically used.
- To identify specific areas for improvement in the business, or conversely which aspects of the experience customers love.
- To discover issues within the mobile app itself (as opposed to the broader view of the business as a whole).

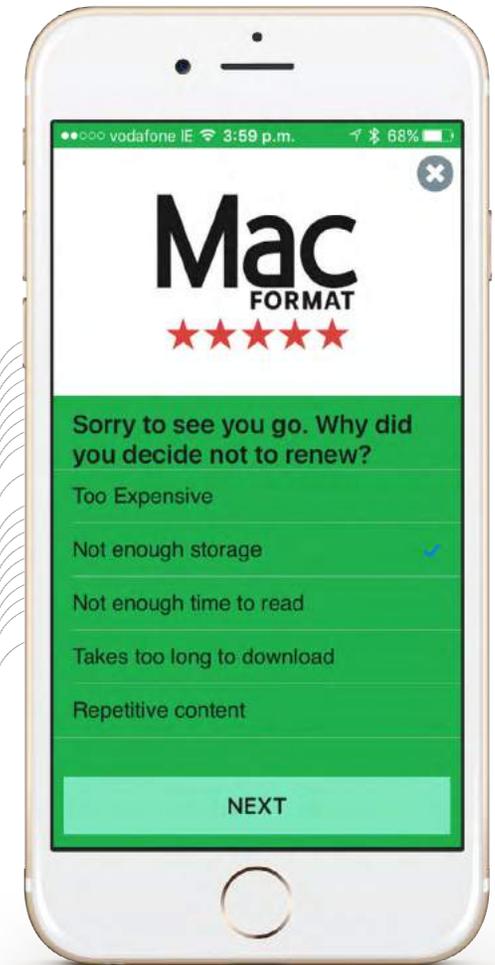
It helps to bear these requirements in mind when considering specific mobile campaigns. The campaign shown here, for example, is a classic example of a simple survey for establishing how customers (either as individuals or aggregated to a group) view the service as a whole.



In the mobile age, even company wide satisfaction can - and should - be delivered via the mobile app

These campaigns also, of course, enable us to go beyond the simple world of analytics - which tell us WHAT is happening - and enable us to drill down to the personal and qualitative in order to discover WHY it is happening, and what might be best to do about it.

In each case, the overall goal of any given campaign or survey will have an impact on the type of implementation we deliver, and we'll look in more detail at some of those options later in this document.



Mobile-based surveys can be an ideal way to get feedback 'in the moment' and add understanding to analytics



HOW WE MEASURE

There have been - and continue to be - an almost unlimited number of ways in which to measure and track customer satisfaction. Most of those fall somewhere in a continuum between the small business able to build up a **genuine 1-2-1 relationship** with each individual customer, and the fully automated NPS score via which an entire organization derives a single number that - theoretically at least - encapsulates a satisfaction score for the business.

Those measurements have also been captured using various means, from the largely informal, personal approach of the first example to the highly structured world of NPS, usually delivered via an online survey or similar.

That brings us back to the challenge of mobile for those charged with measuring customer satisfaction, which is easily summarised as: mobile is removing customers from all other channels. Consider the following:

- In banking, the mobile app now accounts for over **80% of all customer transactions.**
- In media and publishing, mobile app users are **20x more engaged** than online web users.
- In retail, mobile now accounts for over **50% of all browsing and 30% of purchases.**

The corresponding truth, of course, is that physical branches lie empty, printed magazines go unread, and so on. And it is worth noting that mobile adoption is more prevalent amongst certain customer types - particularly younger millennials.

That wouldn't be such an issue if we hadn't built an infrastructure designed to measure satisfaction in these channels. The result, **if we continue to rely on existing infrastructure, is that we'll inevitably deliver incomplete and (worse) skewed results.** To continue with the banking example, measuring customer satisfaction in the branch is likely to exclude just those consumers - those with a younger age profile - who are most likely to switch providers. That's a dangerous mistake to make.

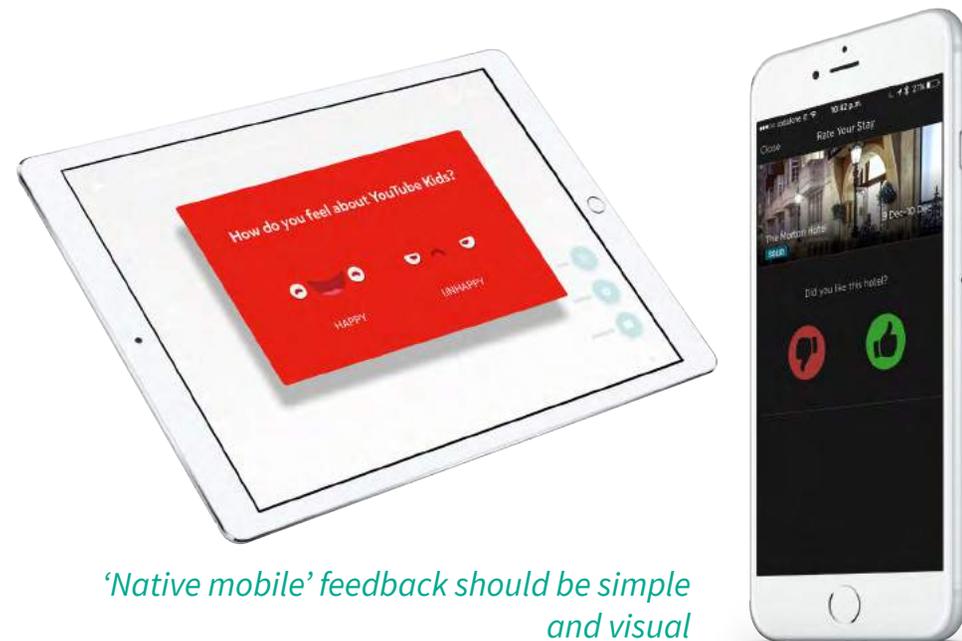
So: it's necessary to collect customer satisfaction on mobile. With that being the case, in the rest of this paper we'll take a look at exactly how we might go about doing that.



THE MOBILE EXPERIENCE

Great mobile experiences share certain common approaches and techniques. As design for mobile matures, consumers become familiar with certain methods of interaction, to the point that they expect these methods and in some cases have difficulty with any alternative.

Looking at examples of organizations that collect customer feedback effectively on mobile, such as the examples from YouTube and Hotel Tonight shown below, it is possible to reach some conclusions about what makes mobile satisfaction campaigns effective.

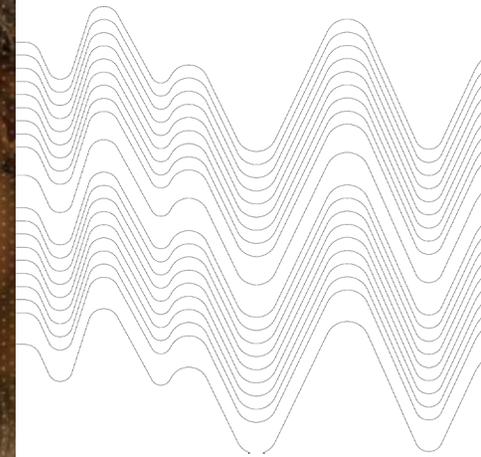


'Native mobile' feedback should be simple and visual

- **Short.** Rather than demanding the completion of long surveys and entering into considerable detail, they simply ask quickly for high-level feedback.
- **Visual.** Mobile interaction is essentially a visual practice. Mobile users don't particularly enjoy typing, and smart brands keep things in a 'native mobile' format.
- **Triggered or Timely.** Rather than shown at pre-determined times, they are typically displayed after a specific interaction, or at a time relevant to that particular user.
- **Personal.** The message or campaign reflects the experience to date of the individual receiving it. This might not always be the case (in some instances you'll want to deliver campaigns across your entire customer set) - but it often will be.

Customer satisfaction campaigns that DON'T meet these criteria are easy enough to spot. They ask the user to fill in long surveys across multiple screens, they demand free-form text answers, and they look like what they often are: desktop experiences crammed onto the small screen. They deliver pretty abysmal completion rates as a result.

In all cases, it is most essential to deliver truly 'mobile native' experiences. In truth, that goes for campaigns of all types, but let's now look at some specific campaign types that can help address the mobile customer satisfaction challenge.





SWIN

THE MOBILE TOOL KIT

Soliciting feedback via in-app conversations or messages is an obvious first step when it comes to tracking customer satisfaction on mobile. As a technique, it has a number of advantages, or at least can do if delivered in the right way.

The format allows the tone to be conversational and personal - an approach to be encouraged when looking for feedback from users.

All responses are trackable, and with the right marketing infrastructure in place they are easy to send. That infrastructure typically takes the form of a marketing automation platform that supports the delivery of messages like these dynamically, that is without the requirement to 'engineer' them into the app. In all cases, conversations of this type are downloaded to the device, meaning they are delivered fast and feel 'native' to the mobile app experience.

Perhaps most significantly, conversational feedback of this type can be delivered as a journey - delivering alternative content in response to the user's answers to an initial question. In the example shown, the true power of this capability should be apparent.

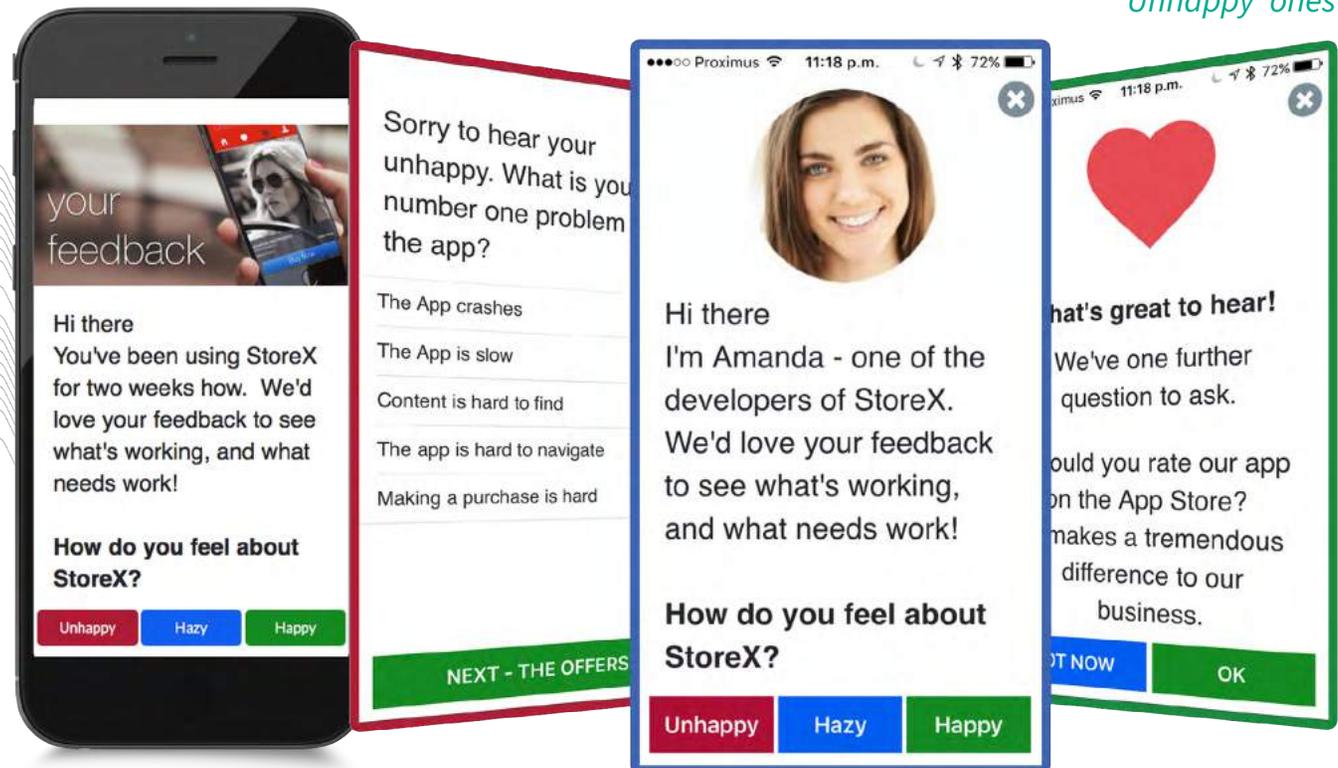


CONVERSATIONAL FEEDBACK

In this hypothetical example, a representative from StoreX seeks feedback on the business’s performance. Users who are “unhappy” can be sent to a screen on which further feedback can help identify specific issues in the product or service.

Meanwhile, users who are happy with the service are directed to the App Store to share that opinion in public! At Swrve, we’ve seen campaigns of this type double app store ratings in short periods of time - a hugely valuable return on investment.

Instead of asking users at random to rate the app in public, this campaign sends only ‘Happy’ users to the app store - and collects key feedback from ‘Unhappy’ ones



As noted above, analytics often tells us the ‘what’, but only by getting to the ‘why?’ will an organization be able to make meaningful and successful changes to the mobile experience. Multi-choice surveys are the perfect way to make that happen.

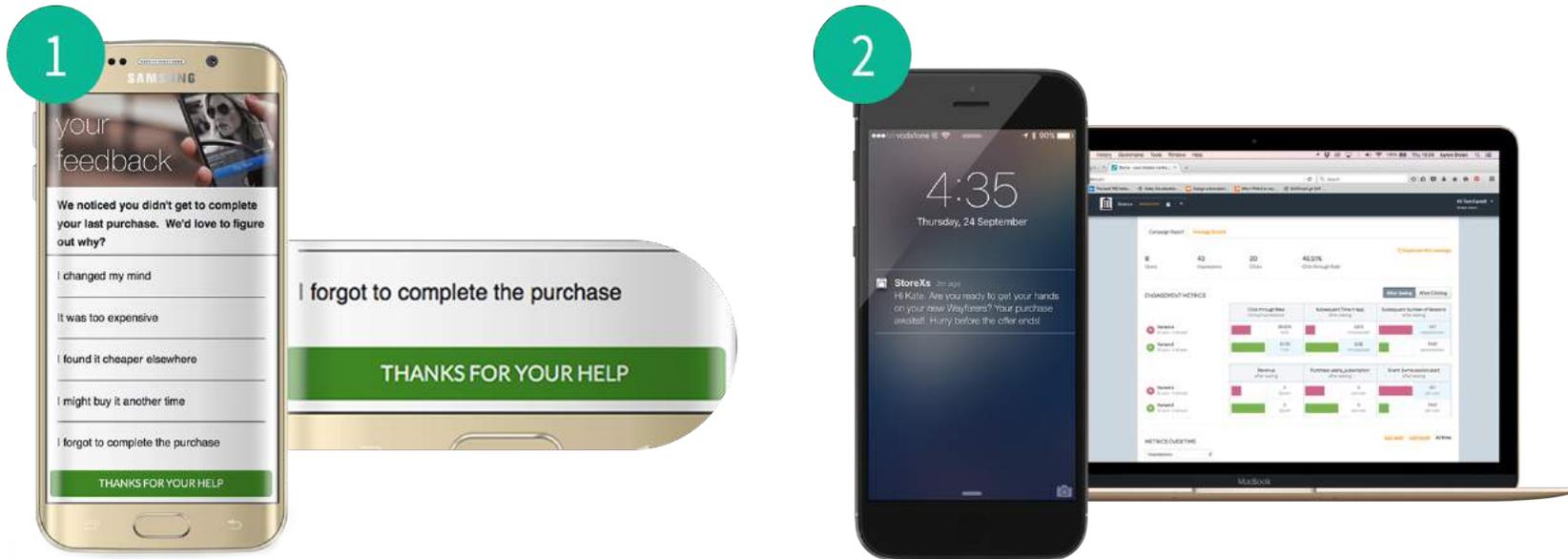
Multi-choice has a number of advantages. Highly structured (and thus easy to report) feedback is delivered to the end-user. They are easy to use and helpful in a huge variety of circumstances. And perhaps most importantly of all, they reduce the mental load on the user. When selecting from a list of pre-defined options, there’s no need to start worrying about typing.

2

THE MULTI-CHOICE SURVEY

Multi-choice surveys are an ideal way to identify why users are behaving in the way they do. The example below demonstrates how campaigns of this type can ‘close the loop’ between insight and action.

- 1 A multi-choice survey is delivered to users who have abandoned the cart in a mobile retail transaction
- 2 Based on responses to this survey, it is determined that simply forgetting is the number one reason for cart abandons (this insight alone is likely to save an organization a significant sum in unnecessary discounts)
- 3 Based on this insight, personalized, contextual and programmatic push campaigns can be built to remind users of abandoned carts
- 4 Result - incremental revenue (and of course, as part of an integrated marketing platform that revenue is quantifiable)



In this example, an initial survey (1) identifies the true issue behind abandoned mobile carts. When we understand that users have simply forgotten, we can remind with a relevant push notification (2) and analyze the success of that campaign.

3

THE VISUAL SURVEY

Sometimes it's all about the quickest feedback possible. When that's the case, we recommend the visual survey. Delivered in-app and very much 'in the moment', the visual survey takes advantage of the 'native mobile' experience and delivers campaigns that are quick, intuitive and effective for both the user and the organization itself.

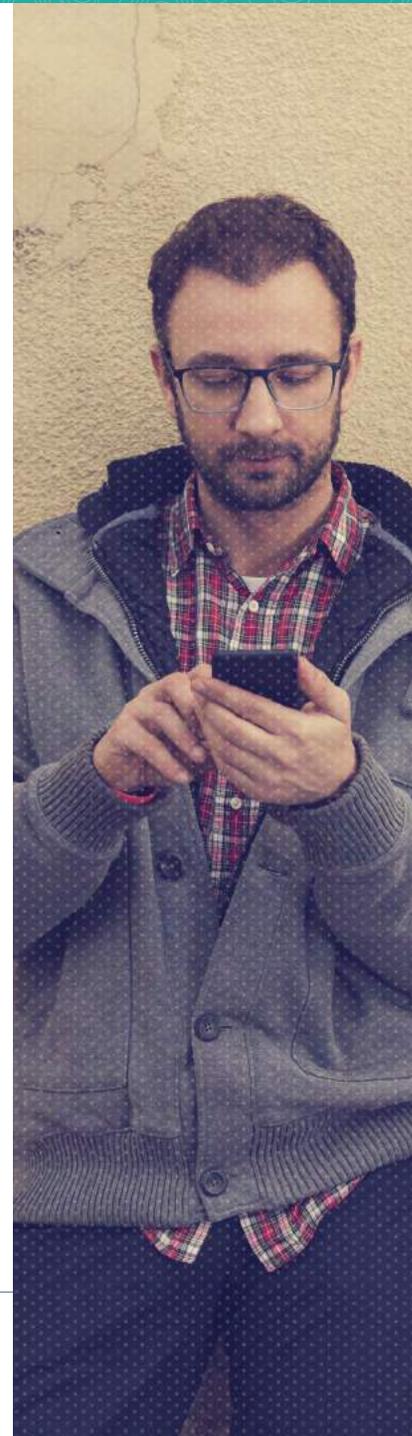
Surveys of this type, which typically use visual interaction elements, are ideal for fast 'in the moment' feedback on a particular transaction or experience, such as a branch visit in the real world or a purchase within the mobile app itself. With that in mind, it is important to deliver these surveys in a 'triggered' way. In the two examples above, that would be on leaving a geo-fence or completing the purchase respectively.

In the example shown, a quick push to in-app message is delivered on the breaking of a geo-fence at a destination airport. The user sees the campaign NOT when they first turn on the phone (a setup that would frustrate users), but rather as they enter the airport or even a specific area within it.

Feedback is quick and simple - that is all that is required. Based on this high-level data, the airline can get an overview on, for example, cabin and ground crew performance. Detailed analysis - perhaps based on further surveys - can come later. This campaign should be seen more as 'checking the pulse' - and it does a perfect job.

It's worth taking a moment to consider the alternative, which in this instance has tended to involve sending a "how was your flight?" email looking for feedback days after the flight. Typical response rates to a campaign of that nature would be below **1%**, and the quality of response is likely to suffer as a result of the lapsed time between flight and survey.

In contrast, surveys delivered in this way see response rates of over **50%** - a massive uplift - and a far more accurate picture of how passengers felt about the flight immediately after it took place.



4

STAR RATING

Our last technique in the toolbox is familiar to most mobile users. That explains much of its appeal to mobile businesses looking to collect feedback in the most unambiguous way possible.

Collecting feedback using standardised 'star rating' templates is also the classic way to get to a numeric value around the perceived level of satisfaction relating to any given aspect of the product or service, or indeed the experience as a whole. And it is simple and intuitive both to create, and for the user to complete. No wonder this technique is so popular.

Again, these campaigns can be delivered on the back of any event or trigger, whether that's based on user behavior in the app, in other channels, or indeed in the real world via the location technologies mentioned above. In the example shown, a quick and highly effective campaign is delivered to customers who have just left a retail store - but of course this could relate to a bank branch or any other location, or indeed those who have just used a particular mobile service for the first time.

Feedback is structured, and better yet is numeric - meaning that a specific value can be assigned, which in turn helps with ranking options and alternatives. It's no surprise **star ratings are loved by online marketplaces like Yelp and TripAdvisor.**

And precisely because they are - users find them super familiar, meaning your response rates will grow as a result.



GROW YOUR MOBILE BUSINESS WITH SWRVE

The Swrve Mobile Engagement Platform is designed for enterprise organizations focused on transforming the way brands connect and interact with customers in an increasingly mobile-centric world.

Understanding how to engage users quickly and maximize revenue is a core competence of Swrve's, and recognized by our partners - including Sony, The Guardian, Condé Nast, Warner Brothers and Microsoft. Swrve customers have delivered more than two billion mobile messages, and every single day the Swrve platform processes over ten billion events.