

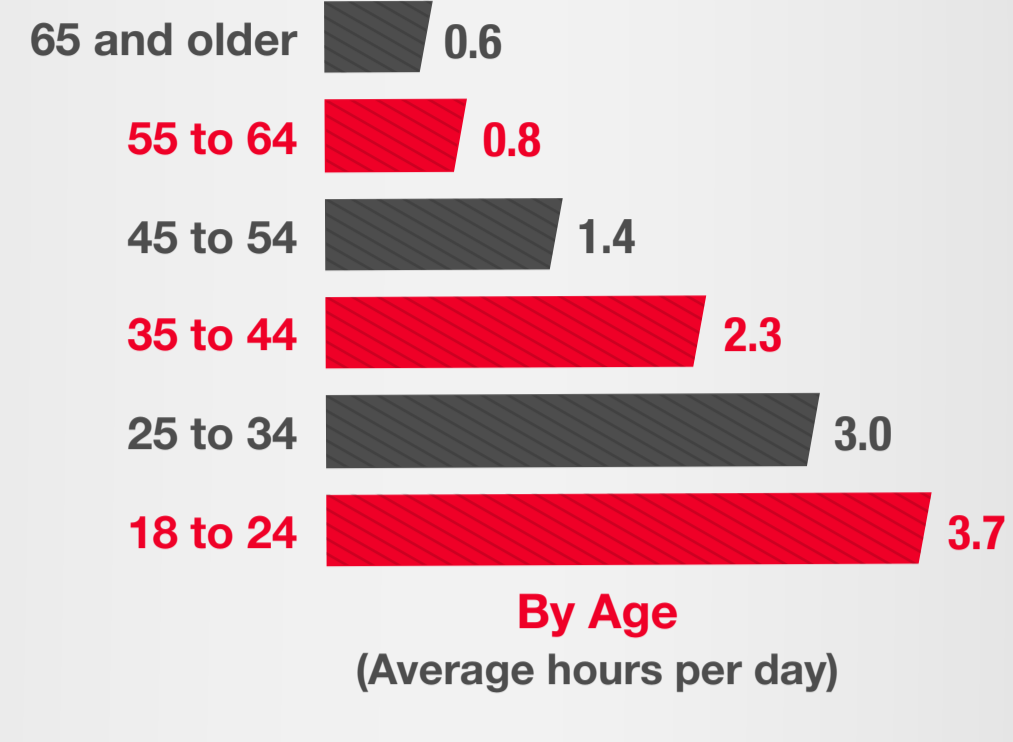
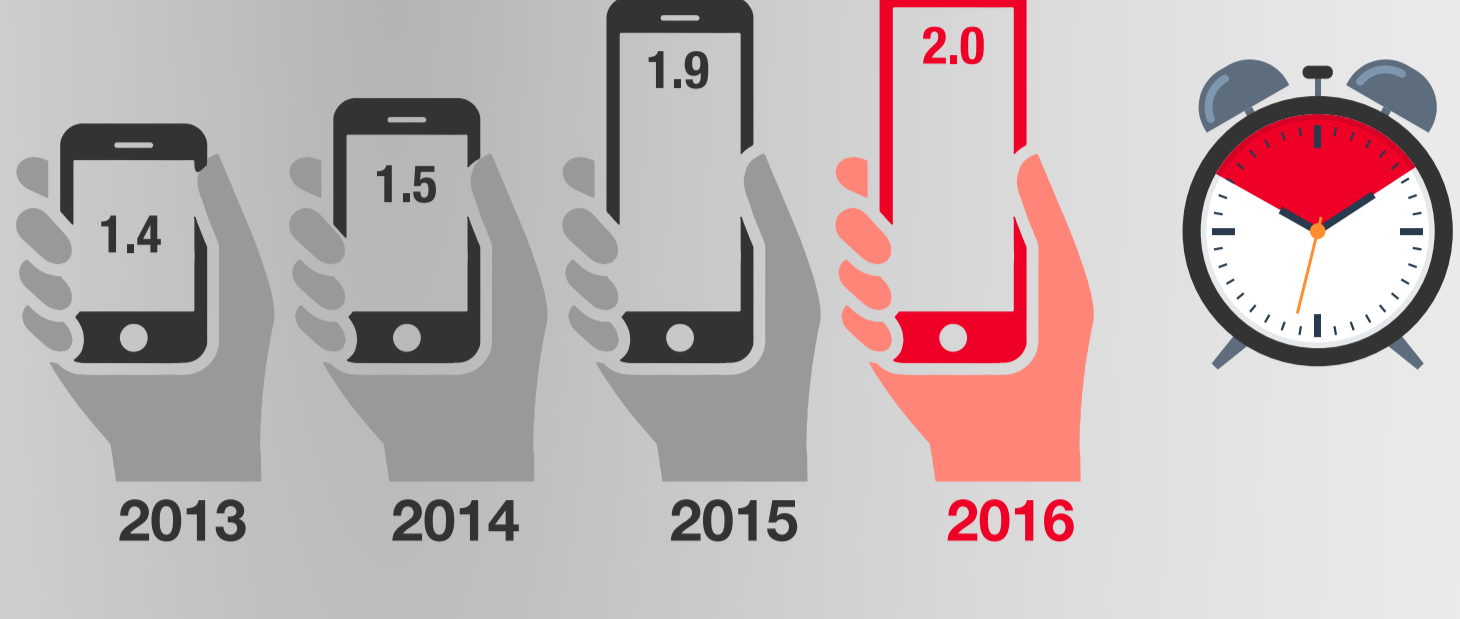
# The Rise of Mobile CX



## Mobile Online Usage Is Growing

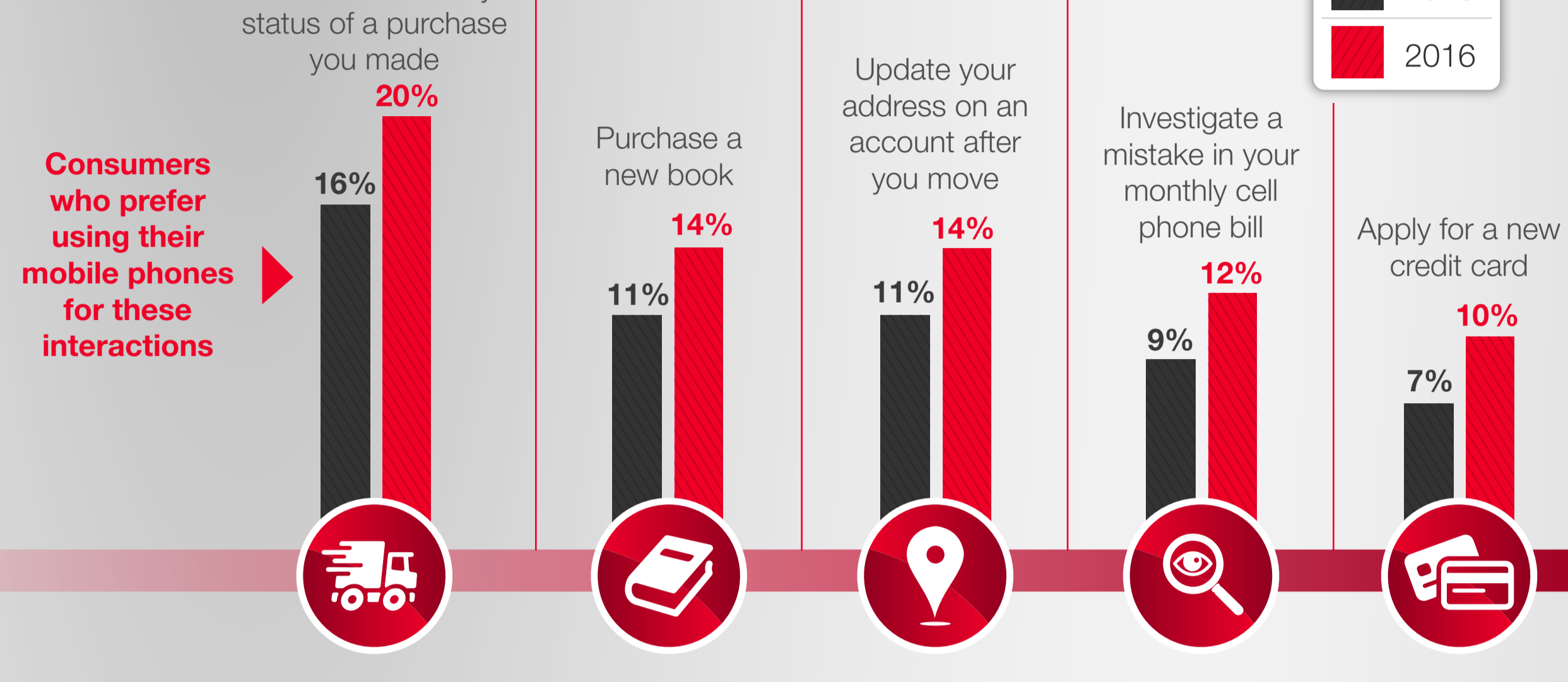
10,000 U.S. consumers (Media Usage Benchmark, 2013 to 2016)

Use an app or go on the Internet with a mobile phone (Average hours per day)



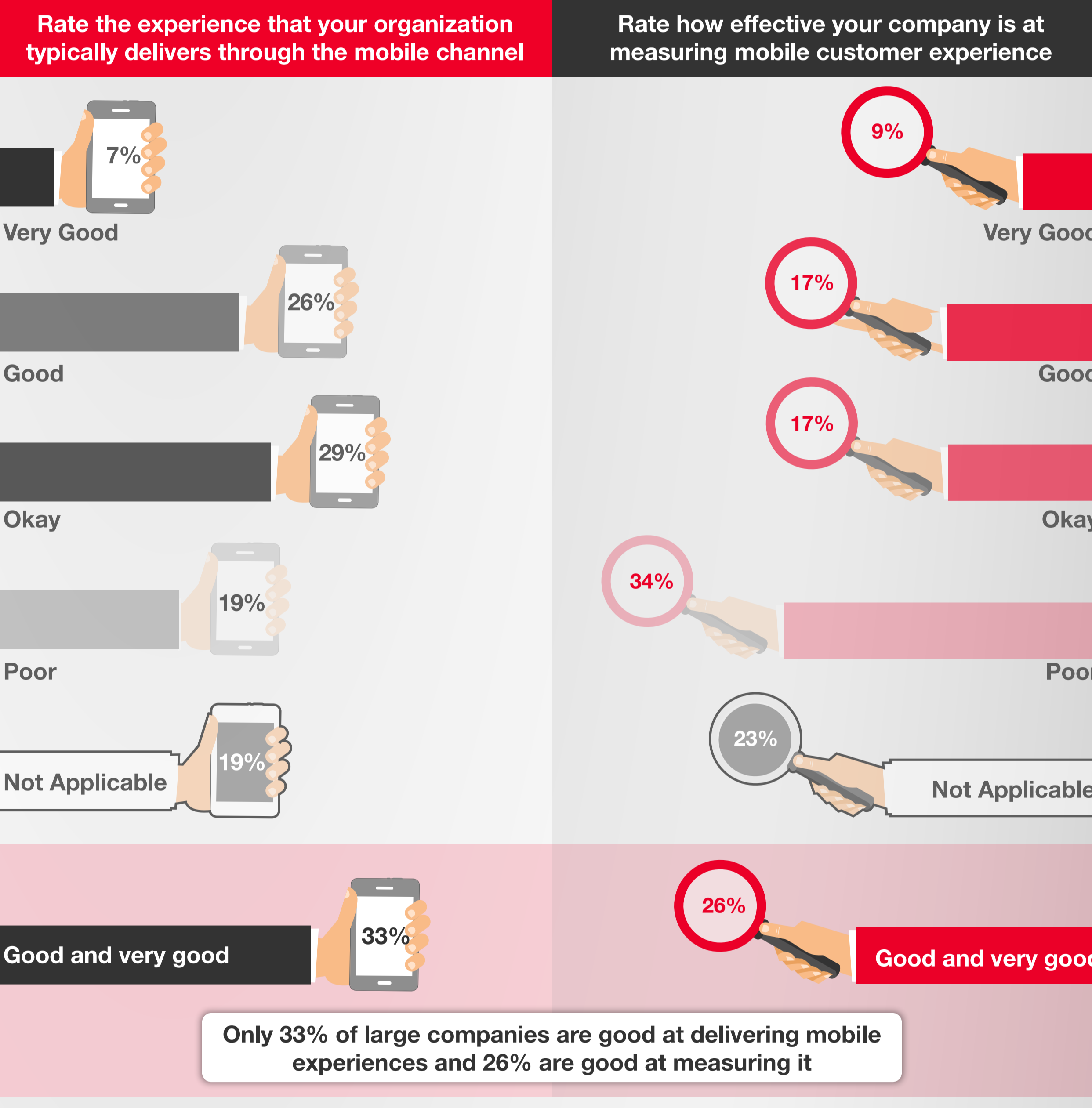
## Mobile Is Becoming A Preferred Channel

10,000 U.S. consumers (Channel Preferences Benchmark, 2013 and 2016)



## Companies Deliver Mediocre Mobile Experiences

190+ large companies (State of CX Management, 2016 & State of CX Metrics, 2015)



## Mobile CX Must Accommodate the Five C's

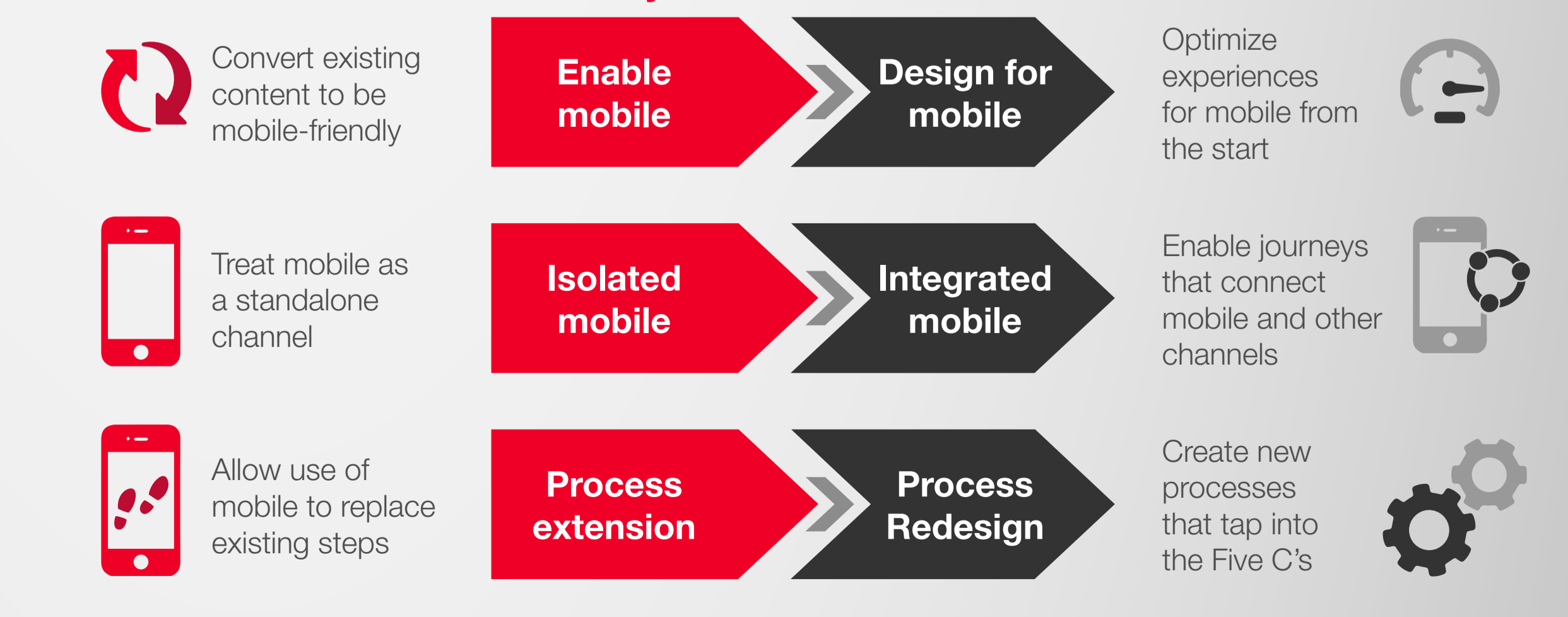
Five C's of Mobile VoC Disruption

Companies must factor these characteristics into the mobile experiences that they create and monitor



## Companies Must Shift To Mobile First

As mobile grows in importance, companies must view mobile as the primary channel. We call this Mobile First.



For more information, visit the [Customer Experience Matters](http://CustomerExperienceMatters.com) blog at [ExperienceMatters.wordpress.com](http://ExperienceMatters.wordpress.com)

