



Modern Communications

The vital role of mobile apps in business today

by: Randy Tucker, Boundless Design LLC

In today's rapidly evolving business era, embracing innovative technologies and adapting to the new preferences and behaviors of the digital-native consumer is paramount. We are witnessing a seismic shift in consumer behavior driven by smartphones and other innovations. One such indispensable innovation for businesses of all sizes is the mobile app. Mobile apps serve as gateways for businesses to create personalized experiences tailored to the preferences and behaviors of today's technology-driven consumers. The proliferation of mobile devices has transformed the way consumers interact with brands, making a mobile app a crucial tool for companies aiming to enhance their market presence and brand recognition. A custom, branded, feature-rich mobile app can give your company an immediate competitive edge, positioning you ahead of rivals that have yet to embrace mobile technology.

In 2023, 63% of businesses had a mobile app. Just two years ago, that number was only 32%. This year, that number should exceed 70%. As mobile usage continues to rise, having a mobile app is becoming a necessity. By investing in a mobile app, your company can stay ahead of the competition and meet the evolving expectations of tech-savvy consumers.

In a world of selling commodities, the companies with the best customer-centric approaches and customer experience are the ones setting themselves apart. Customers want to partner with companies that are the easiest to do business with — on every level. One primary advantage of having a mobile app for your company is the level of customer engagement it facilitates.

Through real-time push notifications, in-app messaging, customized functionalities and targeted marketing, businesses can effortlessly reach their customers with timely updates, promotions and personalized, relevant content. This direct line of communication fosters a stronger connection with customers, leading to increased brand loyalty, repeat business and an enhanced overall customer experience.

The average mobile device has approximately 80 apps loaded on it. This may seem like a lot, but count how many are on yours. I believe the number may surprise you. The reason we find ourselves using all these apps is because they serve as the fastest, easiest and most convenient channel between us and the companies we're doing business with.

There is no doubt you and your associates have made many comments as to how often everyone has their faces in their



phones. It's everywhere you look — in restaurants, at stoplights, walking down the sidewalk; literally everywhere, in almost every waking moment. Recent studies have shown that the average American adult spends approximately 5.5 hours on his (or her) mobile device a day. Approximately 92.5% of that time is spent using apps.

This is why it is so important for businesses to have a mobile presence. Companies must be where their customers are. On average, people check their mobile devices once every 10 minutes. That's approximately 96 times per day. When a user sees your company's name and app icon on his mobile device nearly 100 times a day as he's scrolling through his app library, it serves as a constant reminder of your brand, reinforcing brand recognition in the most non-invasive way possible.

Having a mobile app ensures that your brand remains visible to users even when they are not actively seeking your products or services. This increased visibility contributes to top-of-mind awareness, making customers more likely to choose your brand over competitors when making purchasing decisions.

We have now reached a pivotal point where businesses must adapt, embrace and leverage mobile technology in order to thrive in their competitive markets. A well-crafted mobile app not only adds a modern touch to your company, but also demonstrates a commitment to innovation and customer satisfaction. This competitive advantage can set your company apart in the marketplace and attract a broader audience.

A mobile app is no longer just an optional feature or luxury for a business; it's a strategic asset that can transform the way a business operates and connects with its audience which, in turn, contributes to customer retention and growth. By leveraging the power of mobile technology, your company can enhance customer engagement, improve brand visibility and loyalty, increase sales and gain a competitive edge in today's highly competitive, technology-driven businesses landscape. ■

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