15 WAYS TO ENSURE YOUR BRAND IS READY TO ENGAGE THE MOBILE CONSUMER

1. Agitate for responsive website and contact forms.

Some brand websites are still written only for desktop browsers. Check your brand and contact us pages — if they don't adjust to your phone browser ensure that an update is in the works.

2. Chat enable mobile sites.

Once on your site, if a consumer wants to connect with you, it can be a win to offer a short-form, written, direct channel. Chat can absolutely fill that role.

3. Document retrieval and retail.

If you use a retrieval service, be sure they use mobile to immediately capture and submit photos of the product, any alleged foreign material, package code etc. This is relevant for store checks to see and document potential environmental issues.

4. Check your page load times.

According to Google nearly 50% of web visitors will abandon your website if it takes longer than 3 seconds to load on a mobile device! Test your brand pages for speed.

5. Text Enable Your Existing Contact Numbers.

Be mobile-ready with the most often used smart phone app! You can enable your existing brand telephone numbers to accept SMS messages that are routed directly to your contact center team.

6. Simple/short web surveys.

The mobile format is a great way to get high response rates to surveys. Adopt a simple, multiple choice format to get consumer feedback (think 'phone buttons' and pictures/emoji).

7. Pinpoint consumer location using geo-location.

'Where to buy' product locators are a natural mobile use case that meets a consumer need. Ensure yours offers the option to use the phone location/GPS capability to reduce consumer effort by enabling 'find near me.'

8. Empower your extended team.

Your internal team is always looking out for your brand and protecting its image. They often see things 'in the wild' that they want to share. Establish an app or process for capturing and aggregating this information.

9. Enable 'click to call' for your contact us pages.

Adding some simple html can simplify calling from your website! Your consumers can click on the number to bring the number to the phone app rather than cutting/pasting.

10. Receive images directly from consumers.

If your consumers are finding you on a mobile device they almost certainly have a camera handy! Take advantage of that by allowing them to send you relevant photos via contact form, chat or text message.

11. Verify recall effectiveness.

The only way to confirm recalled product has actually been removed from sale is physicaly validation. Mobile applications provide us with the ability to see inside a store, and verify through photos and videos that product has been properly removed or even destroyed.

12. QR codes live!

QR codes may be making a comeback. Apple iOS 11 includes a QR scanner in the camera and Android is building the functionality into Chrome. As marketing revists QR codes, offer useful content (i.e. coupon info, use instructions, FAQs, etc.) to be included.

13. Enable "bots" on chat, text, and messengers for automatic self-service and triage.

Utilize bot technology to support self-service for real-time channels (such as chat and text). Event if the bot cannot answer the question, it can gather information to improve the agent interaction (think of it like an intelligent, interactive web form). This can improve customer service and reduce impact to contact center.

14. Pass context to improve customer experience and agent efficiency.

Pass context to agents (and chatbot/self-service) to provide better responses and improve efficiency. The worst thing you can do is make the customer repeat themselves!

15. Leverage third-party messenger tools consumers are already using.

If your customers are already looking at your Facebook site on their mobile device, allow them to communicate directly from there. Do not make them leave and use a different tool.

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