

THE POWER OF THE MOBILE CONSUMER



THE WAY ENTERPRISES AND THEIR CUSTOMERS INTERACT IS CHANGING

Do you have a smartphone? Then you already know that people are interacting, shopping, communicating, watching entertainment, getting news, and working on their phones.

Enterprises will need to re-shape their business models to stay relevant.

IF YOU'RE NOT READY FOR THAT FUTURE HERE ARE **SOME FACTS** TO GET YOU MOVING

SMARTPHONES ARE MUCH MORE THAN PHONES

93% OF YOUNG CONSUMERS (AGE 18-29) USE THEIR PHONES WHEN THEY'RE BORED

67% OF PEOPLE USE THEIR PHONES FOR TURN-BY-TURN NAVIGATION

IN CHINA AND SOUTH KOREA **NEARLY 80%** OF PEOPLE SAID THEY WOULD MISS THEIR SMARTPHONES MORE THAN THEIR WALLET

DOMINOS GETS AN ESTIMATED 100 MILLION PIZZA ORDERS THROUGH SMARTPHONES EVERY YEAR



CUSTOMERS CAN EVEN TWEET THEIR ORDER USING AN EMOJI 🍕🍴

THE MOBILE EXPERIENCE SHAPES BUYING BEHAVIOR



82% OF CONSUMERS WITH SMARTPHONES USE THEM FOR IN-STORE PRODUCT RESEARCH

1 IN 10 CONSUMERS END UP BUYING A DIFFERENT PRODUCT THAN ORIGINALLY PLANNED AS A RESULT OF THAT RESEARCH



45% OF E-COMMERCE SALES ARE NOW MADE VIA MOBILE DEVICES

40% OF U.S. CONSUMERS WILL LEAVE A COMPETITOR DUE TO A BAD MOBILE EXPERIENCE

PUSHING THE RIGHT BUTTONS



THE "MAYDAY" BUTTON ON AMAZON'S HDX TABLET ACCOUNTS FOR 75% OF ALL CUSTOMER CONTACTS – NOT ALL OF IT PRODUCT-RELATED

MAKE MOBILE BUSINESS SEAMLESS



Want to re-imagine business processes and open up new possibilities for how people live and work?

Learn how we can help power your mobile enterprise transformation at Mitel.com/Mobile-Enterprise

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SOURCES:

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