4 Ways the Best Retailers Leverage Mobile to its Fullest

Mobile devices have become an integral part of our lives. We carry them around everywhere we go, we talk to our loved ones, we read the news, and we shop—all on our smartphones. This device has become a gateway for brands to get to know their customers on a more personal level. The opportunity to leverage mobile to create a more customer-centric businesses has given retailers a chance to fine tune their strategies across channels. What you learn from your mobile customers is applicable to your marketing, product, customer service, customer insights, and executive teams.

At Apptentive, we have seen several of the most successful retailers in the world use mobile in creative ways to manage their brand, validate their product roadmap, test and launch new products and features, and connect their online and offline experiences.

Based on our experience working with retail brands in innovative ways, we decided to put together our most comprehensive case study to date to help you learn and get ideas for how you can use mobile to make better data-driven decisions, earn loyalty, improve customer happiness, and increase revenue.

Below is a collection of our most valuable learnings from top retailers who are leading the charge in the mobile revolution.

JUMP AHEAD TO THE FOLLOWING SECTION:

How to Manage Your Brand on Mobile

There's a lot at stake in your app store ratings and reviews, including downloads, revenue, and brand reputation. In a recent consumer survey we conducted:

55% of respondents said a **1-star or 2-star app store rating of a well known brand's app negatively impacts their view of the brand as a whole.**

Conversely, **71% said that a 4-star or 5-star rating positively impacts their brand as a whole.**

Your brand's reputation isn't the only thing on the line—so is conversion.

Jumping from a 2-star app to a 4-star app increases conversion by 540%!

How an International Retailer Manages their Brand on Mobile

A Seattle-based retailer known and loved for delivering exceptional customer experience in-store and online was not finding the same success for their mobile app. Despite heavy investment, the company struggled to understand why their two-star app was poorly received by their customers. Furthermore, they were concerned that a public two-star rating was causing irreparable brand damage, with no way to communicate with frustrated customers in the app stores.

The company implemented Apptentive's software into their app for the first time in September 2014, and started off by using Ratings Prompts. Apptentive helped the team identify and prompt happy customers to leave a rating or review, and provided unhappy customers with an outlet to communicate directly with the company. Through this outlet, the company won back customers and was able to successfully deliver the high level of customer service they are known for, without disrupting their customers' experience.

INCREASED RATINGS AND REVIEWS IMPACT IN-APP PURCHASES

The positive engagement with mobile customers paid off. Within the first three months of leveraging Apptentive, **the company boosted their app store rating to five-stars**. They were also able to drastically lower the number of one-star ratings they were receiving in the app stores by intercepting and speaking with unhappy customers before they went to the app stores to leave feedback. **With Apptentive, the retailer was able to lower their one-star reviews by 96% and increase their five-star reviews by 40%**.

Furthermore, **the company saw a 40% increase in in-app initiated purchases**, making mobile a much larger part of the company's overall revenue. **Apptentive helped the retailer increase their weekly unique app customers by 8.4%**, which yielded a massive increase in-app activity and purchases. **They were also able to increase purchases per week by 36.8% and weekly purchases by unique customer by 33.3%**.

The company also prompted customers to learn how they felt about their app. **After prompting over 90,000 customers, 82.3% of customers who responded said that they love the app**.

A CONTINUED PARTNERSHIP

The retailer continues to use Ratings Prompt, along with Apptentive's full suite of products, to help deliver an engaging, exceptional customer experience within their app. By engaging in proactive, helpful ways with their mobile customers, they have built trust throughout their community and brought their world-class customer service into their app, resulting in lasting loyalty and continued growth within the retail space.

BELOW ARE A FEW OF THE MOST IMPRESSIVE RESULTS:

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Creating a customer centric business extends beyond customer experience. Next, we explore how using customer feedback to validate the product roadmap can build trust and loyalty, while empowering your team to make smart, data-backed product decisions.

How to Use Customer Feedback to Validate the Product Roadmap

Prioritizing your product roadmap is always a balancing act. Having the ability to validate new products and features, and definitively determining what customers want to see first and foremost, is extremely powerful. This strategy empowers teams create a mobile app that's completely aligned with customer expectations, thus increasing customer satisfaction, loyalty, and revenue. Gathering large quantities of customer feedback directly in the mobile app via surveys is an efficient way to incorporate customer feedback into your product roadmap discussions at scale.

Using customer feedback to guide the product roadmap can act as an insurance policy for your brand. Validating product decisions with customer feedback not only ensures you're building a product customers love, it can also help you avoid unnecessarily upsetting customers.

In this section, we cover how two global retailers utilized Apptentive's in-app surveys to guide their product roadmap, and launch a new feature early.

How a Global Retailer Leverages Apptentive Mobile Surveys to Guide their Product Roadmap

A global food and drink company removed a feature at the request of an executive, without justifying the decision based on data. Customers were unhappy with the update, reducing the company's app ratings to one-star and negatively impacting retention. The product team needed a way to capture actionable customer feedback in order to justify future product roadmap decisions and to stop internal debates from derailing progress.

The company implemented Apptentive's software and utilized in-app Surveys. They designed questions (e.g. "What would you like improved in the app?" and "Which feature should we build next?"), defined segments, and collected results. Automatic, real-time reports were created and shared amongst the teams involved. These reports included custom data about the customer environment to provide the company with a contextualized view of their new data.

The survey results provided real-time, actionable data for the product team. Within the first week, **the team was able to collect 10,000 automatically organized responses** revealing two clear winners from the list of features customers wanted improved. **The mobile product manager used this customer data to back up their roadmap decisions, make their app better for customers, and prioritize features, backlogs, and bugs**. As a result of catering to customer demand, the company was rewarded with a high volume of five-star reviews, and reduced churn.

In addition to validating product roadmap, customer feedback can be used to quickly test and iterate on a new feature to ensure a seamless and successful (and sometimes early!) launch.

How a Leading Retailer Launched a Mobile Order and Pay Program Early with In-app Surveys

A leading retailer leverage Apptentive as they launched one of their newest programs. After seeing the incredible adoption and customer joy of the ability to pay in-store via their mobile app, the company was looking to once again improve the customer experience.They developed a program that allows customers to avoid the line by ordering ahead with the mobile app. Due to the incredibly complex nature of rolling out such a feature, the retailer chose to pilot the program in one market.

IN-APP SURVEYS LEVERAGED TO GAIN FEEDBACK IN BETA

In order to gauge success and identify customer problems with the program quickly, the retailer used multiple testing techniques. They sent team members to their retail locations to ask customers about their experience using the program in person. While powerful, the strategy didn't scale and wasn't sustainable for an extended period of time. The retailer augmented their in-person research through using Apptentive's Surveys to target customers who had used program at least twice.

Through the survey, the retailer asked early adopters questions about their experience ordering, points of friction, and their perception of the brand as a result of the new program's functionality. Survey questions included "Did you have any issues ordering with the app? If yes, where did you experience the problem?" and "Any additional feedback you'd like to share with us?" **Within days of launch, the company received over 500 responses within credible insights to help them fix existing bugs and workout the kinks before launching globally**.

Through Apptentive Surveys, the retailer was able to collect in-app feedback at scale, delivering a large quantity of qualitative information to their entire mobile team. **Because updates to the app were shipped during this time period, the company was able to establish a baseline level of frustration with the experience and monitor sentiment as the app improved**. This consistent benchmark and measurement gave their mobile team confidence when they expanded the beta beyond on market. When the product started to hit satisfaction benchmarks, the retailer was confident they had implemented meaningful customer sentiment data and could kick off the next step: a successful launch to 7,400 stores across the United States.

IN-APP FEEDBACK ALLOWED THE COMPANY TO LAUNCH A GLOBAL ROLL-OUT EARLY

When the retailer released the program in the UK (the first city outside of the U.S.), they **received 765 Survey responses about the feature in just 12 hours, and have since gathered feedback from over 6,000 additional customers on the experience.** Quick access to feedback from actual customers helped the retailer move incredibly fast. In fact, the team executed their global launch—this revenue driving launch—a quarter early!

On the fourth quarter earning call, the company's executives raved that there had already been millions of transactions per month from customers using mobile feature. "It has been incredible to see the adoption by customers across the country," said the president of the company's North America operations. "With each wave that we launch, the ramp rate has been quicker for adoption. We are seeing conversion rates and customer satisfaction scores from trials like we've never seen before.

BELOW ARE A FEW OF THE MOST IMPRESSIVE RESULTS:

The company received over

500

responses within days that had credible insights to help them fix existing bugs and work out the kinks before launching globally

They received **765** survey responses about the feature in just **12** hours, and have since gathered feedback from over **6,000** additional

Thanks to the incredible amount of feedback they received quickly, they were able to launch a quarter early

Not only do Apptentive's mobile-optimized surveys empower companies to gather customer feedback quickly, they're designed to be convenient for customers, increasing the volume of responses companies receive.

How a National Retailer Uses Apptentive Mobile Surveys to Glean Actionable Customer Feedback

A major retailer was looking for a better way to survey customers and discover which app features they liked and disliked. The company had an existing survey provider, but were experiencing low completion rates. Furthermore, the retailer was looking to boost their public image by reducing one-star ratings and driving five-star ratings in the app stores, which their current provider wasn't able to offer. They also wanted to gather and analyze customer feedback in order to improve their app.

The retailer implemented Apptentive's software and decided to run a head-to-head test between their current web survey provider and Apptentive's mobile surveys. The retailer set up an Apptentive Ratings Prompt that asked app customers "Do you love [name of retailer]?" If the customer answered "Yes," they were asked to rate the app in the app stores. If they answered "No," they were asked to take a short, mobile-optimized in-app survey so the retailer could better understand any pain they were experiencing. In the survey, the retailer asked multiple-choice questions including "What is your least favorite thing about the app?" and "What's your favorite part of the app?" along with an open-ended question "What other feedback do you have for us?"

The retailer saw tremendous success using Apptentive's ratings prompts and mobile surveys. While their current provider's survey yielded a 1% completion rate, the Apptentive survey yielded a 3.3% response rate— **a 330% improvement over the existing solution**. These results were particularly impressive when looking at the number of customers who responded to the prompt: of the 111,000 people prompted, **83% (92,000) stated that they loved the app and were then asked to rate the app in the app store**. Of those, **13% took the time to rate the app. This helped boost the retailer's average app ratings above 4.5 stars in the App Store**.

Of the 111,000 customers prompted, **only 17% (19,000) stated they didn't love the app**. These people were then asked to complete a survey, and **3.3% completed the survey (despite not loving the app)**. From these survey results, the company gained valuable insights into where customers were having issues in the app and what features were working well, and was able to adjust their product roadmap to better serve their mobile customers' needs. Apptentive is proud to partner with this major retailer, and continues to power their in-app customer engagement strategy.

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83% of survey respondents (**92,000**) stated that they loved the app and were then asked to rate the app in the app store; **13% did**

The retailer's average app ratings were boosted to above **4.5 stars** in the App Store

Whether you're focused on managing your brand on mobile, increasing customer loyalty, revenue, or all of the above, Apptentive can help.

We work with dozens of leading retailers, including Nordstrom, eBay, Overstock.com, and RetailMeNot to improve their mobile customer experience. We enable our customers improve their app store ratings and reviews with our Ratings Prompt; engage customers one-on-one with Message Center; measure and track customer sentiment with our Love Prompt gain customer feedback and insights with in-app Surveys; and interact with the right person, at the right mobile moment to offer a more personalized mobile shopping experience.

We'd love to hear how Apptentive can help you reach your goals. Speak with one of our team members to get started! Please reach out to sales@apptentive.com for more information.

Apptentive

Apptentive's mobile customer engagement software helps companies listen to, engage with, and retain their customers. The product gives brands the opportunity to identify who to talk to, intelligently engage user segments, and mobilize customers to take action through in-app messages, surveys, and ratings prompts. Integrated into thousands of mobile apps, Apptentive helps companies engage mobile customers, boost app ratings, drive downloads, and earn customer loyalty.