



**Fast Fact:** Mobile’s share of online traffic has grown 33% since 2013. At the current growth rate, mobile devices will account for 80% of all global internet use by 2018.

-Business Insider

**Fast Fact:** Among companies investing more in mobile next year, 70% name the top reasons to be: meeting mobile customer demands and wanting to prepare for a mobile-driven future.

-PointSource

IN THIS ISSUE

## What We’re Reading

### Beyond Customer Service: How Chatbots are Transforming CX



The buzz around chatbots so far has focused too narrowly on the opportunity for [customer service](#). While chatbots will bring on greater demand for better, 24/7 service, brands must turn their attention to the way chatbots have already changed what customers demand from digital experiences. Many consumers consider chatbots [more efficient than apps](#) in addressing their common CX frustrations. Among millennials, 40% prefer chatbots over other mediums for task completion and brand communication. Chatbot experiences alone have even made [half of millennials’](#) brand perception more positive. This influence will only grow as intelligent technology advances and chatbots continue to “bridge the gap between man and machine”. More from [MIT](#) on how bots will bring on the next frontier of CX in eCommerce.

### Mobile Experiences Lack the Sophistication Travelers Demand



Mobile’s potential in travel remains untapped as brands miss the mark on customers’ increasingly robust demands. Today, 79% of travel brands consider [mobile](#) their single biggest opportunity in 2017. However, their experiences are falling short. Travelers want more than just the basics; they want sophistication, and [real-time updates](#) that empower them to take charge of their experiences. However, only [8% of airline passengers](#) and 21% of hotel guests feel that they are currently offered services that are personalized enough to meet their needs. An investment in better travel experiences is critical, and will prove to be worthwhile. Insights [here](#) on how traveler preferences continue to raise the bar on mobile.

### Web Accessibility Must Be a Priority For All Industries



Despite a lack of official regulation around accessibility for online environments (postponed until 2018), web accessibility is a basic rights issue that has increased awareness about the importance of [inclusive design](#). Any brand overlooking the barriers in their digital experiences that hinder disabled users is at risk to face legal consequences. More than [240 businesses](#) have been sued in federal court since 2015 for not being accessible, facing sizable fines and fees in the process. Now, banks and financial institutions are the latest [target](#) for accessibility non-compliance demand letters. Digital accessibility is a financial liability, business imperative and social responsibility for all brands that transact online. Learn how to get started with web accessibility compliance by using [our tips sheet](#).



#### Resources

[Usablenet Case Study: Sports Direct](#)

[Infographic: Tips to Maximize Responsive Design](#)

[In case you missed it: Read our October Edition of Industry Bites](#)