

3 Reasons Mobile #CustServ Matters For Your Bottom Line

1

Mobile App Usage Dominates Our Daily Lives

81%

of those surveyed use mobile apps:

66%

for social media

44%

for mobile gaming

22%

for work-related tasks

Today's Customers are Not Forgiving

2

69%

of app users report having problems with apps

47%

delete apps that are frustrating and don't provide customer support

27%

on a daily or weekly basis

3

A Focus on Mobile Means Higher Retention and More Revenue



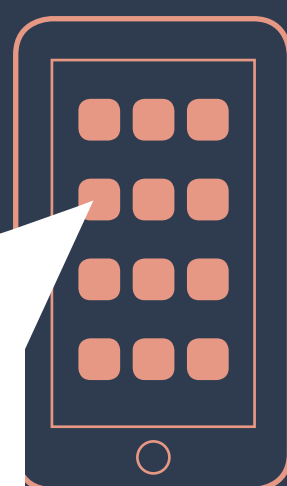
59%

of App Users prefer messaging over email because they feel messaging is more trustworthy.

34%

would use real-time, in-app support if it was available.

89% say they would recommend an app if they were proactively contacted by an agent about an issue.



About Helpshift

Helpshift's intelligent customer service platform is designed for the mobile-first world, providing the most seamless modern messaging experience on web and mobile.

To learn more about Helpshift, visit <https://www.helpshift.com> and follow [@helpshift](https://twitter.com/helpshift) on Twitter.

