



Five Critical Factors for Successful Enterprise Mobile Apps

Critical Factors for Successful Mobile App Deployments

The new face of IT in nearly every enterprise clearly centers around a successful mobile application deployment and user experience. Mobility is by far the number one request in every business to deliver user productivity and increase IT return on investment (ROI). Unfortunately, nearly [80 percent of new enterprise mobile apps fail](#) to gain critical user acceptance after their initial rollout. Often this is due to users experiencing issues and frustration with an app or lack of understanding of app features; these abandonments are avoided through real time mobile self-service and training. This paper details five (5) critical business steps that every business needs to ensure successful mobile app deployments. These apply to every company growth area since [the vast majority of businesses](#) will continue to add new mobile worker applications to their digitally transform the workplace.

Providing an on-device, user-driven application “safety net” improves the mobile business value proposition too by reducing user frustration. Additionally, 64 percent of employees site a poor user experience as the reason for rarely using enterprise mobile apps according to [BTC Research](#). Yet, mobile app initiatives promising a digital transformation are common and relatively inexpensive compared to traditional enterprise software apps. [Mobile apps cost nearly \\$100,000](#) each to design, develop and launch and this investment is far too often lost when mobile apps are abandoned by users. Pairing new application deployments with real-time, self-service user application remediation is now within reach using a new category of enterprise mobility called mobile support management (MSM).

Building App Awareness

Enterprises are always looking for a competitive edge. Mobile applications are often helping business groups, and the broader company users, gain that edge. The initial deployment hurdle is announcing and internally marketing the new application to achieve user awareness. IT can start by offering simple lunch table infographic tent cards detailing a key application benefit, delivering a monthly email application update and even deploying application push notifications as three initial approaches. Once the user discovers the new mobile application, IT needs to include always available application tutorials to remove common application roadblocks including log-in, configuration, activation problems and other common human interface abandonment points.

According to an [MGI Research study](#) on the mobile app industry, only one in seven or 16 percent of mobile app projects consistently deliver results within the original budget. When mobility projects fail, the IT department or CTO's are often to blame but users stand to lose the most.



Why are certain app deployments more successful in powering a digital transformation than others?

Poor mobile application adoption is the biggest risk to enterprise digital transformation. A common stumbling block starts with poor understanding of end user application usage requirements. Businesses are eager to realize ROI on these mobility investments, but often fail to address the human element of application deployments. Helping users succeed in real-time requires use of a self-service MSM onboard knowledge base. To ensure rapid business adoption of the application, IT should include functional tutorials clearly explaining application setup, configuration and other training needs to avoid user frustration and abandonment. [Studies find that 23 percent of mobile business apps are abandoned after just one use.](#) Support during the app onboarding process is critical to successful app adoption. Additionally, push notifications and broadcast messages help inspire user confidence and fully productive use of the new mobile application.

'Do or Die' Dependencies During the First 90 Days

Once the application is in the user's hands, IT needs to ensure customers have a great experience or they will often abandon the application out of frustration. Enterprises have one chance to make a great first impression and real-time self-service MSM delivers business application deployment success. IT easily alleviates common user challenges by providing users with mobile "hot buttons" to troubleshoot their own device or mobile app problems on their terms and time. Given user's affinity towards mobile self-service, [users will eagerly resolve 80 percent or more of application and device settings problems](#) using quick fix hot buttons without a call to IT. Any harder to resolve app usage or device setting problems are resolved through on-device remote screen sharing, real-time IT chat and integrated IT trouble ticket capabilities before the user abandons the new mobile application.

These modern mobility marvels allow for continuous and iterative mobile user education, learning and improvement. IT teams also benefit with great custom analytics around user requests via chat and trouble tickets in a centralized repository to help visualize trends, common issues, and take user input.



Educate Users On Demand to Grow Deployments

We've now identified a few application deployment critical success factors. What are additional key steps to further educate both IT and users around application innovation? Education needs to include helping new users discover key application features and capabilities beyond redirecting them to cumbersome app store or a web repository of "cliff notes." Instead, enterprises access a wide variety of mobile application knowledge directly to the mobile device using on-board mobile app tutorials. Users quickly discover exactly the application details needed, at exactly the right time, without requiring app developers to spend time developing lengthy unread manuals.

IT uses MSM to easily create and upload mobile applications tutorials on nearly any topic where they see user issues. New application versions should also include one or more tutorials to highlight key feature sets and capabilities. More than 80 percent of users depend on mobile apps every day for their business tasks and added education ensures there is no user downtime. The [CIO.com study](#) also notes that the majority of business users depend on 8 business mobile apps every day. Enterprise apps boost worker productivity by more than 34 percent also according to [BTC Research](#).

Measurable ROI Equals Business and Technical Success

By now, it's clear that pairing mobile applications with real time user application assistance successfully transforms businesses. The goal is twofold. A measurable ROI for their business sponsors and happy, productive application users. Compared to traditional business applications, mobility offers IT powerful instrumentation, defect tracking and shorter enhancement timeframes for continuous user centric improvement. For any user problems not covered already through barriers, dependencies or education, IT embeds real-time mobile support ticketing to ensure full user visibility and prevent application abandonment. By actively listening to users and monitoring application deployments, IT is successful. The application developer teams also realize ROI as they gain time and insight to focus on iterating, improving, and innovating applications that solve distinct business problems.

Every app from Field Service Work Orders, Invoice Management, Customer Service to Retail Transaction Systems and Partner Sales Communication need a superior and fully productive human user experience to be successful. A successful technical app development coupled with an active and satisfied mobile user base is the goal. Mobile application transformation is measurable too. Companies gain an extra 240 hours of work annually from employees actively using mobile app capabilities. A mobile business transformation ROI equals more than \$5,000 of extra productivity or six additional working weeks per employee according to the [BTC Study](#).



Summary: Achieving Digital Transformation, Mobile Apps Require Mobile Support

With nearly every knowledge and field services worker owning at least one mobile device they use every day, users are comfortable with today's mobile user experience. Mobile is the leading light in the [consumerization of IT \(COIT\)](#) and is rapidly leading a workforce to manage its own devices and applications. COIT helps accelerate the success of mobile app deployments and is powering end users to demand self-service mobile support through new [Mobile Support Management \(MSM\) solutions](#). Successful mobile app usage, as well as higher mobile user satisfaction, occur more broadly and in a shorter period of time through MSM software.

Ultimately, businesses will want to integrate real-time mobile app deployment best practices covering all four areas to expedite responsiveness to its customers and streamline back end processes. Mobile apps change the way businesses interact with staff, customers and partners. By considering all four critical success factors in this paper for your mobile app deployment process, business teams will deliver solid mobile ROI, engaged users, productive developers and many future successful mobile application deployments.