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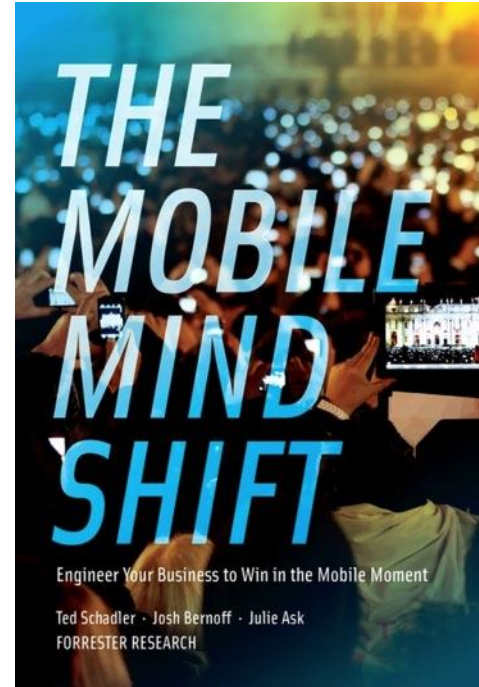
The Mobile Mind Shift

Engineer Your Business To Win In The Mobile Moment

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@TedSchadler



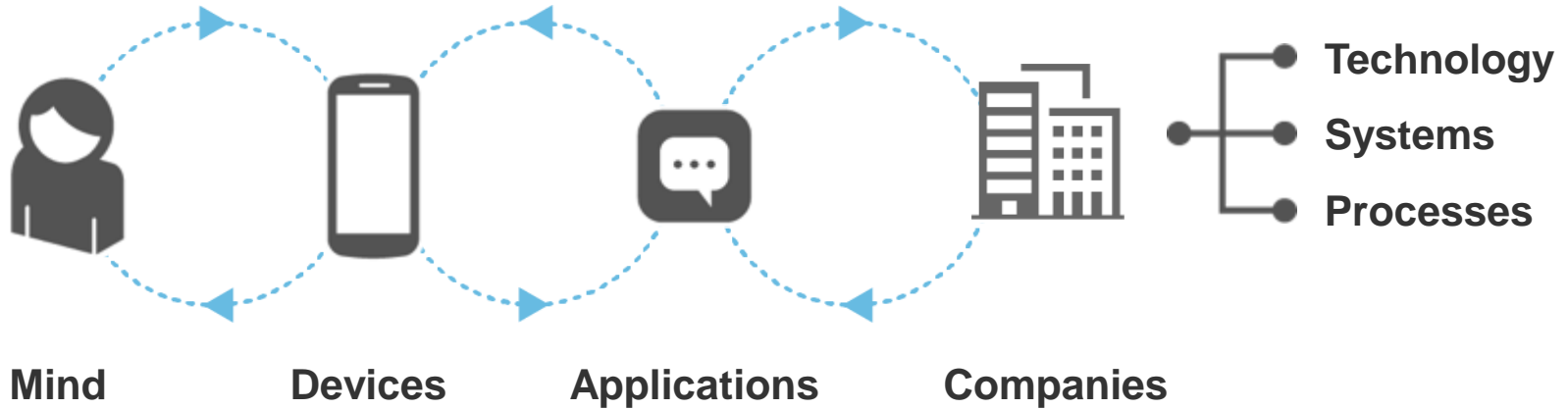
#mobilemindshift

The mobile mind shift

The expectation that I
can get what I want in
my **immediate context**
and **moments of need**

Image source: Associated Press (AP.org), photo by Michael Sohn

The mobile mind shift will penetrate the beating heart of your business . . .



The mobile mind shift is on the rise



Of smartphone users . . .

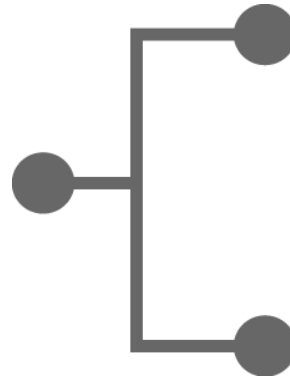


Source: *US Mobile Mind Shift Online Survey, Q3 2013*

Mobile will drive a business redesign



In 2017, firms will . . .



Spend €139 billion to engineer platforms and processes for mobile engagement.

Drive €1 trillion of the IT economy with systems of engagement.

Source: August 6, 2013, "Wanted: Mobile Engagement Providers" Forrester report and February 13, 2012, "Mobile Is The New Face Of Engagement" Forrester report

Entrepreneurs & innovators create and fulfill the mobile mind shift



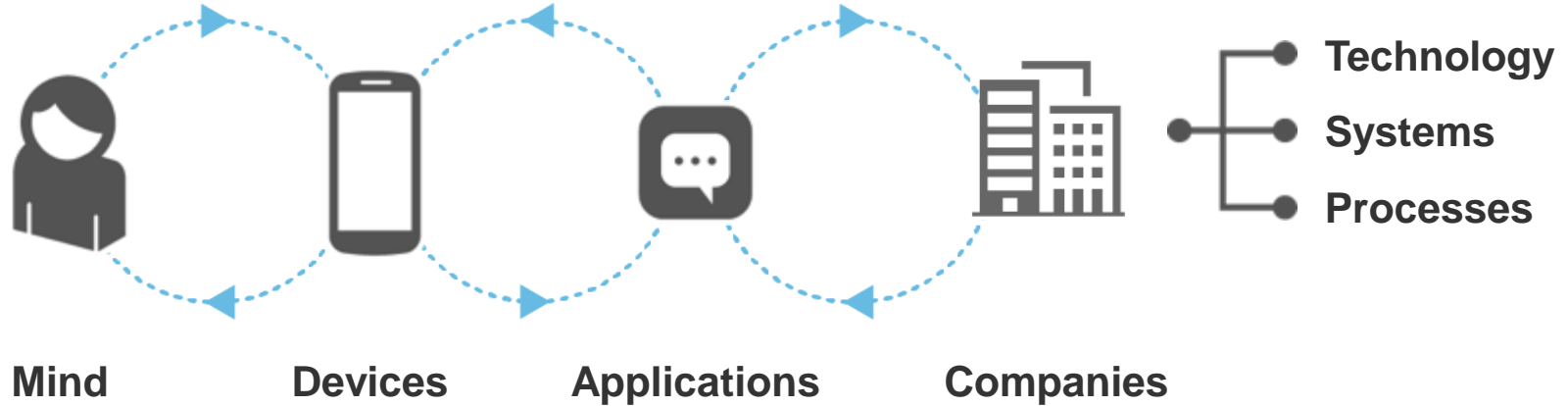
They target mobile moments to do so



A mobile moment is a point in time and space when someone pulls out a mobile device to get something they want in their immediate context.

Image source: Inc. (<http://www.inc.com>)

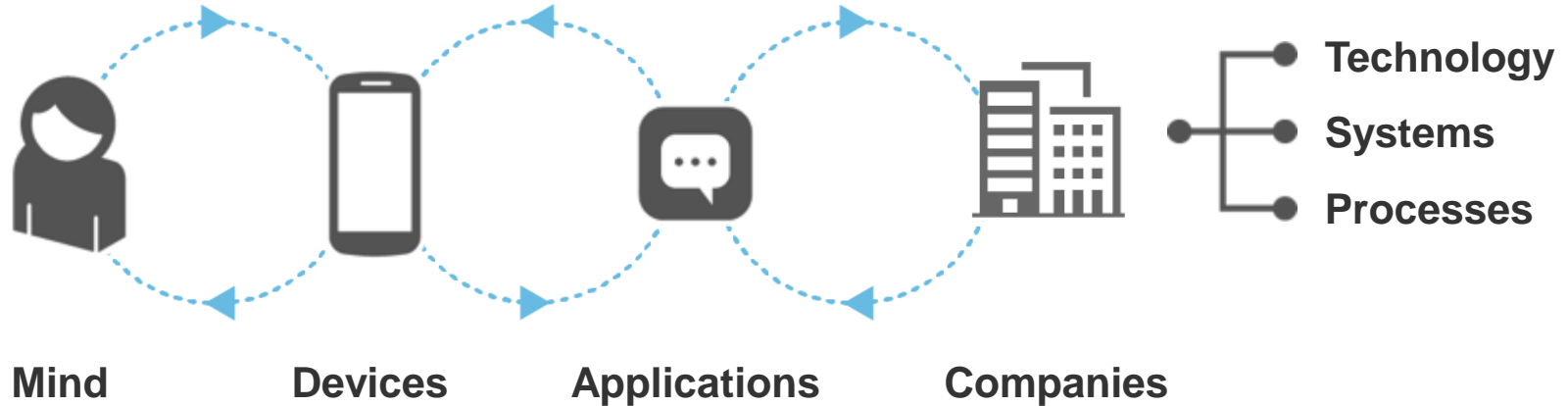
Mobile moments happen here



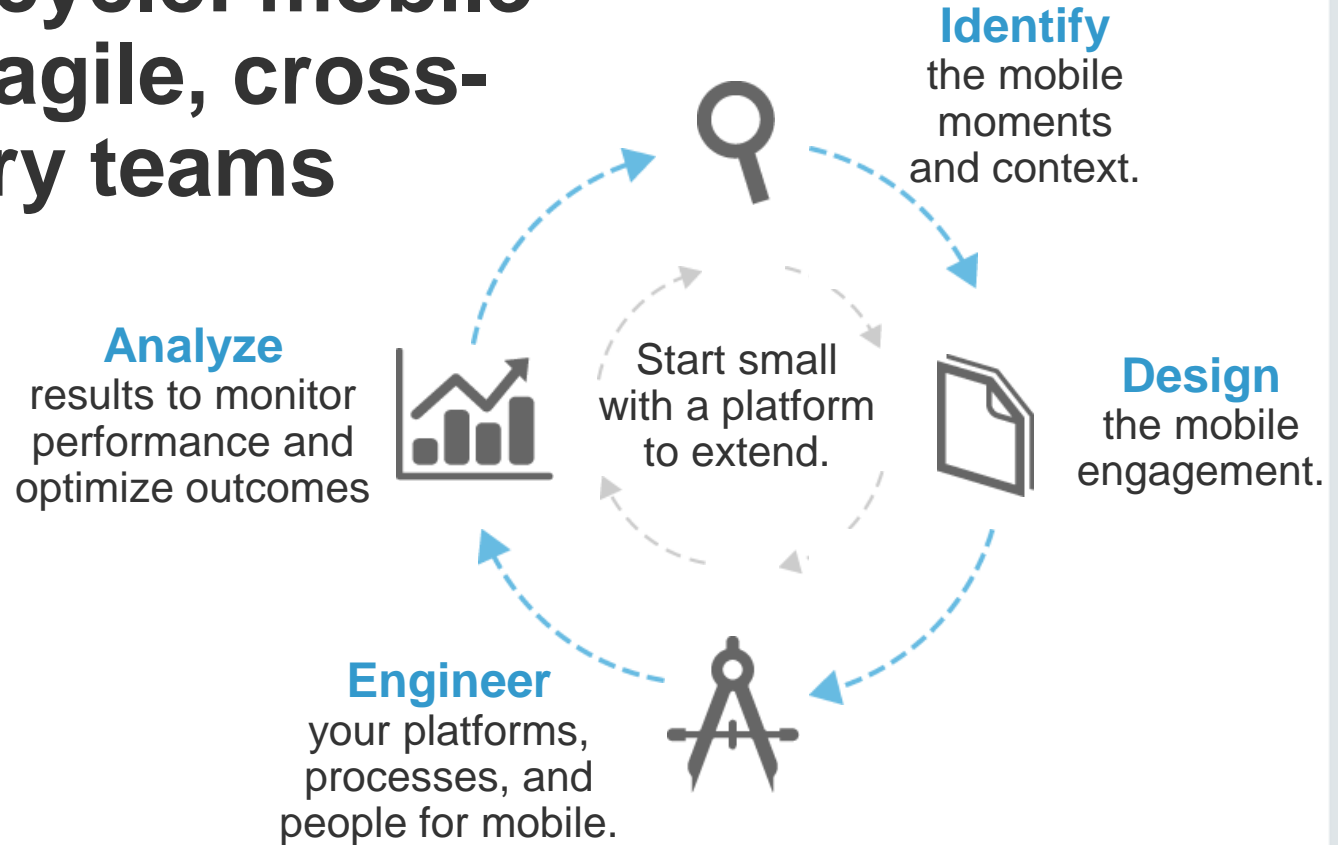
How to use mobile moments at the core of your business strategy

- › Mobile moments are **tangible**: find, name, and prioritize them
- › Mobile moments are **universal**: they apply to every scenario
- › Mobile moments are **quantifiable**: measure and optimize them
- › Mobile moments are **technical**: identify APIs & resources for them

The hard work happens here



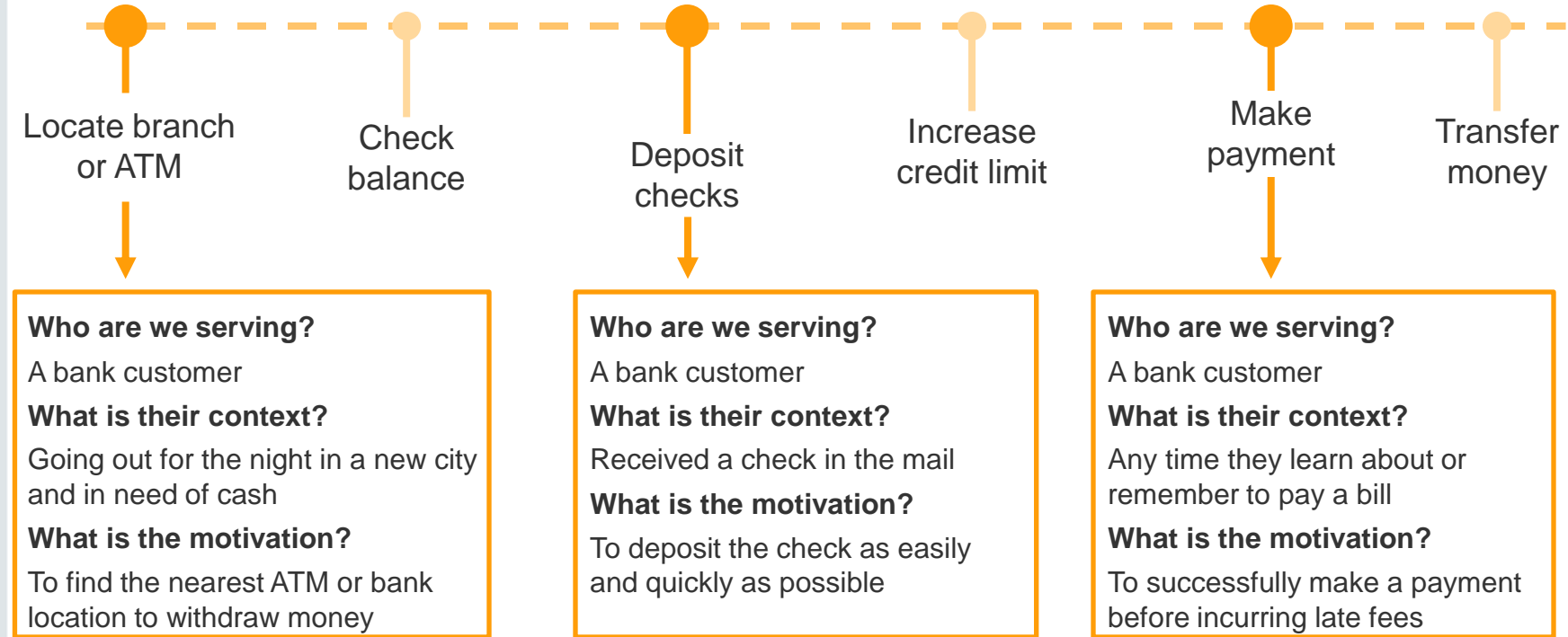
The IDEA cycle: mobile demands agile, cross-disciplinary teams



Identify mobile banking moments



For banking customers





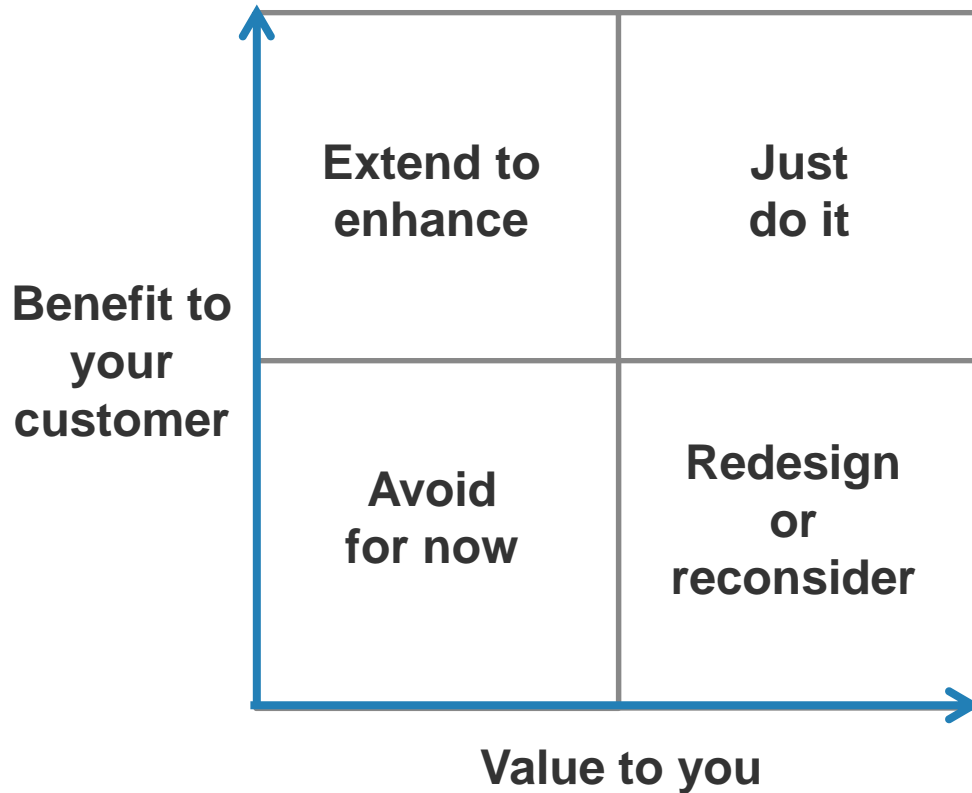
Max Mouwen

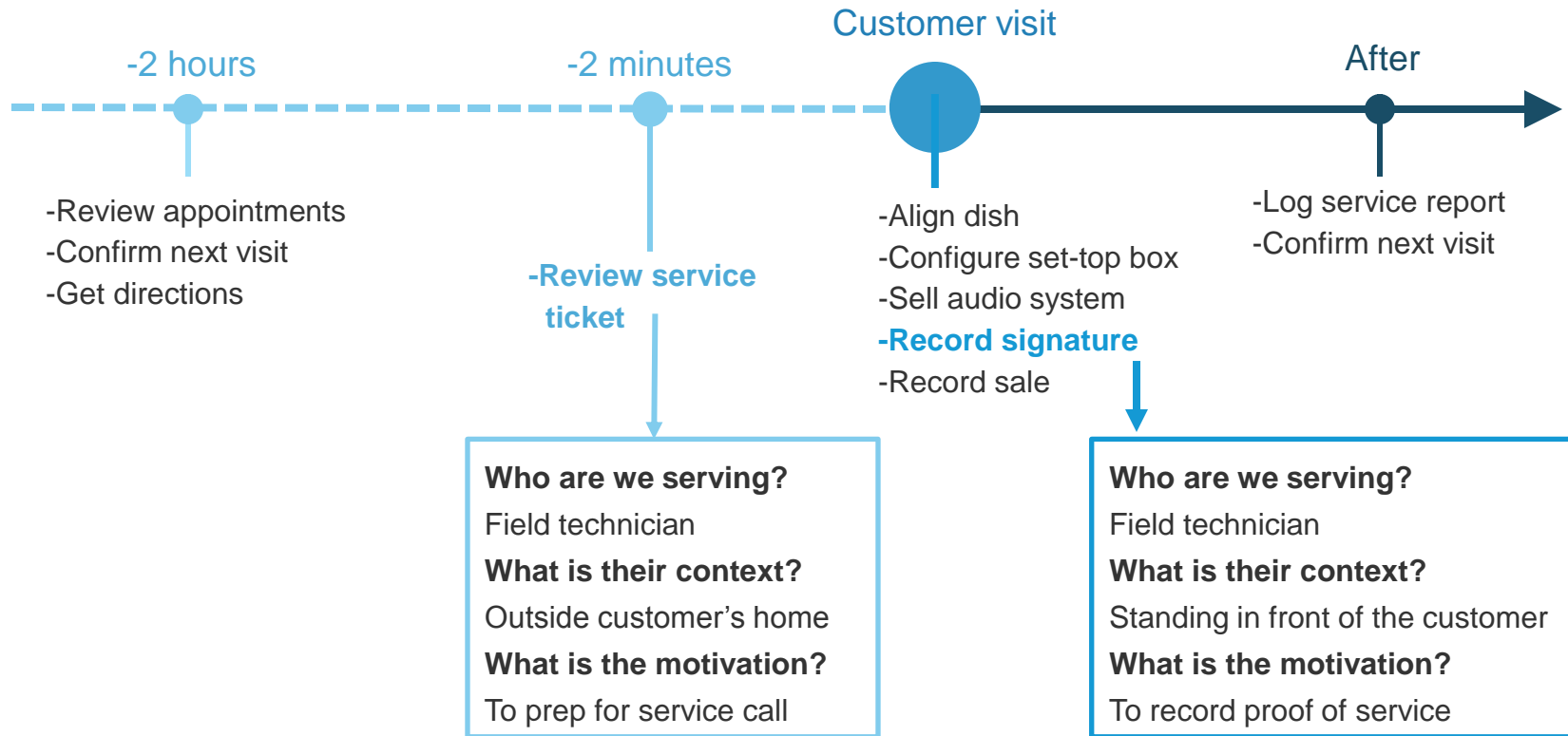
Director, Online banking,
mobile, and social media



Agile teams
Service moments
Business sprints
Content curation
Mobile 3x Web logins
Much higher NPS

Design the mobile engagement





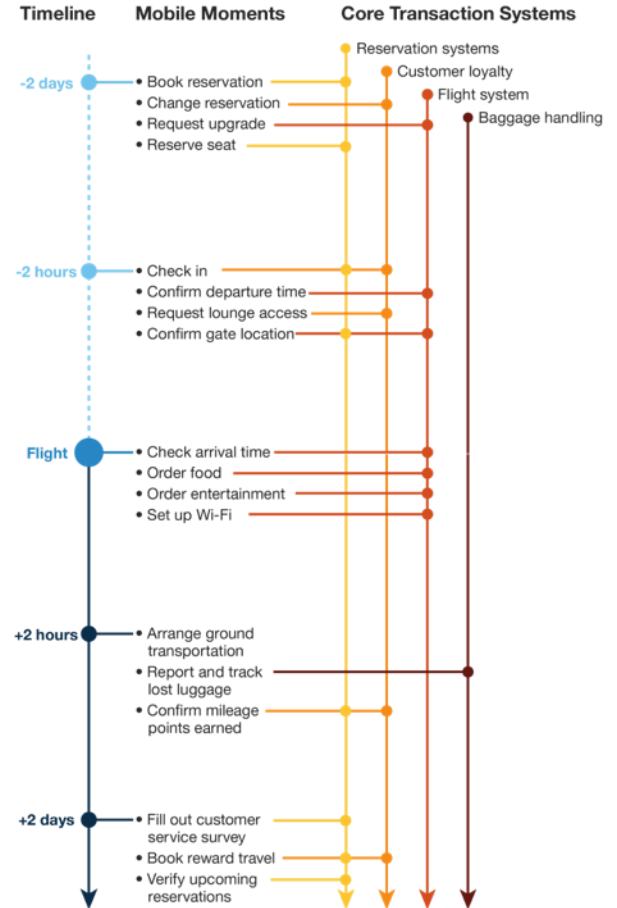
Dish Network wins with mobile service moments



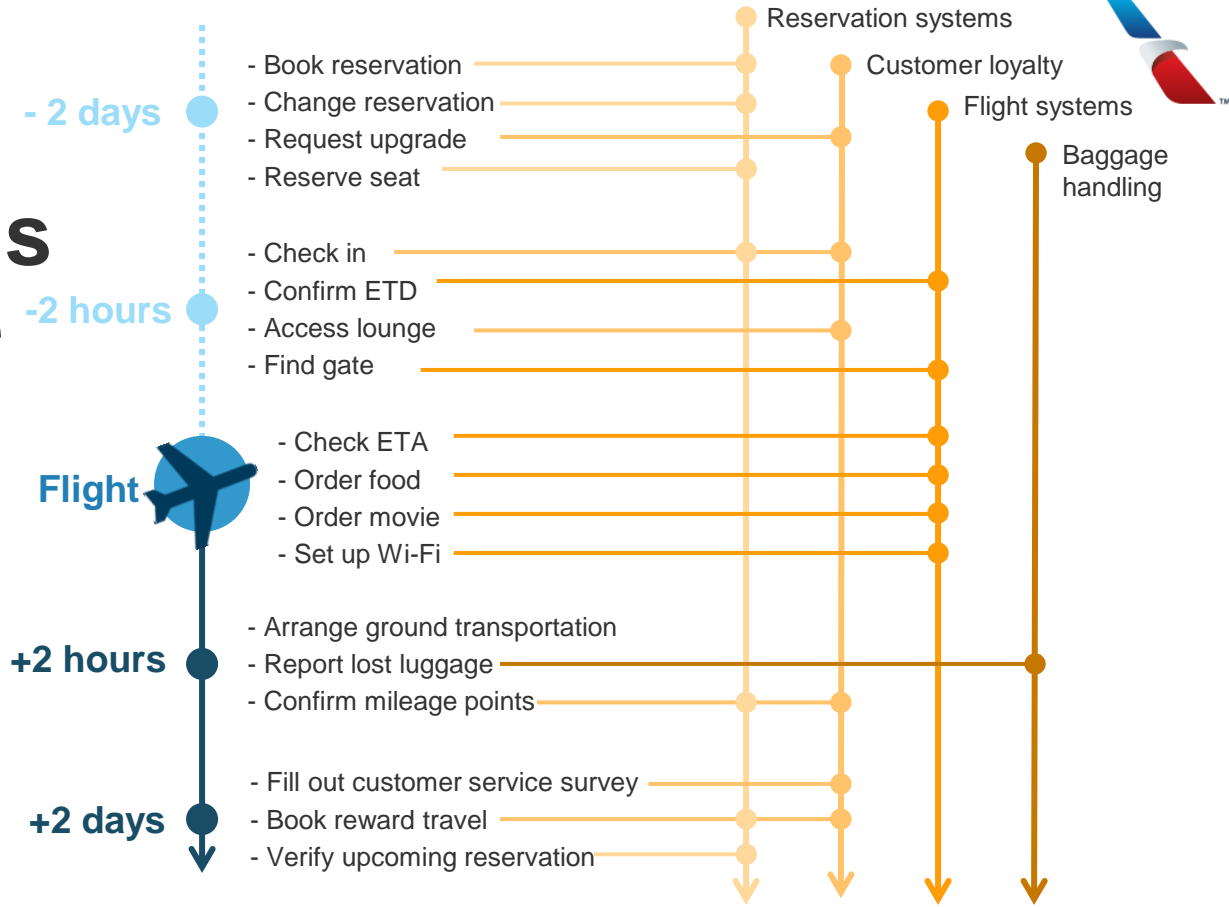
- 10% more visits every day with 15% less overtime
- Cut back-office dispatch staff by two thirds
- Implemented an in-home sales platform
- Improved CX Index from last in 2010 to first in 2014

Engineer your systems

- Are your platforms ready to support mobile engagement?
- Are your processes designed for mobile moments?
- Are people organized to rapidly deploy services?



And that means building APIs to your core processes



Withings



Withings API

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{
  "status": 0,
  "body": {
    "updateTime": 122930968,
    "measuregrps": [
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        "grpid": 2909,
        "attrib": 0,
        "date": 1222930968,
        "category": 1,
        "measures": [
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            "value": 79300,
            "type": 1,
            "unit": -3
          },
          {
            "value": 652,
            "type": 5,
            "unit": -1
          },
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            "value": 178,
            "type": 6,
            "unit": -1
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          {
            "value": 14125,
            "type": 8,
            "unit": -3
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}
```

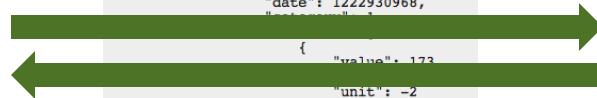
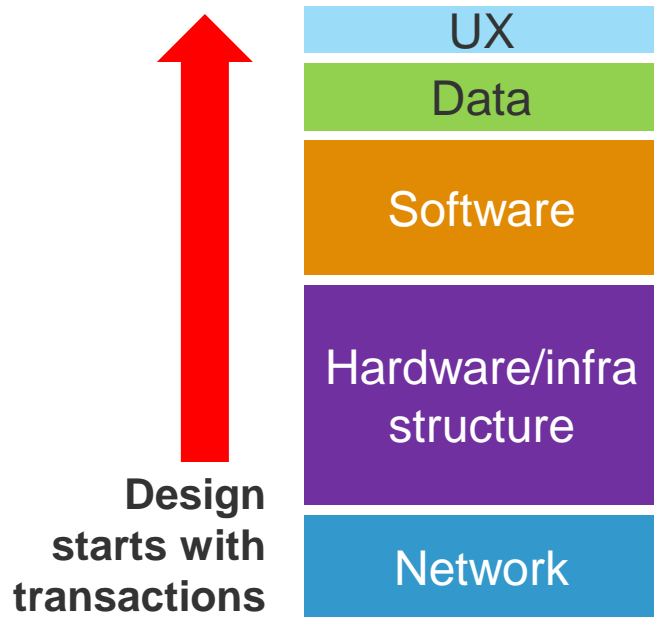


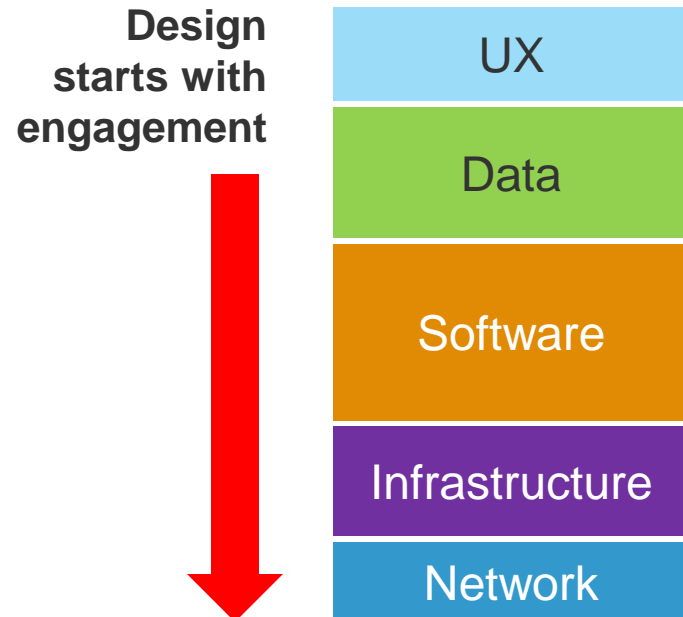
Image source: Lose It! app screenshots

You need a new business technology strategy

Systems of record



Systems of engagement



Analyze results to monitor performance and optimize outcomes

- › Performance & operational metrics
- › Business metrics to funnel investment
- › Customer and experience insights
- › Real-time analytics to power great mobile moments

Remember this . . .

- ▶ The mobile mind shift will transform business.
- ▶ The new battleground is the mobile moment.
- ▶ Identify, design, engineer, analyze . . . repeat.

Thank you

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