The Mobile Mind Shift
Engineer Your Business To Win In The Mobile Moment

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#mobilemindshift
The mobile mind shift

The expectation that I can get what I want in my immediate context and moments of need
The mobile mind shift will penetrate the beating heart of your business . . .

Mind → Devices → Applications → Companies

Technology → Systems → Processes
The mobile mind shift is on the rise

Of smartphone users . . .

- 62% expect a mobile-friendly website.
- 42% expect to find a mobile app.
- 23% expect their experience to change based on location.

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.

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

Mind  Devices  Applications  Companies

Technology  Systems  Processes
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

Mind → Devices → Applications → Companies

Technology
Systems
Processes

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

Identify
the mobile moments and context.

Design
the mobile engagement.

Start small
with a platform to extend.

Analyze
results to monitor performance and optimize outcomes.

Engineer
your platforms, processes, and people for mobile.
Identify mobile banking moments

For banking customers

Locate branch or ATM
Check balance
Deposit checks
Increase credit limit
Make payment
Transfer money

Who are we serving?
A bank customer
What is their context?
Going out for the night in a new city and in need of cash
What is the motivation?
To find the nearest ATM or bank location to withdraw money

Who are we serving?
A bank customer
What is their context?
Received a check in the mail
What is the motivation?
To deposit the check as easily and quickly as possible

Who are we serving?
A bank customer
What is their context?
Any time they learn about or remember to pay a bill
What is the motivation?
To successfully make a payment before incurring late fees
Agile teams
Service moments
Business sprints
Content curation
Mobile 3x Web logins
Much higher NPS

Max Mouwen
Director, Online banking, mobile, and social media

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Design the mobile engagement

Benefit to your customer

Value to you

- Extend to enhance
- Avoid for now
- Just do it
- Redesign or reconsider

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Who are we serving?
Field technician

What is their context?
Outside customer’s home

What is the motivation?
To prep for service call

Who are we serving?
Field technician

What is their context?
Standing in front of the customer

What is the motivation?
To record proof of service

-2 hours
-Review appointments
-Confirm next visit
-Get directions

-2 minutes
-Review service ticket

Customer visit
-Align dish
-Configure set-top box
-Sell audio system
-Record signature
-Record sale

After
-Log service report
-Confirm next visit
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. 

- Book reservation
- Change reservation
- Request upgrade
- Reserve seat

- Check in
- Confirm ETD
- Access lounge
- Find gate

- Check ETA
- Order food
- Order movie
- Set up Wi-Fi

- Arrange ground transportation
- Report lost luggage
- Confirm mileage points

- Fill out customer service survey
- Book reward travel
- Verify upcoming reservation

Reservation systems
Customer loyalty
Flight systems
Baggage handling
Withings

Withings API

Image source: Lose It! app screenshots
You need a new business technology strategy

Systems of record

- UX
- Data
- Software
- Hardware/infrastructure
- Network

Design starts with transactions

Systems of engagement

Design starts with engagement

- UX
- Data
- Software
- Infrastructure
- Network
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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