

HOW DATA MOBILITY ENHANCES CUSTOMER ENGAGEMENT



of consumers who paid for services over a one-month period visited a physical location



54%

of consumers stopped doing business with a brand due to bad customer service

but...



#1

source of consumer frustration is the inability to complete a task or answer a question



of them said that their experience was disconnected across all channels



50%

of all employees don't understand what's expected of them at work



The task of bringing behavior in line with brand vision falls to franchisees. Studies show that **good communication between a franchisor and franchisee** increases satisfaction and understanding, which in turn increases franchise performance.

But how can franchisors foster good communication if **REPORTS ARE SLOW, UNRELIABLE, AND MISUNDERSTOOD?**

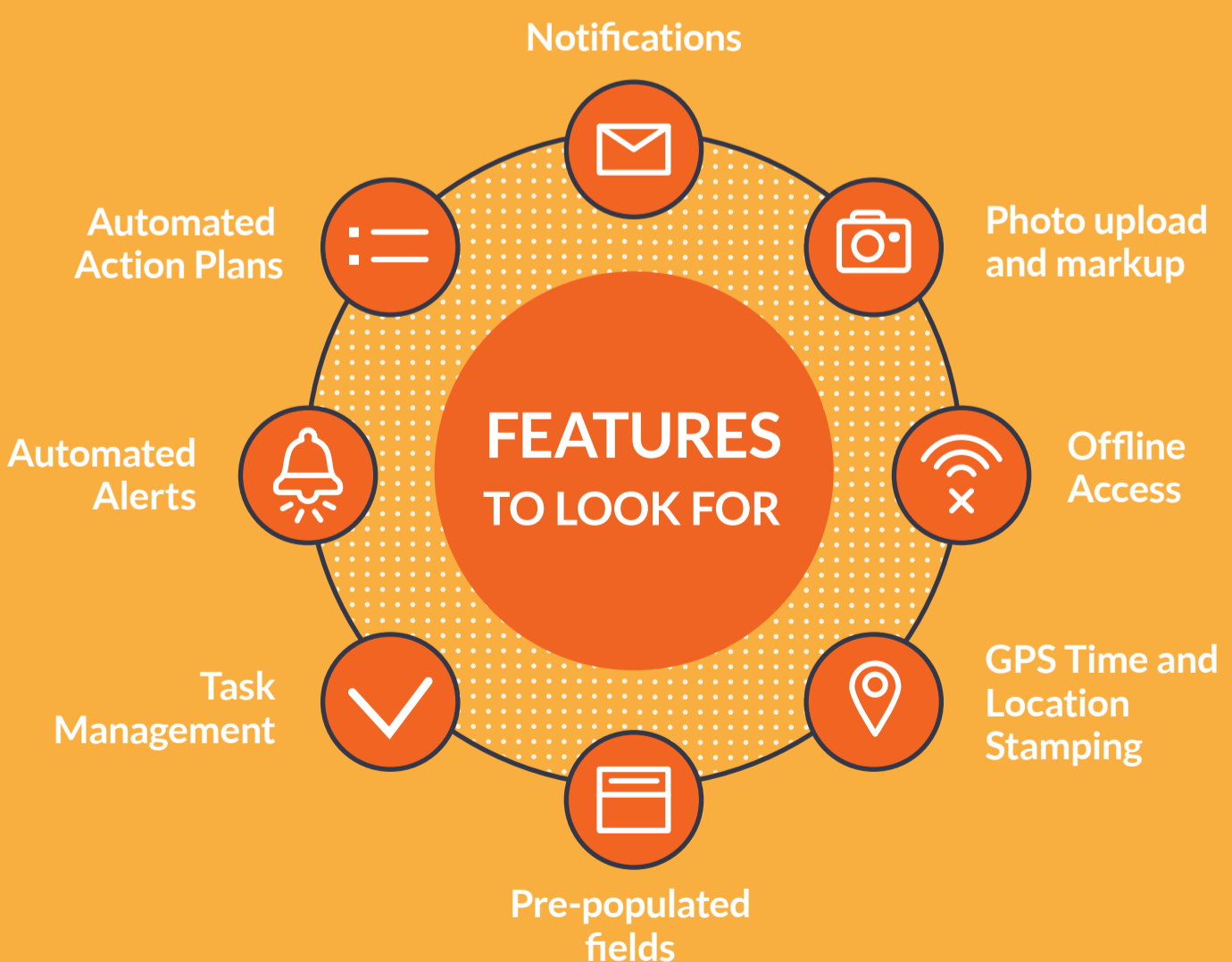
PAPER IS A PROBLEM for brand consistency

Managing brand audits with spreadsheets can be disorganized and overwhelming

Paper and mass emails make course correction difficult, slow, and complicated

Traditional evaluations force training into a vacuum, isolated from on-the-spot coaching

MOBILE APPS ARE THE SOLUTION



<https://www.salesforce.com/blog/2017/05/14-retail-customer-experience-stats.html>

<https://www.aspect.com/globalassets/aspect-consumer-experience-index-state-of-cx.pdf>

<https://www.emeraldinsight.com/doi/full/10.1108/MD-07-2016-0528>

<https://news.gallup.com/opinion/gallup/185921/obsolete-annual-reviews-gallup-advice.aspx>

For more information

Call **1-888-708-8118**

or email info@worldapp.com