Mobile app development is a critical aspect of today's business environment. Mobile apps, whether web, native or hybrid, are essential to reaching customers where they already are and driving value and ROI in today's business environment. Certain types of apps, like native mobile apps, empower businesses to deliver highly targeted experiences that are free from competitor distraction and difficult to navigate away from.

Getting customers into an app isn't enough – expectations are higher for mobile app experience. In exchange for expressing their brand loyalty, customers expect enterprises to know them and deliver a frictionless, personalized experience.

But most customers aren't getting the mobile app experience they need. As a result, mobile app marketing and development teams often face frustrations when answering questions like:

- What struggles are customers experiencing?
- What are the most common paths users take in the app?
- Which journeys lead to crashes?
- What’s causing abandonment?
- How do I correlate feedback with app fixes or enhancements?

These CX challenges have a massive effect on an app's ability to drive revenue:

- 80% of users will use a problematic app three times or less before uninstalling it.

To improve app experiences, organizations must first understand where and why customers are struggling or abandoning. That's where Glassbox comes in. It supports all types of mobile apps, including native apps, by identifying gaps in mobile app UX and what causes them.

### The Challenge

- Mobile app development is harder than ever:
  - 40% of executives agree mobile app development is harder than ever, according to IBM.
  - There are more devices, operating systems and versions to consider, in addition to considerations like battery and memory usage.
- Mobile app analytics are immature:
  - Mobile app analytics are still relatively new compared to web analytics. The lack of robust analytics makes it hard to deliver a great experience.

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Intelligent mobile customer journey mapping closes the gap:

- Pinpointing high-impact focus areas
- AI-powered analysis highlights the most meaningful and popular journeys, abandonment-causing events in each journey, and recommendations to improve journeys that lack detractors.
- Visualizing the most critical data: Watch real-time session replays, view interaction maps for every screen, and analyze customer journeys to prioritize updates and optimize performance. Out-of-the-box reports for network performance, struggle insights, crash analytics, device performance, versions adoption and engagement analysis put ROI-driving data at your fingertips.
- Decreasing SDK impact substantially: A feather-light SDK keeps mobile apps slim and has minimal performance impacts, enabling better CX and streamlining development. Glassbox's SDK has caused zero crashes and is used on more than 900 million devices.

### Bottom Line: Glassbox makes it possible to rapidly fix and enhance mobile apps

### For a U.S. Telco:
- $4.5 million annual savings by identifying a mobile self-service app issue that prevented users from entering their information.

### For a Major Financial Services Company:
- $9 million annual savings by identifying unclear error messages that prevented users from completing their journey in the loan application process.

### For an International Airline:
- $3 million annual savings by identifying and prioritizing checkout errors based on impact to revenue, enabling a decrease in issues by 70%.

Transform your mobile app customer experience with Glassbox. Visit glassbox.com to learn more today.