

Mobile CX Solution: Buy or Build?



Delivering a flawless mobile app customer experience (CX) is all about speed and simplicity. But improving CX on native mobile apps comes with two challenges: app development is complex and mobile analytics aren't as advanced or established as web analytics. That's why building or buying a customer experience intelligence solution is now a higher priority than ever for companies with a mobile app.

Start here with these eight questions to determine the best solution for your native mobile app.

#1 What will the performance impact be?

A full 70% of users abandon an app because it takes too long to load ([source](#)). The SDK (software development kit) should be lightweight, but also deliver a robust performance. If the app slows down performance in any way—whether it's downloading, responsiveness or any other variable—the risk is high that the user will delete the app.

#2 Can it deliver high reliability?

A recent survey showed that when an app crashes, it has a negative ripple effect on your company ([source](#)). Beyond uninstalling the app, about half of those users will think less of your brand and a quarter of them will go straight to a competitor. Your experience should work reliably with the minimum risk of crashing your app.

#3 Will the CX solution scale?

The ability to grow capacity as your app base expands is essential. For the most useful app insights, 100% of your event data and 100% of session recordings (often upwards in the millions) is required. Handling this mass scalability should ideally be built-in. Of course, controlling costs is also important, but a lower-priced SDK that offers only small scale experience analysis won't be useful as your market grows.

#4 Is there a unified view of mobile and web?

Customers often switch from web to mobile throughout the day, depending on the circumstances. To get a holistic picture of a user's behavior with their desktop browser, mobile web and native app, seeing everything from one solution will connect their experiences in one place and offer the most comprehensive understanding.

#5 Is there feature parity with web?

Leading CX analytics solutions for web have powerful capabilities like journeys, interaction maps and ad hoc funnels. Make sure your mobile is not lagging behind. You'll likely want to drill down into session replays, interaction maps, custom reports and other key behavioral analytics. It's also ideal to have AI-driven capabilities to deliver powerful insights for app-only struggles, such as rage taps, dead taps, tilts and zooms, as well as crash analysis.

#6 Will there be support for major devices and frameworks?

Multiple iOS and Android operating systems and versions, devices, along with frameworks like React Native or Cordova and other hybrid systems add up to a dizzying array of options to support. A single solution for all platforms cuts down on costs, simplifies maintenance and offers an unified view and analysis in one place.

#7 Can it offer maximum security and data privacy?

The CX solution should have privacy built in by design, complying with the most stringent local and industry regulations. This includes certifications, along with app features like data encryption, permission-based masking, strong authentication measures and data storage deployment options that keep your customers' data safe.

#8 Will it integrate with your existing tech stack?

A CX solution should work seamlessly with all of your analytics and data management platforms—from out-of-the box layers to real time data export and powerful APIs. The ability to collaborate and use insights within Google Analytics, Adobe Experience Cloud, Salesforce and other tools will add even more value.

Take the next step

These questions offer an overall starting point to assess the right mobile CX solution to build or buy. To learn more about mobile customer experience solutions, visit glassbox.com.

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