

In-app mobile feedback

Streamline the user experience to increase conversion across the digital journey

- ▶ Combine active + passive feedback methods to capture insights across your user base
- ▶ Deliver hyper-personalized feedback engagements for more targeted customer insights
- ▶ Identify issues to reduce friction, guide improvement strategies, + increase conversion



With an estimated 73% of e-commerce sales coming from mobile devices*, brands that turn this critical touchpoint into a differentiator will be poised for accelerated growth. But with evolving consumer behaviors and heightened expectations, a disjointed user experience will likely do more harm than good. SMG's in-app feedback capabilities enable brands to keep the customer at the center of their digital engagement strategy in ways that optimize the user experience and increase conversion.

SMG's in-app mobile feedback capabilities enable brands to capture active + passive feedback at critical junctures in the digital journey—surfacing actionable insights that help eliminate points of friction, improve the user experience, and drive conversion.

Whether it's researching products before an in-person visit, making in-app purchases, or redeeming loyalty rewards, branded mobile apps have quickly become a primary touchpoint for consumer interactions. To ensure the app experience meets the expectations set by more established channels, it's critical to build an innovation strategy that keeps the customer at the heart of every decision.

Combine active + passive feedback methods to capture insights across your user base

SMG's in-app mobile feedback capabilities allow brands to capture passive feedback via an intuitive in-app form, which users can opt into whenever they have something they want to share with your brand—whether it's app-specific issues that may be hampering conversion rates or broader comments related to the end-to-end customer journey.

Additionally, brands can take a more proactive approach by inviting users to in-app surveys using hyper-targeted invitation criteria (e.g., time in app, specific page visits, or a combination of factors). Whether it's capturing post-transaction satisfaction levels or measuring NPS at strategic intervals, brands can use these dual methods to get answers to pressing questions, such as:

- ▶ How are consumers leveraging the mobile app prior to, or in tandem with, in-store visits?
- ▶ What are the top areas for improvement when it comes to functionality + UX?
- ▶ What are the barriers or points of friction that hinder in-app purchase conversion rates? >>

*Statista | Mobile E-commerce is up and Poised for Further Growth



Deliver hyper-personalized feedback engagements for more targeted customer insights

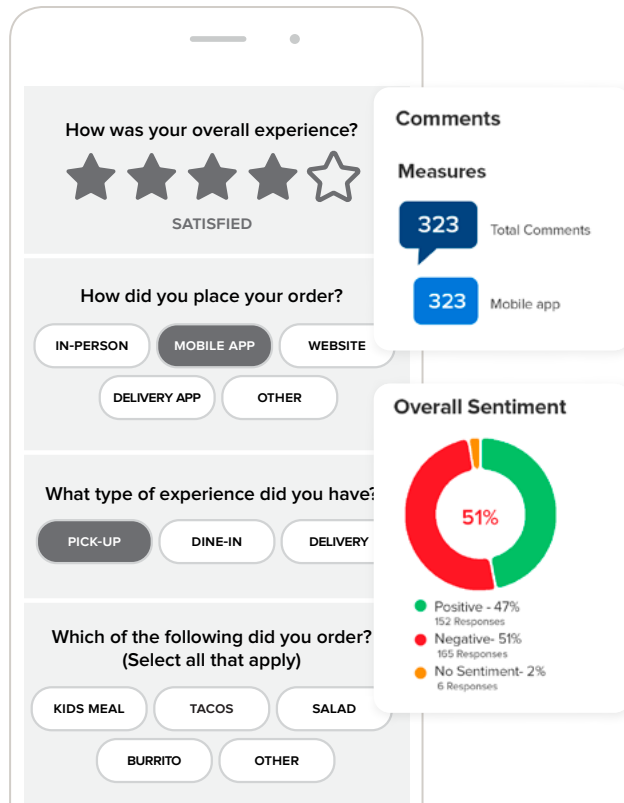
In addition to being completely customized to match the branding of your mobile app, in-app surveys can be configured to include a wide variety of question types, input displays, and logic-based surveys that personalize the questions according to the user's specific behaviors and experience types. Beyond the data provided through the survey, brands can also automatically collect metadata, including:

- ▶ Transactional details (e.g., amount spent, time/day of visit, products purchased)
- ▶ User data such as loyalty membership information or other data housed in CRM systems
- ▶ Device metadata to further refine insights based on operating system, device type, + app version

Identify issues to remove barriers, reduce friction, + streamline the user experience

All data collected via in-app surveys and unsolicited user feedback is reported via the role-based smg360® dashboard and mobile app in real time, where users can view results alongside other touchpoints to get a holistic view of the cross-channel customer journey. With a wide variety of data visualizations that can be configured to meet the reporting needs of all levels of the business, the platform provides users with feature-rich tools like:

- ▶ Targeted areas for focus based on touchpoint-specific CX key drivers
- ▶ AI-native text analytics for quantitative analysis of open-ended comments
- ▶ Multi-source case management to keep a closed loop on customer issues



In today's digital-first world, brands must prioritize engaging with customers on their terms—which means providing a seamless feedback process at every touchpoint. SMG's in-app mobile feedback capabilities empower brands to capture targeted insights on the app experience, so they can innovate with confidence and deliver differentiated experiences with consistency—across all channels.

To learn more about how in-app mobile feedback can help you surface insights across the digital journey + drive business outcomes, contact your SMG team or visit smg.com/contact-us.



About Service Management Group

SMG inspires experiences that improve people's lives. We are a catalyst for change—helping organizations generate new revenue, grow existing revenue, reduce churn and detractors, and drive operational efficiencies. Our unique software with a service (SaaS) model puts a dual focus on platform technology and professional services, making it easy for brands to activate insights based on customer, patient, and employee feedback. To learn more about our customer, employee, and brand experience management (XM) solutions, visit www.smg.com.