

# HokuApps

Create a new class of enterprise apps

HOW TO QUANTIFY THE SUCCESS OF YOUR

# MOBILE ENTERPRISE STRATEGY



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# Introduction

Enterprise mobility is evolving at a phenomenal rate over the last few years, while rapid technological growth continues to catalyse its evolution. An average user finds it difficult to spend a single day without his mobile device, which has now become an indispensable gadget, alias a human accessory. These platforms have become a 24 by 7 medium of communication that bridges the gap between Businesses and customers. Businesses are compelled to relentlessly innovate, to attract the huge appetite of app hungry customers over these platforms.


The effect of mobilising people and processes has a quite a colourful pallet of advantages. This vibrant canvas could blur your business agenda and motives for going mobile, considering the list of obvious qualitative advantages mobility has to offer. It is important to stay on track and analysis your mobile initiative, with a more quantitative approach, that measures your Return on Investment (ROI). Business decision makers and stakeholders believe in simple Math, that doesn't accommodate new ventures unless there is a number put to it. Defining such quantitative values is of key importance to holistically embrace mobility.

# **PART I: Determining the outcome**

**Irrespective of the line of business, the success of this wireless movement is inversely proportionate the incremental effect it has on customer satisfaction and operational competency.**

In today's competitive market, it is difficult to differentiate your company on product alone. Organisations have come to an understanding that customer experience is compellingly influencing, the emotional customer's buying decisions. An effective mobile campaign must increase the level of consumer engagement and ensure customer satisfaction.

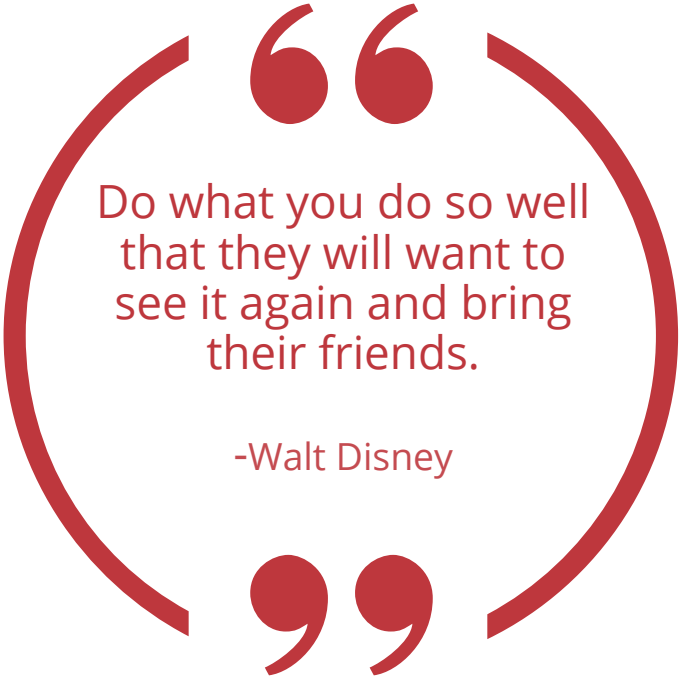
An enterprise empowered with a mobile infrastructure should track its quantitative effect on communication, access and improved operational efficiency.



Though quality is an abstract and relative term, its outcomes can easily be measured with quantitative values.

# Improving Customer Engagement

Engaging customers and enabling them with prompt virtual decision making ability, free of human intervention is the mantra to a successful mobile tool.



Do what you do so well  
that they will want to  
see it again and bring  
their friends.

-Walt Disney

Today most mobile applications are focused on how customer loyalty is maintained with an organisation, as mobility is a consumer driven reality. Due to the globalisation of the mobile market, businesses are compelled to optimise the usability of these apps and increase the accessibility of limitless data. Companies constantly strive to develop new, interactive and immersive content to engage users. Mobility has helped businesses provide customers with exactly what they want, when and where they need it. This could involve buying or selling a car, planning a holiday, renting an apartment or mostly any product or service that has gone mobile.

## Creating operational efficiency

The benefit of mobility can be sited in people as well as processes within a business. Its benefits are not only confined to the consumer. Mobility has enabled organisations to run business processes efficiently through various remote devices, thus enabling them to share limitless data and improve employee interconnectivity. The tremendous amount of interest in the consumer space has compelled the thinkers and strategists of the industry toward accepting mobile devices as a tool to further increase

their operational efficiency. Every organisation seeks to achieve profits and compete aggressively in the market, not only through streamlining their operational efficiencies, but by prompt decision-making, simplifying access to data, top of the line product development, and so on. The trick is to identify and define these metrics.

# Expected Outcomes:

After the success that the travel and hospitality industry gained from e-commerce, the consumer retail industry quickly followed. Amazon continues to be the leader in e-retailing in the United States with its net sales crossing to more than 107 billion U.S. dollars in 2015. As of the fourth quarter of 2015, Amazon reported more than 304 million active user accounts worldwide. Customers enjoy a safe, simple, consistent and mobile retail experience. Now shopping does not include waiting in a mall in long queues, for your turn at the billing counter. Imagine what a rich man's shopaholic wife could do with his plastic power and how addicted she would get, to such a comfortable experience.



# Unexpected Outcomes:

Initially, savvy companies went mobile to simply battle competition and engage the demanding mobile consumers, without having a ROI model in mind. However, to their surprise, they soon began to site multiple cost saving advantages.





# Example 1: Work Life Balance Benefit



A comprehensive mobile infrastructure involves the right combination of varied process driven tools that enable a profitable and convenient work environment. These mobile tools would help accelerate communication within the business mobile community as well as enhance the availability of data from remote locations anytime on the go. In the near future, the use of remote devices would become an integral part of our lives and work life balance concepts would slowly become obsolete.

To explain further, the concept of work will become one with life, as an employee would always be connected with his business no matter what activity he is in. He could wake up in the morning and have finished his work for the day while having breakfast and perhaps plan his monthly agenda while he is driving to work. Putting business applications that flexible and collaborative tools in the hands of your team will help them work smarter and faster.





## Example 2: Direct Sales Equals Higher Profit



The e-commerce business has enabled debit card payments and the option of cash on delivery (COD) to broaden their consumer base. Also with apps such as virtual dressing rooms, a consumer could avoid the queues at shopping malls on busy weekends and try garments virtually. Another major advantage of mobile applications is that it has helped manufacturers reach the consumer directly, by eliminating the distribution chain. This directly accounts for, online rates and discounts being unmatched and profiting consumers as well as businesses.

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## Part II: Quantifying Vectors

**Each** outcome has their own USP and a clear set of essential values. Many organisations fail to validate the fact that mobile initiative will result in a demonstrable and measurable Return on Investment (ROI). In order to achieve organisational acceptance and strategic alignment, these outcomes need to be metered - calculating verifiable numbers that depict their exact monetary value. There are multiple metrics available for doing so. However, it is important to choose the relevant metrics in order to achieve a defined and concise report, while evaluating returns of your mobile strategy.

## Justifying value by mapping consumer engagement

As customer delight continues to be the primary objective while you build the internet of things in your mobile ecosystem, this metric is also the easiest equation to prove profitability and depict saving value. The more virtual consumers a business attracts to its mobile community, the more convinced it is, that its mobile strategy has sky-rocketing vectors on their profitability graphs and mobility cost-measurement metrics.

There are two types of analysis one could achieve through the use of such metrics:

### A Price Analysis

For Example: XYZ US\$

01

02

### A Percentage Analysis

For Example: XYS %



# A synopsis of the Gazette of Vectors: Price Vectors



01

**User acquisition:**

A user could be defined as a customer that would download and install your application. Cost per user could simply be calculated, by the following formula:

$$\frac{\text{COST OF MOBILITY}}{\text{NUMBER OF USERS}}$$

Calculating the cost of user acquisition, you could easily compare it with the cost incurred for the same through other such channels.

02

**Mobile sales:**

Mobile sales is definitely the most effective channel for sales as it does not include recurring expenditures that the business would have to incur with direct channel sales. This total sale value could then be compared with that of direct line sales to get a better understanding of the effectiveness of mobile sales.

03

**Reduction in cost of marketing:**

Mobiles sites and apps are more effective if they have been search engine optimised. Search engine optimisation includes using all such words as part of your content that would directly relate to a buyer's search, thus attracting more traffic of buyers to your site. Search engines like Google work on this concept of "AdWords". Using such channels of marketing can prove to be more effective instead of the age media such as print, radio and television.

04

**Reduction in cost of salaries:**

Once mobile sales meet the desired targets and become the primary channel of sales, the number of human resources required to be engaged to man huge sales and marketing teams can be substantially reduced. This can be a huge aspect to highlight to the stakeholders and grab their positive attention.

05

**Increase in profit due to direct selling:**

Direct sales immediately translates to eradicating the huge channel of distributors that the business otherwise is heavily dependent on. The business hence doesn't need to share their pie with middle men anymore. This enables the business to introduce discounts on products and still ensure a higher profitability as well as increase the volume of sales.

06

**Cost saved on travel and logistics:**

The business pays for everything; right from phone bills, to travel allowances, to electricity and so much more that otherwise easily goes unnoticed. With the reduced manpower the amount spent on such logistics definitely reduces. Mobile sales involve lesser paper work and dependency on internal resources.

07

**Increase in mobile work hours:**

Mobile work hours often go untracked. As employees are always glued to their mobile devices they soon begin to neglect work timings and slowly enter into a 24 by 7 work culture. A mobile employee annually puts in 240 hours of cost free overtime. Such an environment immediately saves a month of salaries.

# A synopsis of the Gazette of Vectors: Percentage Vectors





01

**Lead acquisition:**

Mobility avails the business with a window of opportunities in the form of leads. Most businesses invest a lot of resources to procure such leads and databases of prospective customers. The rate of lead acquisition can be derived from the following formula:

$$\frac{\text{COST OF MOBILITY}}{\text{NUMBER OF USERS}} \text{ equals to } (X)\% \text{ Mobile lead acquisition rate}$$

This can be easily used to analyse and monitor the swell in mobile lead acquisition.

02

**Customer retention:**

Finding new customers is great. But holding ones that promote the business and build the belief of new customers in your brand is imperative. Retainers ensure consistent business and revenue. The retention rate of you mobile campaign can be calculated as follows:

$$\frac{\text{Total Number of App downloads}}{\text{Number of App users retained}} \text{ equals to } (X)\% \text{ rate of customer retention.}$$

03

**Improved sales performance:**

Up-selling and cross-selling opportunities help the business sales flourish. Mobile sales offer better supply chain management and delivery tracking systems. It makes marketing easy and direct as well as increase efficiencies by seamlessly integrating product sales with other systems.

04

**Increase in efficiencies on task in field work:**

On the field, many a times, employees need access to real team data to address customer queries and solve problems. Mobility helps teams to easily access data on the go which makes them more efficient, responsive and confident. This saves a lot of communication cost and also helps build brand value in the eyes of the customer.

05

**Increase in efficiencies on task in the enterprise:**

Connecting the internal mobile community on a single efficient mobile platform will aid the business to organise, decide, review and execute more efficiently. With enterprise mobility solutions, real-time data is constantly fed into your field service management system, displaying where your technicians are, what's their progress and what difficulties they are experiencing. By monitoring this information, your managers can be more organised with resource coordination to a higher rate of productivity.

06

**Increase in data availability and asset uptime:**

The most common uptime standard in the mobile dictionary is the five 9s goal, which means servers, mobiles and the apps are on 99.999 percent of the time. The business never sleeps and data is always available anywhere, within seconds. Mobility can definitely be considered as a time saver.

07

**Increase in customer satisfaction:**

As a result of weaving mobility into the fabric of your business, you will be able to manage visibility, immediacy, personalisation and customer communication more efficiently. Customers have gone mobile way before businesses. Making your business available to them virtually is a sure shot way to success.

## **Part III: Calculating ROI of your mobile campaign**

**The** final step in quantitative measurement of your mobile campaign is comparing the measurable key performance indicators (KPIs) to the mobile initiative's total cost of ownership (TCO). Remember, calculating TCO requires the attention of a number of factors that are directly unique to mobile platforms. A mobile campaign while calculating TCO must consider the costs of development, hardware, implementation, integration, support, maintenance, and upgrade (to keep up with the ever-evolving technology, devices, environments, and platforms).



The trick then is to balance these costs. In an ideal scenario, the value of TCO should be negligible compared to the ROI.

$$\text{ROI of the mobile campaign} = \left( \frac{\text{TOTAL VALUE OF VECTORS}}{\text{TOTAL COST OF OWNERSHIP}} \right)$$



Analysing these apps based on their ROI helps in building a full proof mobility strategy for your enterprise that systematically defines cost and value. Demonstrating such a calculation on ROI is the key to gaining stakeholder majority.



The amount of resources saved through you mobile initiative may be a very negligible amount initially. However, annually, they could sum up to a substantial amount that would help increase your ROI. After all, "Every penny saved is a penny earned."

# Getting to know HokuApps

The HokuApps Mobile Application Development Platform gives organizations the tools they need to turn app ideas into deployed solutions in a matter of days. It provides pre-built connectors to integrate custom apps with a variety of popular solutions, making it easier integrate legacy apps with the cloud and roll out new solutions quickly and efficiently.



## Pre-built tools that drive efficiency

We have built the HokuApp platform with business value as a priority. The system is designed to empower users to create intelligent, agile solutions to fit any of their workflows. With simple user access and reliable security, you'll be able to build out apps that align with specific business needs, even for complex, data intensive processes. This is possible through:

- Anywhere, anytime access to the data your users need to get the job done.
- An easy-to-deploy framework that makes it easy to deploy solutions with minimal change.
- A sophisticated and powerful reporting engine that creates visibility into processes and workflows.
- Unified communications capabilities capable of functioning across the entire platform.

These features add up to ensure that app development capabilities create meaningful business value.

## Streamlined capabilities that ensure ease-of-use

Mobile app platforms alleviate the development burden on your IT teams. This is achieved through low-code systems that eliminate the need to write new lines of code for every capability. HokuApps takes this simplicity to another level through solutions like:

- A central console where users can handle all administrative functions.
- Data consolidation across all systems within the platform.

- Interfaces that function equally well across different devices, browsers and operating systems.
- One-click integration with more than 200 third-party apps.
- Built-in connectors for legacy and enterprise resource planning systems.

## Functionality across diverse lines-of-business

The modern enterprise is built on apps. Users need access to data and the ability to complete key tasks from any location, using any device. The HokuApps platform is built to fuel this functionality with workflows that support a variety of business units, including:

- Work order management, data collection and reporting for field services.
- Onboarding, time sheet management and task tracking for human resources.
- Ticket management for helpdesk teams.
- Documents with custom workflows that simplify document management across cloud platforms.
- Lead uploads and geo lead functionality for sales teams.
- Custom workflow tools for expense management.

## Aligning technology with the business

Organizations are increasingly dependent on IT systems to keep up with competitors. One-size-fits-all apps are falling out of favor as each company has unique needs. HokuApps provides the mobile development functionality you need to roll out apps that align with your specific operational demands.

**HokuApps** is a leading mobile application development platform provider. Our pre-built connectors and modules provide easy legacy app integration to the cloud and empower businesses to create custom solutions based around their specific operational demands. HokuApps provides the platform and tools needed to get proprietary apps rolled out in a matter of days.

For more information about HokuApps, visit [www.hokuapps.com](http://www.hokuapps.com), follow us on Twitter and Facebook or reach out to us at [support@hokuapps.com](mailto:support@hokuapps.com).

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To learn more contact us at:  
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