达曼互动 零售消息月刊

手机APP是与
移动端消费者
互动的唯一的
唯一选择吗？

Interactions
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手机APP是与移动端消费者互动的唯一的唯一选择吗？

来自 *Retail News Insider*

每个优秀的零售商都需要有个APP应用程序，然而真的是这样的吗？ 广受认可的舆论认为是肯定的，但是一些有经验的数码专家表示，他们目前更倾向的答案是"不一定"。

80%的应用程序在使用一次后就被删除。

来源: *IBM*

近年来，尽管APP成为了零售界的一大创新，但这并不意味着消费者仅仅会因为零售商提供了APP就去使用它。 我们知道，购物者会在店内使用其移动设备，然而根据 Google 的一项调查，只有 21% 的购物者会在一开始就使用零售商的APP。 相对的，大部分购物者在开始网上消费的时候，首先会使用移动浏览器来搜索产品或是直接前往零售商的网站。

因此，如果您是一位传统的实体店零售商，您如何确定自己是否需要APP作为和消费者互动的途径呢？ 另外 ， 如果您创建或是改进了APP，您如何能够确保消费者会真的想要使用它呢？

APP应用程序 vs. 移动网站

首先要说明的，我们不是在质疑是否需要移动端的战略， 那绝对是必须的 。 我们在探讨的关键是在于，是否需要专门的APP应用程序，或是支持

移动设备的网站才是更好的选择 — 前者是必须独立下载至设备、且专门为该设备而优化的APP，而后者是所有具备网络浏览器的用户都可以访问的网站。

专家们表示，对每一个零

售商来说，最适合的移动端方案的选择需要考虑几大要点。 首先，零售商要考虑本身的需求，以及能够在移动方案上投注的资本。 现在，手机的网站通常可以从零售商现有的官方网站开始，透过科技来进行拓展和延伸。例如某些网站后台"自行侦测设定"的专门技术，这些网站就能自动地将一般电脑网页上精致美观、功能齐全、图片丰富的页面，转变为可在手机上快速加载、轻松阅读的精简页面。 这些网站的创建和更新往往没有应用程序昂贵和费时。

网站可以在任何具备浏览器的设备上运行。 开发APP则要更昂贵，因为它们需要根据不同的移动端平台，来设置专属的运行架构 。例如专为 iPhone 创建的APP无法在 Android 或装有 Windows Phone 的手机上正常运行。于是，为了服务所有顾客，零售商就得创建可在不同移动端上使用的多版本的APP应用程序，并对它们进行维护和更新。

大多数专家都认为，具有"自行侦测设定"能力的手机网站是必不可少的； 至于是否需要在网站之外创建应用程序，这取决于您的移动解决方案的目的。 IT 服务公司 Turing 集团的执行总裁 Eric Dynowski 在他发表于《企业家》杂志（Entrepreneur）的"您并不需要 App"的博文中说道，"当然有些时候专属的APP能实现最有效果、最好的用户体验。 例如某些移动端互动功能上要求使用智能手机的信息或功能，例如相机、录音机或 GPS 导航信息等，那么当然，专属APP对您的生意就有机会带来很大的帮助。但是，对于其他移动端功能来说，一个精美简洁的

移动网站可能会是是更明智的投资选择。"

移动方案的推广

另外的一个挑战是，决定这一切的并不只有零售商想要从移动解决方案获得的东西，还应包括消费者想要从中获取的好处。您可以创建一个功能强大的APP，但是如果它们不是消费者认为有价值的工具，那么消费者就不会有动机来使用该APP。

和其他领域一样，归根结底就是要了解您的目标消费者。根据移动设备购物趋势调查发现，很多购物者使用手机APP和网站来找优惠券，查看产品的价格和当地是否有现货的状况，以及了解新的优惠活动。 所以透过对目标消费者的调查能够更深入的了解更多关于消费者对应移动端的需求、更完善的特定细节。 例如，SAP

的一份报告显示，37% 的食品杂货购物者会在店内使用移动设备搜索食谱信息 — 这是最常见的一项活动。 如果您是一位食品杂货零售商，这样的一个细节能够帮助您制定需求关联性更高的移动解决方案。

58% 的移动端交易是通过网站完成，而另外

42% 则是通过APP应用程序。

来源: *Internet Retailer*

哪些人取得了成效？

尽管开发移动解决方案并非是一段顺畅的过程，今天，还有很多的零售商为我们展示了妥善地利用了移动平台的范例 。 以连锁药店 Walgreens（开发全方位渠道购物解决方案的先驱）为例。

Walgreens 的应用程序有几大特色，同时也是它成功的基石。 它拥有多个促使购物者进行购买的功能，例如，通过扫描空处方药瓶上的处方标签，就可以进行配药的申请。 该APP还可以提供店内购物的导航，帮助购物

者更快的找到他们需要的产品，此外，活跃使用者还可以获得忠诚度积分。最后要提到的这点，是 Walgreen 应用程序区别于其他应用程序的关键特色： 它整合了其他热门 APP，例如如 FitBit 健身信息的追踪器，让有消费者更容易的监控定期健身的状态。

其他移动领域的领先业者还包括 Target（拥有以自身品牌冠名的移动商业 APP）、Cartwheel（开发了一款寻找特价商品的应用程序，76% 的移动浏览流量来自该APP）以及 Victoria's Secret，该公司的 PINK NATION 移动商业及社交分享APP是顾客参与度最高的热门移动应用程序。

"上述公司的成功在于他们愿意思考如何丰富移动端的购物体验，并且采取和实体店一样的慎重态度来设计这些体验，" Global IT for Interactions（全球互动信息科技公司）的副总裁 Lance Eliot 博士说道。

制定成功的解决方案

Eliot 博士的主张强调了制定一个成功的解决方案的关键要点 — 足够的时间、严谨的思考和全方面

的投入。 如上文所述，这包括了解您的目标消费者以及他们想要从移动解决方案中获得什么。 这也意味着创建一个如实反映您品牌形象、易于使用且能够与所有移动设备衔接的解决方案。 很多零售商的失败之处在于"认为他们的移动端解决方案处于次要地位，没有在这方面给予所需的投入，其管理团队也没有给予其足够的重视，"Eliot 说道。

最后但同样重要的一点，Eliot 强调了持续改进的重要性。 "明智的零售商， 会在消费者那里寻求反馈，而不会受限于担心因重新改造网站而被批评。 他们不会一直使用[移动解决方案的]初始版本。 而是能够认识到不断改造创新他们在移动端的互动形象，反而会让自己获得更高的消费者接受度。

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Engaging Mobile Consumers— Is an App Always the Answer?

By *Retail News Insider*

Every good retailer needs an app, right? Popular consensus says yes, but some vocal digital experts are now leaning more toward the "maybe" side of things.

While mobile apps have been a huge innovation for the retail world in recent years, that doesn't mean consumers will use a retailer's app simply because it exists. We know shoppers are using their mobile devices in the store but only about 21 percent turn to a retailer's app first, according to a study conducted by Google. Instead, the majority of shoppers begin their digital journey by using a mobile browser to search for a product or by going directly to a retailer's website.

So, if you're a traditional brick-and-mortar retailer, how do you decide whether you really need an app to engage consumers? And if you do build or improve upon one, how can you ensure consumers will actually want to use it?

Mobile Apps vs. Mobile Websites

For starters, it's important to understand that by questioning apps, no one is questioning the need for a mobile strategy. That's a given. The debate centers on whether a dedicated app—one that must be independently downloaded to the device it has been optimized for—is needed or if a mobile-enabled website—which all users with an Internet browser on their device can access—is a better business choice.

Experts say there are several keys to determining the best solution for any particular retailer. One is to consider the investment you're willing and able to make in a mobile solution. Today's mobile websites generally run as an extension of a retailer's main site. With a little extra

75 percent of shoppers say they use their mobile devices in-store.
Source: InReality

80 percent of apps are used just once then deleted.
Source: IBM

technical wizardry behind the scenes, these "responsive design" sites can automatically turn full-featured, graphic-heavy pages that look great on a laptop into streamlined pages that load quickly and can be read easily on a mobile device. These sites are typically less expensive and less time-consuming to build and update than an app.

Dedicated apps are more expensive because they require their own technical architecture depending on what device(s) you want them to run on. While websites will run on any device that has an Internet browser installed, an app built for the iPhone, for example, won't run properly on an Android or Windows phone. To serve all of your customers, then, you have to build—and update—multiple versions of your app for the various digital platforms available.

Most experts agree that, at a minimum, a responsive mobile website is a must. Whether you also build an app in addition to your site depends on what you want your mobile solution to do. In his "You Don't Need an App for That" blog on *Entrepreneur*, CEO of IT services firm Turing Group Eric Dynowski asserts, "Certainly, there are times when a native app is going to deliver the best, most productive user experience. If functionality requires access to built-in smartphone data or capabilities, such as a camera, voice recorder or GPS information, then yes an app will serve your business well. For almost all other mobile capabilities, however, an elegant and simple mobile-optimized website is the smarter investment choice."

58 percent of mobile purchases are made via **websites** and

42 percent through **apps**.

Source: Internet Retailer

Driving Mobile Adoption

An extra challenge in all of this is not just deciding what you as a retailer want from a mobile solution, but what consumers want. You can build an app packed with capabilities, but if they're not tools shoppers find valuable, there will be little incentive for them to use it.

Like so many things in retail, this comes down to knowing your target audience. Surveys that looked at general shopping trends using mobile devices found that many shoppers use mobile apps and websites to find coupons, check prices and local availability of products, and learn about new offerings. But surveying your own audience can reveal finer and more insightful details specific to your market. For example, a report by SAP showed the 37 percent of grocery shoppers who use mobile devices in-store search for recipe information—the single most common activity. If you're a grocery retailer, a detail like this could help you build a more relevant mobile solution.

Who's Getting It Right?

Though the journey to building a robust mobile solution isn't always smooth sailing, there are numerous retailers today who serve as examples of ideal execution—and who are using mobile platforms to great advantage. Take drugstore chain Walgreens, who has been a pioneer in developing omnichannel solutions.

Several things stand out about Walgreens' app and hint to the basis of its success. It has multiple functionalities that drive shoppers to purchase—for example,

providing the ability to refill prescriptions by scanning the labels on empty prescription bottles. The app also helps shoppers find products with in-store aisle mapping and earn loyalty points for being active. This last example is a key differentiator for Walgreens' app: it integrates with other popular apps, such as the FitBit exercise tracker, which drives regular engagement.

Other leaders in the mobile arena include Target, whose own-branded mobile commerce app and Cartwheel deal-finding app together drive 76 percent of its total online traffic from mobile, and Victoria's Secret, whose PINK Nation mobile commerce and social sharing app ranks among the highest mobile apps for consumer engagement.

"The success of all such firms is a willingness to consider that the mobile experience is enriched and treated with the same seriousness and importance as the brick-and-mortar world," says Dr. Lance Eliot, Vice President of Global IT for Interactions.

Building a Successful Solution

Dr. Eliot's assertion highlights the keys to building a successful mobile solution—giving it serious time, thought and investment. As noted above, this includes knowing your audience and learning what they want out of a mobile solution. It also means creating a solution that truly reflects your brand image, is easy to use and works seamlessly across all mobile devices. Where many retailers fail is in "considering their mobile elements to be second fiddle, starving it by not making the needed investments and not giving it the appropriate level of attention at the executive levels," says Eliot.

Last but not least, Eliot highlights the importance of continuous improvement. "Smart retailers seek feedback from consumers and do not cling to an initial version [of a mobile solution] due to somehow being concerned that they will be criticized for reinventing their sites. Instead, they realize that they are likely to see a big boost in consumer acceptance, and the marketplace generally will herald them for reinventing their mobile presence."

Consumers who use mobile solutions spend up to 6 times more than in-store only shoppers.

Source: Walgreens