Mobile Apps Now Essential to Business Growth

Sara Williams June 15, 2016

Data shows that people are spending more time on mobile digital than any other form of media. Having a business app is becoming just as, if not more important than having a business website.

(Newswire.net -- June 15, 2016) -- Today, apps are becoming a focal point in a number of business industries, for example hotels, restaurants, ticketing services, travel agents, banks and other financial institutions, and even retail stores. With figures showing that people are spending more time on digital than any other form of media, it's no surprise that having a business app is becoming just as, if not more important than having a business website. From small and mid-sized to large organisations, apps can seriously enhance customer services, improve customer relations and have a direct effect on business growth.

Mobile Use Rapidly Growing

Today, people are spending more time online than on any other form of media. In the past three years, time spent on mobile devices, such as smartphones and tablets, has increased by around 600%. According to studies, around 80% of the time spent on mobile devices is spent using mobile apps, which provide a service that 'responsive design' websites simply cannot match. With mobile apps quickly becoming the dominating form of mobile interaction, it's no surprise that a huge number of businesses are seeing the potential in developing a mobile app for their business. Mobile apps give users all the information that they need about a business right at their fingertips, whether they're using a smartphone, tablet or other smart device. Click here for more information about developing a mobile app for your business.

Growth of Shopping Apps

With online shopping becoming one of the most popular ways to purchase new goods and services, the rise of mobile device usage has brought about an increase of users who are making purchases online from their smartphone or tablet. Although mobile online shopping can be done on a responsive design website, many users choose to download an app for this purpose whenever possible as apps tend to have an ever more user-friendly interface and other features which can make shopping easier for the user, for example saving items to a basket or remembering payment details. With more and more people using apps for the purpose of online shopping, it's no surprise that businesses are taking advantage of this and using apps to help their business grow and develop even further.

Why Your Business Needs an App

Like mobile-friendly websites, the significant increase in smartphone and tablet use has seen mobile apps become essential for many businesses. Not only can a mobile app provide your business with awesome growth and development opportunities due to increasing numbers of users using apps for shopping and browsing purposes, they can also benefit your business in a multitude of other ways. For example, mobile apps can seriously improve your business' customer engagement levels, with push notifications, for example, allowing you to communicate more frequently with your customers. Not only that, but an app will provide customers with easy access to your business and the products and/or services that you offer by having it installed on their device.

Today, more and more people are ditching laptops and computers and turning to mobile devices instead, leaving businesses with a much greater need to develop mobile apps.sy access to your business and the products and/or services that you offer by having it installed on their device.