



The Benefits and Uses of Mobile Apps



Part of
The Complete Guide to Adopting Mobile
and Apps in Your Company

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This ebook is part of a series of guides covering all the key topics related to enterprise mobility.

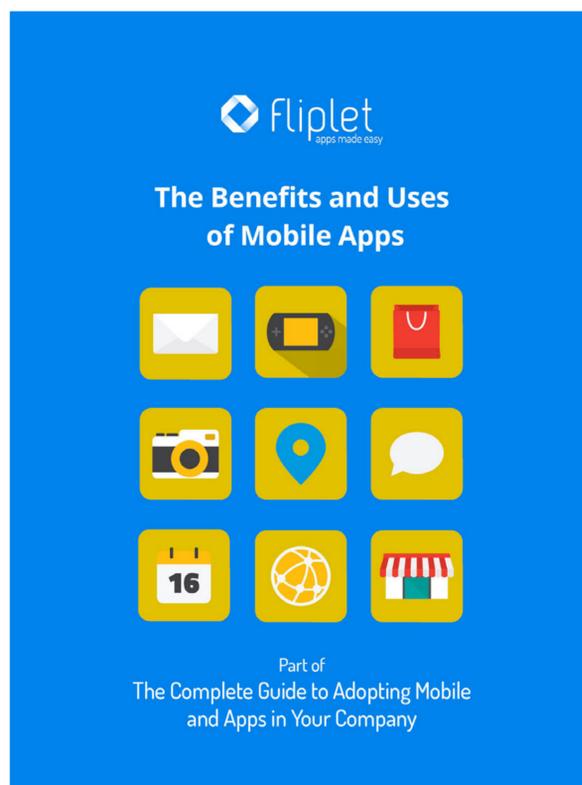
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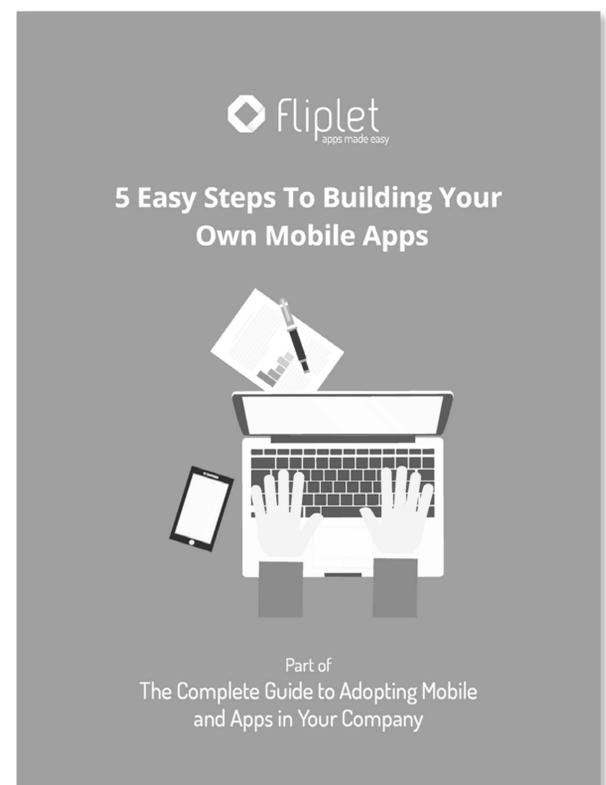
Mobile Security



Mobile App Benefits



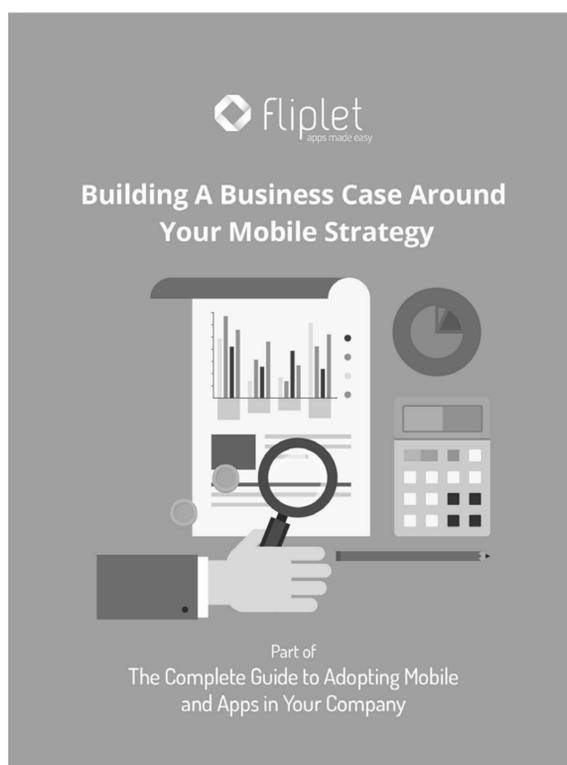
App Development



App Distribution



Mobile Business Case



Introduction

In this section of our guide to adopting mobile and apps in your company eBook, you'll discover the benefits of mobile apps.

39% of organisations have cited improved efficiency as the greatest benefit of utilising mobile technology and apps are a crucial part of that process.

Understanding exactly how mobile apps can benefit your company will potentially highlight some areas of business that might not currently be as effective as you would expect.

Read on to find out how you can unlock the true potential of mobile apps within your organisation.

Apps

Enterprise apps can be used in many business areas:

-  **Sales.** Sales apps can help your company increase lead generation by allowing customers to make enquiries via the app, by presenting your products and services to clients in engaging visual ways and by empowering your sales team to access the latest sales information more easily.
-  **Marketing.** Marketing apps allow you to engage with prospects directly on their mobile devices, to promote your products in a visual, interactive way and to gather data about your audience's engagement with your content.
-  **Internal communications.** Internal communications apps can help you communicate with your clients and employees better and gain insight into whether your employees have read the latest announcements and newsletters.
-  **Events.** Event apps allow you to communicate more easily with attendees before, during and after your events, give them access to additional content and gain insights into their event experience.
-  **Reporting.** Reporting apps are great ways to deliver the latest reports to clients and stakeholders in interactive and visually engaging formats.
-  **Training.** Training apps make employee learning easier and better by offering an interactive and engaging platform for the acquisition of knowledge. By including gamification elements, these apps can increase employees' motivation and interest in learning.
-  **Project management.** Project management apps can help teams connect better by delivering the latest information and reports to everyone's mobile devices and enabling all participants to access and update the app with new project information.
-  **Health & Safety.** Finally, health and safety apps enable all employees to file incident reports and complete audit checklists, with the option of uploading images and video to provide more details and automatically including GPS coordinates.



Key Mobile Statistic

39% of organisations cite improved efficiency as the greatest benefit of mobile technologies, followed by business process improvement (21%) and reduction in paperwork (21%). [↗](#)

What are the benefits of enterprise apps?

How exactly can these enterprise apps help? Here are some of the key benefits:

1 Increased productivity

Enterprise apps can bring increased productivity to business processes.

Internal mobile apps have been shown to **increase productivity up to 40%**, an incredible figure considering the amount of extra work that employees can get done thanks to them.

Enterprise apps do this by allowing employees to get work done with more flexibility.

Flexibility

By always being available on portable mobile devices, apps enable employees to get work done whenever and wherever they are, for example during “pockets” of free time such as commutes.

Performing daily tasks more easily

Enterprise apps can also increase productivity by allowing employees to incorporate them directly into daily business processes.

An example is employees who need to submit data daily while on the go, whether as part of routine checks or lead generation.

Traditionally, employees would have to record this data on paper or on a computer and submit it to the right databases once they were back at their desks.



Key Mobile Statistic

IT teams will be spending at least 25% of their software budget to mobile app development, deployment and management by 2017. [↗](#)

An app can allow employees to submit data directly into the database via their mobile device, avoiding the need for double handling of information and saving time.

This can work even if employees do not have access to an internet connection, as an app with offline functionality can save the data on the mobile device until it becomes connected to an online network.

This approach also eliminates the risk of misplacing data that has been collected on paper.

2 Instant access

Another benefit of enterprise apps is that they make access to information faster and easier.

Apps enable employees to access documents almost instantly while they are away from their desks, making it particularly useful for employees working remotely or attending meetings.

Being able to access information on the go can help employees in many ways, for example, by reducing problem solving time or by allowing salespeople to check on information about company products and services before meetings.

This can help speed up sales processes, better prepare employees for meetings and reduce the amount of dead time caused by unexpected problems.



Key Mobile Statistic

60% of workers use apps for work-related activity. [↗](#)

3 Improved communications

Communications between employees are of key importance, but unfortunately they are often relegated to email. This makes it difficult for managers to ensure that urgent emails or requests are read instantly.

An app can speed up communications by offering an instant messaging channel that is much more effective than email.

For example, apps such as [Slack](#) offer internal communications in a chat room setting, providing push notifications to notify employees when they are receiving a message. This means that urgent requests can be responded to faster, reducing problem solving and support delivery times.

It also means that employees can stay in touch with colleagues while they are away from the office, ensuring that any urgent requests can be delivered quicker.

Enterprise apps can also be used to communicate with customers more effectively, enabling them to contact the company directly via an app. This allows companies to deliver information and support accordingly.

Not only does this speed up customer support, it can also make customers' experience much more positive thanks to its convenience.

4 Higher engagement

Enterprise apps can make content much more engaging by providing mobile-specific interactive features.

From videos and podcasts to interactive charts and infographics, some apps can incorporate a wide range of media and features, making information much more visually attractive and easier to engage with.

The apps themselves also contain features, such as zooming and swiping, that adapt themselves to user behaviour, leading to a more intuitive experience.

5 Customer insight

Finally, enterprise apps offer unique opportunities to capture customer data. Whether in the form of real-time app use data or direct feedback from users, this can give companies vital insights into their customers' needs and issues.

Companies can capture user data via apps by using **CRM*** and analytics software.

CRM (Customer Relationship Management) system - A collection of tools and technologies used to manage, improve and support lead generation, sales, support and interactions with customers, prospects and business partners. An example of a CRM system is Salesforce.

***People today are spending 86% of
mobile time on mobile apps***

Adweek

About



At Fliplet our mission is to revolutionise the ways in which companies use mobile by helping them streamline business processes, increase productivity and improve communication between employees.

With that in mind, we created an enterprise app builder that allows anyone within your company to create and distribute enterprise apps quickly, securely and with no need for development skills.

Using Fliplet, you can create enterprise apps in a variety of departments, including:

- Sales
- Marketing
- Events
- Internal communications
- Reporting
- Training
- Project management
- Health & safety

Enterprise apps are the future of business – don't let yours get left behind. Head over to our website fliplet.com and start your free trial now.



“We’re democratising the app revolution”

Ian Broom, Fliplet CEO & Founder



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UK Office +44 020 3582 9720
US Office +1 (415) 200 3720

<http://fliplet.com>
hello@fliplet.com