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Compute Media

Mobile Web CRM

"Customers and employees are on the move. They are moving to a new generation of mobile handsets --- connected in real-time to data, news, video and feeds."



Customer Relationship Management

An unprecedented greenfield exists for data-driven mobile CRM applications that improve sales and customer service, help your employees stay relevant and connected, and give your business a competitive edge with the high-profile smart phone demographic.



Your business can leverage the exciting new mobile opportunity presented by data connectivity over consumer smartphones. Satisfying your customers and employees with higher performance smart phone applications requires competent software design.

Right now the smartphone software agenda is being driven by handset vendors and carriers who control the hardware and the pipes. They are extending their market power by enticing software developers to their respective software platforms and application store fronts. The legions of programmers they attract are a significant industry force. Needless to say, the ideas and objectives of handset makers and carriers concerning mobile software applications are colossally designed to serve *their* goals, not necessarily or even substantially the goals of *your* business enterprise.

iPhone Apps Phenomena

Designed for the consumer market, architected for micro-payments and digital rights management, the *application store* approach simply doesn't scale well for large enterprises. Nor do application stores meet cross-platform deployment and operational requirements.

No business can seriously entertain the idea of funneling their enterprise applications through a third-party store. Even if logistics, timing and security issues

could be mitigated, native application development and maintenance for multiple handsets is cost prohibitive for all but the largest independent software vendors.

Nevertheless, the application store land rush has started and many CFOs, CIOs and CMOs are mere spectators. Fortunately, smartphone technologies and practices are still evolving. There is time to implement a business-sensible approach to mobile application development and deployment.

Customer Retention

Mobile search is the top application on smart phones, and Google is the search leader. While search assists in customer *acquisition*, marketers must also use CRM for customer *retention*. For instance, mortgage lenders can target existing home owners from their CRM database, not just first time home owners using paid search. Mobile applications can deliver mortgage information to prospective borrowers looking for the lowest financing rates at the moment.

To improve marketing and keep your sales representatives in touch with customer needs, talk to Compute Media about cross-platform smartphone applications for enterprise mobile CRM.

Mobilize

