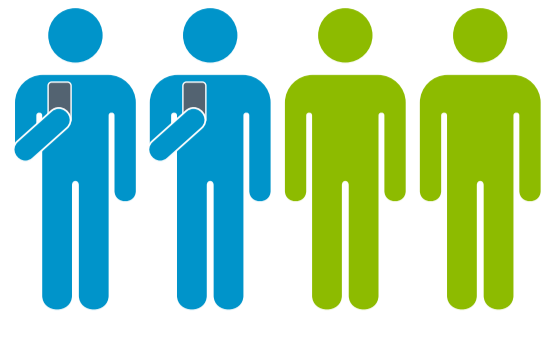


Why You Need Mobile Apps

≈50% of Americans spend 5-6 hours daily on their mobile phone

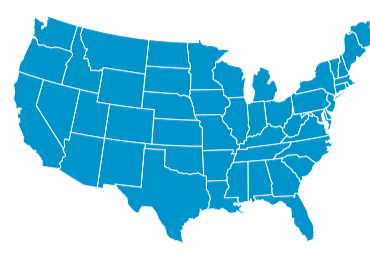


88% of that time is spent in mobile apps

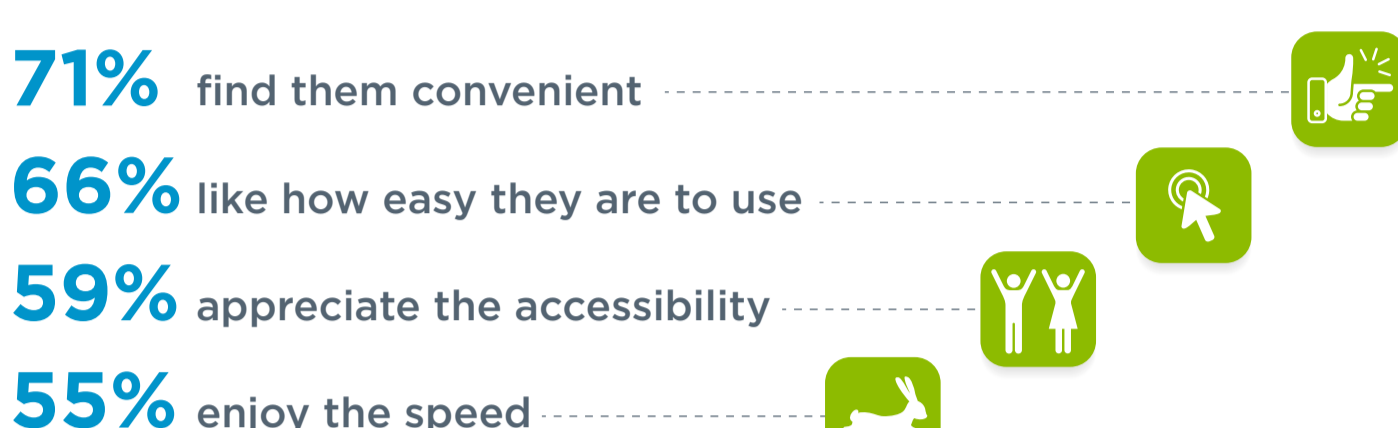
56% of U.S. adults conducted a transaction on a smartphone in 2019



≈92,300,00 mobile payment users in the U.S.



What's the Appeal for Customers?



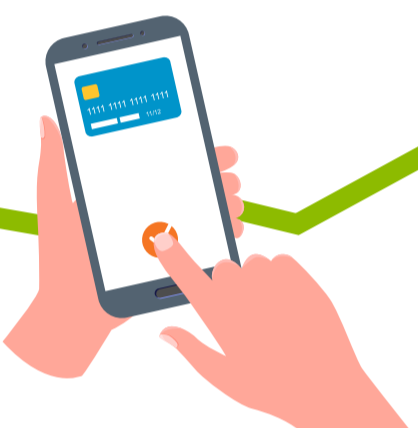
Billers Beware

Customers are leaving mail behind and turning to their mobile devices for payment.



Between 2018-2020, mobile payments interactions skyrocketed

138% increase in customers who view their bills via their mobile device



150% increase in customers who schedule or make payments via their mobile device

Customers Want to Communicate With Businesses on Mobile

57% favor speaking with a customer service rep via text message

Customers prefer to pay their bills and receive outage alerts via mobile app

Businesses Are Listening



90% increase in text messages sent to customers in the past two years

Utility Mobile App Use Is Growing

The number of customers who use their utility mobile apps to view, check, and report outages rose significantly from 2018-2020.

53% of utilities offer the ability to pay their bill via mobile app, up from 38% in 2017 and 47% in 2018

43% of utilities in the U.S. and Canada offer outage information via mobile app

32% growth in customer mobile street light outage submissions



What's the Upside for Businesses?



Improves customer engagement



Builds customer loyalty



Provides 24/7 availability



Reduces strain on your call center

Having a mobile app is linked to higher overall customer satisfaction, even if they don't use them.

KUBRA iMobile™ Apps offer a wide range of self-service tools that can help you build stronger relationships with your customers. Contact us today to learn more.



www.KUBRA.com

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