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Consumer Mobility Transforming Customer Service

The rapidly expanding use of smart phones and tablets among consumers is triggering a shift in customer service expectations and, as a result, customer relationship management (CRM) systems.

According to market research from IDC, more people will access the internet via mobile devices than through PCs or other wire line devices by 2015.

"Forget what we have taken for granted on how consumers use the internet," said IDC research vice president Karsten Weide. "Soon, more users will access the web using mobile devices, and it's going to make the internet a very different place."

The effects of this transformation will touch a variety of sectors, but it may have uniquely significant implications for customer service. According to 1to1 Media, consumers appreciate the convenience of being able to interact with companies from their mobile devices. From a business perspective, it may also be the most cost-effective way of engaging with customers.

Businesses that are prepared to offer quality consumer-facing mobile applications may be positioned well ahead of the curve, according to the source. The current business-to-customer mobile application market is lagging behind consumer expectations, leaving a potentially lucrative opportunity for qualified service providers.

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