



## Should My Business Have an App?

If you have ever thought “does my business need a mobile App?” you’re in the right place. Building a mobile App for your business is a serious endeavor, so you need to understand the importance of having a mobile App for business and the advantages of having one within your organization. This guide will shed some light on why your business needs an App, the functional and marketing benefits of mobile Apps for business and the use of mobile Apps in business.

### Does My Business Need A Mobile App?

By 2019, over a third of the human population on Earth had a mobile smart device such as an Android phone, iPhone or iPad. This statistic represents a new way undreamed of ten years ago to communicate with new customers.

In 2017, a mobile device was the most popular way for adults to access the Internet (73%). Only 43% of users used a “traditional” desktop or laptop computer to access the Internet, and the market for mobile Apps is only growing and getting bigger as more and more people each year switch to a mobile smart device over a computer or laptop.

Developing a mobile App for your business can offer valuable marketing opportunities and help you reach your target audience, as well as many other advantages that will help put you ahead of your competition.

### Benefits of Mobile Apps for Business

#### *i. Direct Communication and Engagement with Clients and Customers*

One reason why your business needs an App is to improve direct communication with clients and customers. With access to a wealth of information at just a touch of a button, business mobile application development has opened the door to clear and direct communication between customers and businesses. The information gathered from customers using these Apps is invaluable for any business, with shopping behavior and buyer personas being readily available to help enhance marketing strategies.



## ***ii. Improve Customer Engagement***

For customers, they must be heard and have an easy form of communication. Customers often communicate wanting to know the answer to a question regarding your service or their order. Or they want to complain. Mobile App design and development makes both these processes much easier for everyone; with the idea being that the quicker a customer can communicate their concerns and receive a response, the less likely they are to leave a bad review.

## ***iii. Increase Brand Awareness***

A mobile App is an extension of your brand and therefore is a chance for you to remain true to branding while being able to explore how it can be presented on a completely different digital platform; perhaps in a completely new and innovative way. It can also be thought of as a new advertising platform for the business that can say whatever you want it for your brand to get more exposure and therefore, awareness.

Developing a mobile App for business allows you the opportunity to reach potential new audiences. As a completely new platform, business mobile application development can also cause a new demographic of customers to reach you, one that finds using Apps more preferable than a web browser.

## ***iv. Create a Useful Marketing Channel***

Custom App development also allows notifications and information to be sent to customers in an instant. If this information is useful and relevant to them, for example, containing information regarding exclusive deals and offers, it can help you make loyal customers who value using the App.

## ***v. Create an Effective Loyalty Program***

Suppose your company has a loyalty program or is considering introducing one as a way of encouraging sales. In that case, a digitalized loyalty scheme via a mobile App is an effective method for building and creating a community of customers. Once customers are rewarded for their spending, they are much more likely to come back. A mobile App makes it a much easier and quicker process for them to do just that.



*vi. Get Ahead of Your Competition*

One of the important benefits of mobile Apps for business use is that it will make you truly stand out from the competition. Apps are very relevant in modern technology today, and using them for business is quickly becoming a trend. Still, it hasn't quite taken off across the entire board yet, allowing you to get the edge over any competition.

## Conclusion

In a world that is rapidly growing online, the benefits of mobile Apps for business are increasingly apparent. It is no longer a question of "does my business need a mobile App?", rather, *"how do I have an App made for my business?"*

Crystal Technologies Limited have a wealth of experience in developing mobile Apps for businesses across various industries. To contact us regarding mobile App development for your business, call us on **+254111 180 000** or email [support@crystaltech.co.ke](mailto:support@crystaltech.co.ke)