



The Choose to Engage Barrier

Why apps and websites consistently disappoint

“If you build it, they actually may not come.”

The value proposition for technology-based productivity tools with rich user interfaces, like apps and websites, is appealing because the user experience looks great and feels intuitive. And a rich user interface design lends itself to practical organization of content and functionality in one, easy-to-navigate place.

However, the inherent challenge with any app or website is that they are, by nature, a destination, and therefore success is contingent on being able to get users to consistently return and engage. All too commonly, after the initial burst of excitement, app activity can fall off quickly, with only a small percentage of users staying actively engaged.

The lure for rolling out a sticky app is almost too powerful for any product team to resist. After all, the academic and anecdotal evidence of users being addicted to their phones and the apps therein is overwhelming. But the organizations that

are looking to buy or build apps to help train, motivate, teach, and engage their customers or employees should think twice before making this investment.

Enterprises want to leverage proven app techniques to engage their target audience but oftentimes their analysis is comparing apples to oranges. The average adult in the US has 37 apps on their phones but 80% of their usage is dedicated to just 3 of those apps.¹ And what are those apps? Most commonly, Facebook, Chrome and YouTube. These are not productivity tools but personal, “time-wasting” tools where the main value proposition is anti-boredom, not self-improvement.

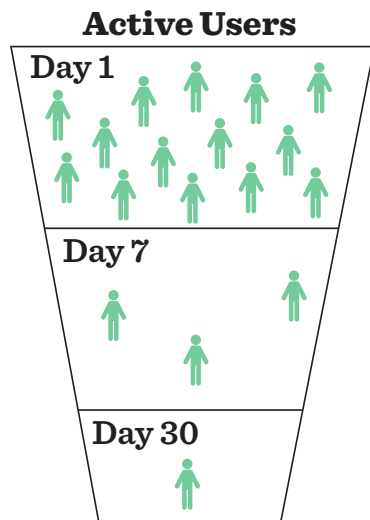
For productivity and business-related tools, the requirement of the user needing to choose to login to check their next task is too much to ask when competing with YouTube videos, social media alerts and the like. We call this the **Choose to Engage Barrier**.

¹ Mary Meeker, 2016 Internet Trends Presentation

The average adult has 37 apps on their smartphone but 80% of their use is dedicated to just 3 of those apps. Most apps are rarely used.

Mary Meeker 2016 Internet Trends Presentation

It is likely that most enterprises have had some experience with this. In fact, think of the most recent app rollout you've been a part of. Were the usage statistics something like this?



This type of engagement attrition is all too familiar for many. And what can make it even more infuriating is that users themselves will assuredly claim that they want to use the tool and they readily recognize the need for it to accomplish the goals they have for themselves.

In fact, we know that most users want to learn and want to change their behavior which is why they download and engage with an app in the first place.

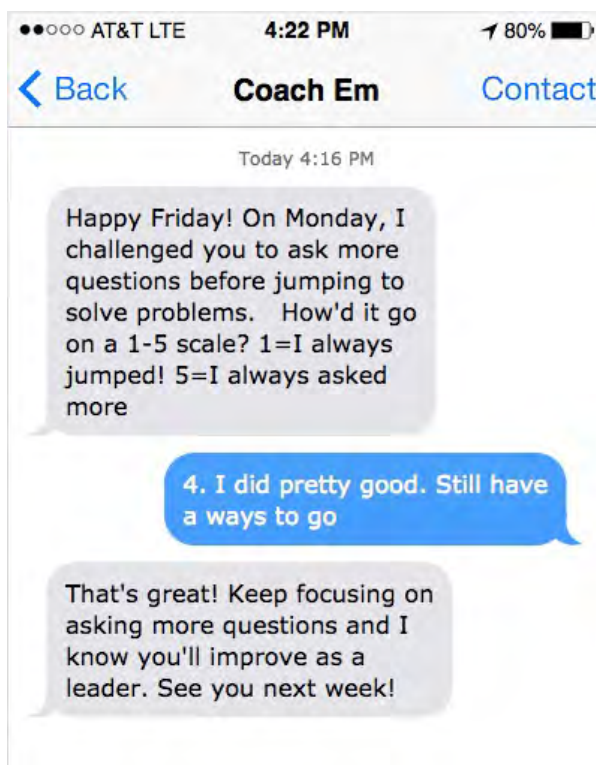
They want to do it, they just don't.

At Mobile Coach, we have found the best mitigation for the Choose to Engage Barrier is turning to chatbots. Chatbots turn the idea of logging into an app and finding your next task into a simple conversation.

By engaging the user where they already are (messaging with their friends and family), you are effectively removing the requirement of swipes and taps and searches to get

the user's mind engaged in a productivity session.

While chatbots are just emerging in the Western cultures, they have been advanced in China, fueled by the immense popularity of the messaging app, WeChat. WeChat has discovered that having users use chat to order food, ask a customer service question, and do other tasks results in a much greater likelihood of user engagement.



At Mobile Coach, we design chatbots that are programmatic, meaning, they push out coaching messages in a conversational style to stimulate thought, reflection, accountability, and new actions and behaviors. By designing a conversational, friendly chatbot that is pre-programmed to be informed about the productive behaviors and knowledge a user needs, you can engage that user longer and in a more meaningful way than an app.

What is Mobile Coach?

Our chatbot platform is a game-changing innovation for enterprises looking to influence user engagement, learning, customer service, sales performance, and overall behavior change. There is no better way to scale critical conversations across your organization to achieve your target business results. The Mobile Coach Platform is designed for enterprises to create programmatic chatbots—chatbots that are designed to reach out and initiate conversations—that feel valuable to your employees and customers and influence the right behaviors.

Mobile Coach has quickly proven to be the most effective tool in reinforcing training as you work to develop and empower your workforce.

Ready to learn more?

Request a demo:

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