CASE STUDY
A major mobile application provider needed an in-app/on-device troubleshooting solution to increase sales and reduce refunds.

The Summary

A global mobile application developer identified some critical purchase and ongoing usage concerns with their customers. A high percentage of customers were failing to complete the purchase process, and customers on certain platforms experienced billing and account issues that required lengthy calls into customer service. We designed "Diagnose and Repair" an in-application customer service feature capable of fixing a core set of common problems. The result: higher sales, increased usage, and a significant reduction in calls to customer support.

"Moving customer service into the app and on the mobile device was a revolutionary approach to mobile problem-solving."

Michael Callahan
Director, Blueprint Consulting Services

The Problem

Customers were failing to complete purchases – An unexpectedly high volume of customers were starting – but not completing – the purchase and download process.

Basic Payment Issues Required A Call - Customers with basic payment issues (expired credit card; information mismatch on profile) had to call into customer service center to fix the issue. This was not only expensive, but it was highly frustrating for mobile customers.

High Volume of Easily Fixable Technical Issues - As the app expanded into international markets, the team was challenged with keeping up with the number of mobile devices customers were using. As a result, a tidal wave of easily fixable customer calls where overwhelming customer service.

App and Phone Feature Compatibility - Apps were updating frequently enough, that many customers were able to download or upgrade an app that required a feature their mobile phone didn't have.

The Solution

After conducting a discovery session with the app's customer service contact volume, we determined that there were **three high volume issues we needed to address**: basic payment issues, easily resolvable technical issues, and app compatability issues.

Recognizing that mobile customers will not stand still to either call customer service or wait for a lengthy troubleshooting experience, **we began to design a simple, focused and powerful** feature the customer could invoke from inside the app. We call this feature "Diagnose and Repair."

Appreciating customer's autonomy, the user experience let the customer choose to use Diagnose and Repair, send a message to customer service, or call.

Diagnose and Repair is a simple, unobtrusive, powerful, and an option for mobile customers. We implemented a simple auditing service that captured all of Diagnose and Repairs activities, which would then be sent to the app's customer service team (with the customer's permission) to identify systemic issues that would be fixed in a subsequent update.

Results

The week Diagnose and Repair was added to the app, each of the team's three goals began to be met. Completed purchases and downloads increased, usage increased, customer service calls (and costs) were reduced, and negative social chatter was nearly eliminated. More importantly, the critical diagnostic information being captured drove improvements in the app.

- **15% increase in mobile purchases** – customers were successfully purchasing apps that had previously been failing, and then buying additional apps afterward
- **40% reduction in customer service contacts** – which allowed customer service to reduce its budget and redeploy customer service associates to other products
- **Nearly 100% elimination of negative social chatter** – the conversations among frustrated customers was completely eliminated
- **30% increase in average minutes consumed** - Diagnose and Repair led to a 30% increase in minutes consumed on the app