



crank
wheel

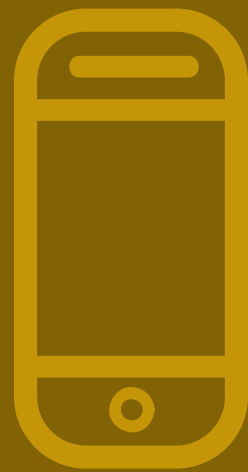
COMMUNICATION TOOL CHECKLIST

HOW DO YOUR TOOLS STACK UP?



Download and install
required?

Many users not tech
savvy enough.
Corporate users are
likely locked-down



Smartphone support?
Without an app?

Majority of
digital consumption
now on smartphones,
users getting wary of
installing apps



Latest browser
required?

Many customers still
have very old PCs and
smartphones and will
not upgrade



Adaptive to slow
networks?

Customers may be in
less developed parts of
the world or stuck on
slow data plans