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The 8 Most Important M–Commerce Applications

By Danni White - Last Updated on March 22, 2023

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We live in a day and age where people are using their phones and other mobile devices more and more to purchase and peruse items. Mobile commerce is now more important than ever and looking at a few of the best M-commerce applications can help you to [better understand mobile commerce is and how it is changing](#).

M-commerce is a very useful tool that can truly make a difference in how you relate to your customer base and our overall audience.

List of Important M-Commerce Applications

1. Banking

[iMobile](#) is an application that was developed by ICICI Bank that allows users to complete all internet banking transactions through their mobile phone. Users can transfer money from bank accounts that are ICICI and those that are not and can also request a stop to checks, pay bills, and more. This is a very useful app that allows users to use completely all their mobile banking needs in one easy to access space.

2. M-commerce for Retail

Companies are using mobile commerce for more and more retail applications as well. If you own a business and are looking to break into M-commerce, you can always create an online catalog of items that you have for sale so that customers can access it and then purchase the items. This is a great way for businesses to [use M-commerce to get the most in terms of retail](#) and mobile phones.

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customers on board. M-commerce is a great way to market and to reach more people. Most people always have their smartphones on them, which means that you are going to be able to get to these potential customers and to bring them to your business.

4. Mobile Ticketing

Another great application is to purchase tickets with the help of mobile devices. Airlines have mobile ticket kiosks, movie theaters, concerts and more all offer mobile purchase of tickets. You can also then show your electronic ticket to the event or the place where the ticket is to be redeemed, working to eliminate paper tickets altogether.

5. Reservations

Reservations are a fantastic use of M-commerce. This could mean hotel rooms, parking spots, restaurant reservations and more. Customers can now reserve their spot with their mobile phone which is easier for everyone involved. This means that both the customer and the company involved can help to reduce the amount of work and effort that is needed to book various reservations.

6. Entertainment

You can also use M-commerce in terms of mobile entertainment as well. From applications that show movies and television shows, to those that show videos like YouTube, even music applications, you can use your phone for all sorts of mobile entertainment. Mobile entertainment is one of the best uses for M-commerce and for your mobile phone in terms of using it for something other than making calls.

7. Healthcare

Mobile phones can also be used in terms of [Healthcare](#) and medicine. A mobile phone can be used for accessing health records, for paying medical bills, for accessing the medical records of patients and more. In a healthcare setting a mobile phone can be used by a doctor or a practitioner to access the health record of a patient, to send in a prescription, or to make clinical decisions. It helps doctors and other healthcare professionals to remain connected to the main database of the hospital or the medical facility and helps doctors and healthcare professionals provide patients with a better experience overall.

8. Office Communication

M-commerce applications can also help [to promote communication](#) within offices and other areas where you may be working with a team. With those professionals that are in the field such as a real estate agent or an insurance agent, it is often necessary to get back in touch with the office or to access information that might be back at the office. M-commerce is going to allow these professionals to track inventory, to talk to personnel that is in the field and back and the office, and to make sure that salesmen that are in the field, for example, get approval to make sales without having to wait as long.

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M-commerce applications are very versatile. You can use M-commerce for nearly anything that you can imagine. You can create apps that are focused on providing information, apps that deliver entertainment, and apps that help make everyday life easier. In terms of M-commerce applications, there are endless possibilities that can be tailored to the needs and desires of each person or company that decides to go mobile and take that step. Nearly everyone keeps their phone on them, M-commerce just makes sense.

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