touchpoint GROUP

Mobile App Review - Analysis & Report

Delve deeper into the comments behind your mobile app rating. Benchmark against industry leaders, detect issues, and prioritise improvements to drive a world-class mobile experience. Take advantage of powerful AI text analytics combined with the knowledge of industry experts to ensure you're getting the best return from your data.

Understand the reason behind app ratings and how analysing data can improve mobile experience
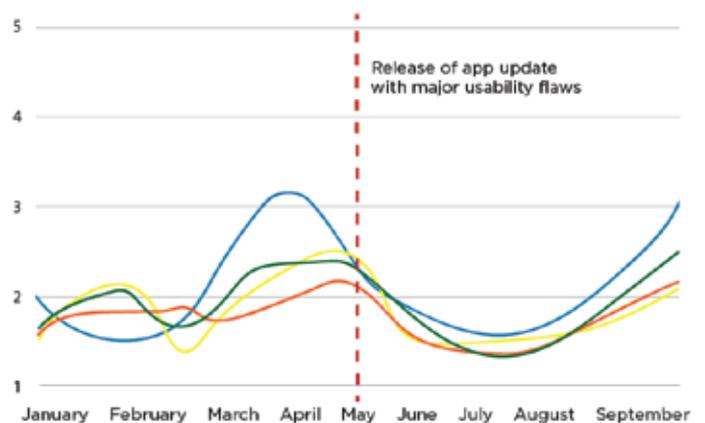
Mobile apps are quickly becoming an integral part of businesses, both as a revenue generator and a customer experience and engagement platform. Here lies a valuable opportunity to improve your digital experience with customers by leveraging the insights found in publicly available app review data.

Touchpoint Group's AI Customer Analytics Tool mobile app review service provides organisations the ability to read and analyse publicly available app review data from a range of sources, meaning organisations can for the very first time, benchmark against industry leaders and market disruptors, compare product performance & capabilities of competitors technologies and find out the reason for issues contributing to poor user engagement.

This is what you'll get:

- Consultation to determine business priorities from findings and develop an outline report for your project.
- In depth analysis of mobile app feedback data from any app store.
- Multi-lingual processing of feedback so you can analyse and report in English (if applicable).
- Trial access to Touchpoint Group's AI Customer Analytics Tool to delve further into insights and customise findings.
- A follow-up consultation to review KPIs and discuss how Touchpoint Group's AI Customer Analytics Tool can help with future projects.

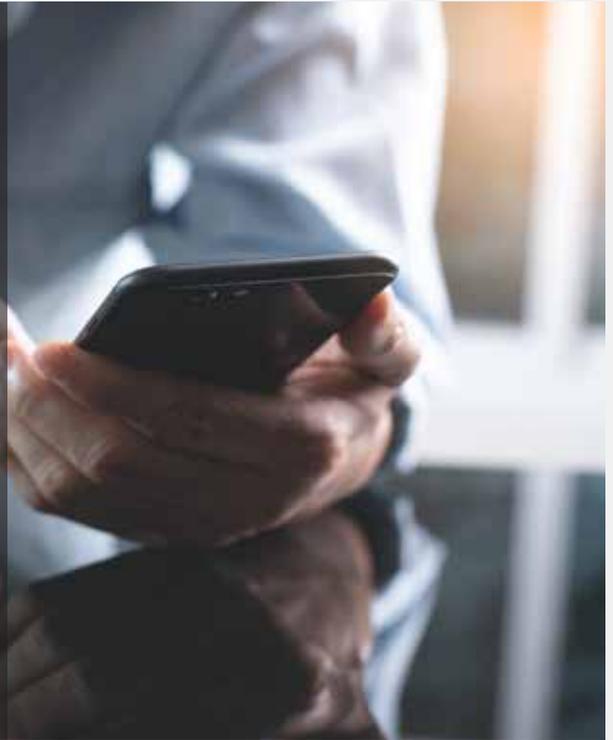Mobile Banking App Feedback Ratings Over Time

Release of app update with major usability flaws

Learn more at www.touchpointgroup.com/solutions/sale-and-revenue

The Outcome

This service is designed to reinforce future app direction and strategy, mitigate risk (highlight SWOT), avoid costly mistakes in updates & bug issues, highlight areas of potential growth and longevity in the app and benchmark app performance against competitors.

It's not all about business solutions, understanding the above ensures greater app engagement, better customer experience, reduces platform churn and offers greater value to customers.

The mobile app report will include:

• **Benchmarking** directly compare your app with competitors to determine how you rank and your position in the market.

• **Competitor analysis** compare product performance and app capabilities against key competitors, highlight positive comments to help determine what they do better, and leverage market insights to drive future improvements and features.

• **SURF Pillar analysis** learn app performance and perceived value measured against four key areas of customer feedback: security, usability, reliability and functionality.

• **Granular analyses** find out the root cause of why behind customer ratings. Understand detailed issues like undetectable bugs, design performance, and low user engagement.

How Touchpoint Group delivers the service

The mobile app service is designed to help you achieve maximum potential in driving core information from your feedback analysis. The service is completely customisable to individual businesses that have high user engagement on their mobile apps (or looking to refresh or move into the market).

Our package allows you to get a full understanding as to the importance and value AI customer analytics can provide your business and comes with a 12 month access licence to Touchpoint Group's AI Customer Analytics Tool for your team to be able to build further custom analyses and reporting.

Contact us to learn more

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Learn more at www.touchpointgroup.com/solutions/sale-and-revenue