

State of the Mobile Experience

Consumer data reveals the truth about our
relationship with our phones



INVOKA 

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Methodology

This study was conducted via an online survey from August 18 to August 27, 2015, among 2,046 United States respondents 18+ who currently own a smartphone. Respondents were recruited from the Univox Community online survey panel. The margin of error for this survey was 2.2%.

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Introduction

Nearly two thirds of the American population now own smartphones,

and as those phones continue to get smarter, people rely on them for practically everything. But as they click, swipe, search, and play, one thing has remained consistent: people still use their phones to call.

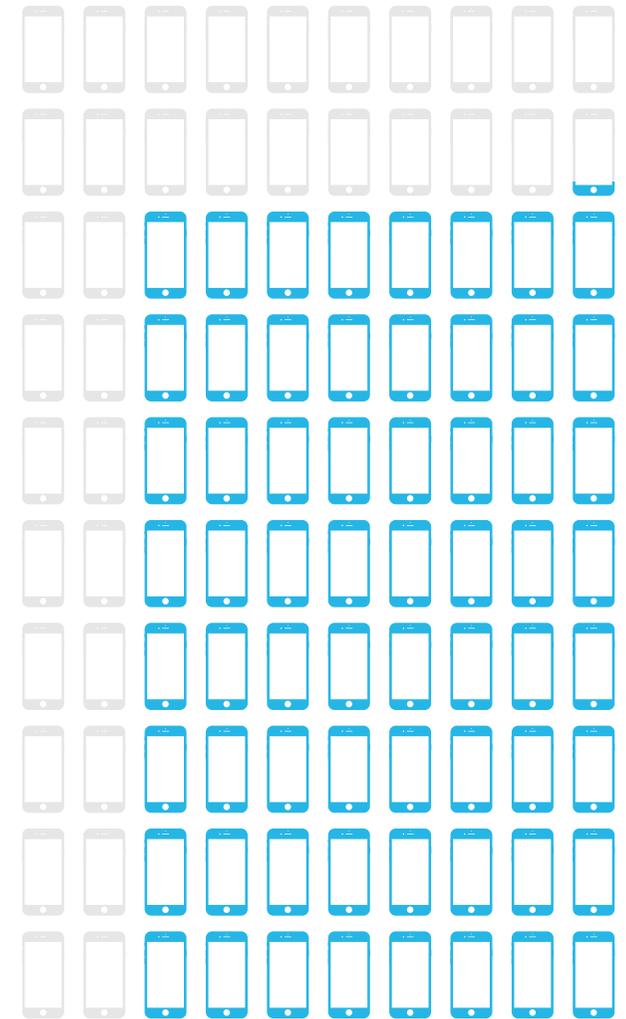
Because mobile has become the defacto method of search and communication, people are moving between their online and offline worlds and calling more than ever. Why? Making a phone call is not only convenient, but humans will always value conversations with one another, no matter how far technology advances.

Invoca conducted a survey of

2,046 people in the United States



to find out more about their relationships to mobile devices. We looked at how people use those pocket-sized computers, and then dug deep into the psychology around the phone call: who still makes them, why they are picking up the phone, and what they expect to happen on the other end of the line. As we analyzed the results, we pulled data specific to the millennial survey respondents (18-34 year olds), given there's a lot of attention on how this age group uses technology, and how their choices serve as an indicator for future technology trends.



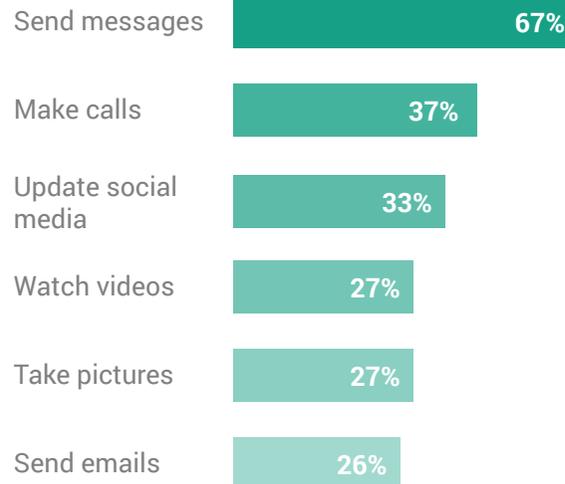
64% of the American population owns a smartphone.

Phone Addiction is Real

Being glued to our phones is the new normal, but just how obsessed are we?

Mobile phones are a one stop shop. People use them all day long to explore, shop, learn, communicate, and manage their daily lives.

More than a quarter of millennials use their phone to do all of the following more than five times a day:



There's no doubt people can't stop reaching for their phones. In fact:

 **58%** consider themselves addicted to their phone.

 **76%** of millennials consider themselves at least somewhat addicted to their phone.

This addiction is so powerful people can't help but multitask - sometimes at the expense of their safety. More than half of people admit to texting while walking at least once a week. We don't even want to know how many people are texting and driving.

 **55%** text while walking at least once a week.

29% text and walk every day.

People may love their phones, but all this multitasking means they're not being very careful with them.

34% of people drop their phone at least once a week.

 **10%** drop their phone every day.



Making a phone call

is still one of the most frequent activities people use their phones for, second only to messaging.

Phone Calls Never Go Out of Style

Humans will always need and crave conversation.

Think about all the mobile communications technology at our fingertips. We have email, social media, SMS, and countless messenger and video apps. But despite these options, people still love to have a conversation.

Millennials Choose Phone Calls Over Selfies

This isn't just true of an older generation – millennials are leading the way when it comes to talking on their phones.



37%

of millennials use their phones to make calls more than 5 times a day.

+45
AGE

29%

of people ages 45 and up use their phones to make calls more than 5 times a day.

Millennials may have made the selfie popular, but only

 17%

said they take selfies multiple times per week - that's significantly less compared to the number of phone calls they make.

These Phones Were Made For Talking

When asked if they could use their phone to do only one thing,

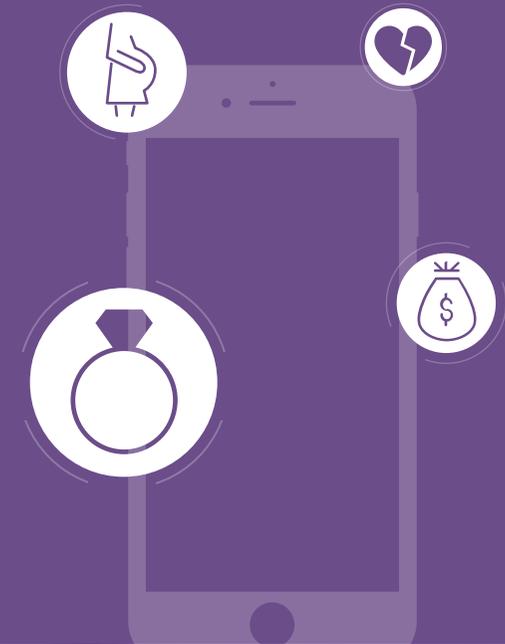
38% percent of respondents said they would use it for calling,

more than any other option including messaging, social media, email and video.

33% of smartphone owners use their devices to make calls more than five times a day.

66% make calls at least twice a day.

When asked if they could choose one mode of communication to relay news about major life events (getting engaged, getting divorced, announcing a pregnancy, winning the lottery, etc.) respondents chose to call every time.



Survey respondents identified **calling as the single most valuable phone function**, beating out messaging, social media, email and video.



Our Phones, Ourselves

How we use our phone says a lot.



How people use their phones hints at what they feel and which relationships they value most. People not only use their phones to have a conversation, they use them to avoid boring or awkward situations.

Dating is Forever Changed

Mobile phones play a big role in our daily life, and this holds true in dating or romantic situations. For example, the number of times a person checks their phone during a date says a lot about how they feel it's going.

If the date is going well...



8%

said they would check their phone three or more times.

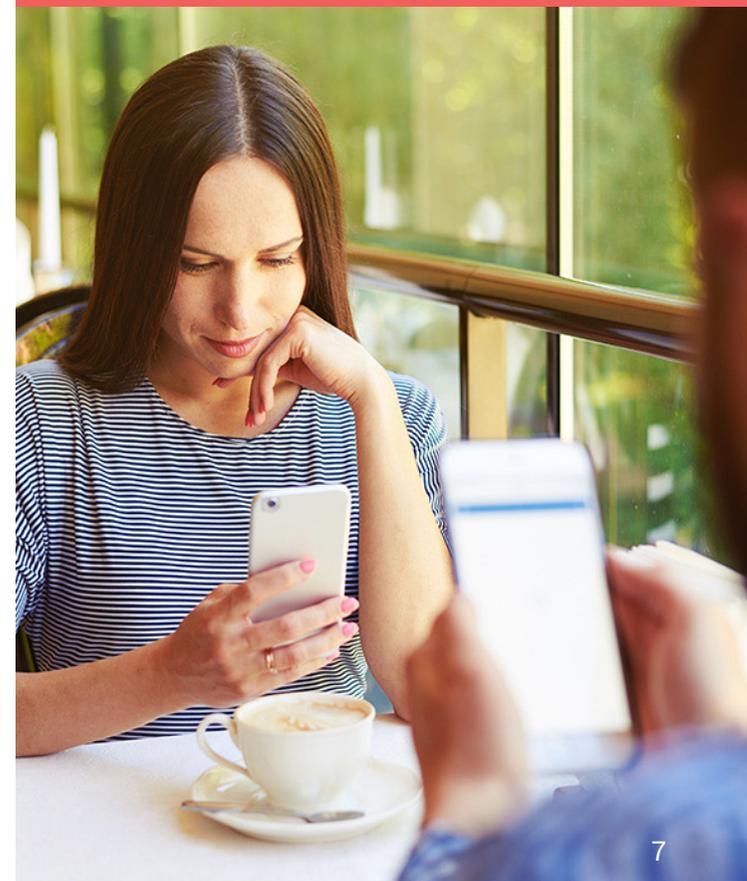
62%

said they would never check their phone.

If the date is a dud...

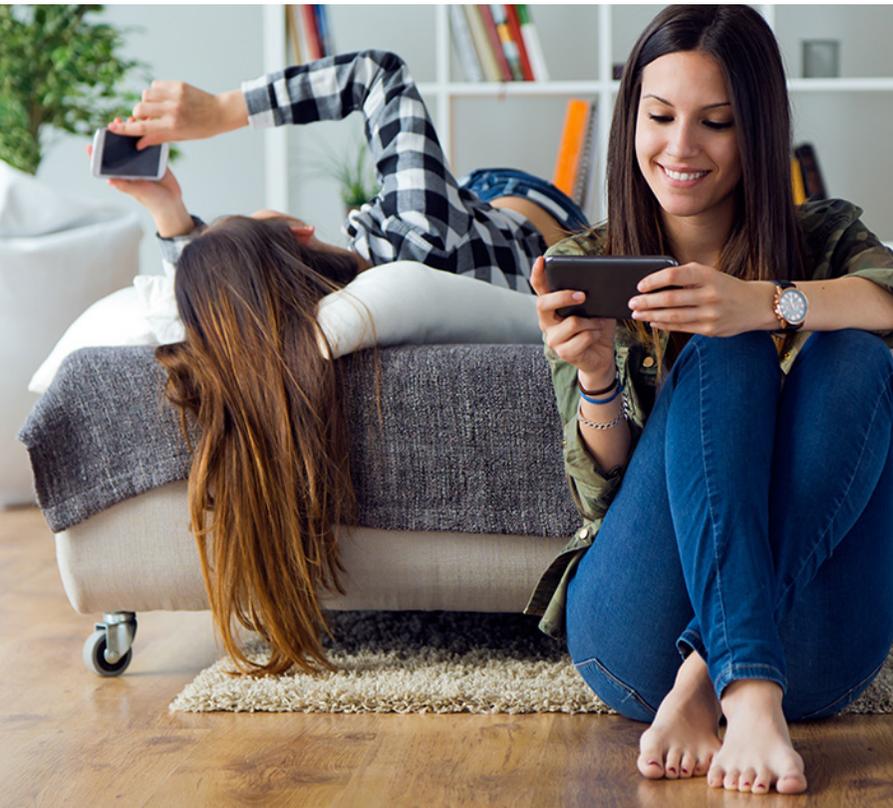


said they would be likely to check their phone three or more times.



New Social Norms

When is it acceptable to check your phone? Apparently people think it's okay to check their phones when they're with family but not during a business dinner - probably a smart career move.



Respondents that would never check their phone...

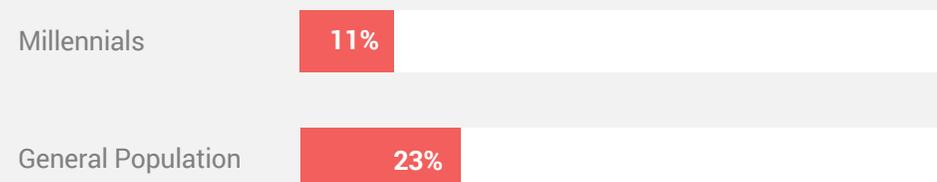
During a business dinner



Out with family



Out with friends



Phones are the New Wallet

We're not far from a future when all we'll need when we leave the house is our phone. Mobile devices are becoming a primary means of purchasing, whether via an app or by simply placing a phone call.

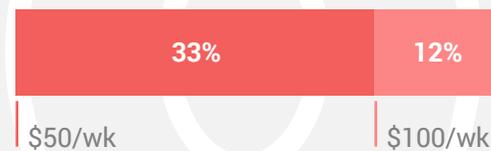
In fact:

36% of people make purchases using their phone at least a few times a month.

52% of millennials make purchases on their phone at least a few times per month.

And we're regularly using our phones for things like ordering food, transportation, retail purchases, etc.

Weekly Spending Habits



*Weekly spends

"Just Venmo me"

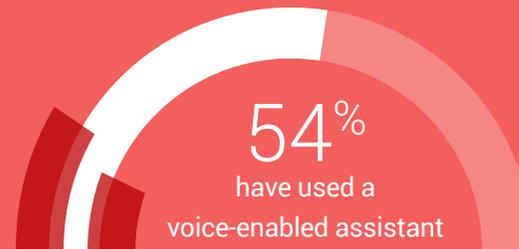
is a phrase we're hearing more and more. Millennials are leading the way in peer-to-peer payments with **20% saying they send money to a friend using their phone at least a few times a week, compared to 11% of the average population.**

Hey, Siri

Virtual assistants aren't going anywhere.



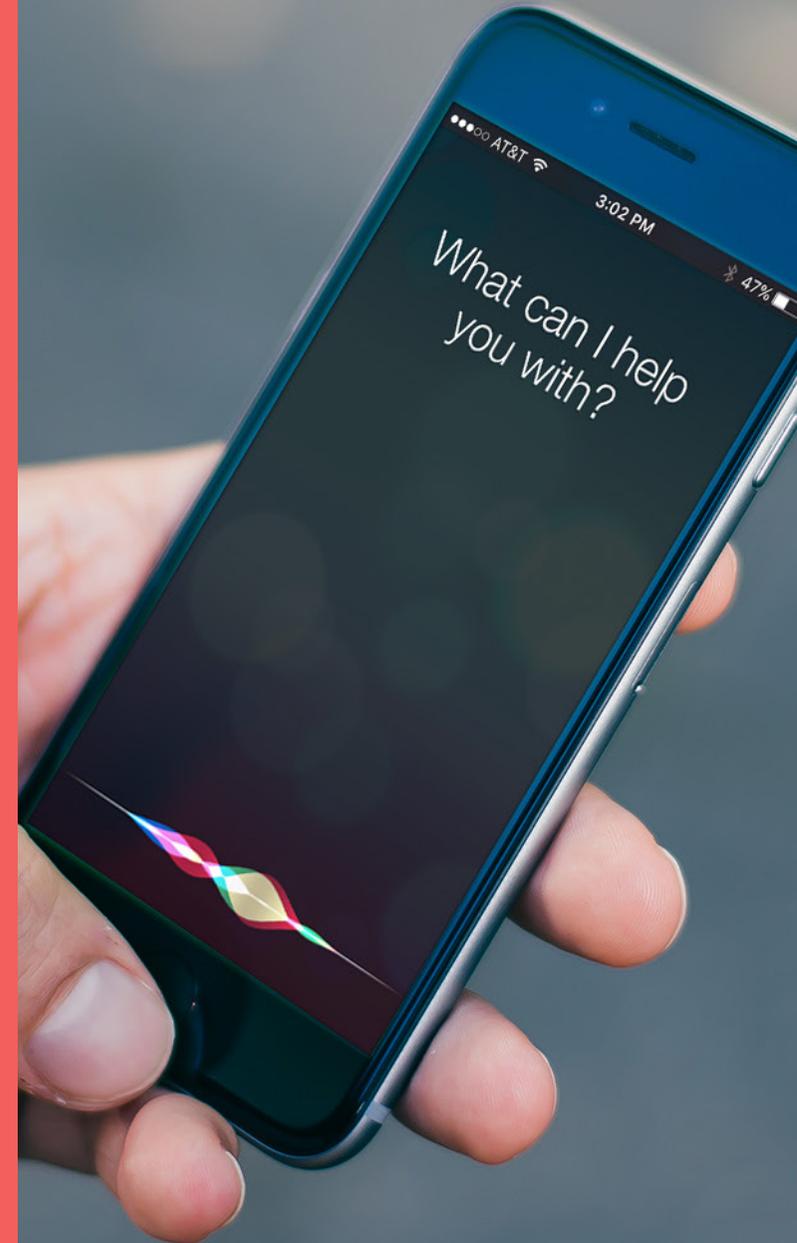
are all investing in tools that help people navigate the web and get what they need more quickly. The proof is in the numbers:



of that...

26%
use a voice enabled assistant
to search the internet.

32%
use a voice enabled assistant
to get directions.



A Direct Line to Businesses

Sometimes a call is just easier than a click.

While people still use their phones to purchase directly from businesses, it's not always as easy as a swipe or a click. Often people need to contact a business before they buy, and the small screen doesn't cut it - especially when it comes to complex or considered purchases. It's through conversations that people build trust and relationships with brands.

42%

of people pick up the phone to call a business at least once a week.



59%

of people call a business at least a few times a month.

More than twice as many people have called a business than have used their phone to fill out an online form.



Preferred Method of Contact

When using a mobile phone to contact a business, people use the call function more than anything else including email, filling out an online form, or social media.



of people have used their phone to call a business in the past month.

vs



who have used their phone to fill out a form.



of millennials are likely to call a business.

vs



who are likely to use social media to contact a business.

Why People Choose to Call

People prefer to make calls over other methods of communication because it's quick, easy and is the best option when they need personal assistance.

Top 3 reasons people call businesses

46% need a quick answer.

22% want to express a concern to a person vs. fill out an online form.

15% want expert advice.

The top three industries people want to contact by phone are:



Of people that call a business...

58%

are calling about a purchase or potential purchase of \$100 or more.

\$100+

24%

are calling about a purchase of more than \$500.

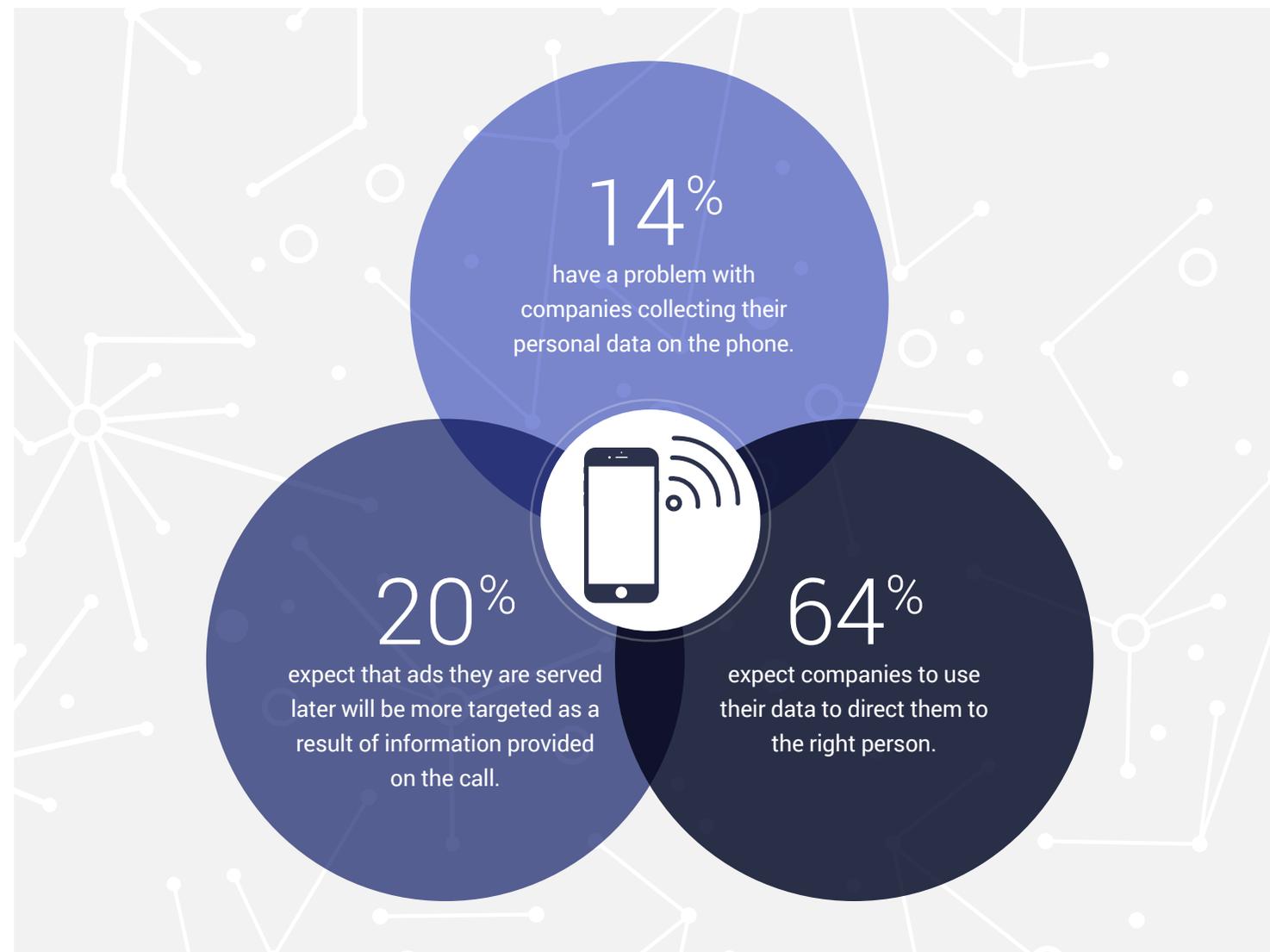
\$500+

Data, Data Everywhere

Collecting data is okay as long as it's used for good.

Collecting data is a way of life for companies, and consumers have come to expect it.

But businesses must use the data wisely and responsibly or risk losing their customers' trust and loyalty. Businesses and marketers should stop thinking about a customer as another entry in a database; they should use each personal interaction as a way to make a deeper connection and create a better experience.



Experience Matters

Businesses must think about callers, or lose customers.

Show Up in the Search Results

One of the biggest benefits of making a phone call is that it is immediate. Business have to make sure people can easily find their phone number and place a call no matter the channel or stage in the customer journey - otherwise they risk losing customers.

To find a business number...

51%

use a search engine like Google



60%
are millennials

25%

look on a business's website



19%
are millennials

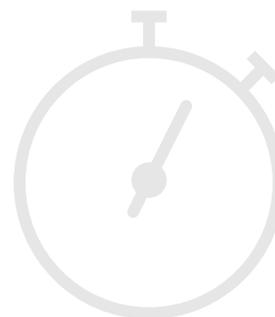
Put a Phone Number Everywhere

A business's phone number must be easy to find. If people need to get in touch with a company right away, 34% will only search for a minute or less before moving on to another company. 68% will only search for two minutes or less.



34%

will only search for a minute or less before moving on to another company.



68%

will only search for two minutes or less before moving on to another company.

Don't Neglect the Caller Experience

Phone calls are a valuable source of new customers. Businesses can't afford to turn away potentially life-long customers with a bad caller experience.



say long hold times are one of their top annoyances. People also cited having to repeat the same information to multiple representatives and not being able to connect with an actual person were primary annoyances.



15%

are willing to hang on the line for more than 15 minutes.

53%

said they will only stay on hold for only five minutes or less.

A Healthy ROI Depends on Happy Callers

A negative phone experience can impact the bottom line. After a poor experience over the phone:



say they are likely or very likely to choose another business.



are likely or very likely to complain to friends and family.



are likely or very likely to leave a bad review.



are likely or very likely to complain on social media.

Alternately, a good phone experience can have a positive trajectory. If people have a good experience over the phone:



likely or very likely to become a repeat customer.

likely or very likely to spend more money on current or future purchases.

Conclusion

Despite all the communications technology advances that have been made in the past 20 years (email, social, SMS, etc.) ultimately, we are all still humans and humans, by nature, crave actual live conversation. Why? A conversation makes us feel more confident about a purchase. A conversation reassures us in tricky business situations. A conversation helps us decide who to do business with. It is the tipping point in so many situations. Often, just getting off email and picking up the phone can help us make important decisions more quickly.

As the data from our research shows, as mobile use increases, people increasingly value the direct human connection their phones provide. Calls are an integral part of the purchase process in so many instances, and based on the data about the millennial generation, that's not going to change anytime soon. To learn about how you can drive more value from inbound calls, visit www.invoca.com or call 855-400-4103.

