

Mobility





Sectors That Will Benefit from Workplace Mobility



Providing a consistent and unified experience through various channels and to target a wide range of customers is easy with mobility apps.

Having been born in a world where technology has already made great changes, thinking of a sphere without mobile devices, websites, search engines, gaming consoles and mobile apps is quite inconceivable. Whether it inspires someone to become a cyber hacker or a master in videogames, mobile technology has changed the generation of teenagers as well as adults. Research has stated that in the coming few years most people on earth will have a mobile device with features that can help them measure, track and record information and open up an infinite range of data.

So, what is behind this global boom? Why have mobile devices like tablets and smartphones succeeded immensely while desktop computers haven't? What are the capabilities of mobility that has brought success to various business sectors



What is Driving Mobile Investment?

Mobile is all about innovation and transformation. It is all about the wireless data that has helped people work and communicate in a different manner. This handheld device has the horsepower to retrieve substantial amount of data offline and run numerous applications relying on wireless connectivity irrespective of the location of the user. Today, mobility has changed the way we live and work, from banking to medicine cabinets that can be easily replaced with supplies to location based applications that can tell you about the best restaurants or available parking space in the area.

Never before was technology used in such strong development in various areas: to derive back-end information, to power a device and to integrate multiple resources to be displayed on hand held devices. Today, specific sectors are reaping the benefits of expanding their boundaries through mobility and are creating industry specific mobile apps that are helping them to move beyond employees and customers.



It has advanced greatly and various industrial sectors are developing mobile business solutions to streamline their existing processes that involve field work or real time data access



A Look at the Sectors That Will Benefit from Workplace Mobility

Innovative mobile technologies have not only improved lives and society, but it has also helped various industrial sectors to maximize their productivity, get access to actionable information at the right time, communicate effectively with customers and grab sales and marketing opportunities. The impact of mobility on business has become pervasive and no sectors are immune from its effects. It has changed how things are done and essentially enterprises are using mobile technology to compress the time needed for business processes, provide accurate and real time data and help partners, employees or customers make better decisions.



The Financial Industry

The new wave of mobility is sweeping the financial industry. Banks are now choosing various mobile platforms to offer innovative payment models and commerce capabilities.

Today, customers can easily check their current bank balance and even spot the nearest ATM through mobility applications and can transact with the company in real-time. With interesting applications coming up for the financial service sector, banks and financial organizations are leveraging mobility to launch new products, gain user opinions and provide basic services to the customers. Bank employees can easily check real time updates of the share markets using their mobiles and take proper decisions.

While having a meeting with a customer outside their office, the sales person can access data and related information needed to convince their client.

Mobile based personalized services have helped consumers to open an account, transfer funds, make bill payments and avail other services round the clock from anywhere and anytime. This stickiness that is created by mobile apps can be further exploited to do cross and up-sell of different services offered by the company.



The Hospitality Industry



The global hospitality and tourism industries have witnessed exponential growth in the past few years, but many times there are certain factors that impact the key stakeholders in the sector. They may notably be employers, customers or areas where the businesses are located. Poor utilization of potential employees, improper information to the customers and inadequate means of communication are some areas where business owners should focus. Mobility solutions, in fact, have contributed a lot in hospitality properties and have helped them to grow in size.

Mobile solutions are like invaluable tools for optimizing use of hotel manpower and offering great services to the guests. A device in the pocket has helped the hotel staff to send out information well to the guests. Since most managers and hotel staffs are on a constant move, mobility solutions have helped them to remain updated and reduce the risk of human errors. From online bookings to kitchen orders and generating bills have become much easier. Employees have become more productive and efficient, thereby contributing to more revenue generation.

The Healthcare Industry

Next time when you visit the doctor, don't be surprised to see him check up your medical record on a smart phone. Today, mobility has transformed this industry with the ability to access patient data easily from any location and transmit it to the practitioners. There are applications to record and trigger a notification whether the patient has taken a medication or not. Requests for online prescription after report verification have also become easier. Medical professionals can easily confirm the appropriateness of the drugs based on updated information and can also offer their service to remote patients. Lab reports can easily be sent after completion without having the patient to physically collect it.

Mobile technology has helped to save time for busy physicians and gain access to critical data even without being present at a workstation. Communication between physicians and patients has become more streamlined and patients can receive a quick response from them through their mobile devices.



The Retail Industry



Mobility works for both consumers and sales people. Retail stores that are willing to capture a wider market can do that through promotions even when they are in the store. Sales people can not only check their inventory information, order status, cash transactions, but they can also show the customers product videos and specific information about their services through personalized messages.

The presence of optics in mobile phones has allowed sellers to easily scan the price codes and create bills immediately. Mobile apps can now scan the QR codes that can be placed anywhere the potential customers come in contact with advertising. Mobility has allowed store managers to get reports of online sales easily and recognize if any product is running out of stock and then take decisions based on real time information.

Mobility applications help to bridge the gap between user location and geographical information. Consumers can now enjoy some fantastic advances in services offered by companies.

Conclusion

The intelligent sharing of information through mobility will begin to deeply shape the way we do business in the coming years. Nearly every industry will use real time data, reduce wastage of time and respond better to emergency situations and find ways to optimize their business operations. Mobility will help to remain educated and inspire to craft ideas that can offer a competitive edge over others.

IDS Logic has nearly a decade of experience in creating software applications for varied industry verticals and offers innovative solutions that can give your workforce the freedom to handle business critical operations.



What We Do



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