



Making the Age of the
Smartphone Work for You:

Building & Fielding the Perfect Mobile App



Mobile App Development for
Businesses With Bonus Insights for
Insurance and Healthcare

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INTRODUCTION

If it seems as if everybody's building their own mobile app these days...well, it's not far from the truth: About half of all small businesses have their own mobile app, according to a 2022 study. And that number is probably only going to keep trending upward. The study notes that the percentage of businesses with mobile apps jumped sixteen percent between 2021 and 2022—in just one year!

Should you join those ranks?

The short answer is, Yes. And probably sooner than you think.

Mobile apps have become a convenient solution to almost every problem or inconvenience the average person faces.

Need to know the weather later today or tomorrow? Left your wallet at home and need to pay the bill at your favorite restaurant? What about getting food delivered to your front door? Hailing a ride?

You get your news with an app. You pay your bills with an app. You connect with your friends with an app.

Each day, the average person spends eighty-five percent of their smartphone time on mobile apps, with the typical smartphone owner using on average nine or ten apps per day—or approximately thirty per month.

To meet your customers where they are, improve workforce efficiency, and deliver superior service—in any industry, but particularly insurance, healthcare, and finance—it is important to take advantage of the reach and opportunities presented by the Age of the Smartphone.



IS IT WORTH IT TO BUILD A MOBILE APP FOR YOUR BUSINESS?



The Many Advantages of Business Mobile App Development

As noted, developing your own customer-facing mobile app can be a valuable investment for improving your business's customer engagement, increasing brand recognition, gaining valuable insights into the behaviors of your users, and much, much more.

Mobile apps help your business adapt and shift quickly in today's ever-evolving business tech landscape, solve everyday business challenges, modernize and optimize your existing legacy platforms, and nurture customer loyalty through improved customer experiences (CX).

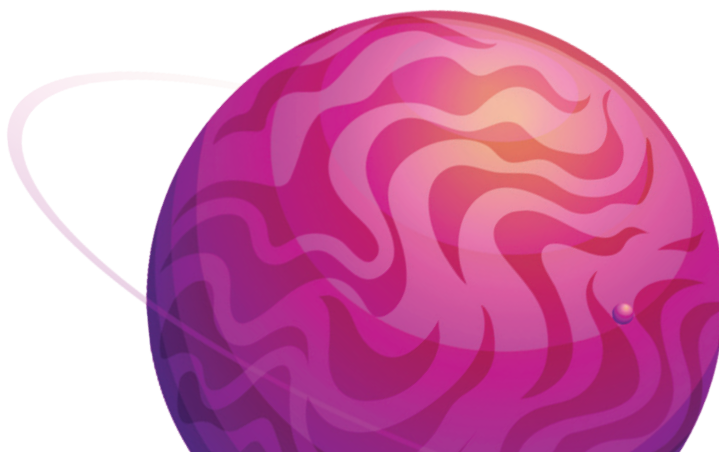
Here are a few examples...

Reach a Wider Audience.

Over 6.8 billion people worldwide use smartphones. Extrapolating from that, 85% of the people in your business's target demographic are likely avid smartphone users, and your app could be one of the 30 apps they use, on average, at least once a month.

Engage Your Customers

Mobile apps with state-of-the-art UX and UI offer more personalized and engaging interactions between your customers and your brand than a website, empowering you to provide superior service, loyalty incentives, and content to make it easier and more convenient to do business with you over a competitor.



Gather Valuable Customer Insights

Custom mobile apps enable your business to collect better data on your customers' behavior and preferences and track them more easily through their unique Customer Journeys—empowering you to better tailor your products and services to the needs of your current and prospective customers and focus your marketing and sales efforts in the right places.

Provide Superior Support and Service

Your business's mobile app can make it even easier for customers in need to access the customer support features they need to resolve their problems, such as live chat, FAQs, and more. This is another way to build loyalty to your brand.

Empower Your Workforce

When you think of mobile apps for your business, it pays to think beyond just customers: Internal apps for your employees can also be an incredible tool for improving productivity, communication, and engagement. Internal mobile apps provide a more efficient and streamlined way for your workforce to communicate with each other, access the data needed to make informed decisions, work more efficiently with productivity and project management tools, boost morale and job satisfaction, and protect sensitive information from data breaches and other security threats.

Data and Application Modernization and Optimization

One of the hidden benefits of mobile app development for businesses—both customer-facing and internal apps—is the opportunity it presents for some “spring cleaning” of your data. Think modernizing and optimizing your existing legacy apps and platforms with cutting-edge new technologies for an economical, efficient, “best of both worlds” approach while migrating siloed, out-of-date, and inefficient legacy platforms and apps into new cloud-based platforms.



Now that we've looked into some of the general use cases for a mobile app, let's look at some of the more specific ways you can improve your business in two specific industries: insurance and healthcare.

SOLVING INDUSTRY PROBLEMS WITH INSURANCE MOBILE APP DEVELOPMENT

The insurance game is constantly changing—and property and casualty insurers have their work cut out for them when it comes to navigating disruption and charting courses to business success through choppy regulatory waters.

Mobile apps can play a crucial role in digitally transforming your firm and empowering you to stay innovative and competitive in a crowded market:

Improve Customer Service

An insurance mobile app provides your customers with convenient, easy access to information about their policies, file claims, receive updates on the status of their claims, and more—improving customer satisfaction and reducing the need for customers to contact your customer support department for help.

Speed Up Claims Processing

Your insurance mobile app can make the claims process much faster and more efficient for both your customers and your workforce. A mobile app can enable your customers to record photos and videos of damages and submit them with their claim directly from their phone, making claims easier to process quickly and reducing the time it takes for your customers to receive their payouts.

Provide Personalized Experiences

A mobile app can provide customers with personalized recommendations and other resources based on their specific needs and situation, in addition to providing functionality for viewing policy details and tracking the status of their claims at will.



Increase Customer Engagement

You can use an insurance mobile app to engage with your customers anytime, anywhere—connecting them with helpful resources and expertise to build trust and loyalty.

Provide a Competitive Advantage

Overall, these benefits that come from insurance mobile app development give you an advantage in a crowded, competitive business landscape by making it easier to attract new customers and retain your existing loyal customers. presented by the Age of the Smartphone.



IMPROVING THE HUMAN EXPERIENCE WITH MOBILE HEALTH APP DEVELOPMENT?

The healthcare industry is rapidly digitizing. See, for example, the recent massive boom in telemedicine, and web and mobile health apps playing a critical role in streamlining healthcare operations and streamlining patient outcomes.

This seismic shift in healthcare philosophy has led to development beyond simply focusing on the patient experience to the human experience (HX). Defining patients as 'human' shifts the focus from diagnosis and treatment to all three stages of a human health experience—Health and Wellness, Diagnosis, and Treatment—with a focus on empathy, education, engagement, and empowerment.

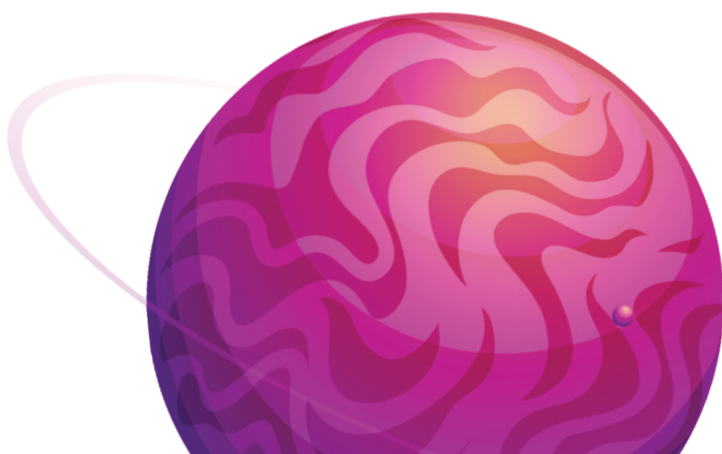
Mobile health apps are an excellent tool to capitalize on this paradigm shift and drive superior HX in the health sciences industry. Here are some of the benefits healthcare businesses can reap from a mobile app:

Improved Patient Accessibility

Through your mobile health app, your patients can easily access your services anytime, anywhere. From scheduling their appointments to viewing medical records to sending and receiving messages, a mobile app makes it easy and convenient for your patients to get what they need from you.

Better Patient Engagement

With features like push notifications, reminders, and health tips, a healthcare mobile app can connect your patients with useful information that can help them stay on top of their healthcare needs and build a stronger bond between patient and provider.



Increased Administrative Efficiency

Through a mobile health app, your patients can fill out forms and complete other administrative tasks ahead of their arrival at the clinic, saving them and your administrative staff time and effort and contributing to much smoother and streamlined healthcare processes.

Enhanced Brand Recognition

By offering convenient and modern ways for your patients to easily and painlessly interact with your business's services and take charge of their health, you build positive sentiment around your brand, increasing the loyalty of your patients and differentiating your clinic from the competitors in your space.

Unlock New Revenue Streams

You can use a mobile app as a tool to connect your patients and future customers to new revenue streams, such as paid telemedicine consultations or personalized health coaching.



CREATING CUSTOM MOBILE APPS FOR YOUR BUSINESS: GETTING STARTED WITH OZ

Developing a mobile app for your business is a great idea, isn't it? But after you've gone through all the benefits a mobile app can bring to your business, your workforce, and your customers, you're left with one other question:

How are you going to do it?

Developing and deploying web and mobile applications can be costly and time-consuming, making it difficult to balance quality and functionality with budget and timelines. And that's not even taking into consideration the challenges that can come with integrating legacy apps and platforms with the new app or migrating old, cumbersome platforms to the new paradigm. Designing an app for your business that enhances the customer experience also requires expertise in web and mobile UX strategy.

Mobile app development costs money, time, and specialized knowledge you might not have. That's where we come in.

OZ uses an agile, client-oriented approach to digital transformation that employs mature methodologies and frameworks to help companies in insurance, healthcare, and beyond tailor their solutions to their specific business needs. We provide bespoke digital solutions for your business, tailored to your needs and your resources.

Mobile and web app development is one of the many tools at our disposal that we use to help your business set sail for success. Let's chat about what your business's mobile app might look like:

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