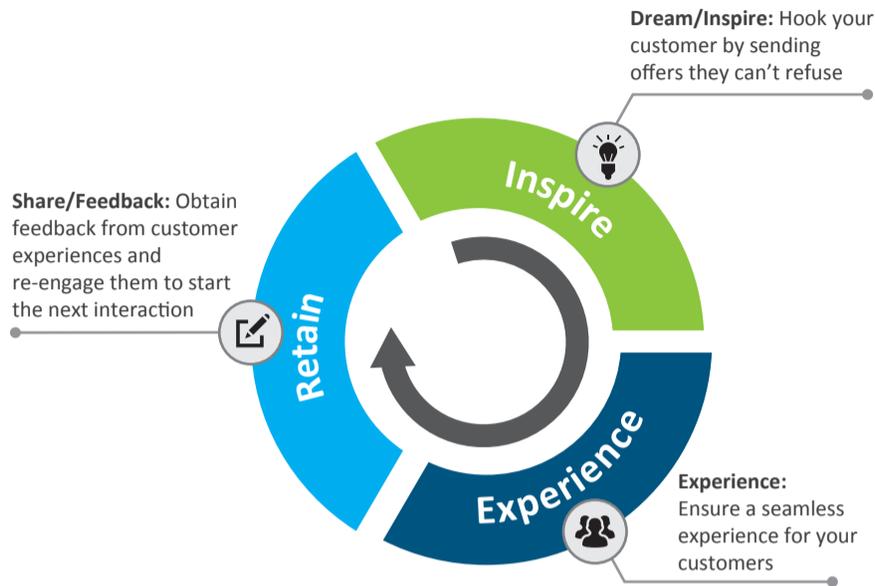# The Life of a Mobile-Enabled Shopper

Create rich, engaging experiences for your customers that reach them in the mobile-moment, anywhere, anytime. With mobile engagement, you'll optimize customer acquisition, enhance loyalty, increase revenues and reduce costs.

Dream/Inspire: Hook your customer by sending offers they can't refuse

Share/Feedback: Obtain feedback from customer experiences and re-engage them to start the next interaction

Inspire

Retain

Experience

Experience: Ensure a seamless experience for your customers

Erin is a time-crunched professional who wants information and offers on the go. To stay current, Erin has opted in to receive mobile updates from her favorite retailer.

Event Offer
Erin receives a VIP event invitation from her favorite retailer by email and is invited to opt-in to receive text message (SMS) updates for the event.

Event Pass
She RSVP's to the invite and is sent a link via SMS that allows her to add a pass for the event to her Passbook application.

Transaction Alert
That weekend, as she shops the VIP event in-store, one of her desired items is out of stock. She purchases the item on her mobile device and receives a purchase confirmation via email.

Geo-Fence Offer
As she drives past the retail store, Erin receives a reminder of the VIP event with a scratch-to-win offer via SMS, revealing a 20% off coupon.

Post-Purchase Notification
Erin pays for her items in-store, but opts in to receive a link to her receipt via SMS instead of a paper copy.

Loyalty Account Update
Following her purchase, the retailer sends Erin an update on loyalty points via a push notification from their app.

Return Inquiry
Unfortunately, one of Erin's items needs to be returned, so she uses 2-way SMS to communicate with a customer service representative about how to return her purchase.

Post-Purchase Offer
As a loyal customer, Erin receives a special credit card offer for VIP shopping discounts via the retail app, continuing her journey with her favorite retail brand.

Survey Request
Shortly after the interaction, she receives a survey request via email, prompting her to rate her customer service experience. She receives a 10% discount for her participation.

Syniverse®
We make mobile work