Succeeding with Wireless: Nine Recommendations

By:

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Mobile technology holds the potential to be the next major breakthrough in business functionality. How can corporations leverage this new technology wave to improve business processes and interactions with customers?

The Concours Group is often called upon to help companies capitalize on the mobile business marketplace. If you're truly interested in being successful in this market, don't jump headfirst into the unknown. Here are some recommendations based on a recent research report from Concours entitled, "Doing Business in a Mobile World," that will help foster success.

1. Determine your mobile market space position. The market space is a set of services that operate independently and simultaneously, increasing value to each other, and needs to be complete to create value. Misunderstanding where you fit in this intricate web can be fatal.

2. Determine the threats of mobile technology against your current business platform. Mobile technologies can pose a challenge to existing businesses, especially in financial and information services, but can also provide new revenue streams and services.

3. Understand how customers use your services. The technical limitations and personal way in which mobile devices are used mean that service offerings have to be designed "from the user out."

4. Do not let mobile initiatives depend on huge bandwidth. Focus on functionality – the ability to always be connected, to capture data, to identify the user.

5. Build your service so the right information finds the right user. Unlike the Internet, users won't have the tools and time to search. Keep customer profiles to make services instantly accessible, in ways that speak specifically to each individual customer.

6. Design your services around the users "personal technical architecture". What devices are they willing to carry around, what will fit into what they are already carrying?

7. Don't wait for one true global standard. Develop services that can later be evolved from current network technology in order to achieve compatibility with overlapping communications standards.

8. Focus on many-to-many communication instead of only two-way communications between you and your customers. The real payoff often comes when the customers can communicate with each other, and the company can take a cut.

9. Loosen controls. Do not apply the same controls on mobile technology that you would on stationary technology. Mobile technology is intensely personal and social, thus not well suited for *a priori* decisions about appropriate use. Don't hamper innovation and use by barring employees from calling their spouses or storing personal information. By using mobile technology to coordinate their work and private lives, people will be more productive.

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