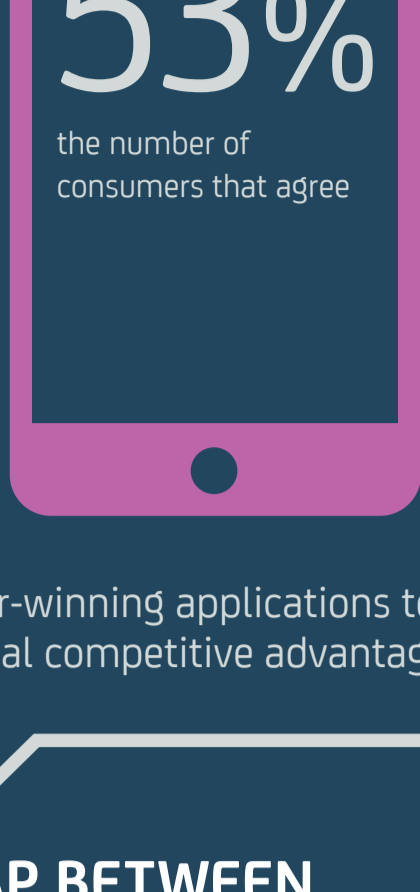
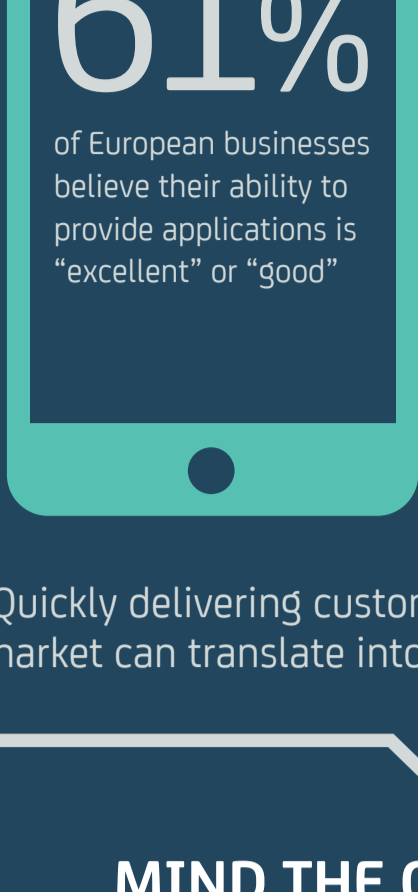


# MIND THE GAP

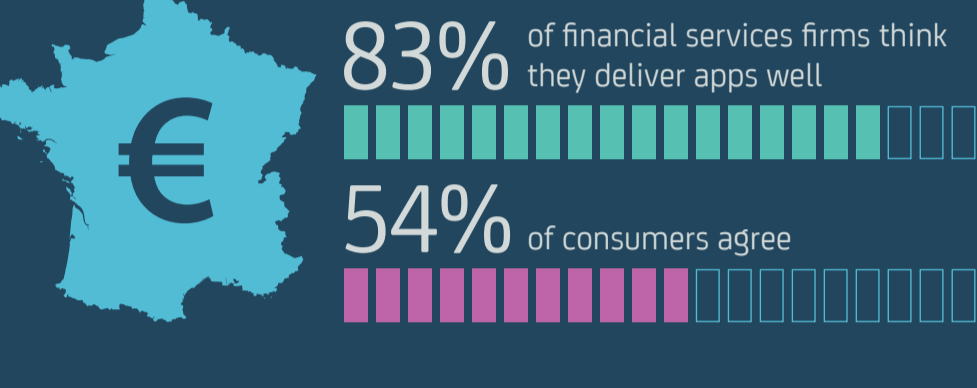
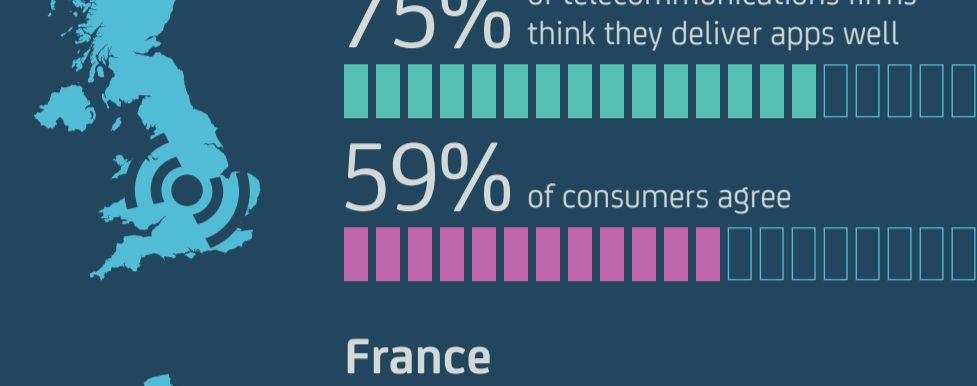
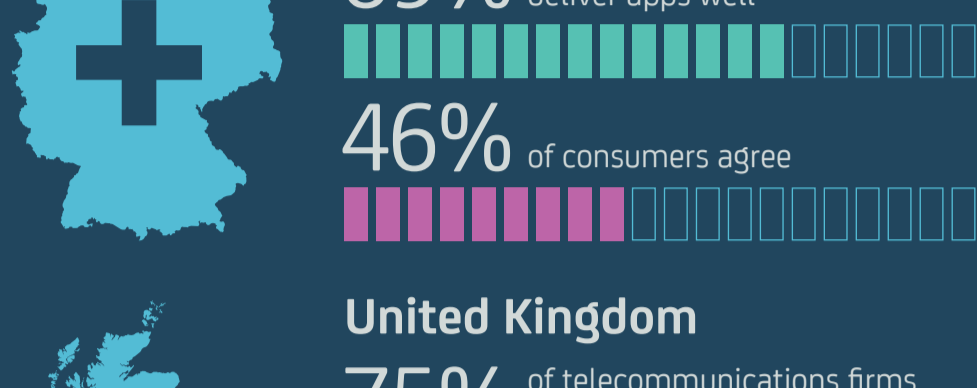
BRANDS FAILING TO UNDERSTAND CUSTOMERS' NEEDS IN THE APPLICATION ECONOMY

## MIND THE GAP BETWEEN WHAT CONSUMERS WANT AND WHAT EUROPEAN BUSINESSES' DEVELOP



Quickly delivering customer-winning applications to market can translate into real competitive advantage

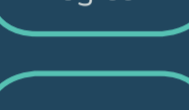
## MIND THE GAP BETWEEN COUNTRIES AND INDUSTRIES



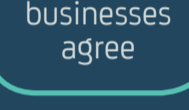
## MIND THE GAP IN CUSTOMER LOYALTY

European businesses don't understand what consumers want from their applications, with alarming implications for customer loyalty.

Apps should make consumers lives more convenient



It's important that an app allows for more complicated functions in less time



Businesses must realise that consumers simply want an app that is quick, secure and delivers on its promise—without much effort on their part. Unless businesses recalibrate now, they risk pouring resources into applications that don't resonate with consumers.

## SOFTWARE IS THE NEW BATTLEGROUND FOR BRAND LOYALTY

European brands risk losing 25% of their customers through a poor reliability app



6% of consumers would never return to a brand and 19% would leave it temporarily



58% say their tolerance for technical issues impacts a decision to use an app



47% have dumped an app for another brand due to a better service

Businesses need to change their development: apps have to fire up instantly, quickly solve consumer problems and work intuitively

## SIX SECONDS TO GET IT RIGHT



If European consumers' needs aren't met by an app in six seconds, 59% of EMEA consumers will leave it, possibly forever

**Germany**  
**87%** of consumers expect an app to load in less than six seconds

**6 secs**

**United Kingdom**  
**40%** expect an app to load in less than one second

**1 sec**

**France**  
**71%** expect an app to load in less than six seconds

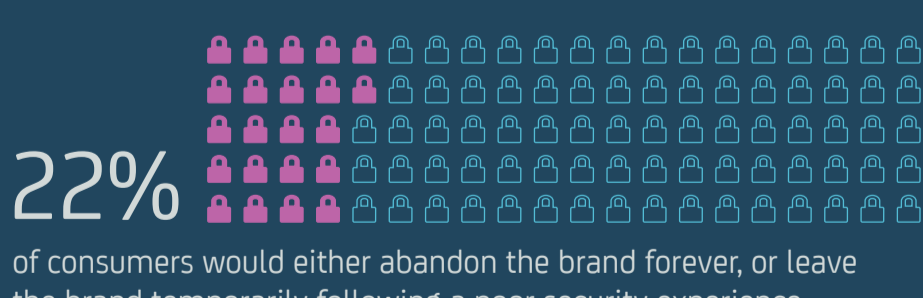
**6 secs**

**Italy**  
**50%** expect an app to load in less than three seconds

**3 secs**

## MIND THE SECURITY GAP

While the application economy increases opportunities, it also increases the threat landscape



CONSUMERS ARE NOW THE DISRUPTORS—DRIVING INNOVATION—AND BUSINESSES MUST INVEST IN FINDING OUT WHAT THEIR CONSUMERS WANT. COMPANIES THAT ALIGN WITH CONSUMER NEEDS WILL FLOURISH.

# LEARN MORE ABOUT THE GAP

You can learn more about *"The Global Consumer/Business Leader Application Experience"* study, sponsored by CA Technologies and conducted by Zogby Analytics, [here](#).