



# 7 REASONS WHY YOUR BUSINESS OR ORGANIZATION NEEDS A MOBILE APP AND HOW CLEVER CODING CAN HELP

## WHO IS CLEVER CODING?

We are an app development company dedicated to delivering high quality custom apps that are built to scale from the ground up using current industry standards.

- Native iOS Apps
- Native Android Apps
- Responsive Web Apps
- Highly Responsive - Light Weight - Scalable Cloud APIs



### 12 Years

Founded in 2008



### Senior Developers

15+ Years experience



### Experience

400+ Projects



### Customer Focused

Customers come first



### Long Term Partnership

5+ Avg year partnerships



### Limited Projects

4-5 Active projects



### Reason #1

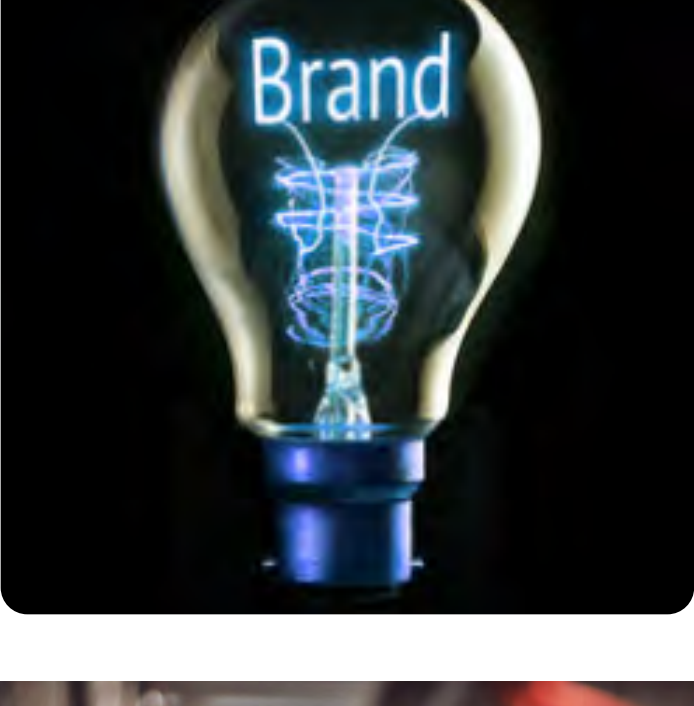
#### Increased Visibility

A user spends on average 162 minutes on his/her smartphone every day. Having a mobile app readily available for a user to scroll through will not just increase your business viability, but will literally help your business to grow.

### Reason #2

#### Create Customer Loyalty

One of the most important reasons to build a mobile app for your business is customer loyalty. A mobile app allows a business to directly communicate with its customer. In-app purchases, ads, and promotions have a greater impact on the customer as compared to roadside banners, social media ads, and email marketing.



### Reason #3

#### Better Brand Recognition

When it comes to products and services, you want your brand to be the first thing that a customer recalls. A mobile app will extensively help you create this brand awareness. The more engaged a customer is, the more inclined he/she is to buy your product and/or service.



### Reason #4

#### Direct Marketing Channel

Gone are the ways of the old marketing methods. A mobile app can do all of this for your business. Through displaying information, booking, accounts, images and more, a mobile app features them all. It allows you to direct a customer to a set of predetermined information (including promotions).

### Reason #5

#### Rise In Profits

Customer satisfaction is directly related to sales. To increase your customer satisfaction will typically increase your sales as well. These days having a responsive website is a must. If you launch a mobile app for your business, you'll see an exceptional rise in your sales and profits.



### Reason #6

#### Increased Accessibility

It's almost impossible to reach target clients at the same time in different places. By having a business mobile app, it offers greater exposure on different mobile devices at any given moment of time. It will also allow you to send push notifications to your users at any given time which encourages users to use your app.



### Reason #7

#### Better Customer Service

Mobile apps are game changers that offer next level customer service. Over a billion people have mobile devices in their arms reach at any given time. Businesses have realized the importance of mobile devices and other mobile channels in attracting new customers. By having this platform you can engage and help support customers which gives them a better user experience overall.

### Contact Us

To get more information and speak with a sales professional about what Clever Coding can do for you and your business, please reach out either through email or phone.



✉ [contact@clevercoding.com](mailto:contact@clevercoding.com)

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🕒 Mon - Fri 9:00 am - 5:00 pm