

## **Tablet and Smartphone Customers Could Bring Holiday Sales Results**

By Ken Kraetzer, Vice President, CBSI

Participants of the Mobile Marketing Summit in New York City on September 8<sup>th</sup> learned that smart phone and tablet computer owners are likely to spend more during the holidays than those people without such devices.

In looking at “Anticipated Holiday Spend “ of cell and tablet users, Joy Liuzzo of Insight Express indicated that 31% of Tablet Owners will spend more than \$501 compared with 24% of smartphone owners and just 18% of regular phone owners.

Moreover, the Summit demonstrated that men were more likely to use their smart phones in grocery stores (68%) and electronic stores (57%) while women were more inclined to use their devices in clothing department stores (57%). In malls and restaurants, both men and women frequently use their mobile phones and smart devices to review meal options and reservations (more than 62%).

In-store searches and information gathering is also gaining momentum. More than 60% of customers will check reviews and compare brands on their mobile phone before seeking out a salesperson. Taking a picture of an item to send to someone else for review was presented as the top use of a mobile phone while shopping. Other key uses for mobile devices were to search for reviews and scan bar codes for price comparison. Most telling, 11% of customers anticipate being able use their mobile phone to pay for a purchase at a cash register even though very few offer such capabilities today.

Given the increased presence and use of smart phones, Issuers can apply several strategies designed to keep card usage top-of-mind for holiday shoppers:

1. Provide an extended warranty benefit, doubling or more the warranty on cell phones, tablets and other electronic hard goods bought on the account.
2. Provide a price guarantee in the event a covered item goes on sales soon after your customer makes a purchase.
3. Consider offering an on-line service which provides locations of merchants which have items on their shopping list and the latest prices for those items.
4. Holiday travel is a big spend area so provide special travel offers and protections.
5. Be in touch with your customers to remind them of the benefits that they have. Use fourth quarter statements and website space to remind them of the special programs you are using.

Next year the big draw could be the ability to use your smart phones and tablets to speed your way through holiday checkout lines.

For more information on how CBSI can help your company implement some of the listed strategies, contact us at [info@cbsiservices.com](mailto:info@cbsiservices.com).