



Traveler Survey Says: A Multi-Device, Cross-Channel Mobile Strategy is Essential

A KONY
WHITE PAPER



Summary:

A survey in mobile users' travel habits indicates widespread usage of mobile devices in planning leisure trips.

Users of travel websites and dedicated applications are using mobile devices to access services and information. Mobile and smartphone users' demand for expanded services represents a significant opportunity for boosting travel service provider commerce.

Mobile device users expect the same reliability on their phones as they experience on their computer web browser. Because of the wide range of devices, operating systems and mobile applications and the reality of frequent OS updates, comprehensive deployment of a mobile application can be difficult. Mobile users are both demanding and unforgiving of any malfunction or frustration with a mobile application.

Some of the world's top travel organizations have leveraged Kony's mobile application platform to create feature rich, future proofed mobile applications.

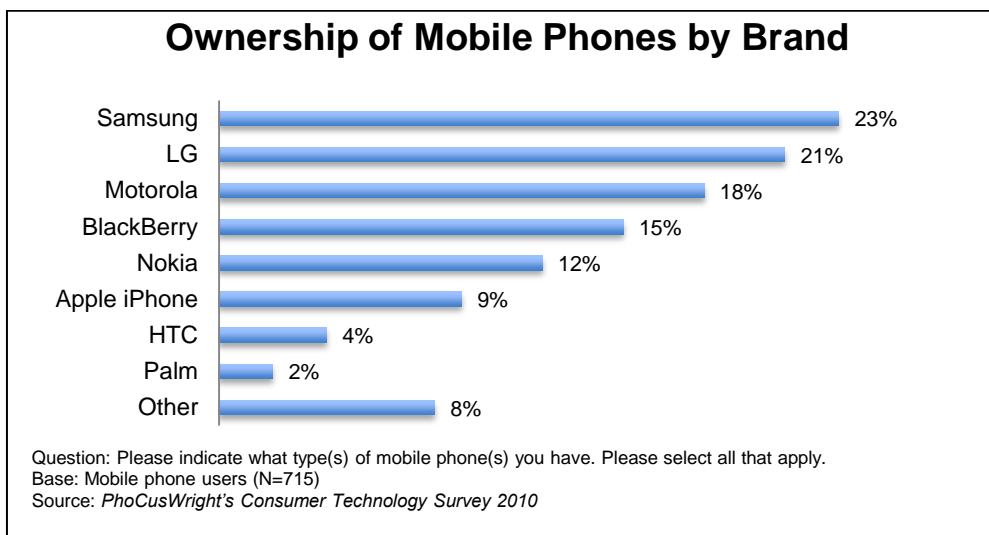
Travelers who use mobile devices surveyed

In May 2010, PhoCusWright, a travel industry research authority, and Kony asked 792 leisure travelers who use mobile devices or online services about their usage habits, opinions and attitudes towards travel web sites and dedicated applications. Not surprisingly, these travelers are active users who very often use their mobile devices to access information, plan trips and reserve and pay for travel-related purchases. The survey respondents were representative of the U.S. general population.

Travelers surveyed were 47% male and 53% female, 18 years of age or older and must have stayed overnight in paid accommodations (e.g.: hotel, bed & breakfast) located at least 75 miles away from home or traveled by airplane for leisure in the past 12 months. The travelers surveyed had to have played an active role in planning their trips and they had to do at least some of the travel planning online.

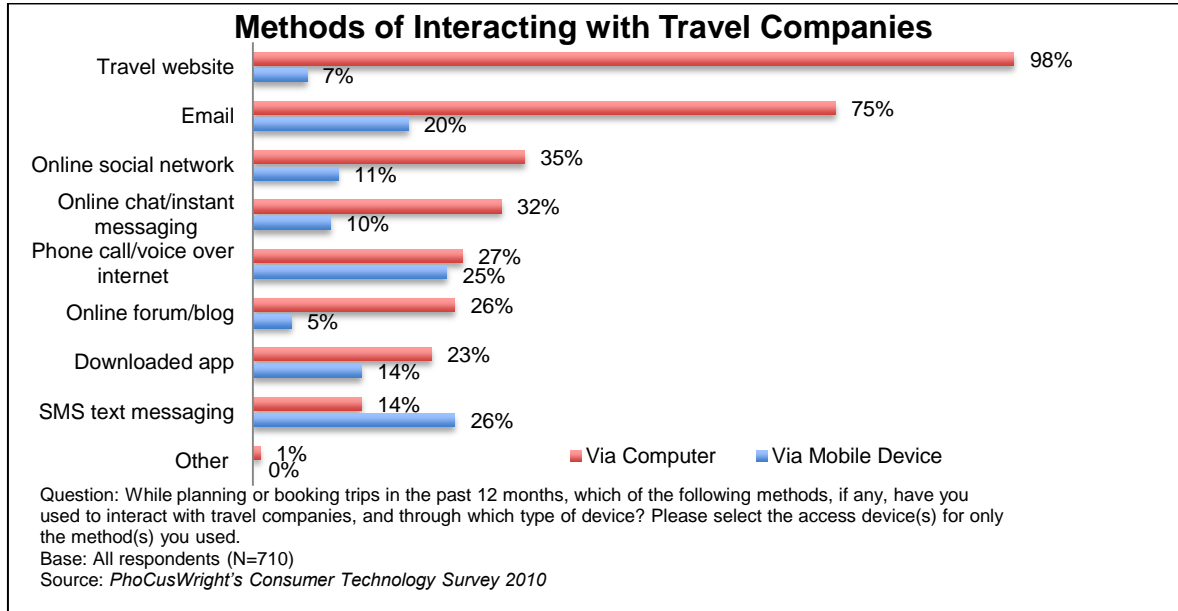
What these travelers told us

While slightly more than 90% owned mobile phones, no one brand counted for more than 23% of the mobile phones they owned.



Of these mobile phone users 64% owned feature phones and 43% owned smartphones. Touch screen users outnumbered non-touch screen smartphone users by about 10%. In fact, the single dominant feature of the mobile landscape would seem to be its diversity; dozens of mobile device types, running an unknown number of OS versions make up the installed user base. Over 50% of users between 18 and 44 described themselves as early users of new technology, the kind of user who inspires new application development.

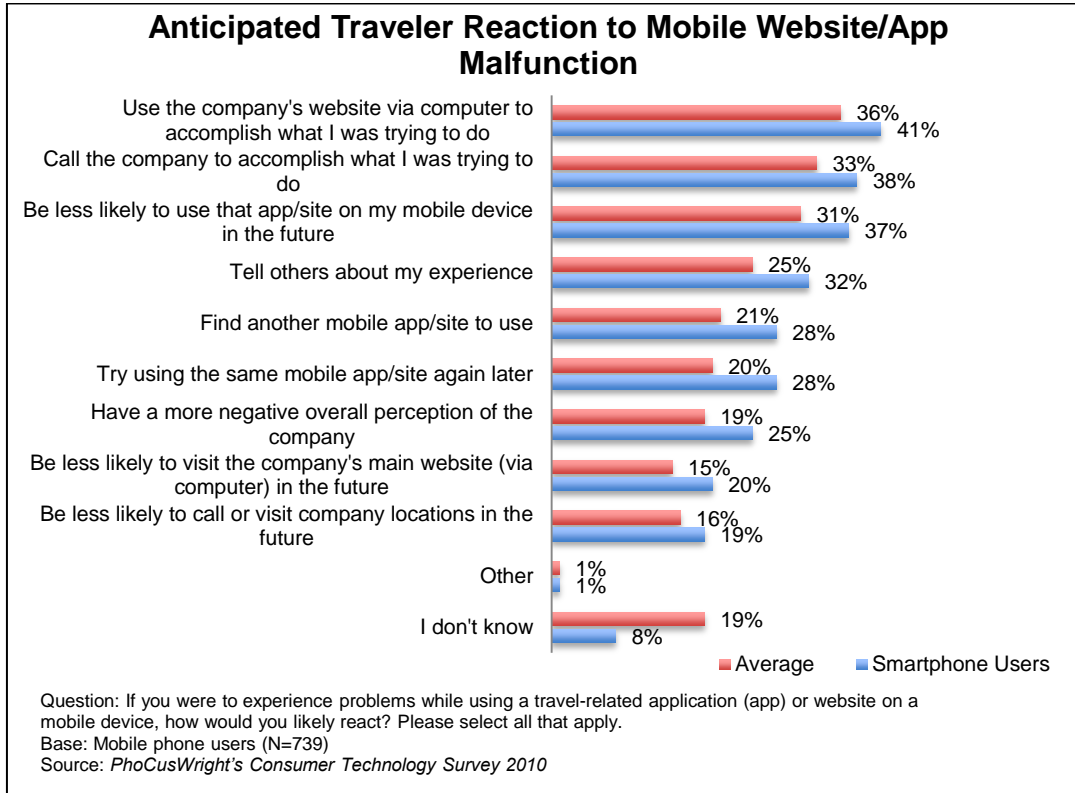
The respondents also told us how they interact with travel companies and a similar diversity was apparent. 98% visited a travel web site on their computer and 7% on a mobile device; 75% used email on a computer, 20% on a mobile device. Phone calls/voice over internet were statistically even between computers (27%) and mobile devices (25%). SMS text messaging showed 26% of travelers using a mobile device compared to 14% using a computer.



What happens when something goes wrong? Traveler reaction to mobile website or application malfunction

When smartphone users were asked how they would likely react to a malfunction on a mobile website or application their answers were revealing. 41% said they would switch to a computer to visit the company’s website, 38% said they would call. But 37% said they would be less likely to use that application or site again and 28% said they would find another mobile app or site to use.

Even more troubling for a brand considering an entry to the mobile travel market are the 25% of survey respondents who reported that they would have a more negative overall perception of the company and the 19% who said that they would be less likely to call or visit company locations in the future. 32% of smartphone users said that they would tell others about their negative experience.



Carroll Rheem Director, Research, PhoCusWright said “These findings reinforce the importance of creating a strategic, sustainable mobile offering from the start. Working with a vendor that has a proven track record of success can help companies avoid these potential pitfalls”

Mobile application development: complex and demanding

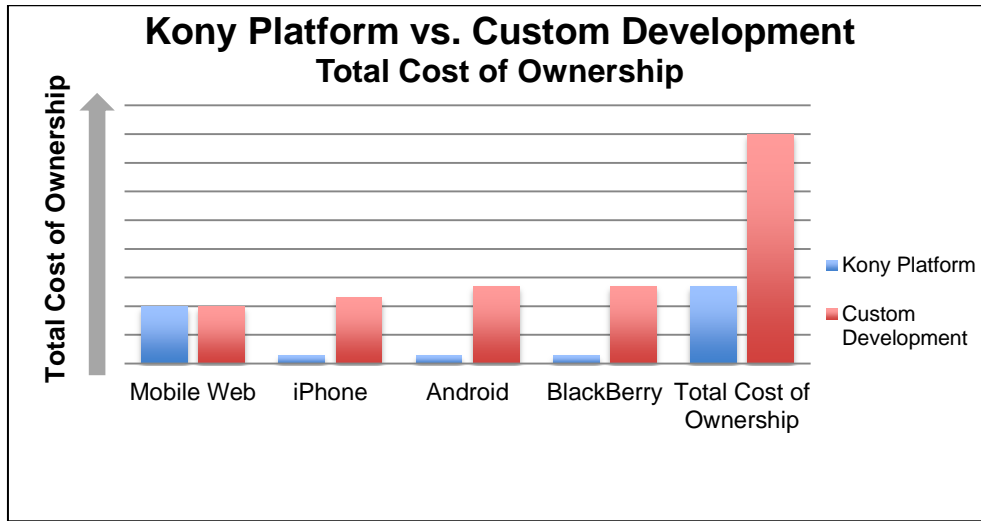
The wide range of mobile devices and the unforgiving nature of the customer base means that success in the mobile travel marketplace depends on delivering a high quality user experience on every type and version of mobile device. But the task of developing software to deliver on this expectation is logistically challenging.

People expect their mobile applications and websites to work, period. Since there are a lot of choices they will simply try a different way to get to their desired result.

“Mobile proliferation is changing the way consumers interact with travel companies. They have come to expect the same level of service from mobile applications that they do from any other engagement with a brand,” explained John Stewart, vice president of technical services for Kony. “In order to offer the best possible brand interactions to consumers, travel companies should leverage technologies that provide them with rich mobile applications and ubiquitous deployment options across the entire breadth of channels and operating systems available, while also offering secure, supported hosting services.”

Developing cross platform applications and delivering them to the market simultaneously requires enormous internal resources. Which is why a number of Fortune 500 companies have trusted Kony to bring them an integrated application development platform that allows them to concentrate on their customer’s demands while Kony’s “Write Once, Run Everywhere”

technology takes care of the cross platform development, testing, deployment, maintenance and secure hosting of their application, while providing “future proof” OS updates automatically.



About Kony

Kony enables enterprises to offer consumers and employees feature-rich mobile applications in less time and at lower costs than any other solution. Leveraging a Write Once, Run Everywhere single application definition, applications are designed and developed just once, in a device-independent manner, and deployed across multiple channels, including native applications, device-optimized mobile web, SMS, web gadgets, kiosks, and tablets. Kony’s unique platform is proven to future-proof a company’s mobile investment by enabling applications to be changed once for all channels, ensuring faster adoption of new operating systems and standards as they are introduced, while eliminating maintenance, upgrade and future development costs.

For more information, please visit www.kony.com. Connect with Kony on Twitter, Facebook and LinkedIn.



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