



The 5 Key Trends Shaping Application and Business Performance

Based on the App Attention
Index 2019



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The 5 Key Trends Shaping Application and Business Performance

Context

Demand for digital services continues to grow around the world, spurred by the rise of mobile and the proliferation of applications that run nearly every aspect of our lives. From Uber and Amazon to Airbnb and beyond, brands have formed intimate bonds with consumers through outstanding digital experiences. But in today's on-demand world, those experiences are only as good as the applications that deliver them. That's why, when performance issues strike, they don't just pose a challenge to the IT department, but to the broader business as a whole.

As part of our ongoing analysis into the phenomena influencing modern application and business performance, we've leveraged our annual App Attention Index research to synthesize five key trends that should be top of mind for innovation leaders in the year ahead.

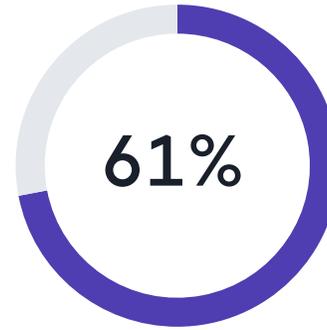
About the App Attention Index

The [AppDynamics App Attention Index 2019](#) explores the latest trends in consumer attitudes, behavior, and expectations with regard to digital services. The third in a series, this report benchmarks against the previous report, produced in 2017, and examines how increased use of digital services is altering the way consumers view brands and make purchasing decisions. It considers the implications of these changes for businesses, both today and in the years ahead.

The research included interviews with more than 7,000 consumers, including 2,000 interviews in both the United States and the United Kingdom, and 1,000 interviews within Germany, France and Australia. The research was conducted by Insight Avenue in March 2019.

The information in the slides that follow are pulled directly from App Attention Index research.

1. People use digital services in almost every aspect of their lives.



The percentage of consumers that say they reach for their mobile phone before talking to anyone else when they wake up.

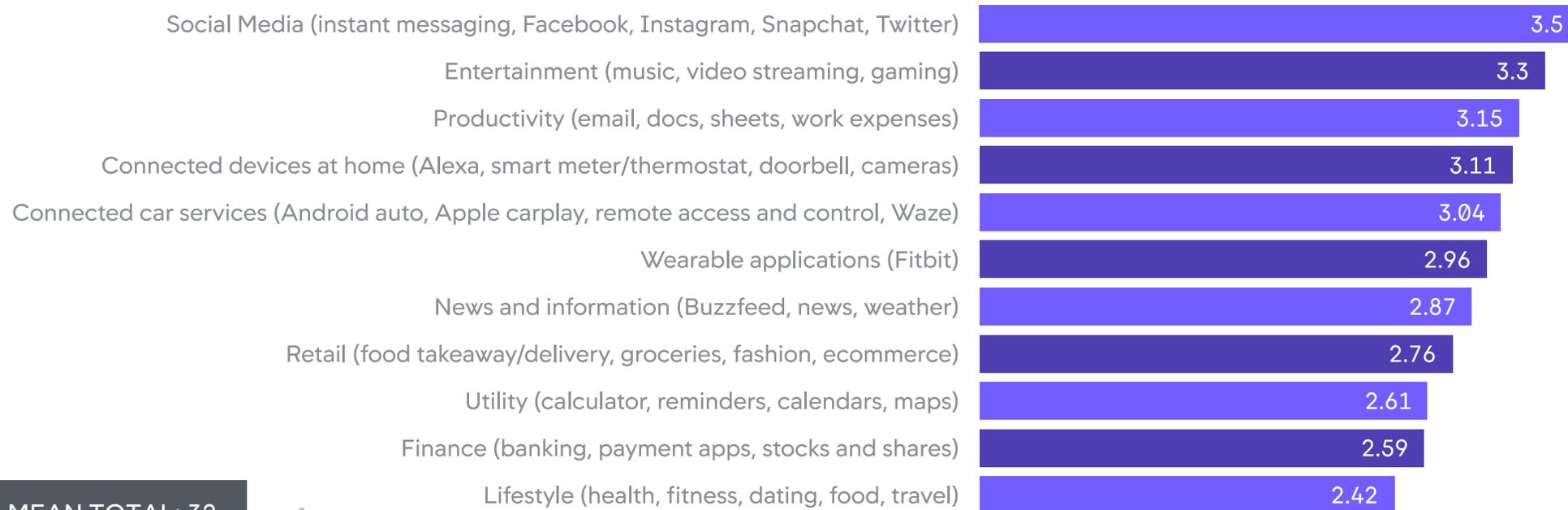


On average, people are using **32 digital services every day** -- *4x more than they realize.*



Actual daily usage by digital service type

In the context of an average day, we asked consumers how many of the following types of digital services they might use.



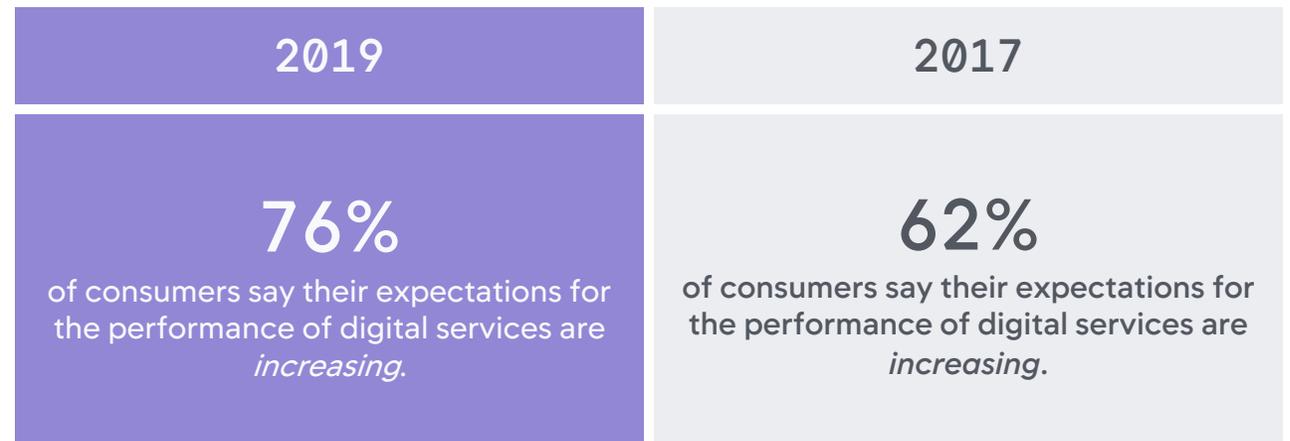
MEAN TOTAL: 32



2. Expectations for the customer experience, application availability, and performance are growing.

As our Digital Reflex grows stronger with each passing year, people's expectations for app performance have evolved dramatically. What does this mean for your business? It's time to elevate the status of performance monitoring from "IT issue" to core business health metric.

Over the last 2 years, consumers say their expectations for digital are rising.



Almost half of all consumers want brands to recognize their loyalty.

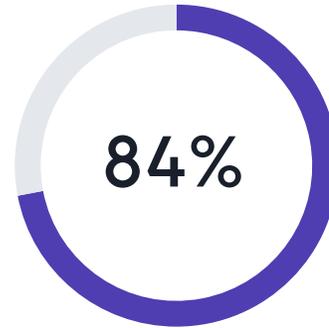
And, when it comes to recognition via loyalty and reward programs, personalization, and other elements of the customer experience, it's clear that attitudes are shifting as the Digital Reflex becomes stronger.

DIGITAL SERVICE AND BRAND EXPECTATIONS

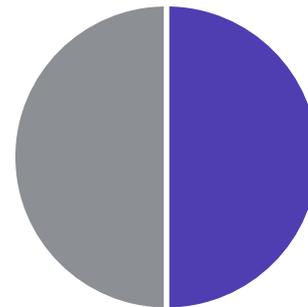
What do you expect from the digital services and brands you use?



3. Half of all consumers would pay more for better digital experiences.



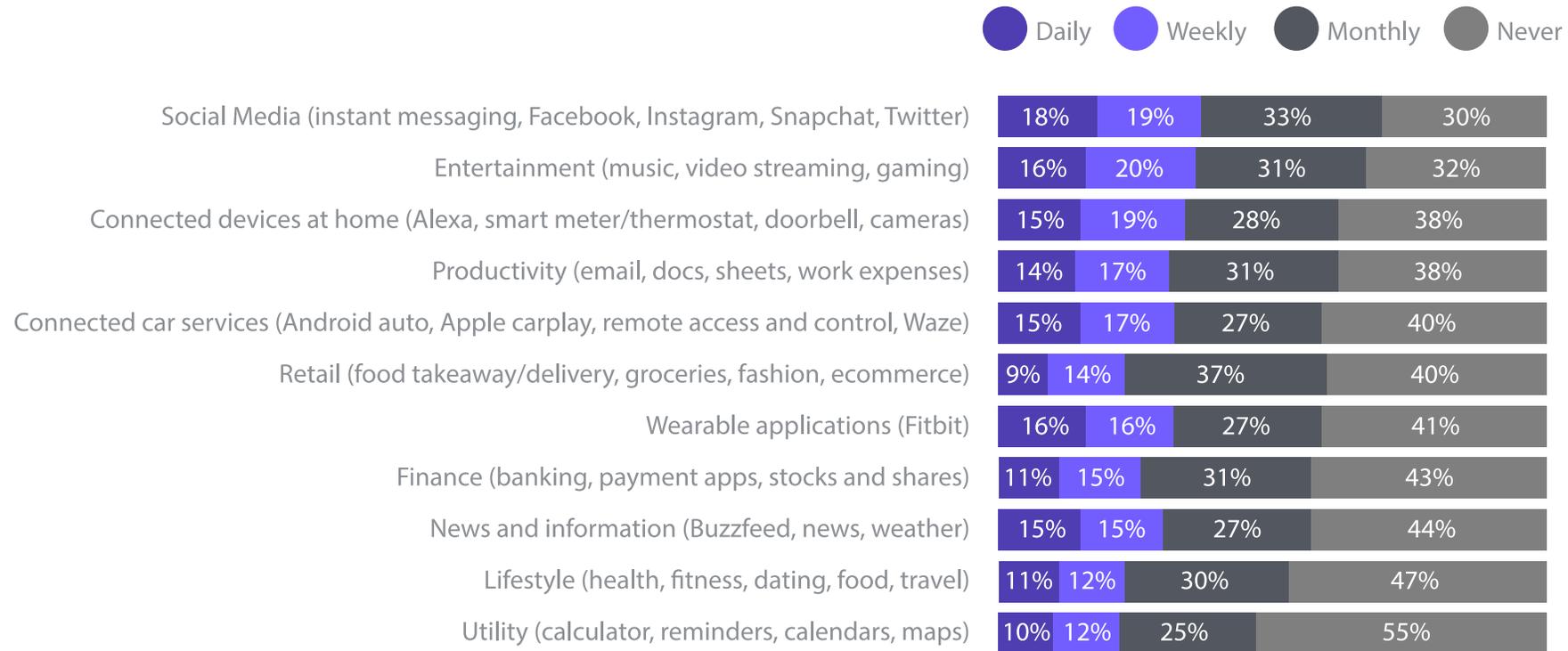
Percentage of respondents that experienced problems with digital services in the last year.



50% of those surveyed would be willing to pay more for an organization's product or service if its digital services were better than a competitor's.

Frequency of performance problems

Consumers were asked how frequently they have problems and get frustrated with the following types of digital services.



4. Customers have more power — and more choices — than ever before.

When performance problems impact the customer experience, the outcome can be disastrous for your company's brand and online reputation. That's because today's consumers have the ability to take to social media and review sites to share their dissatisfaction, sometimes before they notify a company of an issue (if they do at all).

AppDynamics research reveals that:

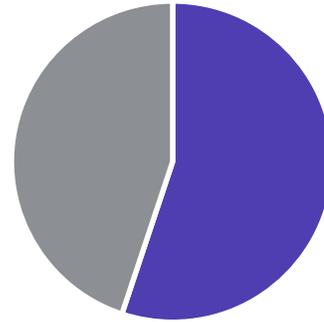
83%

of customers who experience problems with digital services *never notify a brand* or give them a chance to make things right.

63%

of consumers actively try to discourage others from using a service or brand if they have a bad digital experience.

5. More than half of consumers place higher value on digital interactions.



54% consumers we surveyed said that they place higher value on the digital interactions they have with brands.



In the age of the Digital Reflex, most brands will likely benefit from elevating performance issues from mere “IT headache” to business priority.

So, how can businesses leverage these trends to inform their application performance strategy?

In our digital-first world, where application loyalty is brand loyalty, here are three steps businesses can take to create amazing digital experiences and, ultimately, drive better application and business outcomes:

1. Focus on application performance.

To deliver better digital experiences, implement a robust application performance monitoring (APM) solution to monitor digital services.

2. Leverage an AIOps approach.

An [AIOps approach](#) leverages the power of artificial intelligence, automation, and APM to help you get take care of performance issues before they become customer-impacting problems.

3. Connect application performance to business outcomes.

Using [technology that correlates application performance](#), user experience and business outcomes allows organizations to improve decision-making and take action based on real insight.

Want more insights on consumer trends and digital experience?

▶ [Download the full App Attention Index 2019](#)

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The Era of the Digital Reflex

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