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

61% of European businesses believe their ability to provide applications is "excellent" or "good".

53% of the number of consumers agree.

France: 83% of financial services firms think they deliver apps well.

54% of consumers agree.

United Kingdom: 75% of telecommunications firms think they deliver apps well.

59% of consumers agree.

Germany: 69% of healthcare firms think they deliver apps well.

46% of consumers agree.

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

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

Apps should make consumers' lives more convenient.

63% of consumers agree.

77% of businesses agree.

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

62% of consumers agree.

79% of businesses agree.

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

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

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

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

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.

Software is the new battleground for brand loyalty.

SIX SECONDS TO GET IT RIGHT!

69% of consumers expect an app to load in less than six seconds.

87% of consumers expect an app to load in less than one second.

71% of consumers expect an app to load in less than six seconds.

50% of consumers expect an app to load in less than three seconds.

MIND THE SECURITY GAP

22% of consumers would either abandon the brand forever, or leave the brand temporarily following a poor security experience.

40% of consumers state that security was 'fair' or 'poor' forty percent of the time they use apps.

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