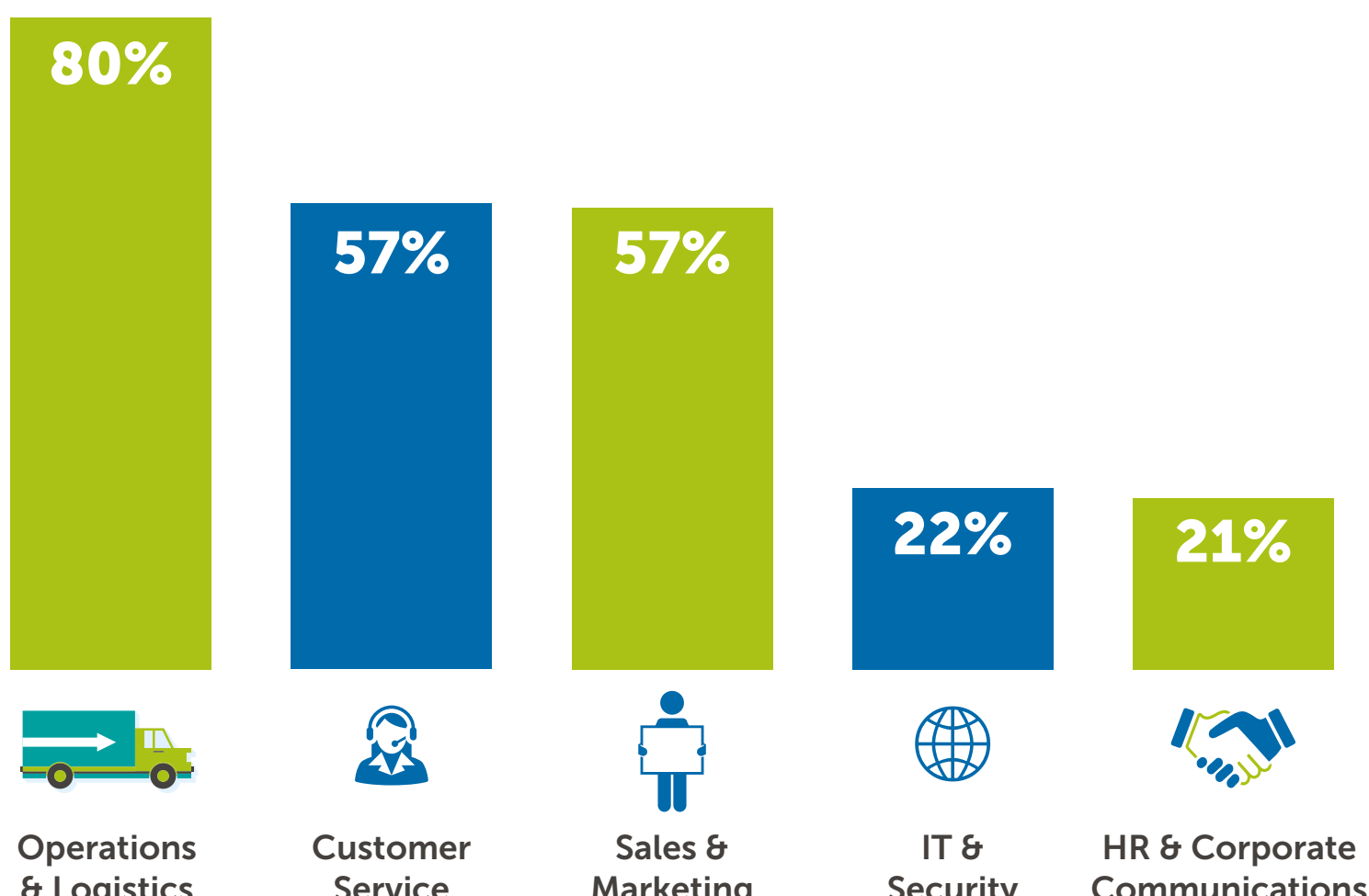


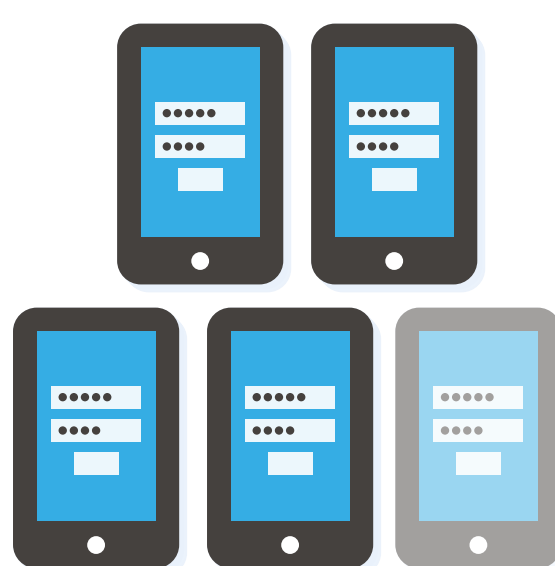
# Mobile in Logistics

Business areas that would benefit the most from **mobile engagement**

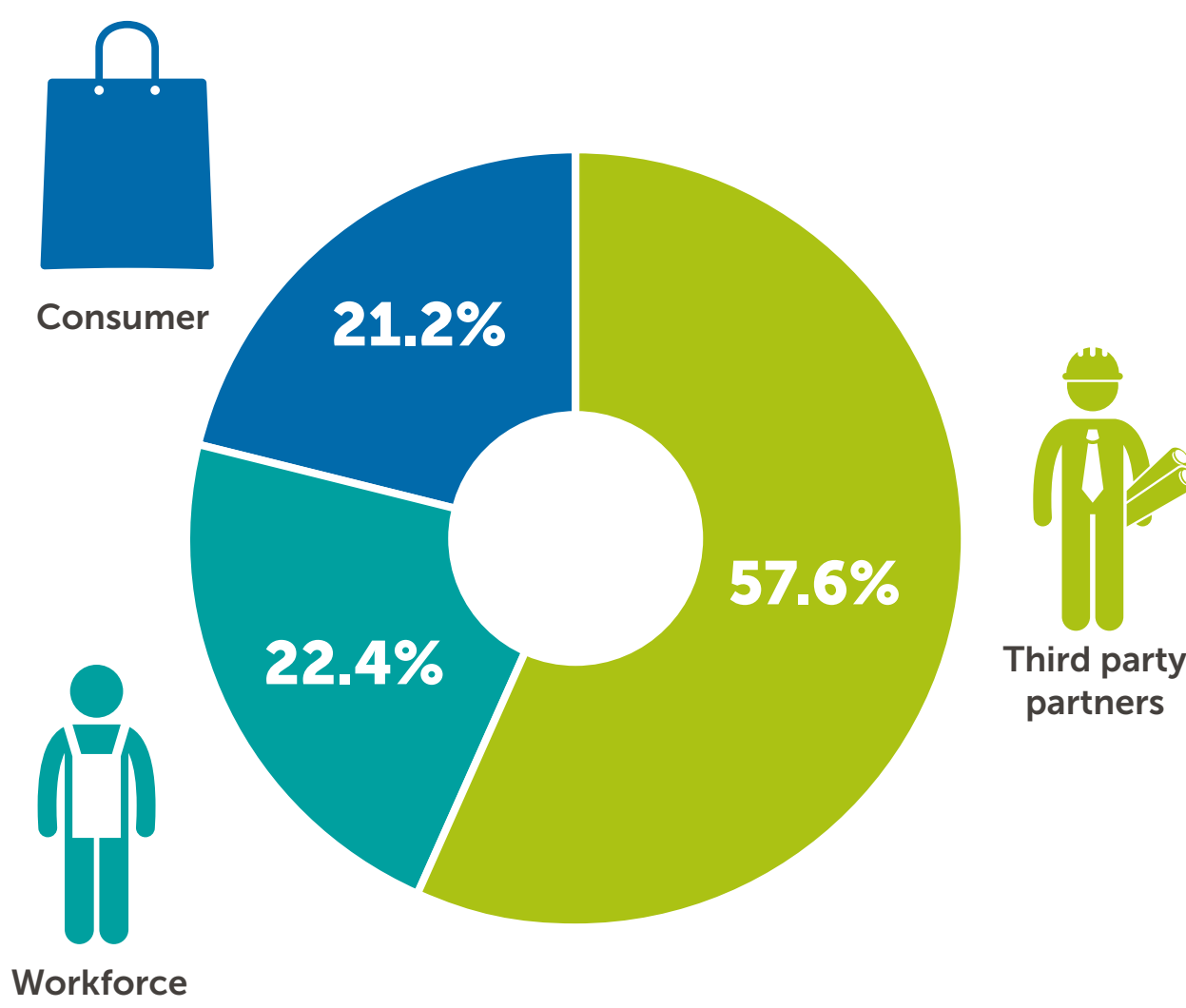


Do you see your business further investing in mobile solutions in the next **12 months**?

The majority of respondents believe that **4 out of 5** logistics interactions could be replaced by an automated communication on the mobile phone.



Which audience do you think is going to **benefit the most** from being engaged through the mobile channel?



How important is investing in mobile with regards to improving your operations effectiveness?



**93%** think the value of mobile engagement will increase within the next 3 years



What is the key challenge you are faced with in your position/job?

