Customer Service in a Smartphone World

Sixty percent of U.S. households do not have a landline, just a smartphone. In a nation of 330 million people, there are 276 million smartphones. Is it time to transition to a mobile-first customer service strategy?

With smartphones, users can access all the service channels—voice, chat, apps, even video—on one device. The challenge for many organizations is to redirect their customer support efforts to leverage this undeniable device preference among the majority of consumers.

Contribute to this Best Practices special section and give our engaged readers your take on how to make the transition to a mobile-first customer strategy.

**Roundtable Date:** December 1, 2021

Published in March **CRM** magazine | **Content Due:** February 14, 2021
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