Article Side
Effects of application tracking system in mobile telephone technology by Jay Donaldson

Article published on March 29th 2012 | Computer

Application tracking solutions have become an important means for companies to track and carry out research for mobile business decisions. Nowadays companies may utilize mobile phones as the primary source of data collection from their end customers. The reason is that mobile devices have made it faster to carry out research on current market trends and satisfaction through Voice of Customer surveys. Application tracking systems are used by mobile service providers to carry out their data collection from their mobile applications and manage the customer experience. As the popularity of applications continue to grow so will the need for keeping customers happy and managing the Quality of Experience of the end user.

Application tracking solutions have greatly emerged as the preferred tool of communication between various mobile service providers and their intended target which is the consumers. The main reason for this preference is because of the speed and relative ease of carrying out mobile phone research and surveys. There are many application tracking system providers and it is now easier to find them through the internet. Mobile phone market research has overtaken online surveys as the foremost means of conducting research. This has been brought about by the extensive penetration of smart phones into the market while access to internet may not be possible otherwise. The immediate response that comes with use of the mobile phone to carry out research has also contributed to the success of this market analysis tool.

There has been a transition of the capabilities that were once only available on the internet to the mobile phone and this fact has not been lost to market researchers. The use of application tracking systems to carry out research is richer in terms of gathering information than the simple two-way text message. Application tracking solutions are used by product and service providers to get information on the general market response with respect to what they have to offer. The fact is that there are three times as many mobile phone subscriptions than there are internet connections points in the world with the potential of such an unlimited wealth of information it is no wonder why mobile analytics solutions are the chosen market research tools.

The mobile phone is supported with a global network infrastructure that can deliver massive volume of traffic seamlessly and this means that market researchers can reach as many people as they want and be able to access a huge wealth of information. Application tracking solutions bridge the gap between market researchers with the intended target which is the consumers who have mobile phone subscriptions. Use of application tracking systems provides researchers with a simple, fast, reliable and unobtrusive means of gathering market information.

Mobile phone application tracking systems have unlimited potential as market research tools and their use is expected to grow by leaps and bounds in the coming years. There are many companies which offer application tracking solutions and therefore customers can choose the ones which best suit their needs.

Article Source:
http://www.articleside.com/computer-articles/effects-of-application-tracking-system-in-mobile-telephone-technology.htm - Article Side

Jay Donaldson - About Author:

For more information about voice of customer Please visit http://www.cem4mobile.com/ and also visit our blog http://mobile-customer-experience-management.blogspot.com

Article Keywords:
voice of customer

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!