

# MOBILE APPLICATIONS AND PAYMENTS



Enhancing customer service, increasing loyalty, growing revenue, and minimizing expenses have long been key objectives of consumer-oriented organizations. Today these goals are being advanced through mobile technologies found in nearly every consumer market in the world. Representative applications include:



- Mobile eShopping with enhanced product comparison and payment features (e.g. Amazon)
- Geo-tagged local business search sorted by consumer rating, cuisine, price, etc (e.g. YELP)
- Public transit eTicket fare payment systems (e.g. DART)
- Health monitoring and patient medical records (e.g. BlueButton)

Success in this multi-industry phenomenon requires increased awareness of the entire spectrum of mobile technology capabilities (e.g. 4G LTE, encrypted barcodes, NFC). Organizations competing for consumer loyalty are presented with a host of questions like:

- What are the best mobile applications and technologies for my needs today/tomorrow?
- What is the value stream associated with current/future service delivery participants?
- How do we integrate capabilities while minimizing disruption and cost?
- Who will manage the deployment program and ensure it achieves goals?



Charley Kiser, President & CEO of C. H. Kiser & Company, has helped organizations face these kinds of challenges before. Over the last three decades he provided executive leadership and advice to commercial, governmental, and non-profit organizations around the world.

At HP Charley managed executive relationships and IT services for major clients facing industry transformation, market expansion, business start-up, and turn-around challenges. Earlier he led the development of EDS' global service excellence program for large outsourcing arrangements. And in its formative years Charley was Chairman of the PULSE financial network supporting ATM and debit card services for major banks throughout the Southwestern US.

In 2010 Mr. Kiser launched C. H. Kiser & Company, a management consultancy specializing in business and technology strategies that drive extraordinary results. C. H. Kiser & Company is now offering its expertise to health care industry organizations facing the challenges of 2013 and beyond.

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