

THE BEST AND WORST MOBILE APPS FOR BUSINESS EXECUTIVES

Stay productive on the go with the highest-rated apps among 12 million reviews.

By Ben Gray

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The average mobile app quality score of the 130 most popular apps for business executives in Google Play and Apple App Store, as rated by nearly 12 million U.S. consumers.

Apps Span Business And Personal Needs

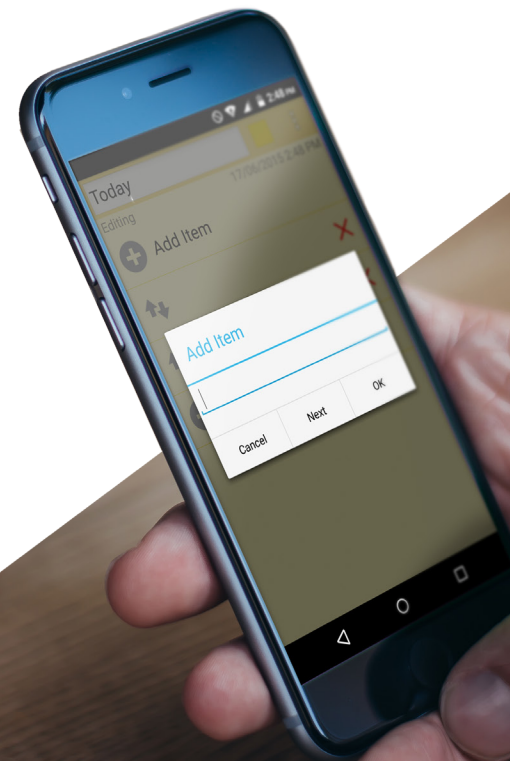
Search the web for “business apps” and you’re invariably greeted with listicles of apps from 2012 or 2013 that no longer exist. It’s because today’s most essential “business apps” have ingrained themselves into people’s everyday work and personal lives. When challenged to deliver the definitive list of apps for business executives, [ARC](#) from [Applause](#) produced an initial list of more than 300 that we ultimately shrunk to 130 to provide clarity and focus to the most-used business apps on the planet.

Ultimately we decided to include apps that help business execs:

- **Communicate.** Apps that span text, IM, voice and video, but expanded to include language learning, translation services and the most popular general messaging.
- **Organize.** All the important apps for organizing your life and enterprise, including calendars, task managers, note taking, scanners, document managers, time managers, reminders, currency converters, mileage trackers, travel organizers, flight trackers, money and bill managers, expense managers, project managers, job search, password managers, accounting and payment managers and social managers.
- **Work.** Any app that makes you productive on a daily basis including office productivity, creative design, CRM, remote meetings, remote access, virtual desktops and apps, customer service, analytics and business intelligence.
- **Secure.** Apps that manage and secure your devices, browsers, data and other mobile apps. Included are antivirus, encryption, antitheft technology, privacy defenders, GPS trackers and enterprise mobility managers (EMM)/mobile device managers (MDM)/mobile application managers (MAM).
- **Forecast the weather.** Because the weather dictates so many decisions in a business person's life from what to wear to travel schedules. We did not include financial forecasting apps because ARC produces a yearly dedicated *[Finance report](#)* on mobile sentiment analysis for banks, expense managers, payments, personal finance and taxes.

We excluded apps that are geared toward:

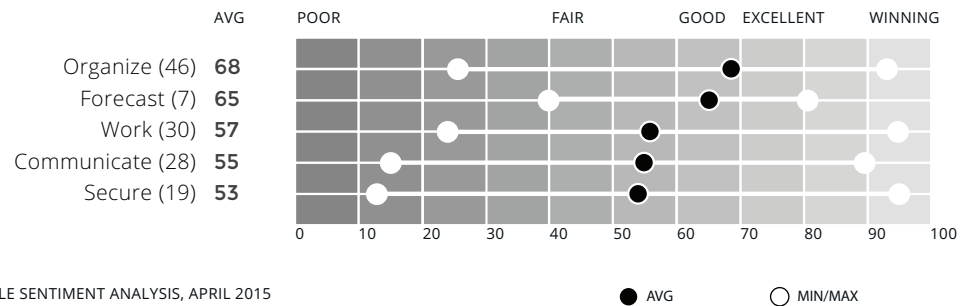
- **Exploration and navigation.** There's no denying that apps like Lyft, OpenTable, StubHub, Uber and Yelp are widely used by business execs when exploring local areas. Later this month, ARC will publish our third annual Travel apps report, which we're expanding to include travel companion, navigation and entertainment apps.
- **Pre-installed iOS apps.** ARC reports surface data on apps available in the app stores. Most of Apple's own apps do not have public App IDs or reviews which means the Applause Mobile Sentiment Analysis engine cannot crawl them to provide analytical scores.
- **Virtual assistants.** Alexa, Cortana, Google Now, Hound, Siri and more are emerging as promising and increasingly useful tech, but they haven't yet achieved the status of must-have tools for business execs.



10 Popular Apps Earn High Quality Marks

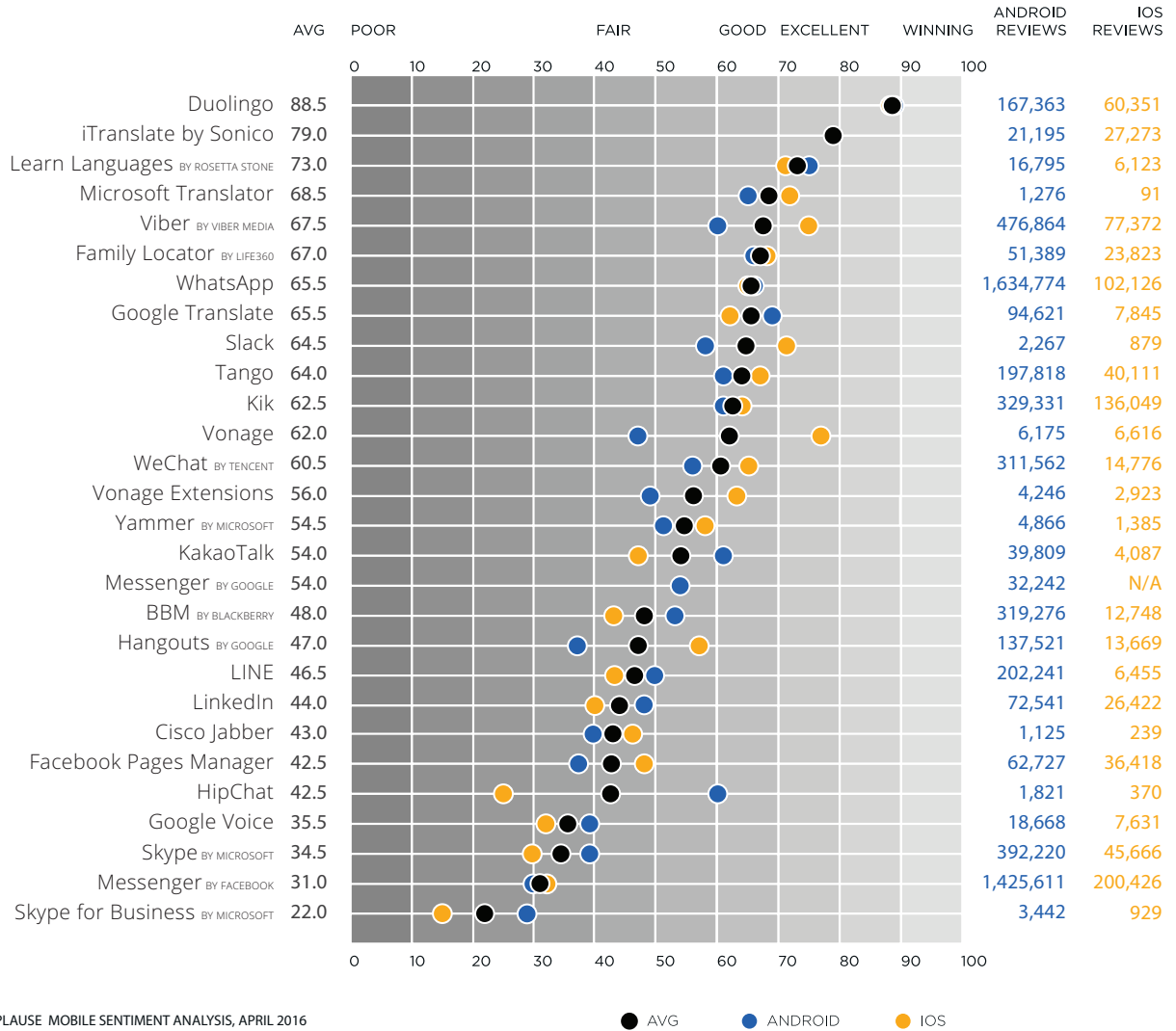
ARC from *Applause* authored this report to help brands understand how U.S. customers perceive their flagship Android and iOS app quality (see Figure 1). These 130 apps, relied on by tech-savvy business executives, earned nearly 12 million app store reviews in total. Apps that made the list contained at least 1,000 aggregate reviews between Android and iOS to qualify for the inaugural Applause Apps For Business Executives Index (see Figure 2).

FIGURE 1: APPLAUSE APPS FOR BUSINESS EXECUTIVES INDEX



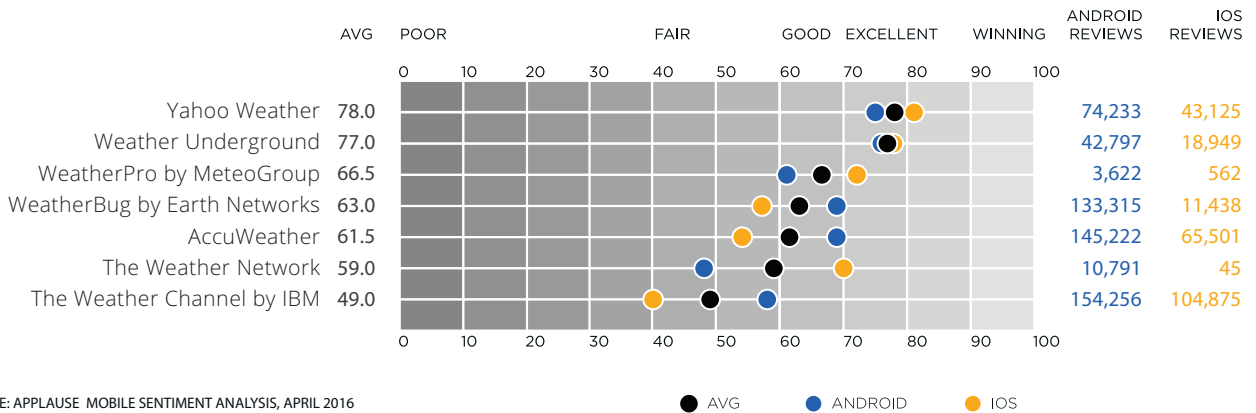
SOURCE: APPLAUSE MOBILE SENTIMENT ANALYSIS, APRIL 2015

FIGURE 2: APPLAUSE APPS FOR BUSINESS EXECUTIVES INDEX - COMMUNICATE



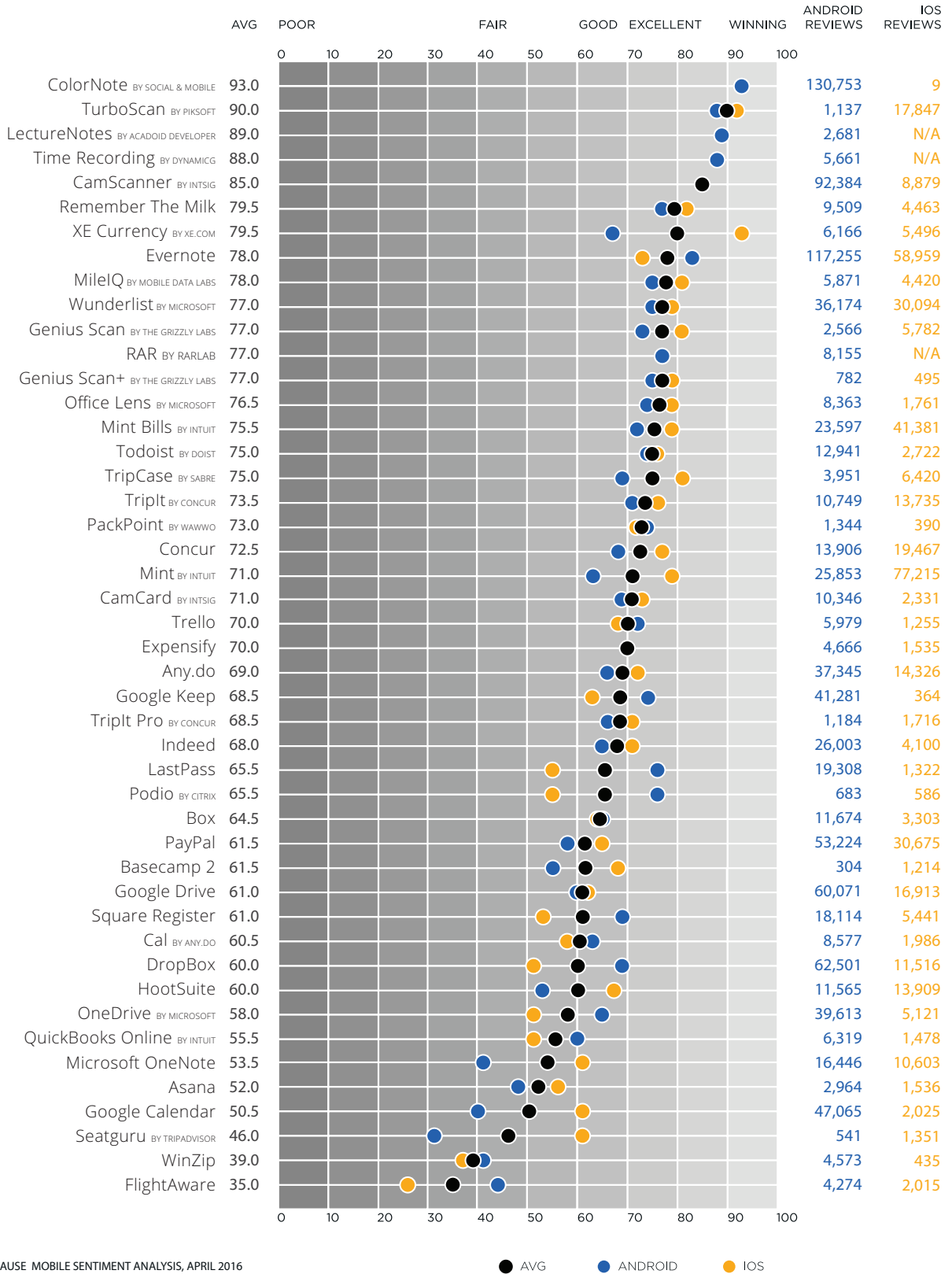
SOURCE: APPLAUSE MOBILE SENTIMENT ANALYSIS, APRIL 2016

FIGURE 2: APPLAUSE APPS FOR BUSINESS EXECUTIVES INDEX - FORECAST



SOURCE: APPLAUSE MOBILE SENTIMENT ANALYSIS, APRIL 2016

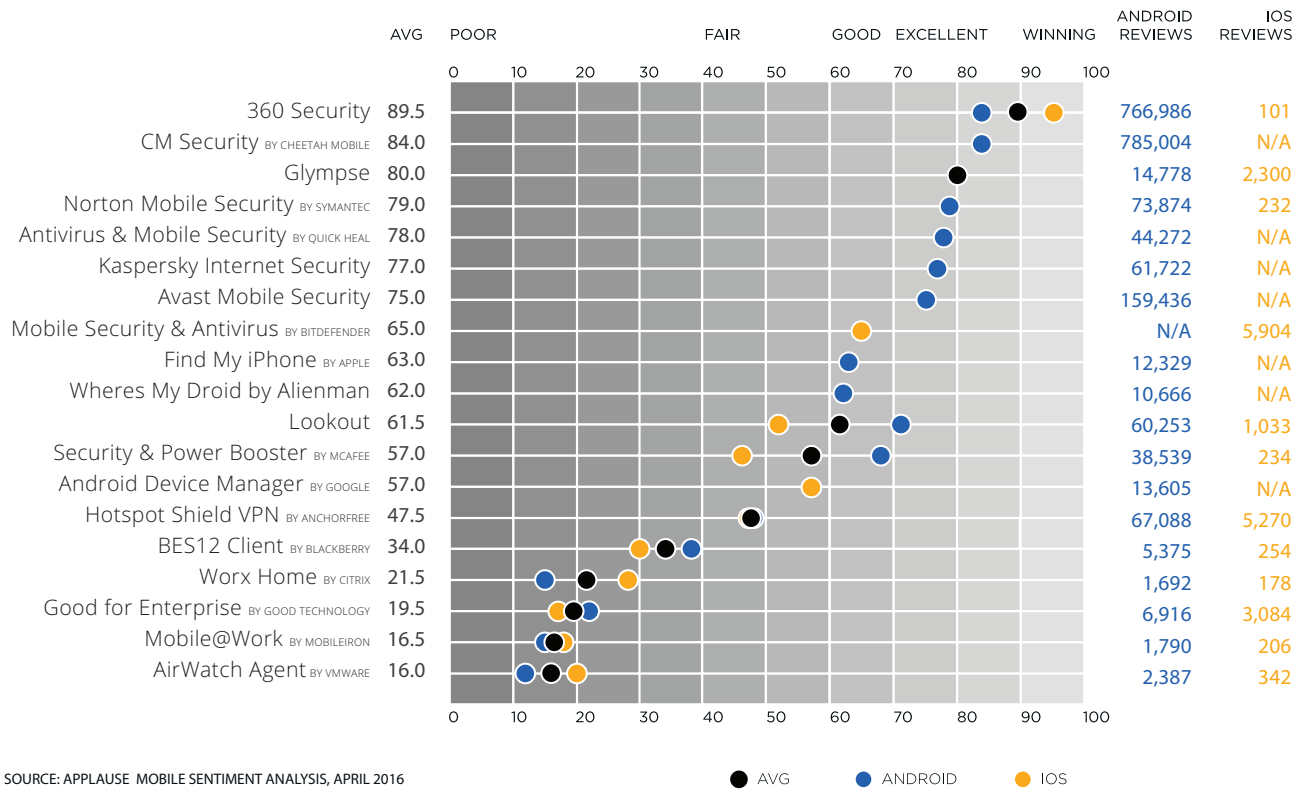
FIGURE 2: APPLAUSE APPS FOR BUSINESS EXECUTIVES INDEX - ORGANIZE



SOURCE: APPLAUSE MOBILE SENTIMENT ANALYSIS, APRIL 2016

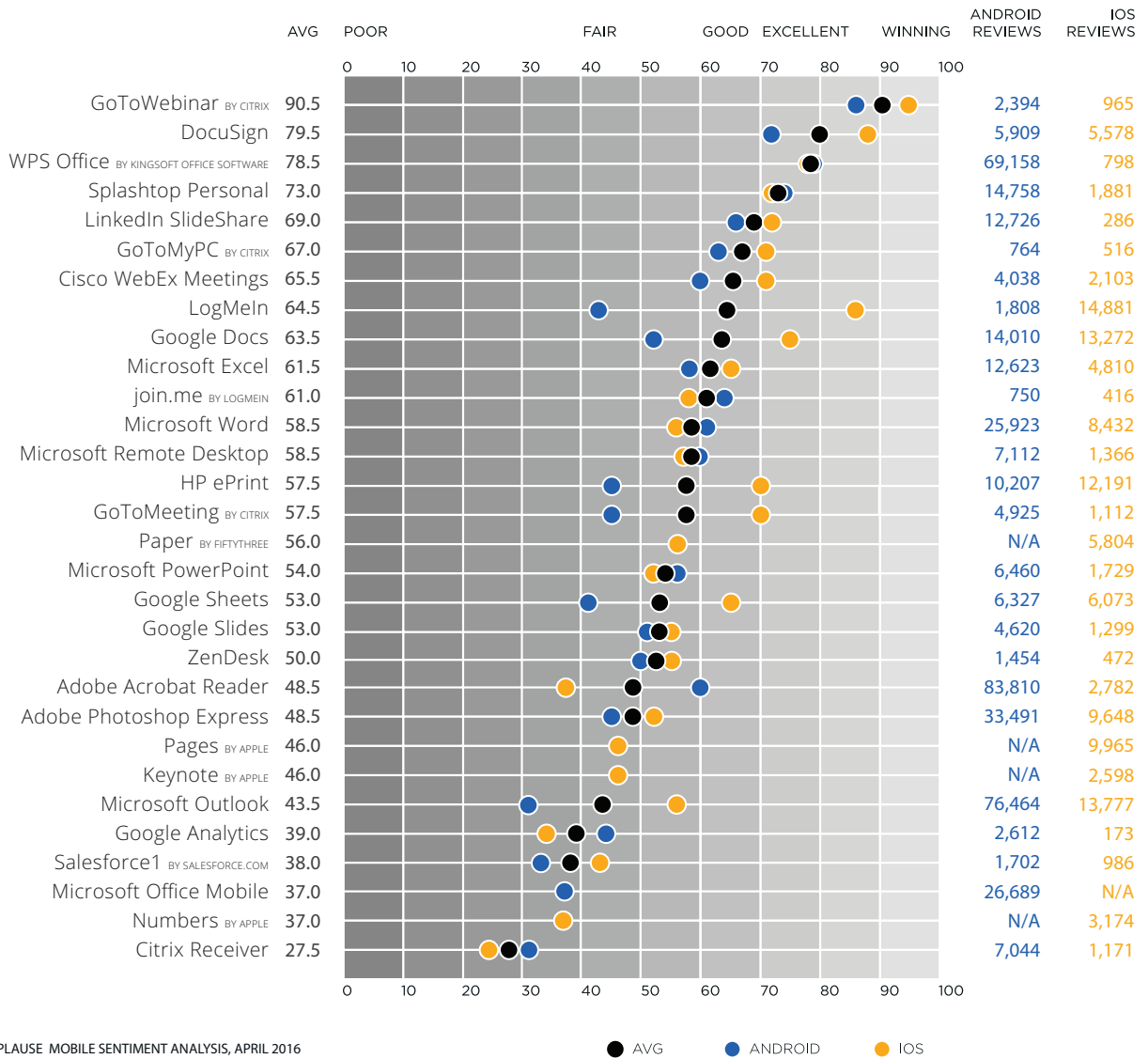
● AVG ● ANDROID ● IOS

FIGURE 2: APPLAUSE APPS FOR BUSINESS EXECUTIVES INDEX - SECURE



SOURCE: APPLAUSE MOBILE SENTIMENT ANALYSIS, APRIL 2016

FIGURE 2: APPLAUSE APPS FOR BUSINESS EXECUTIVES INDEX - WORK



SOURCE: APPLAUSE MOBILE SENTIMENT ANALYSIS, APRIL 2016

Across the more than 30 million apps Applause Mobile Sentiment Analysis crawls globally, the average app quality score is 67.3. Ten apps earned above average scores based on more than 100,000 reviews:

- **ColorNote by Social & Mobile (93.0)** [[Android](#) | [iOS](#)]
- **360 Security by 360 Securityapps (89.5)** [[Android](#) | [iOS](#)]
- **Duolingo (88.5)** [[Android](#) | [iOS](#)]
- **CamScanner by INTSIG (85.0)** [[Android](#) | [iOS](#)]
- **CM Security by Cheetah Mobile (84.0)** [[Android](#)]
- **Evernote (78.0)** [[Android](#) | [iOS](#)]
- **Yahoo Weather (78.0)** [[Android](#) | [iOS](#)]
- **Avast Mobile Security (75.0)** [[Android](#)]
- **Mint by Intuit (71.0)** [[Android](#) | [iOS](#)]
- **Viber by Viber Media (67.5)** [[Android](#) | [iOS](#)].

What are commonalities amongst the 10 leading brands? Consistent and amazing feedback on attributes such as usability, content, interoperability, satisfaction and stability. Consumers value apps with elegant user interfaces and simple navigation, accurate information, relevant notifications, quick launch times, fast performance and engaging and fun experiences.

Apps That Have Room To Improve

When consumers feel well served or underserved, they have a channel in app stores through which to share experiences—good and bad. U.S. consumers rated the strengths and weaknesses of the apps for business execs and identified elegance, security, stability and satisfaction as the four primary areas of concern. Just six profiled apps with more than 100,000 reviews have quality scores less than 50:

- **The Weather Channel by IBM (49.0)** [[Android](#) | [iOS](#)]
- **BBM by BlackBerry (48.0)** [[Android](#) | [iOS](#)]
- **Hangouts by Google (47.0)** [[Android](#) | [iOS](#)]
- **LINE (46.5)** [[Android](#) | [iOS](#)]
- **Skype by Microsoft (34.5)** [[Android](#) | [iOS](#)]
- **Messenger by Facebook (31.0)** [[Android](#) | [iOS](#)].

Apps that rate poorly tend to not optimize their experience for mobile moments. Short-term testing efforts (e.g., exploratory and automated functional testing, usability audits with independent experts and actual users and security audits) will identify immediate issues within an app. Evaluating mobile maturity and adapting to more agile development processes and building a world class customer experience program can further close any potential disconnects between users and their digital experiences. [arc](#)

Complementary Onsite Workshops

Applause is making this report's author available for onsite workshops that will enhance understanding of touchpoints across your customer journey, determine how your company can get to market faster with a rich digital presence and share insight into the best practices that industry-leading brands have embraced to win.

Interested? Contact bgray@applause.com today.

About ARC

ARC from *Applause* is a research group dedicated to providing insights on the apps economy. ARC leverages data from a variety of sources, including proprietary Applause data, to provide a 360° view of app quality. ARC combines this with analysis into reports to help brands and developers understand what's happening in the apps economy.

Learn more at <http://arc.applause.com>.

About Applause Mobile Sentiment Analysis

Combing through nearly a billion star ratings and user reviews submitted across more than 30 million apps in the Android and iOS app stores, Applause Mobile Sentiment Analysis closes the gap between mobile developers and their customers, generating actionable insights and quantifiable metrics based on what users are actually saying about their app experiences.

Learn more at www.applause.com/analytics.