





















Thus, customer complaints related to 6 months of using Anda were analyzed and usability tests were carried out with real customers in the context of use. This analysis allowed to identify a series of factors that lead people to adopt this type of services such as the accessibility and flexibility of mobile applications and the ubiquity and sustainability of the service. On the other hand, factors that underlie customer churn were identified, such as having a bad first-time user experience, recurrence of usability and technical problems, lack of response to customer feedback, depreciation of customer value, negative influence the lost customers and lack of advertising campaigns.

Taking into account these factors, a series of strategies were defined and identified that allow to capture and retain mobile ticketing customers, during the various stages of the process of using mobile ticketing applications: user onboarding, user engagement, user retention and user reinstall. For each of the stages of this life cycle, the main concerns to be considered were also listed, a series of tactics were defined to reverse the abandonment trend and a series of KPIs were specified to measure the efficiency of the strategies.

From the point of view of future work, the methodology used and the results generated open the door to a series of other investigations. Applying this method to mobile ticketing applications in other cities or deepening the applicability of the strategy of attracting and retaining customers in a real context makes it possible to carry out other scientific work relevant to the areas of design and service management.

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