
Mobile Voice Conference 2015

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“Intuition is a very powerful thing, more powerful than intellect, in my opinion. That’s had a big impact on my work.” – Steve Jobs by Walter Isaacson
“...[But] when services actually work seamlessly across all these screens that are available, you’re going to be like, OMG, obviously.”

- Matias Duarte, lead designer of Android at Google
[24]7: What we do
Transformational mobile experiences

Hyper automation

**Visual IVR:** Extending to a mobile web experience

92% success rate
87% rated experience 4 or 5 stars

Digital hand-off

**Phone call to CHAT:** Transforming an analog to digital experience

86% users accepted multimodal invite
95% FCR for chat vs 70% for voice
15% call deflection
+14 point | +34% NPS

Agent empowerment

**Channel orchestration:** Sharing rich content for an immersive experience

75% engagement rate
+10% sales conversion
-12% AHT over that of voice

“I’m sending you two smart phones to compare…”
Virtual Agent 1.0
- Design is extension of website
- “Directed Dialog” like interaction
- Reactive
- Generic
- Simple transactions: FAQ/Guide

Virtual Agent 2.0
- Data driven design
- Conversational experience
- Predictive
- Personalized
- Solves complex problems
For the median Fortune 1000 company, a 10% increase in the usability of its data translates to an increase of $2.01bn in annual revenues

*According to a University of Texas at Austin study*