Emerging Trends in Mobile Customer Care
AGENDA

• Mobile Customer Care Today
• Mobile Trends Driving Care Innovation: the next 3-5 Years
Customer Priority #1

“Understand my need, solve it, treat me well”
Mobility Brings Expanded Expectations & Opportunities

- Mobile penetration in the US was 91.7% in 2009
  - Gartner (March 2010)
- Consumer use of cell phones to contact customer care has grown 74% since 2007
  - Forrester (Q3, 2009)
- Preference for device-based self-service has passed even live agent contact

AddedValue study: Europe, May 2009
On-Device Customer Self-Service – Simply Dial Care

Revolutionary Mobile Care Solution

Requires no change in customer behavior
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4 & 5G Networks

- Ubiquitous network
- High speed and bandwidth
- Real-time HD video
- Simultaneous real-time voice and data
- Simple co-browsing and sharing
- Apps driven to the mobile web
Mobile Phone → Mobile Computer

- High Speed / High Memory
- Flexible Form Factor
- Replacing Cards, Keys, Money
- Integration w/ Jawbone, Portable PC
- Modal Ubiquity
The (R)evolution of the Mobile Phone

The central multimodal communication device for every individual...
Replaces the credit card... Biometrically identifies us...
Is a multimodal customer service platform... **May not look like a phone at all...**
Contextual Awareness and Personalization

What Channels?
What Have I Done?
Where Am I?
Who Am I?
What Might I Want?
Technical & Services Requirements for the Future

**CUSTOMER INPUT**
- Speech
- Keypad
- Touchtone
- Handwriting
- Gesture
- On-Device Care

**BUSINESS OUTPUT**
- Speech
- Text (SMS, Email)
- On-Device Care
- Agent
- Web Page
- Video

1. Tightly integrated data
2. Consistent experience
3. Coherently branded
4. Aware across channels
5. Location sensitive
6. User context sensitive
7. Intelligent comms between device & cloud
The Converged Solution Life Cycle

On-Device Solutions: Any-In, Any-Out

Enabling Network Solutions

Nuance Design Services

Systems & Agent Integration

Multimodal Customer Care Solution

Did Kate just have a good service experience?

What problems does Sanjay solve while driving?

How do customers use gesture w/text w/speech for input?

Which user contexts lend themselves to which tasks?

Agent

Nuance Deployment Databank

Usage Data

Faster, Better Life Cycle Management

More Accurate Core Tech

Vertical & Consumer Intelligence
Dedicated to delivering the most intuitive and effective user experiences in customer care

Ownership of all key interfaces to the mobile device: speech, text, gesture, handwriting, on-device care

A massive & growing mobile device footprint, shipping on billions of phones and millions of cars

On-device, on-premise, and cloud resources communicating with each other today, generating terabytes of usage data each month

>1,000 Professional Services staff able to normalize and integrate disparate data resources and agent pools to personalized customer experiences