Nuance Mobile Care – Expanding the Call Center Through Mobile Self-Service

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The Mobile Device Has Become the Primary Consumer Touch-Point

- 3.8 Billion Wireless Subs
- 1.1 Billion Line Subs
Consumers Prefer Mobile vs. Wired

- Prefer ‘mobile & personalized’ vs. ‘wired & shared’ means of communications
- By 2010 70% of calls to US call centers from mobile phones
  Source: Celent, 2007
- 1 in 4 US wireless subscribers have no landline
  J.D. Power 2008
- NY & NJ have seen 50% drop off in landlines

As consumers have turned to mobile, the capabilities have developed at an increasing rate
How Can Call Centers React?

- Recognize the trends as opportunities

- Investigate leveraging mobile technologies in your call center
  - Identify callers calling from their mobile devices

- Examine ways to utilize the mobile device as a platform for customer care
  - Create additional channels of self-service
  - Lower costs through increased usage of these channels

- Success of self-service hinges on adoption
  - Offer your customers the best customer experience

Providing an enhanced user experience is the key to adoption
Adoption Depends on Two Key Areas

Familiarity
Leveraging Existing Consumer Behavior

Speed
Offering a Quick & Easy Interaction
Nuance Combines Technology & Design to Create the Right User Experience

...create the right user experience... and deliver business impact
Nuance Mobile Care – Simply Dial

Self-Service in the Palm of the Customer

Dial Care
A Revolutionary Mobile Care Solution

On-Device Customer Self-Service
*Enabling Pay bill, check account balance & more*

Relevant & Contextual Promotions
*Delivered directly to the handset*

Enabling Mass Adoption
*Simply dial, requiring no change in customer behavior*
Nuance Mobile Care Delivers Measurable value

77% of calls completed on device

800% increase in campaign conversion compared to other channels

90% felt Nuance Mobile Care enhanced the self-service experience

Statistics from Nuance Mobile Care trials and deployments
Conclusion

- Mobile IS the next frontier
- Customer experience is the key to adoption
- Use technology to solve real problems