Mobile, and the Customer Experience:

Max Ball
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A New Customer Experience

The Business Controls the Customer Experience Across All Channels

Personalized, intelligent, consistent experience regardless of channel
What does a developer need?

Powerful tools to make flexible applications
Roles Based Access: 
A Business Manager’s Playground
The Big Kid’s Playground

An Analyst’s Dream
### Business Rules Engine:

<table>
<thead>
<tr>
<th>Name</th>
<th>Initialize Rules</th>
<th>Customer CD is greater than</th>
<th>Customer age is between</th>
<th>Customer's CD will be mature in</th>
<th>Offer CD Interceptor</th>
<th>Set Target Type to</th>
<th>Route to agent group</th>
</tr>
</thead>
<tbody>
<tr>
<td>CD Savings</td>
<td>Initialize Rules</td>
<td>2000</td>
<td>18 and 40</td>
<td>60 days</td>
<td>Offer CD Interceptor</td>
<td>AgentGroup</td>
<td>Savings</td>
</tr>
<tr>
<td>CD Retirement</td>
<td>Initialize Rules</td>
<td>2000</td>
<td>41 and 120</td>
<td>60 days</td>
<td>Offer CD Interceptor</td>
<td>AgentGroup</td>
<td>Retirement</td>
</tr>
</tbody>
</table>
Follow the data:

Data is spread around the Enterprise:
Relevant information must be accessible in a timely manner
A complete picture of the Customer

• How much is she worth to us?
• What is her standing in the marketplace?
• What have her experiences with us been like?
Mobile Could Change Everything

Mobile could be the inflection point to rid the world of Bad Customer Service
Impact on Customer Experience

Today’s transactional applications

Customer service & contact center

• Mobile customers get disconnected experience today
  • A “blind” service request is made
  • Lack of customer context
  • Long call times
  • Customer frustration
  • Missed opportunities for x-sell, retention, customer metrics

• This leads to
  • poor brand presence & loyalty
  • ineffective marketing & promotions
  • bad customer experiences

• Mobile applications will need to become Conversational
Creating the Mobile Conversation

**Today**

- **Contact Us**
  - Blind Call to the Contact Center
  - Call now option only
  - Wait on hold

**Tomorrow**

- **Contact Me**
  - “Click to Contact” with integrated channel management
  - Transfer based on context
  - Call now or schedule it, no hold times

- **Connect Me**
  - Routing to best qualified person
  - Extend to back office, branch, floor workers
  - Cross channel - Voice, Chat, Social, Email, SMS

- **Remember Me**
  - Personalized Experience
  - Customer service requests tracking and management
  - Proactive “push” of relevant offers and information

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Mobile Customer Conversation
Mobile Use Cases

Helping Customers on their Mobile Journey

Who

Identification & Verification

Track Usage, Understand Context

Know when help is needed

Identification & Verification

What

Ask Clarifying Questions

Track Usage, Understand Context

How

Delayed interactions and Callback

Know when help is needed

- The right resource
- At the right time
- With the right info
- On the right channel

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