Adding Visual to Voice

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Genesys, an Alcatel-Lucent company
Genesys, a customer service company

Reduce customer service costs

Increase revenues

Make customer service agents happier

Make customers happier
Worldwide Trends


An estimated 4.6 bn subscriptions globally by the end of 2009
Between 2008 and 2009, mobile cellular penetration in developing countries surpassed the 50% mark to reach an estimated 56% end 2009.

There are now more than twice as many mobile subscriptions in the developing world than in the developed world (3.2 billion vs. 1.4 billion).

China 750 million, India 480 million.

A Natural Evolution

The New Era of Phone Based Customer Self-service

Listen & use keypad  Speak your answers  With visuals

Touch-tone  Speech & touch-tone  Blended multimodal experience

- Numeric entry only
- Security-sensitive interactions
- Error-handling backup

- Personalisation
- Handles alphanumeric references
- Callers to get what they need more quickly
- Easy-to-use

- Enhanced IVR services
- “Show” rather than “Tell”
- Fast, responsive service
- No installs or downloads
But What About …

- Security?
- Compatibility?
- Usability?
- Cost?
Introducing Visual IVR

• Key considerations…
  • Full-function solutions for 3G video phones
  • No downloads or complex registration
  • Highly secure with no data held or left on the phone

• ... and, as always, option to transfer to agent at any time
Airline Check-In

Check-in anytime, anywhere or ‘on-the-move’

Choose your seat – just like on the web

MMS boarding pass delivery for paperless check-in
Mobile Banking

- Secure login
  - Customer number, PIN & DOB

- Balance Enquiry
  - Multiple account tabs

- Mini-Statement
  - Scroll through transactions

- Bill Payment
  - Confirm details & pay

“... like having an ATM in your pocket”
Advantage of Video Calls

- Easier than trying to set up a mobile web session
- Fast and responsive
- Ability to transfer to live agents (video or not)
- Increased security and better control of content
- Easier to maintain as all 3G video phones compatible.
Faster and Easier

Engaging an additional sense increases understanding, reduces confusion and makes interaction more natural.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Time To Take Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Web</td>
<td>&gt; 1 minute</td>
</tr>
<tr>
<td>IVR</td>
<td>35-45 seconds</td>
</tr>
<tr>
<td>IVVO</td>
<td>15 seconds</td>
</tr>
</tbody>
</table>

At least 60% faster than traditional IVR
Etisalat - Challenge

- Third to market, 9 years after the first
- Market penetration upon entry around 25%
- ARPU declines, mass market product
- Customer care a strategic differentiator
- Customer care instead of customer service!

- Proactive – Consultative - Transparent
The Power of Video

- Improved customer self-service
- Increased automation
- Reduced cost
- Corporate social responsibility
- Multi-language capability

Because we understand your needs...
For the First Time in the Middle East

The Egyptian Prime Minister making the first video call to the Etisalat Video Contact Center

رئيس الوزراء يزور مقر شركة اتصالات مصر ويطلع على أحدث تكنولوجيا المحمول ويجرى أول أتصال لمركز خدمة العملاء المرئي

The Egyptian Prime Minister making the first video call to the Etisalat Video Contact Center
“Akbank and Isbank, two of Turkey’s largest banks, launch Mobile Banking for 3G using Video IVR from SpeechStorm and Genesys”
Beyond the Balance Enquiry …

- Combining Video IVR and Video Call Centre
  - Video ‘Push’ for complex transaction capture
    - Credit Card repayment plan
    - Change of Address
    - New Cardholder Request

- Accurate data - captured right first time
- Reduced transaction confirmation time
The 3 Key Take-aways.. Visual IVR is..

- A key differentiator
- As simple to deliver and deploy as voice services
- It’s easy to use and ergonomic
A World of Possibilities

SPORT  video  CHECK-IN
blog

technical support
mobile banking

social networking
interactive advertising

customer care
entertainment

Product Placement

self-serve

NEWS
Questions