Evolving Customer Service in an increasingly Mobile Environment

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West Corporation is a leading provider of outsourced communication solutions to many of the world’s largest companies, organizations and government agencies.

• Founded in 1986
• $2.25 billion revenue in 2008
• Headquartered in Omaha, NE
• 43,000 employees
• 2.6 billion IVR minutes in 2008
Key Trends in Mobility

- “Cord Cutters” relying only on cell phones
  - 1 in 5 US Households
  - 30% of 18-29 year olds
  - 40% of renters
  - 25% of Hispanics

- Only 17% of US households rely solely on land-lines

- Smartphone Users Increasing
  - 15% of current users
  - over 30% of new phone sales

- Contact Centers are seeing 28% to 32%+ of calls originating on Mobile Devices

- 35% of companies listed mobile strategy as a high or critical priority within their organization
Customer Expectations

Know Me
- Know who I am
- Know what I called about
- Know what service I need
- Know what is important for me to know
- Know which language I prefer

Know My Communication
- Know how I like to be contacted
  - Voice
  - Email
  - SMS
  - Web

Know When to Contact Me
- Know how I like to be notified
  - Calling windows
  - Immediately (if important)
Challenges or Opportunities, our customer expectations are changing and we must develop strategies to accommodate

Contact Center **Challenges**
- Number Portability
- Voice Quality
- Customer Identification

Contact Center **Opportunities**
- Device Feature Functionality
- Multi-modal Communication
- Customer Identification
Mobility is part of the overall multi-channel strategy and can serve as one of the lowest cost channels while leveraging the services of each additional channel.
Contact Center Mobile Strategy

Competitive Advantage.....

- Single Customer Contact Strategy
  - Any Time, Place or Method Customer Mentality
  - Multi-Channel Approach – Mobile is part of the overall vision
  - Single Persona and Experience
  - Voice to Device to Desktop
- Extend Customer Care and Self-Help Automation to Devices
  - Contact Centers see 28% to 32% of interactions through wireless device
- Integration with Care Suite of Services
  - Speech Technology
  - Intelligent Call Routing Solutions
  - Virtual Hold Technology
  - Proactive Notification Platform
  - Satisfaction Surveys