Considering Mobility in Contact Center Speech Applications

Meeting Demands of Today’s Mobile Customers

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Today’s Market Realities

Elevated Expectations
Fierce Competition
Cost Pressures

Challenge: Deliver a user experience that meet or exceeds the expectations of today’s consumer and deliver it in a cost effective manner.
Consumers want access to information anytime, anywhere.
Yet they still expect a customer experience similar to other channels

Regardless of how they contact the service provider, customers will terminate the interaction if they encounter

Rude 64%
Unhelpful 47%
System Not Intuitive or Difficult to use 41%

...or cannot access customer service in the way they wanted (38%)

Source: Echo Research, Sept. 2011
Regardless of channel, the basics still matter

<table>
<thead>
<tr>
<th>Timely and effective response to my inquiry/issue</th>
<th>87%</th>
<th>12%</th>
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<tbody>
<tr>
<td>The ability to communicate with a live agent</td>
<td>80%</td>
<td>17%</td>
</tr>
<tr>
<td>Confidence that the provider is going above and beyond to answer my question</td>
<td>78%</td>
<td>21%</td>
</tr>
<tr>
<td>Knowledge of who I am/my customer history</td>
<td>60%</td>
<td>32%</td>
</tr>
</tbody>
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Significantly high importance among: females (89% very) and age 55+ (91% very).
Significantly high importance among: age 55+ (91% very) and South (83% very).
Significantly high importance among: females (82% very).

Source: Echo Research, Sept. 2011
Enabling Mobility Improves Your Brand

Smartphone users would view their provider more positively if offered a mobile customer care app.

Source: Echo Research, Sept. 2011
If we build it, will they come?

Of smartphone users would prefer using a mobile customer service application to try to resolve their customer service issue.

63% would use mobile care app to provide info ahead of a call to help speed up their request.

Over half would use a mobile customer service app to obtain answers to questions about their service or to troubleshoot problems if they knew that it would avoid a call into the contact center.

Source: Echo Research, Sept. 2011
Support leading Smartphone OS
Integrate into key systems
Provide flexible search and navigation
Utilize existing information and resources
Keys to Success
User Features

- Make it easy to reach an agent – don’t hide behind system
- App must be intuitive and easy to use
- Add value – provide info previously unavailable or hard to find
- Leverage the full power of the device
  - Text, type and talk
  - Location services
- Deliver a consistent experience
Thank You