



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

Importance in Customer Service

Timely and effective response to my inquiry/issue

87%

12%

Significantly high importance among: females (89% very) and age 55+ (91% very).

The ability to communicate with a live agent

80%

17%

Significantly high importance among: age 55+ (91% very) and South (83% very).

Confidence that the provider is going above and beyond to answer my question

78%

21%

Significantly high importance among: females (82% very).

Knowledge of who I am/my customer history

60%

32%

0% 20% 40% 60% 80% 100%

■ Very Important

Source: Echo Research, Sept. 2011

Enabling Mobility Improves Your Brand

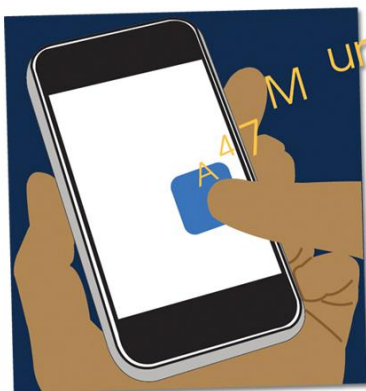


Smartphone users would view their provider more positively if offered a mobile customer care app.

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

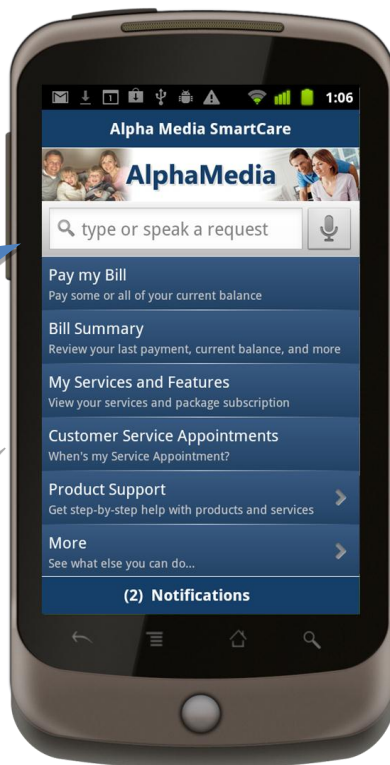
- Support leading Smartphone OS
- Integrate into key systems
- Provide flexible search and navigation
- Utilize existing information and resources

Type and Talk

Free form text or spoken word search extracts and interprets the **meaning** of a user's request.

Touch

Menu optimized for touch screen





- 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