Adding A Voice ‘Contact Us’ Button To Your Mobile App
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Agenda

• Why add a voice contact us button.
• Where to add a voice contact us button.
• Agent or IVR
• What information to send.
• Case studies.
• Conclusion.
Why Add A Voice Contact Us Button

- To create a more intelligent interaction by passing status information from the app to the Agent/IVR.
- To inform the user about agent availability, hold time etc.
- To provide better customer service by providing historical information from the app to Agent/IVR.
- Complete transactions when there is no internet connectivity.
- Provide user assurance (trust).
- To clarify something that is not clear.
Where To Add A Voice Contact Us Button

• On the home screen of the application.
• When the user is presented with detailed information.
• On screens associated with completing transactions.
Agent or IVR

• If user is trying to complete a transaction send to Agent.
• When there is no Internet connectivity send to IVR.
• If user is calling from screen with a lot of information, let IVR confirm clarification and transfer to Agent.
• For new users, send to sales focused IVR with quick reach of Agent.
• Key: customize where the call is routed based on what the user has done and where in the application the user is.
What Information To Send

• The screen of the application from which the user placed the call.
• What the user has done so far in the application.
• Users account information.
• Users past transaction history.
Differentiate your customer service mobile application by building trust and routing calls more efficiently to more intelligent customer service representatives by adding a voice ‘contact us’ button.