How the Growth of Proactive Notifications on Mobile Devices is Building Overall Acceptance of Automated Customer Care

Christy Murfitt, April 23, 2010
Proactive Notifications Are Personal, Relevant, Timely
Primary Research:
Consumer Preferences for Proactive Notifications

- August 2009

- Compare to research from a year earlier
Getting specific - consumers were asked:

- “Think about the following information that could be shared with you via proactive notification. Please indicate your level of interest in receiving the following notifications from your [travel provider, etc.] via your choice of email, voice message, or text message.”

- Percentages shown represent 8-10s on a 10-point scale – meaning they LIKE or LOVE the notification.
Consumers are overwhelmingly interested in receiving personal proactive notifications

Represent 8-10s on a 10-point scale for interest in at least one notification

Source: Forrester Custom Research Study, Q3 2009

Base: n= 501, Online US consumers who have used telephone customer service in the past 12 months
Consumers are overwhelmingly interested in receiving personal proactive notifications.

- Travel-related company: 93%
- Financial services institution: 88%
- Relating to retail: 86%
- Relating to health care: 81%
- Cableco/Telco: 80%

Represent 8-10s on a 10-point scale for interest in at least one notification.

Source: Forrester Custom Research Study, Q3 2009
Base: n= 501, Online US consumers who have used telephone customer service in the past 12 months
Doctor’s Appointment Reminders

Interest increased **78%** in a year!
Payment Alerts and Reminders

Interest increased **131%** in a year!

2008: 26%
2009: 60%
Change in Flight Status/Flight Update

Interest increased **187%** in a year!
Proactive notification is a “slam dunk” for consumers

• Consumers are excited about receiving various types of proactive notifications

• Consumer interest in proactive notification is growing
Capitalize on this Opportunity!

- Fully exploit the mobile device
- Take personalization to a whole new level
- Encourage interaction that links back into inbound IVR

- Contacting the call center with the mobile device has grown 74% since 2007
- Customers using mobile phones to contact the call center rate automation higher than those not using their mobile

Source: Forrester’s Nuance Custom Research Study, August 2009

Demand for relevant, timely and automated, proactive notifications will help consumers appreciate other self-service channels
Thank You!