Mobile, Multimodal Interactions with the Contact Center

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Topics

- The mobile generation
- Is Speech Enough?
- Speech + Video
- Multimodal interactions
The mobile generation

"The Millennials"
- Totally connected
- Have their own phone by age 10
- Raised on text, video (but not speech....)

"The Rest of Us"
- Catching up to our kids....

How can the Contact Center serve--and empower--the mobile generation?
Is Speech Enough?

- Properly-crafted speech applications can be very effective for mobile users, but consider....
- The mobile generation is visually and textually oriented
- With pure speech applications, you don't know what you don't know
- Some people are shy about using speech, especially in public places
- Speech can present a usability problem in certain multimodal interactions...
  ... or "How do I talk and look at the same time?"
The Power of Video

- The maturation of networks and mobile devices is opening up new channels of communications through the video medium
  
  *Datamonitor, January 2007*

- 210 cellular carriers worldwide have either deployed 3G or will do so very shortly
  
  *Instat, March 2007*

- Mobile video infrastructure revenue is expected to grow from $146 million in CY 2006 to $438 million in CY2010, at a CAGR of 46%
  
  *Wainhouse Research, March 2006*

- "... If there is a killer app, it is video."
  
  *John Chambers, Cisco CEO, C-Scape Keynote Address, December 2006*
Speech + Video (= Sight and Sound)

Richer Customer Service Experiences

- Enable new kinds of services
- “Let me show you…”
- Over 50% of face-to-face communication is **non-verbal**
- Retention of audio + visual is **5 times greater** than for audio alone
- Increased self-service efficiency and fulfillment
- Build the brand and customer loyalty
The field is wide open for innovation

Security – Home Surveillance
Monitor property and connect to security services

Healthcare – Telemedicine
Doctors provide emergency remote evaluation and treatment guidance

Insurance – Roadside Claims
Commence/expedite the claims process at the site of the accident

Travel – Roadside Assistance
Drivers access video tutorials to assist in common roadside repairs
# Speech + Video: Features and Benefits

<table>
<thead>
<tr>
<th>Feature</th>
<th>Functionality</th>
<th>Key Benefit</th>
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<tbody>
<tr>
<td>Speech+ Video Menus</td>
<td>Caller is presented IVR menu via video</td>
<td>Faster, more intuitive caller experience</td>
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<td></td>
<td>Caller makes selections via speech or keypad.</td>
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<tr>
<td>Speech+ Video Self Service</td>
<td>Caller selects pre-recorded video or live streaming video for viewing</td>
<td>Richer caller interactions</td>
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<td>Video Queuing</td>
<td>Caller views video while in queue for an agent</td>
<td>Immersive caller engagement</td>
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<td>Video Agent</td>
<td>Point-to-point video between agent and caller</td>
<td>Differentiated, “let me show you” style of hands-on service</td>
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<td>One or two-way video</td>
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<td>Agent can <strong>push additional videos</strong> to caller</td>
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Multimodal Interactions

- Are speech + video enough...?
  Bandwidth, manageability issues with video

- Multimodal interactions leverage the mobile web
  "IVR" systems push HTML (like VXML)
  Websites that optimize presentation for the end device
  Integrated with speech, video, chat, etc.

- How do we get there?
  Applications/widgets not "owned" by the SPs
Key elements of a multimodal strategy

1. Enable a **consistent user experience** across all endpoints and user scenarios (e.g., mobile devices, fixed kiosks, PCs, etc).

2. **Integrate** with other **Unified Communications** assets (e.g., voice/text messaging, presence/chat, conferencing, etc).

3. Enable **extension** of enterprise services and customer care to the user, **wherever they are**....
Summary

- The mobile generation--oriented toward text and video
- Speech alone isn't enough
- Speech + Video are a powerful combination...
- ... but true multimodal interactions are even better