How To Leverage ALL Smartphone Capabilities for Enhanced Customer Service

Alan Pan, Vice President of Product Management
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
How To Leverage ALL Smartphone Capabilities for Enhanced Customer Service

Alan Pan, Vice President of Product Management
What Do We Mean “Right”

APPLY THE 3 C’S

Choice
- Power of Choice
- Highlight the benefits

Convenience
- Seamless
- Simple

Context
- Who/where are they
- What are they trying to do
...THE ABILITY FOR HUMANS TO DECIDE...HAS SEPARATED THE SPECIES FROM THE REST OF THE ANIMAL KINGDOM.

19TH CENTURY PHILOSOPHER
Convenience

IT’S A BIRD, IT’S A PLANE...

- It’s a, Camera, Video Player, GPS, PDA, e-Reader
  - Where and when it makes sense, use device features to speed interaction or improve the experience

- It’s a phone, duh
  - Make sure the transition to agent assisted channels is seamless

- Tap it, speak to it, type on it, watch it, listen to it.
  - Multi-model input, natural language search vs complex menus

- It’s “Connected”
  - Power of the cloud
  - Leverage existing mobile assets
  - Notifications, SMS, MMS
INTEGRATION...

- with the Enterprise
  - products and services, account status, recent events
- with the Device and OS
  - e.g. location services, what I’m doing, where did I come from

...IS HARD, SO BUILD IT RIGHT!

Integration Bus
Natural Language
Business Logic Layer
Push Notifications
Native Components
Logging
Build Once Run Anywhere
Mobile Content Management