The impact of presence and location based services on application development

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Situation analysis

> Contact center applications, self-service IVR applications, web applications, email have traditionally been separate and silo’d

> Each application dealt with typically one mode, and mostly homogenous functions and a defined, static response group

> Today, mo
The future impacts the present

> Mobile computing evolution
> Constantly connected users
> Sharing of social networking information
> Business uses
> Convenience uses

> All converging to impact the design and development of applications
What’s new to consider?

> Technologies converging into single applications that used to be distinct
  
  • Applications need to consider ways to protect and share personal information that typically was not considered before
    
    • **Location** (personal and professional implications)
      
      • Who knows where you are?
    
    • **Security** - How do users control who knows what and what information is shared? How do companies track valid information for audit trails?
      
      • Who has a right to know what and when?
    
    • **Adaptive versus Skills-based routing** – Routing goes “3-D”
      
      • Who is on-line, has what skills and can respond in what way?
    
    • **Media** – voice, video, chat, email, SMS
Design implications

> Different rules for different media
  • User preference for voice, text, email, video?
  • Virtual world going commercial
  • Same information may be rendered multiple ways
  • Communication direction matters—one-way, two-way, groups
  • Transaction timeliness requirements differ according to circumstances
Design implications

> Device compatibility

> Regulatory and liability considerations (Who’s job is it anyway?)

> Now there are two user groups to consider in the same application – internal and external

  • For enterprises - usability must cover agents and employee ability to use applications and log in/out, change status, update skills, control privacy

  • Usability still has to focus on the enterprise customer trying to connect to the right person or application
Development

> **Integration points are the key**
  - Multiple APIs and potential data transitions

> **Beyond the code**
  - User acceptance testing gets exponentially more complex
  - Considerations for devices, users, environments have to be taken into account

> **Complexity and coordination**
  - Data consistency
  - Device considerations
  - Preferences, security, integrations
Application Potential

> Personal
  • Your mobile device could tell the application where you are, whether you are moving (and how fast) – and perhaps automatically offer hands free voice interaction instead of text
  • Location and preferences could order pizza for pick-up, checking traffic and automatically estimating pick up time

> Enterprise
  • Presence can be used to know if an expert is on-line and avail for chat or call
  • Agents could note status as mobile or fixed
  • Location can be tracked for response (emergency personnel)
  • Customer interaction preference can be noted and adapted based on environment
Rewards

> Productivity improvements
> Cost savings
> Customer choice and satisfaction
> Reality of unified communications
Questions?

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