Going beyond voice:
What the **Mobile Revolution** will mean to Customer Self-Service

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WHY consider Mobile for Customer Care?
THE FASTEST GROWING TECH IN HISTORY

**MATURITY:** Time from 10% to 40% penetration

- SLOW: TELEPHONE (39 YRS)
- GRADUAL: ELECTRICITY, COMPUTER
- MODERATE: RADIO, MOBILE PHONE, INTERNET
- FAST: TELEVISION, SMART PHONE
55% mobile subscribers own smartphones

2/3 new purchases are smartphones

32% prefer to communicate by text than over the phone

Source: Nielsen 2012
Tablet shipments are expected to exceed notebook shipments in 2013 and almost match total PC shipments by 2015
2.8B
SOCIAL MEDIA PROFILES WORLDWIDE

1B
FACEBOOK USERS

500M
TWITTER USERS

400M
TWEETS SENT PER DAY
Voice
IS NO LONGER ENOUGH
companies must address the needs, preferences & priorities of their customers
LOOK AT THE
U.S. Postal Service
failure to evolve

$25 Million / day
• 74% of companies in a recent Aberdeen Research survey, reported they will start or increase support for mobile this year.

READ IT:
• **92%** of respondents in a Voxeo poll said multi-channel customer service is *important, very important or extremely important* to their current and/or future business goals.

WHAT does a truly mobile customer journey look like?
Mobility: A HOLISTIC VIEW

Traditional Scope of "Mobile"

FUTURE EXPANSION

Voxeo Mobile CX

- APP
- AGENT
- OUT BOUND
- VOICE BIOMETRICS
- LBS
- SMS
- SOCIAL
- VOICE
- APPS (NATIVE/WEB)
CUSTOMER JOURNEY

Meet Vivian

Vivian is verifying a direct deposit using her bank’s IVR

SmartBank

Based on Vivian’s profile and history SmartBank provides a targeted offer

Take advantage of our low mortgage rates. Refinance today. Say yes to learn more.

Vivian agrees to receive a custom link to the online application via SMS
Vivian completes her application.

Based on Vivian’s preferences, she receives an SMS confirmation.
SmartBank needs additional documents and sends a link via SMS. Vivian clicks on the link. Since she is using a smartphone, she is directed to SmartBank’s secure mobile web portal.

Vivian has additional questions about the necessary documents. She clicks to connect with a loan specialist for help.
CUSTOMER JOURNEY

Hello Ms. Anderson, I see you are calling about your loan application. Let me start by verifying the last four numbers...

Bridging the context gap...

- Seamless, in-app phone experience
- Self-Service transaction context and history pop up on agent screen

Would you like to enroll in our voice print system? It will give you faster, more secure access to all your SmartBank accounts in the future...
CUSTOMER JOURNEY

Vivian receives an SMS that her application is approved and is prompted to login to the mobile web portal or call for details.

After reviewing and accepting the terms of the loan using SmartBank’s mobile web portal, Vivian is prompted to take a quick survey.
Vivian is happy with SmartBank’s customer service options. She tweets about it, letting her large follower base know about her experience.

SmartBank detects her tweet and automatically replies, thanking her for her business and publicly offering her a gift voucher.
(MOBILE) TECHNOLOGIES INVOLVED

- Personalized Inbound IVR
- Outbound SMS
- Website
- Inbound SMS
- Mobile Web Apps
- In-app phone bridge to Contact Center
- Voice Biometrics
- Twitter monitoring and automation
HOW to build multi-channel self-service support?
DESIGN ONCE, DEPLOY ANYWHERE

Eliminate duplicate costs, streamline development and integration efforts, ease maintenance and reporting
BUILDING MOBILE APPS
with Voxeo CXP

Voxeo CXP implements an object-oriented approach for building Web app pages, using dialog objects

Dialog = turn-taking
App prompts user for input
User provides input back to app

Dialog paradigm borrowed from IVR, also applies to Web and Interactive Text Response (ITR) apps
COMPLETE APPLICATION LIFECYCLE MANAGEMENT

- Promotes reusability
- Provides consistency
- Brings together multiple stakeholders
- Speeds time to market
MULTIPLE STAKEHOLDERS?

Business User Interface, Analytics & Reporting
TRUE DEPLOYMENT FLEXIBILITY

ONE PLATFORM.
THREE DEPLOYMENT OPTIONS.

HOSTED
6 Global Data Centers
100% Uptime Guarantee

PRIVATE
On Premise or Dedicated
Hosted at Voxeo or Third Party

HYBRID
Take Advantage of
Both Deployment Models
Cost Effective Failover and Bursting
LEARN MORE

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