

The Call Center in the Mobile World

A Voyeur's View

Jordan Cohen

Semantic Machines, Kextil, Voice
Morphing, etc.

Mobile is Money

- In Europe, mobile shoppers are set to spend £19.8 billion in 2014, almost twice as much as last year's spend of £10.7 billion, according to research by RetailMeNot.
- In the US, the figures are even higher – with eMarketer predicting that US retail mcommerce sales will total \$56.72 billion in 2014, up 36.1% from 2013.

From www.mycustomer.com

It's got to work

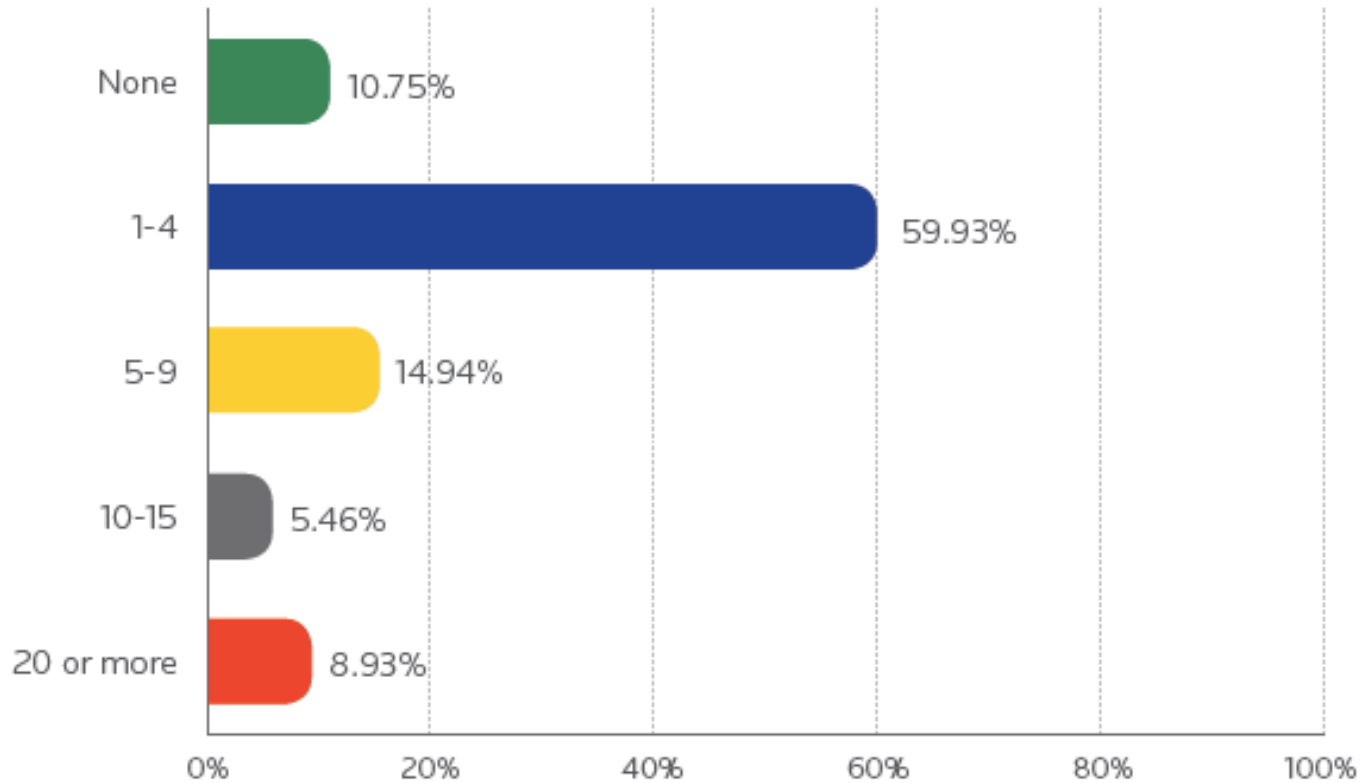
- “Usability is the single most important factor for mobile commerce,Imagine a consumer wanting to purchase on your site, but being confronted with a long form to fill out. They are likely to go to a competitor and purchase it there. Site navigation and search functionality is really important and must be properly thought out.”

Dan Cohen, Regional Director at TradeDoubler

How often to we use customer service?

Graph 1

In a typical month, how many interactions do you have with customer service?



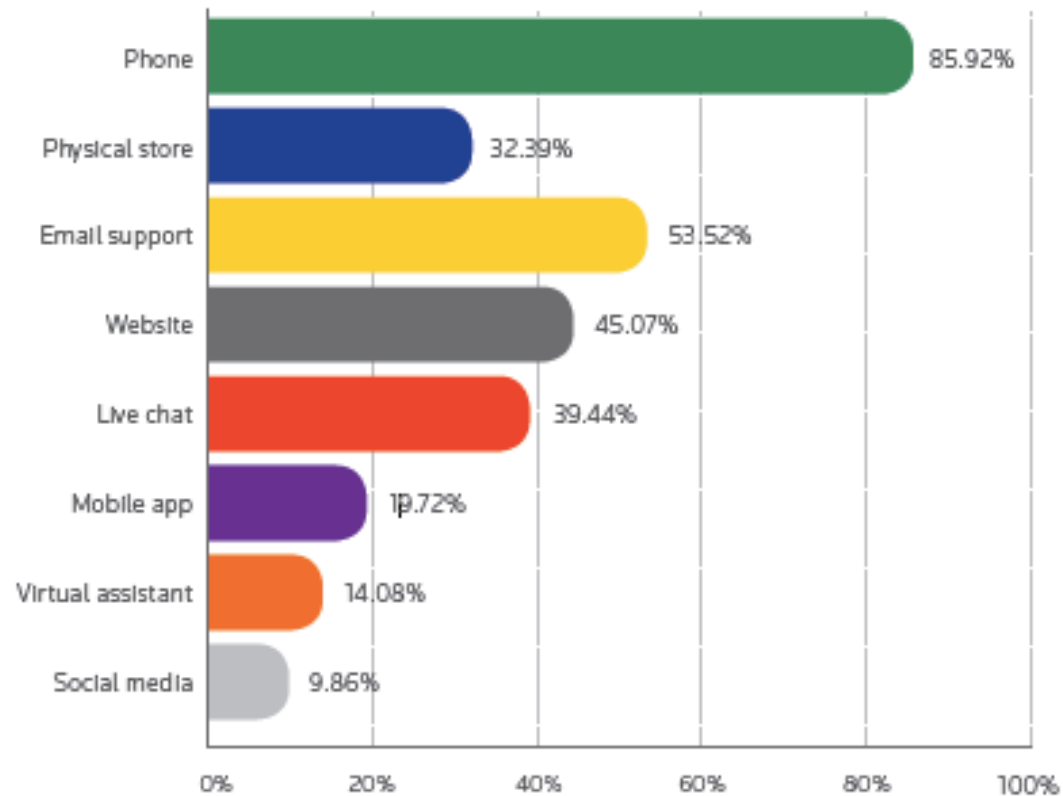
www.jacada.com/customer service experience survey

What do customers expect these days?

Graph 13

What types of customer service options do you expect from a company?

Please choose the relevant one.



The world is changing!



There are new requirements for contact centers!

- Consumer behavior and expectations on the use of traditional customer service methods is evolving and companies must adapt to meet these new expectations if they want to deliver quality customer service.

mobile users now have access to everything they need without connecting to an agent.



MOBILE AS THE NEW ENGAGEMENT CHANNEL
White Paper | August 2012 | www.jacada.com

Call Center Mobile Operations!

Leads & Contacts
Instantly access leads and contacts from Salesforce.com

Call Scripts
Call Scripts deliver contextually relevant talking points

Contact Details
Contact details sync automatically with Salesforce.com

Campaigns & Keywords
Know the marketing campaigns and keywords that make the phone ring

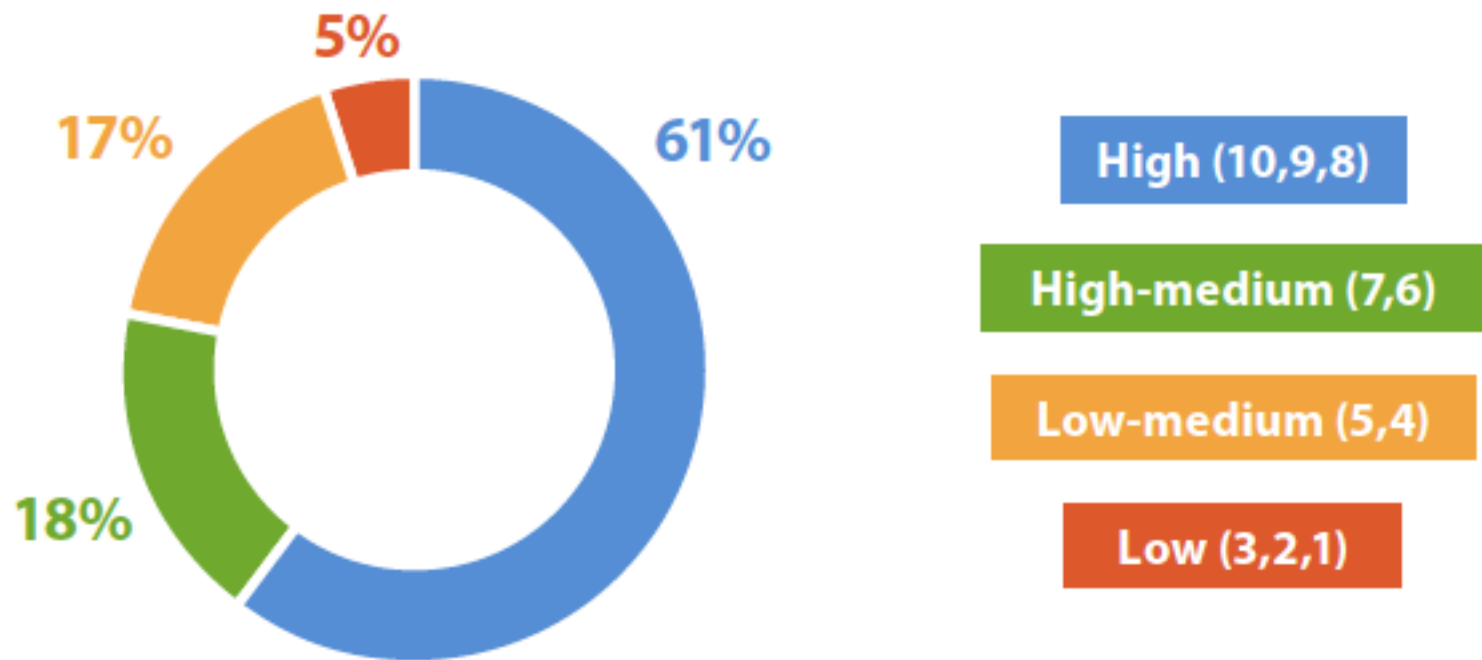
Social Stream
View your contacts' real-time social media streams from Twitter, Facebook and news sources

Salesforce Syncing
Calls, emails, comments and tasks are auto-logged as activities in Salesforce.com

From RingDNA.com

Do you want to use a mobile phone?

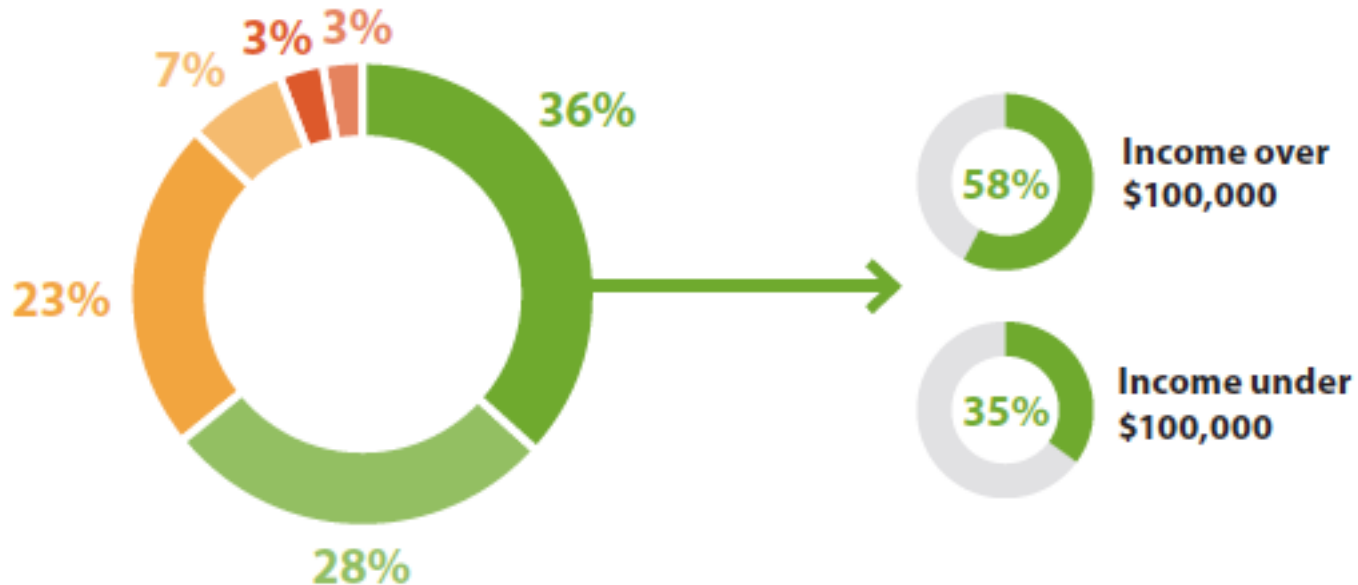
If you could get all your questions answered on your mobile phone without speaking to an agent, how satisfied would you be with that experience? (n=500)



The Shift to Mobile Breathes New Life Into Old Interactive Voice Response Systems, Sheryl Kingstone, Director, sheryl.kingstone@451research.com

Is a mobile phone better than live?

If you were offered an opportunity to use your mobile phone screen or computer to help guide you and complete your request, how likely would you be to use this option instead of speaking to a live agent?



Extremely likely

Likely

Somewhat likely

Somewhat unlikely

Unlikely

Definitely unlikely

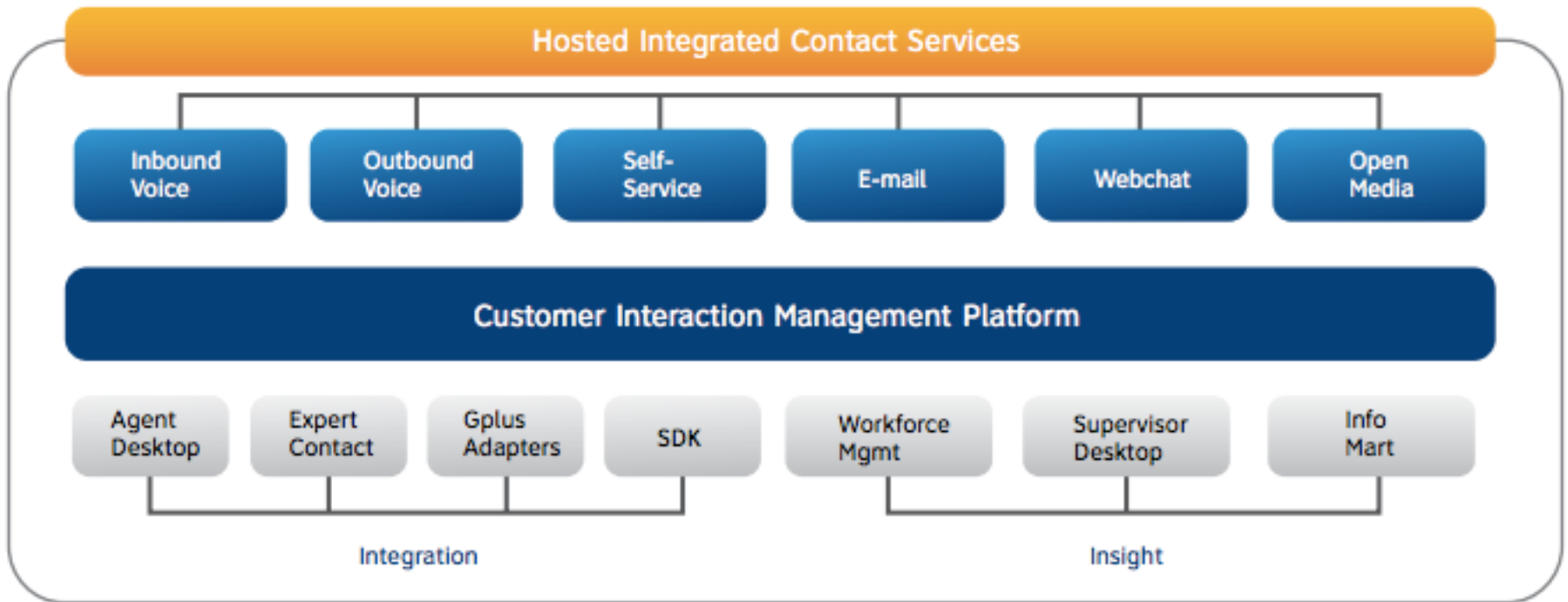
The Shift to Mobile Breathes New Life Into Old Interactive Voice Response Systems, Sheryl Kingstone, Director, sheryl.kingstone@451research.com (Yankee group)

Mobile Usage Trends

- Smartphone growth and adoption only paints part of the picture. Application usage is increasing rapidly.
- There is little doubt that growing numbers of today's mobile users are "there's an app for that" customers. In fact, Smartphone app downloaders have an average of 33 apps on their devices; up 22% since 2010 (see reference 3 supra).
- Mobile device and mobile application usage is on the rise across the board. Paypal CEO John Donahoe announced that they are projecting that PayPal will see \$7 billion in mobile payment volume in 2012⁸.
- One in every eight mobile users worldwide will either have a ticket delivered to their mobile phone or buy a ticket with their phone by 2015 which equates to over 750 million users according to the latest analysis from Juniper Research⁹.
- Growth of app usage is across the board. The global customer base for mobile banking is projected to reach 1.1 billion by the year 2015¹⁰.

Everyone is getting in on the act

The AT&T Comprehensive Solution



<http://www.business.att.com/content/productbrochures/contact-center-solutions-brochure.pdf>

“Contextual” customer data offers even more opportunities

Contextual customer data takes this concept of effortless interactions to the next level. The more a business knows about its customers and their specific requests, the better the odds that it will be able to provide positive experiences to them.

How mobile devices are driving innovations in contact centers
Avaya.com

You have to know what's around



Fly for fun

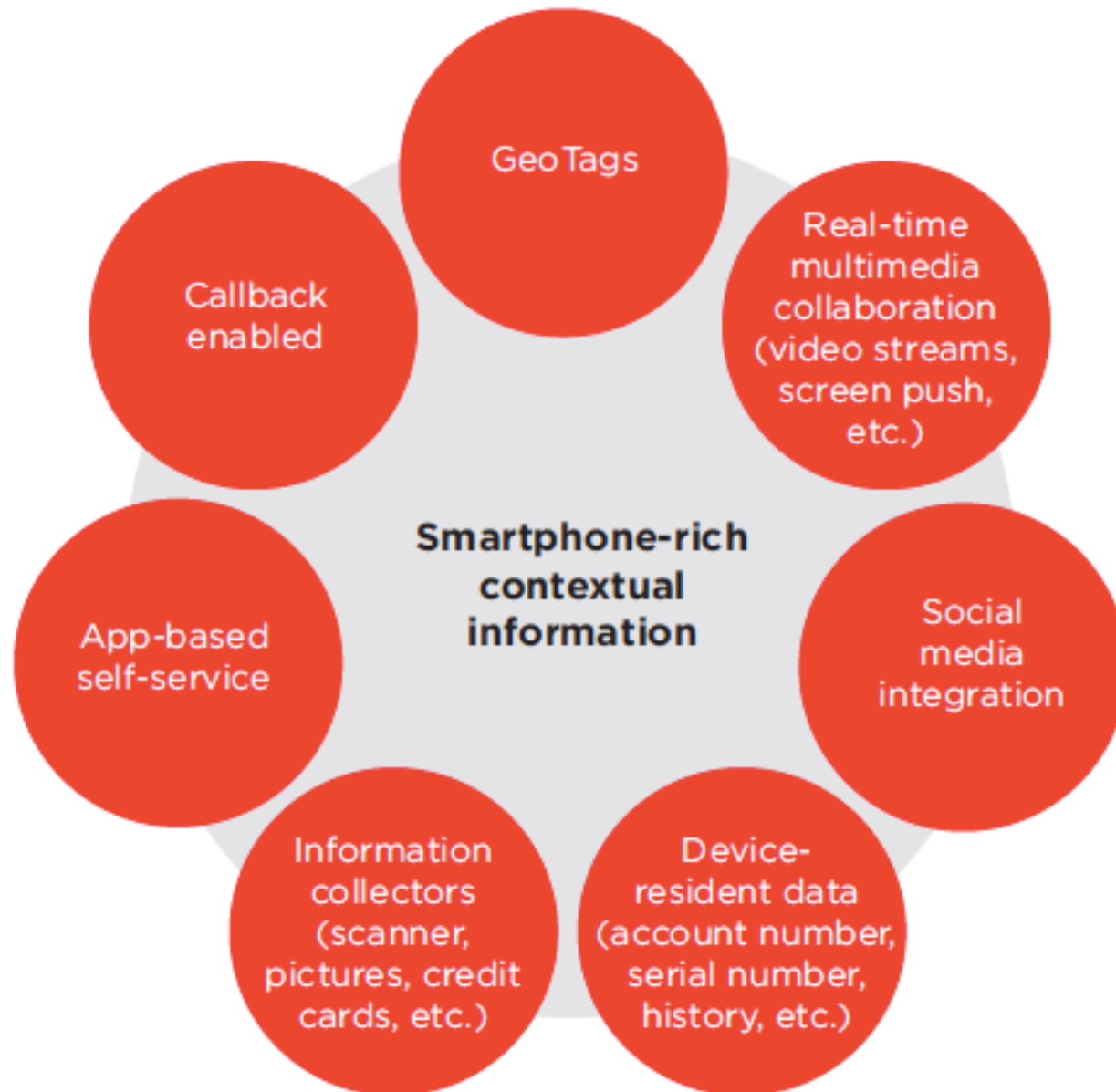
Dynamic Changes Happen



Are they swimming?

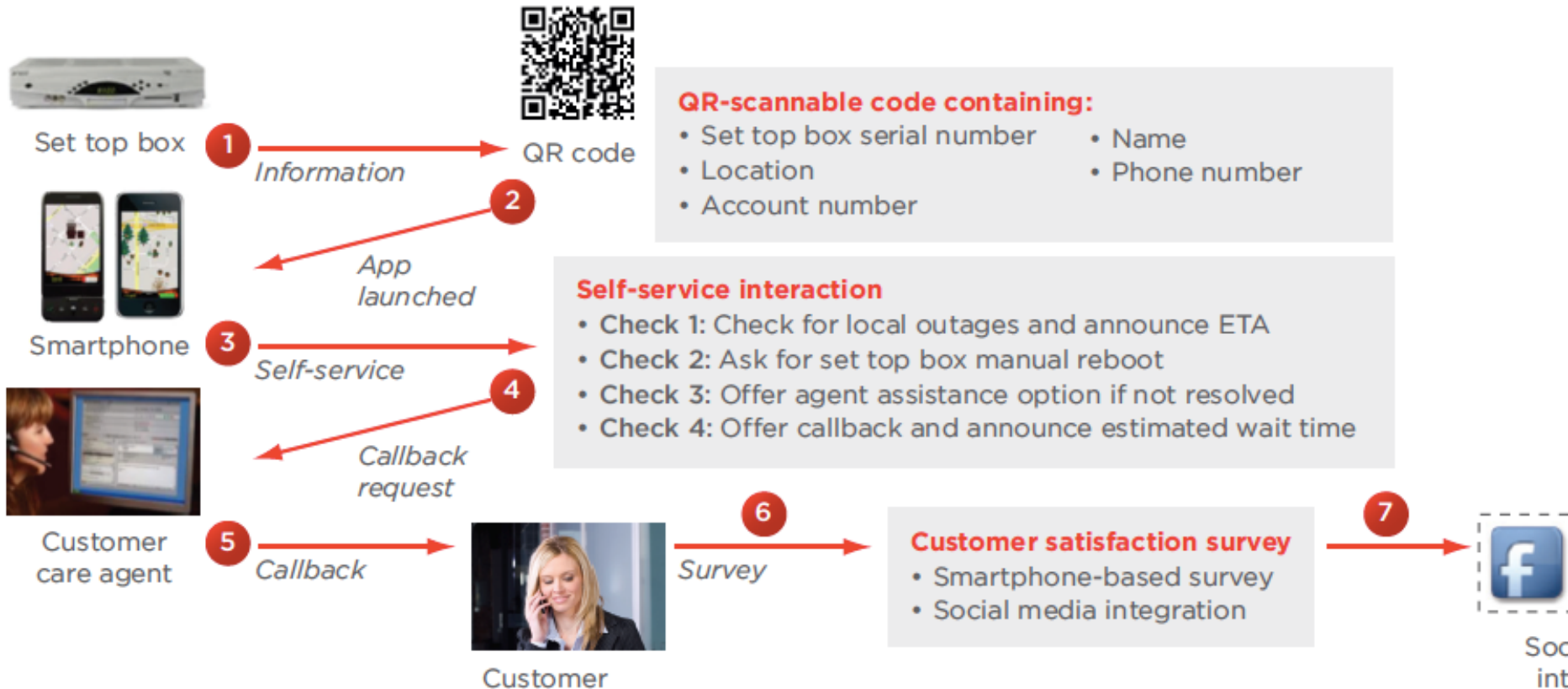


Figure 2: Types of rich contextual information



We are starting to see novel applications of mobile devices

Figure 3: A cable provider uses contextual customer data to enhance customer support



How mobile devices are driving innovations in contact centers
Avaya.com

How To Determine Whether WebRTC Solutions Are Performing As Desired

Inbox

x

Speech Technology <Speech.Technology@emediapro.com>

11:00 AM (18 minutes ago)

to JORDAN

[Click here to view this message as a web page.](#)

Why Should You Care About WebRTC?

Think of all the ways in which mobile voice and video chat can improve your customer experiences.

Tuesday, April 7th, 2015 — 11:00 am PT / 2:00 pm ET

REGISTER NOW for this complimentary webcast

As the mobile revolution continues, organizations can no longer ignore the sophisticated communication capabilities of smartphones. Enter WebRTC, which enables customers and contact center agents to easily communicate via voice and video chat.

Nuance is making Mobile a priority

- **Your mobile life, countless possibilities**
 - **We make smart devices smarter**
- Keeping track of everything on your mobile device can sometimes be difficult and time consuming. Nuance mobile apps are designed with intelligent features so you can use your device in a smarter, easier way – with a simple word or touch.
 - **Intelligent features customized to you**
- Auto-detect Driver Mode. Voice Notifications that read aloud Facebook updates. Continuous touch text input that eliminates the need to "hunt and peck" on a touchscreen. Our apps understand what you mean and say.
 - **Anytime, anywhere access**
- Our powerful speech and touch technology gives you full command and control of your mobile world, offering countless possibilities to enhance your life no matter where it takes you.

Tools Galore

- **Mobile Developer**
- Speech and touch enable your mobile app within minutes with the Dragon Mobile SDK.
- **Mobile for Business**
- Voice, Natural Language and text input innovations that power the personal assistant technologies and intelligent systems on devices that consumers use every day.
- **Text Input Solutions**
- Add innovative keypad solutions to your mobile and consumer devices including trace, handwriting and predictive text technology.

Even More

- **Speech Signal Enhancement (SSE)**
- Speech Signal Enhancement (SSE) is a suite of technologies that work together to remove noise from microphone input and send out a cleaner signal.
 - **Wakeup Word**
- Wakeup your application just by using a personalized keyword the system is always listening for, such as “Hey Dragon”.
 - **Hybrid Command & Control**
- A voice command and control system capable of running entirely on your mobile phone and tapping into the power of the cloud; allowing for voice-based access to your phone’s core features and services.
 - **Embedded Voice Biometrics (Dragon ID)**
- Use your voice to unlock your mobile phone. No need to memorize tricky password, just use the power of your voice.

Some Nuance possibilities

- **Our Solutions**
 - **Network Search and Dictation**
- Leverage the power of the cloud to handle open-ended dictation and search, allowing you to speak text anywhere and everywhere a text field is present.
 - **Natural Language Understanding: Device Control**
- Speak naturally and be understood. Say goodbye to rigid gate commands, and hello to a more natural mobile experience. NLU (Natural Language Understanding) marks a generational leap in the mobile content experience to pick up where search leaves off, not only hearing what people are searching for, but it understands what they want.
 - **Expressive Text-to-Speech**
- The next generation of TTS (text-to-speech) offering superior output quality, enhanced multilingual capabilities, and a greater degree of expressivity.

What is Not Here

- Call Centers focused on Mobile Users
- Taking Advantage of Mobile Context
 - Sensor outputs
 - History
 - Acoustic surround
 - Dynamic information
- The Social Network
- User Constraints