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[24]7

Rising to the Multimodal Design Challenge

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Agenda

- Changing Mainstream Consumer Behaviors
- Observations on Consumers and Carriers
- Multidisciplinary Design Teams
- Too few apps? Or too many?
- Some Best Practices

Changing Mainstream Consumer Behaviors

- A mobile revolution is upon us – call it “Post-PC” or whatever
 - Device numbers are staggering: iOS, Android, Windows Mobile, etc.
 - Consumers are speaking with their wallets
 - The power of a touchscreen, plus a lot of memory, CPU & battery
- Huge consumer-driven sea change
 - Web sites are less relevant
 - Retail associates are less impactful
 - Even plain ol’ telephone calls are getting upstaged
- When will Customer Service technology catch up with The New Normal?
 - When most everyone has had an awesome user experience on mobile
 - When wireless carriers and app distribution mechanisms catch-up

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Observations on Carriers and Consumers

- Traditional telephony connections still popular, but for how much longer?
 - Inbound and outbound calls still remarkably effective interaction channels
 - Always-available, well coordinated web & mobile apps can add significant value
 - At least one traditional Speech IVR business, Voxify, has seen the light
- Consumers want to get things done, not just find things
 - Navigation and search are less impactful now on new behaviors
 - Some consumers prefer gadgets to people (NY Times, 3/10)
- The door is open: a few key mobile-driven experiences will invoke a tipping point for many consumers
- When wireless carriers and app distribution mechanisms catch-up

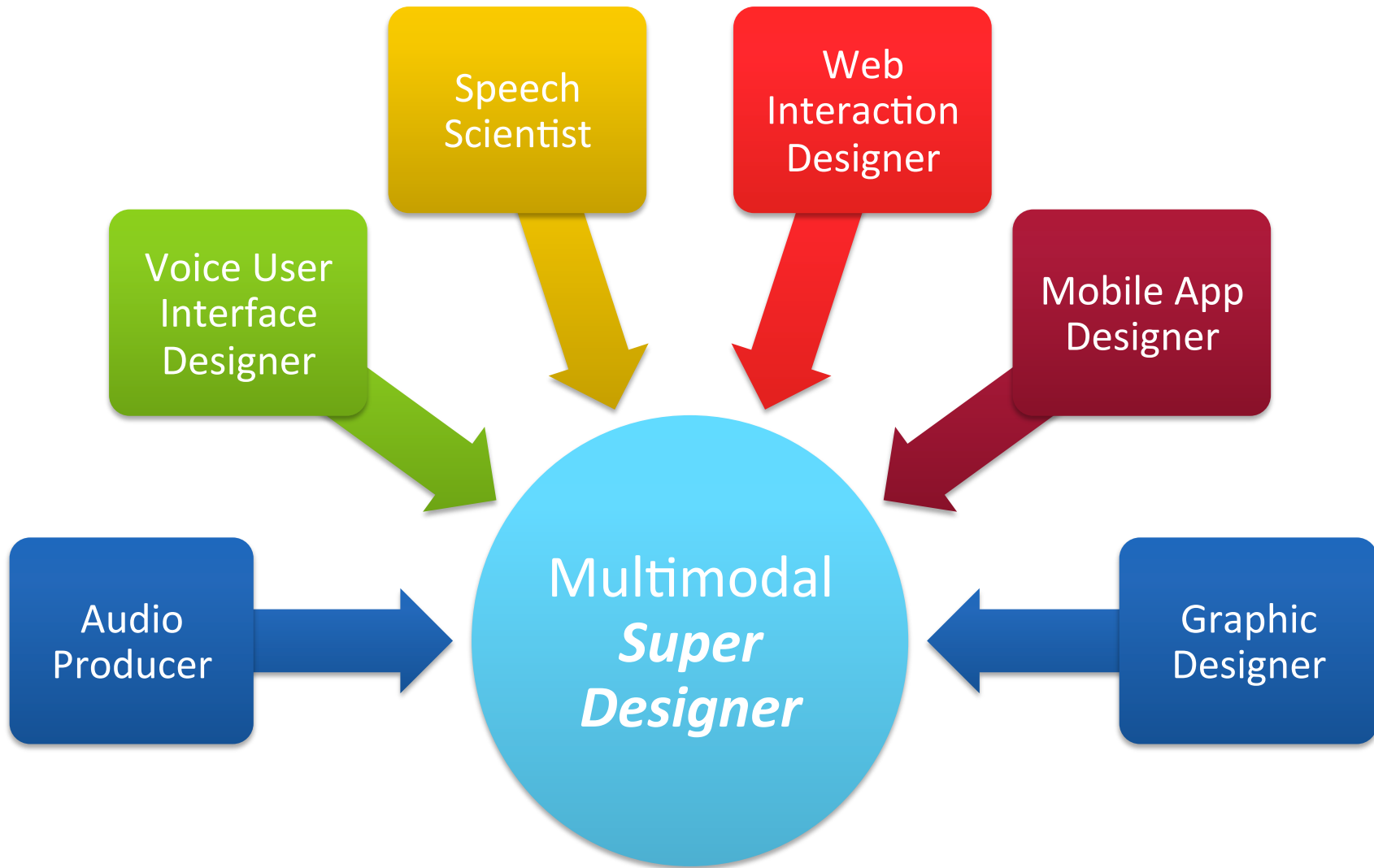
Observations on Carriers and Consumers

- Today's wireless carriers and devices impede "voice plus data"
 - Do we wait or do we innovate?
 - Waiting means not leveraging powerful digital channels if a call is live
 - Innovation will cause VoIP channels to bypass traditional toll-free service
 - The days of 100% IP customer service are coming (i.e. TDM will be "old school")
- Mobile app distribution mechanisms are slow relative to speech and web app innovation
 - Does the Enterprise hosting the app control updates, or does the Consumer?
 - Each year, the pace of software updates can and does increase
 - App correctness and completion is almost a never ending journey

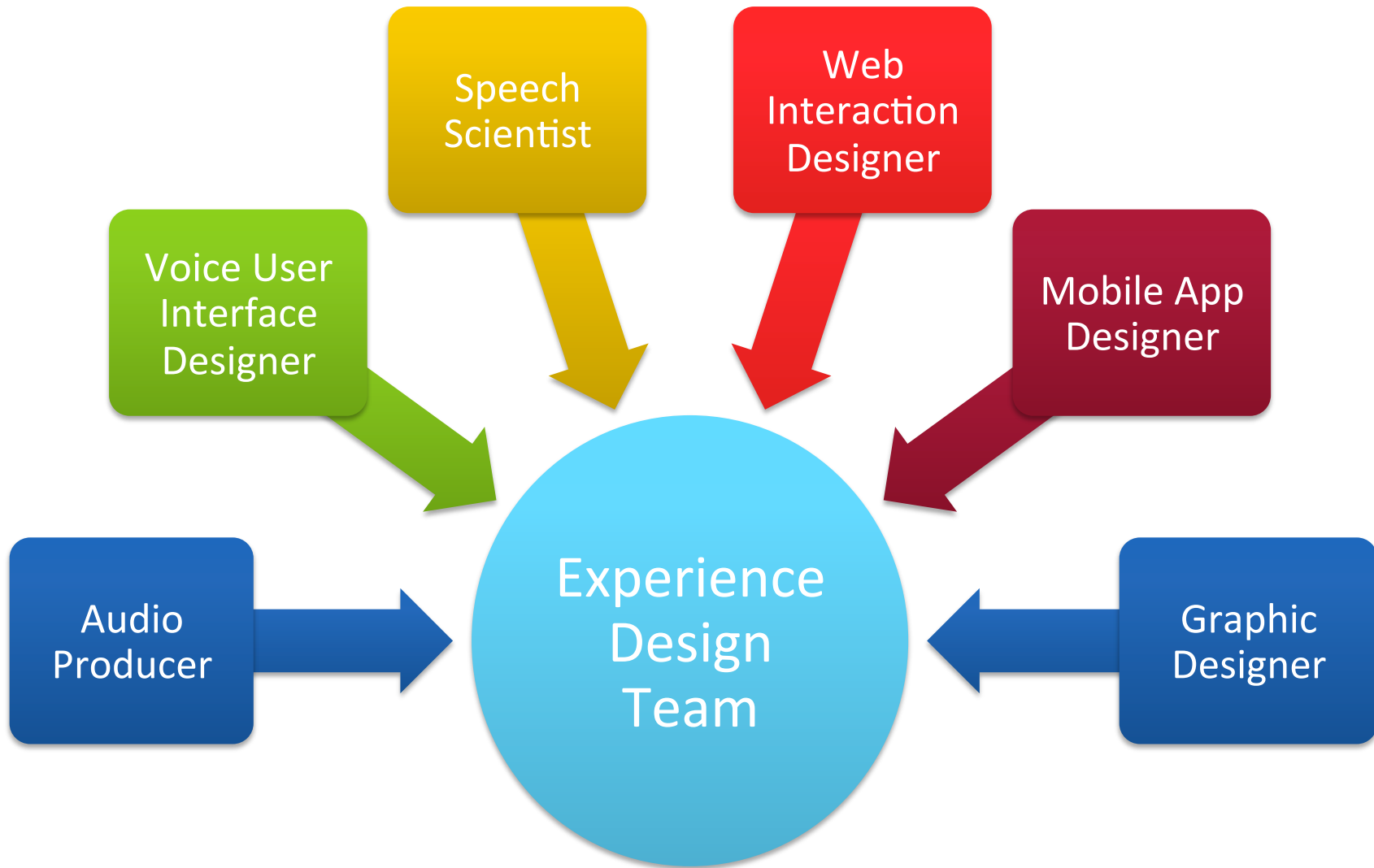
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Multidisciplinary Application Design Teams



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Too Many Apps? Or too few?

- Application download and update is a bottleneck to solving customer problems
- Designers need to be able to solve problems with personalized solutions
- Must multimodal designers wait for a consumer to enable their solution?
- More apps = more functionality coverage
- More functionality = more updates
- More updates = More consumer apathy
- Maybe a smaller set of more dynamic, data-driven apps is the answer

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Best Practices for Rising to the Challenges

1. Use all available contextual data to simplify & shorten interactions.
2. Know your consumer demographics.
3. Design for business objectives, not for business stakeholders.
4. Design in the metrics you are optimizing the solution for.
5. Reduce cognitive load by using the best available channel (e.g., human).
6. Don't assume you have The Answer – testing validates and Informs.
7. Instrument cross-channel metrics for intuitive & meaningful reporting.
8. Persona, Look and Feel (PLF) should be consistent throughout the journey, manifest the brand & span channels.
9. Embrace a broad classes of user scenarios and popular devices.
10. High quality visual and audio content = High user acceptance and favorable brand image.

Thank You

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[24]7