



Adding A Voice 'Contact Us' Button To Your Mobile App

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Prasanna Perera
Mobility Product Manager



Agenda

- Why add a voice contact us button.
- Where to add a voice contact us button.
- Agent or IVR
- What information to send.
- Case studies.
- Conclusion.



Why Add A Voice Contact Us Button

- To create a more intelligent interaction by passing status information from the app to the Agent/IVR.
- To inform the user about agent availability, hold time etc.
- To provide better customer service by providing historical information from the app to Agent/IVR.
- Complete transactions when there is no internet connectivity.
- Provide user assurance (trust).
- To clarify something that is not clear.



Where To Add A Voice Contact Us Button

- On the home screen of the application.
- When the user is presented with detailed information.
- On screens associated with completing transactions.



Agent or IVR

- If user is trying to complete a transaction send to Agent.
- When there is no Internet connectivity send to IVR.
- If user is calling from screen with a lot of information, let IVR confirm clarification and transfer to Agent.
- For new users, send to sales focused IVR with quick reach of Agent.
- Key: customize where the call is routed based on what the user has done and where in the application the user is.

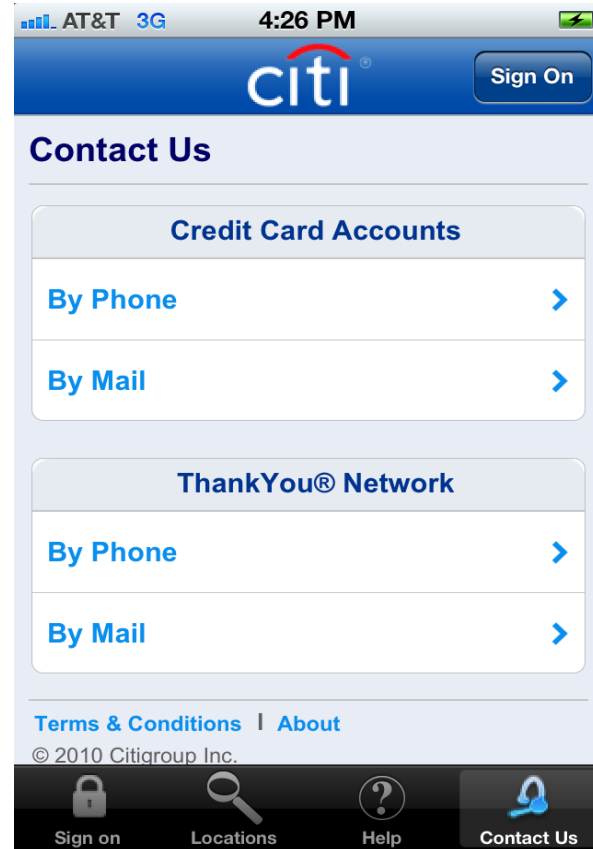
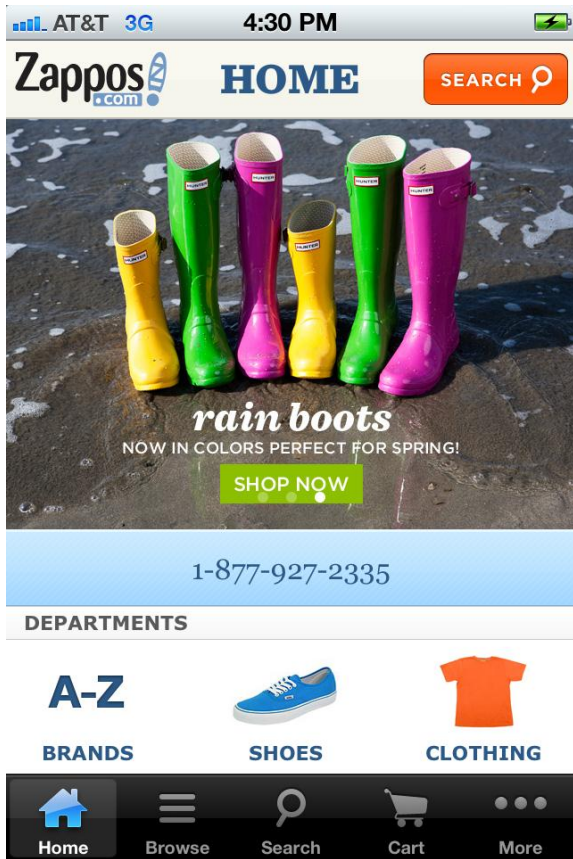


What Information To Send

- The screen of the application from which the user placed the call.
- What the user has done so far in the application.
- Users account information.
- Users past transaction history.



Case Studies





Conclusion

Differentiate your customer service mobile application by building trust and routing calls more efficiently to more intelligent customer service representatives by adding a voice 'contact us' button.