



**GENESYS®**  
AN ALCATEL-LUCENT COMPANY

# Smart Phone Integration for Mobile Customer Care

Mobile Voice - April, 2010

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# Genesys - an Alcatel-Lucent Company

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Leading provider of software to manage interactions, people and processes for  
Customer Service and Sales

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- 100% Software focus
  - 4,000 customers
  - Sales in 83 countries
  - 100 million customer interactions every day

# Industry Leading Companies Choose Genesys

## Market leaders in 28 Global Industries Answer the Call with Genesys



# What is a Customer Engagement Experience?

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## CONVENIENT

- Ease of contact; short wait times
- When I want to - 24/7
- Phone, self-service, email, web, chat, SMS

## COMPETENT

- Agents have access to necessary information
- The right agent the 1<sup>st</sup> time
- Consistent experience across all channels

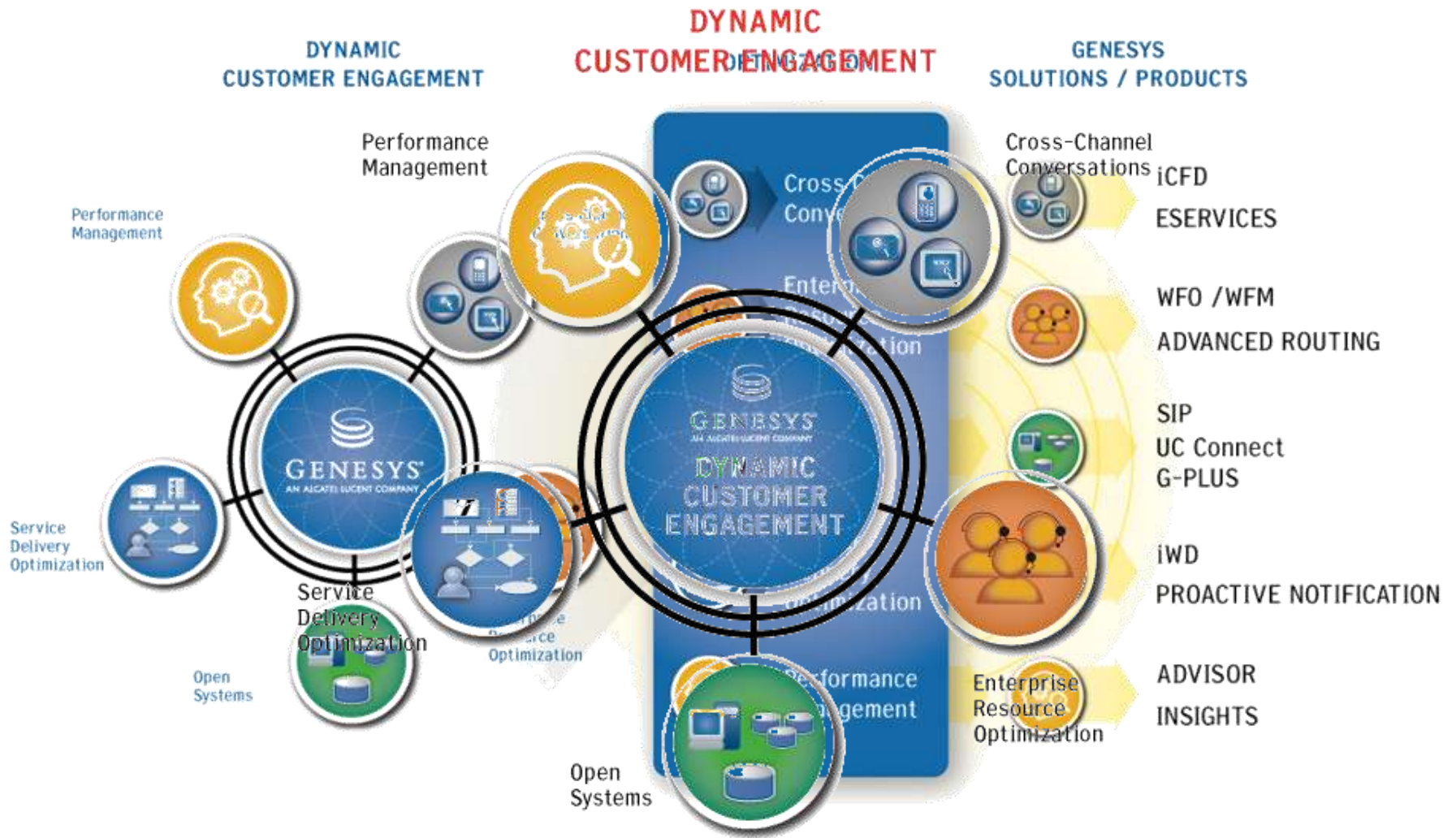
## PERSONALIZED

- Know who I am
- Understand (and cater to) my needs
- Use the information you already have about me

## PROACTIVE

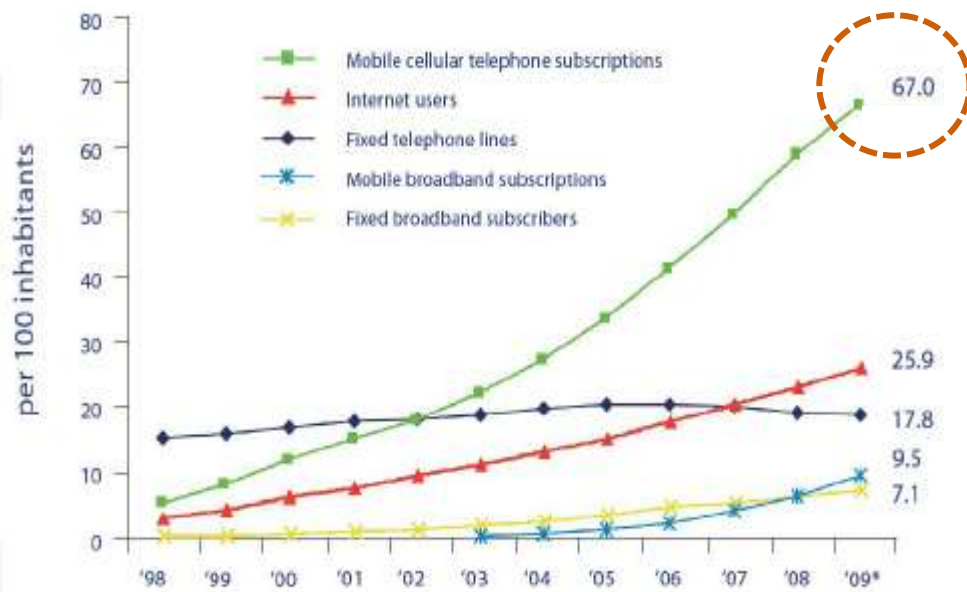
- Inform me about things that are relevant to me
- Offer me products/services relevant to my needs
- Add-value proactively

# Dynamic Customer Engagement

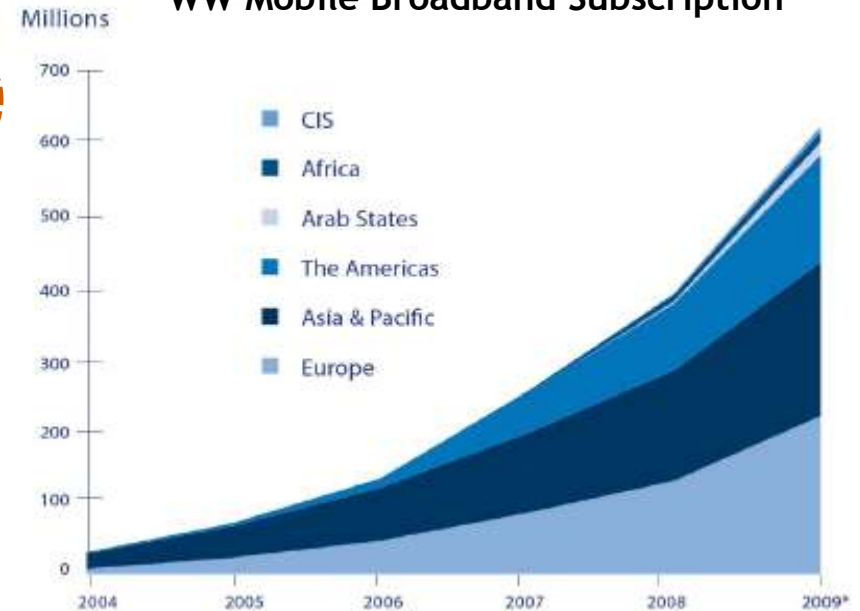


# Mobile - The Future Is NOW!

## WW Communication Subscription



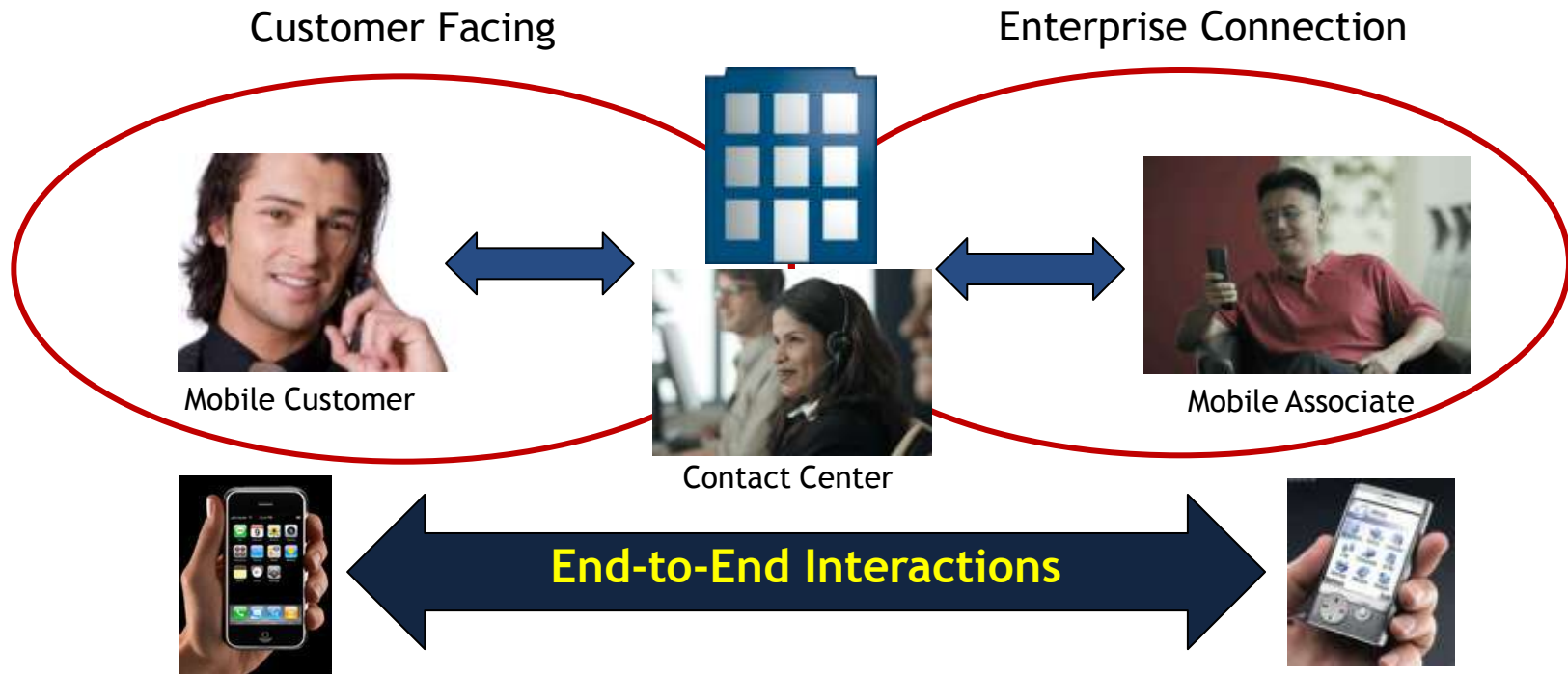
## WW Mobile Broadband Subscription



Source: ITU, Oct/2009  
\* - Estimates



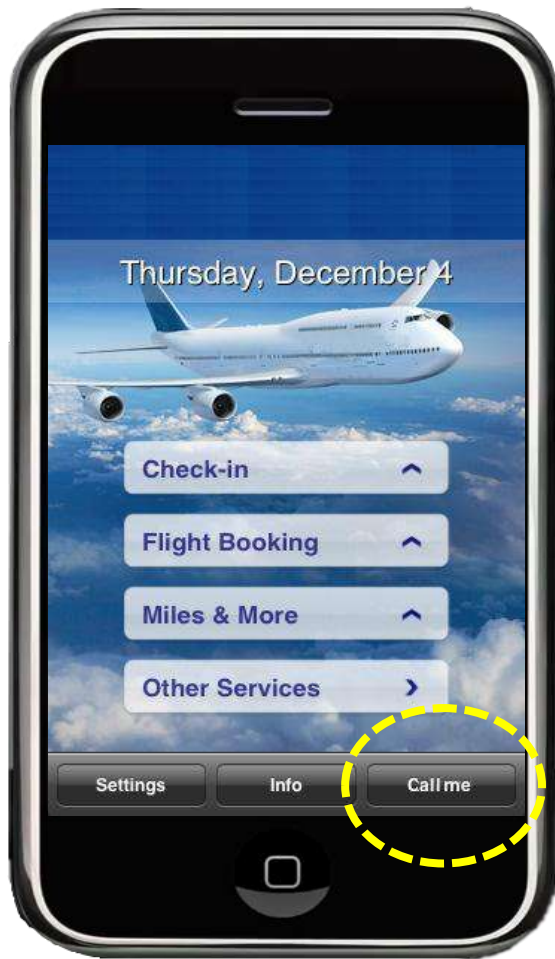
# Mobile Customer Care



- Voice, Call-Back
- SMS, MMS
- Assisted Service
- Location-Based
- ...

- Mobile Experts
- Mobile Sales
- Service Request
- Mobile Business Managers
- ...

# Usability - Convenient and Effective



Mobile User

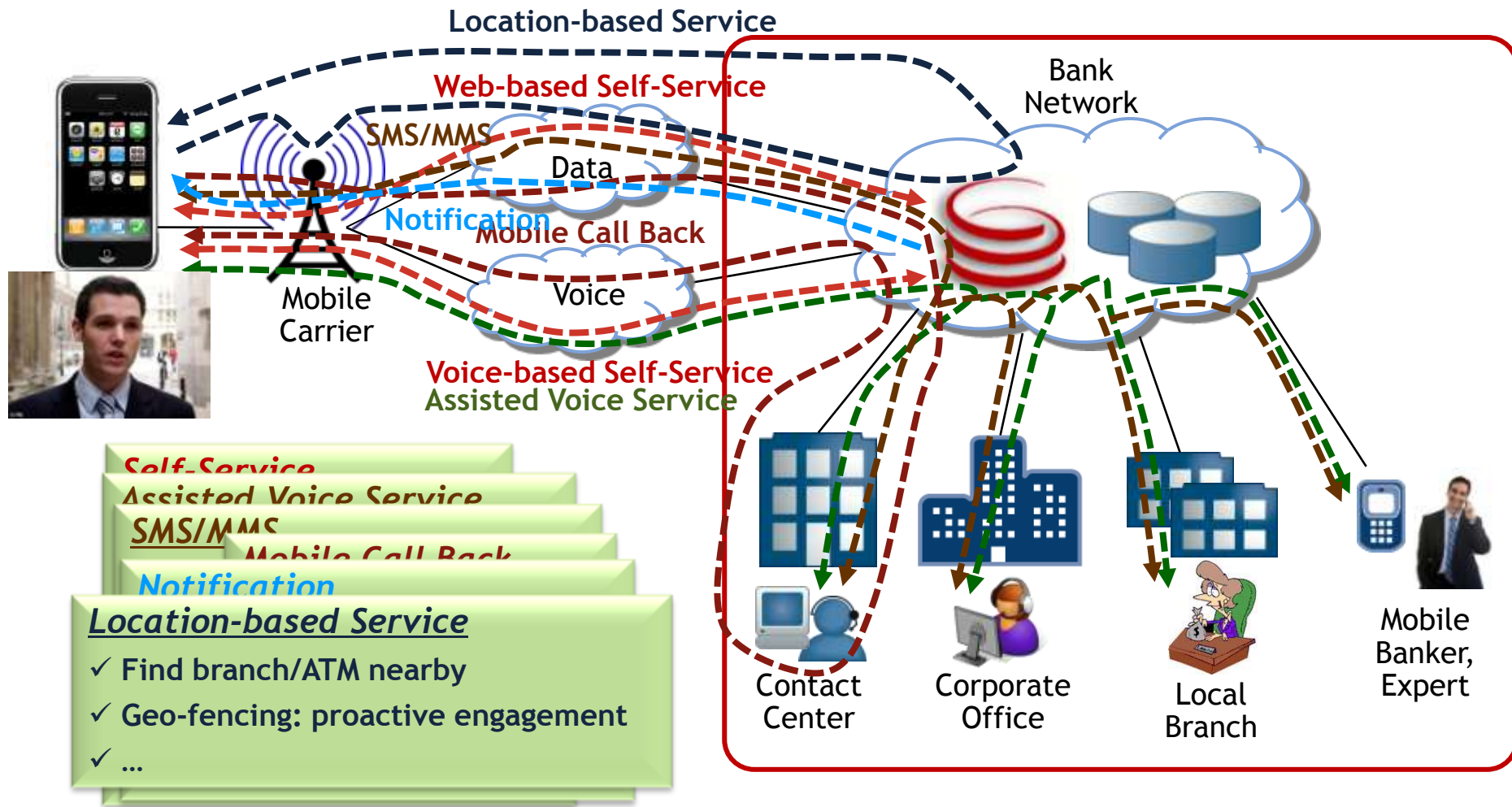
- ✓ Information
- ✓ Notification
- ✓ Communication
- ✓ Action
  - Call Back
    - Call-Me-Now
    - Call-Me-Later



Operation Manager



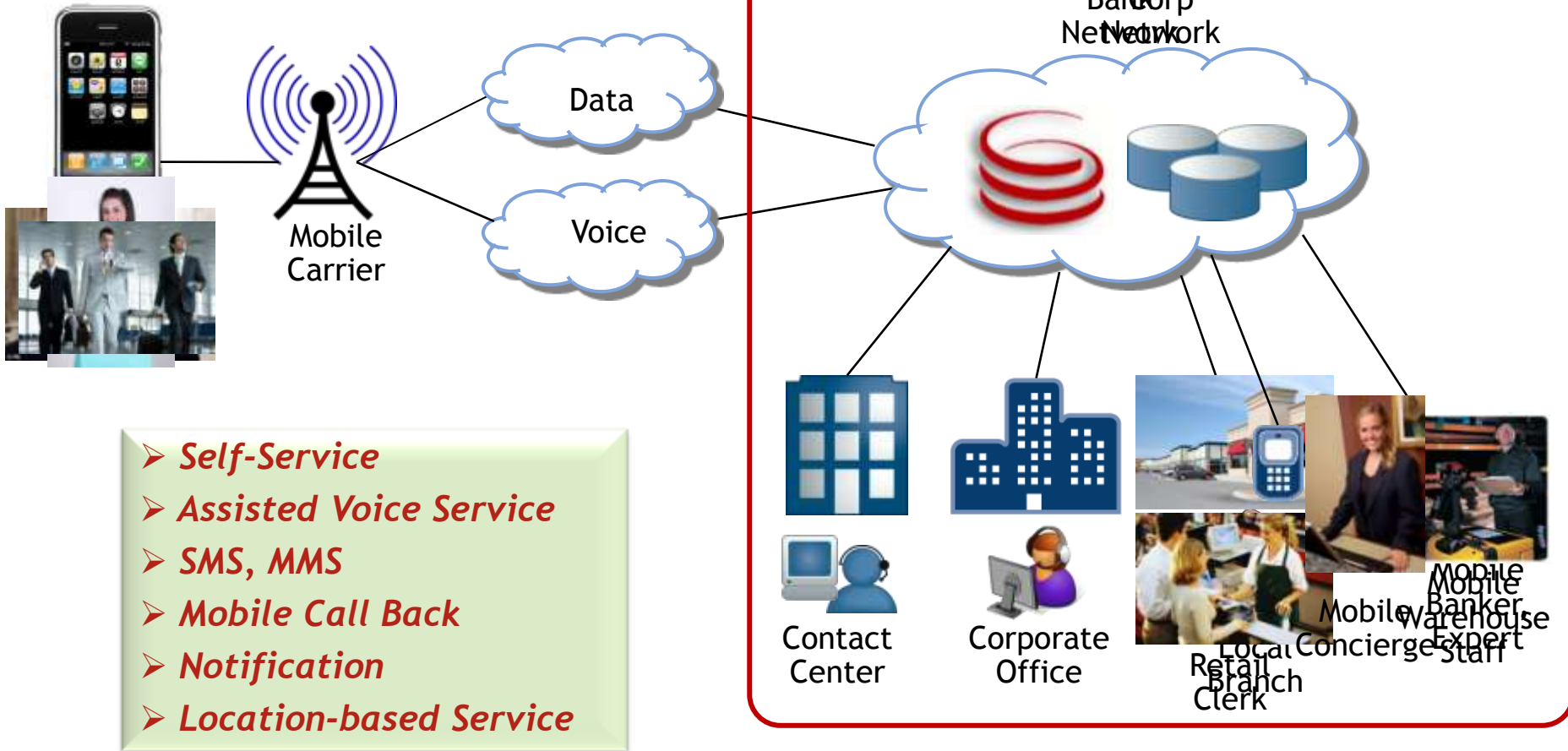
# Use Case - Mobile Banking



**Provide intelligent customer experience with advanced routing and interaction mesh-up**

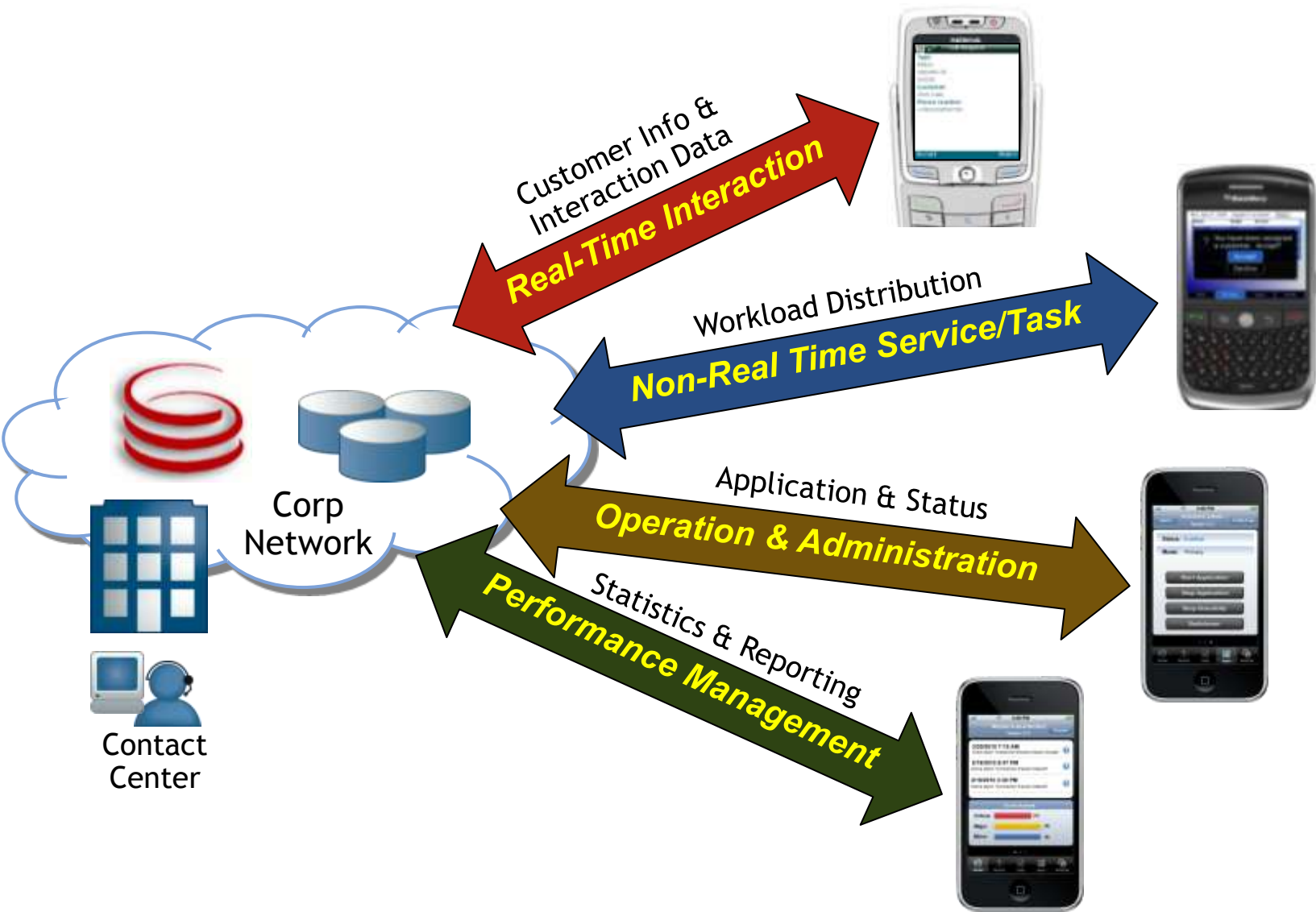
# Use Case - Retail and Call Center Marketing

## Use Case - Mobile Banking



**Significant cost saving w fewer/shorter calls while providing excellent customer experience**

# Mobile Customer Care in the Enterprise



# Mobile Customer Care - Business Benefits

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***THANK YOU!***