



**How the Growth of Proactive Notifications on Mobile Devices  
is Building Overall Acceptance of Automated Customer Care**

Christy Murfitt, April 23, 2010



# Proactive Notifications Are Personal, Relevant, Timely



# Primary Research: Consumer Preferences for Proactive Notifications



- August 2009

FORRESTER

- Compare to research from a year earlier

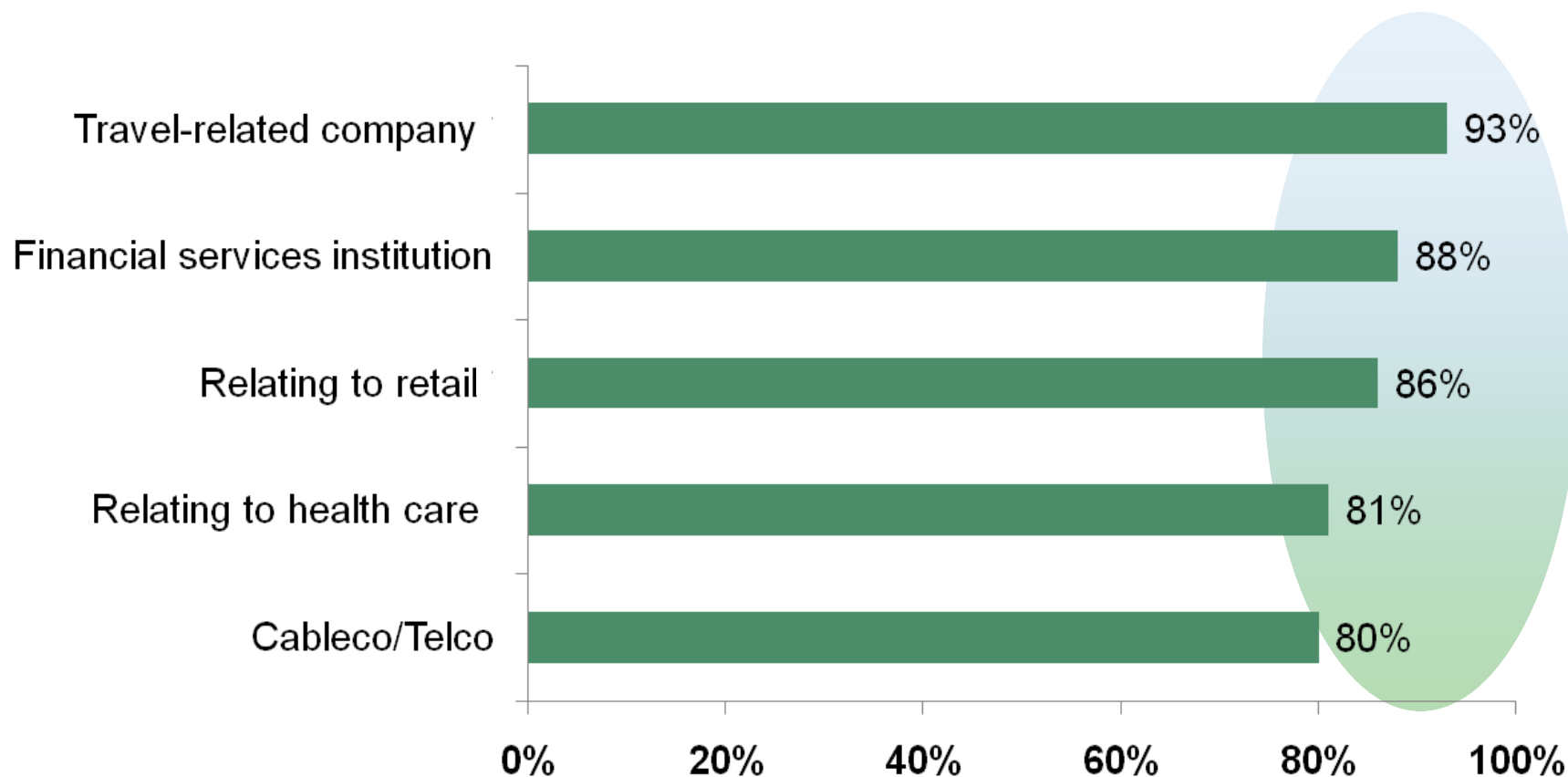
  
harris  
INTERACTIVE

## Getting specific - consumers were asked:



- “Think about the following information that could be shared with you via proactive notification. Please indicate your level of interest in receiving the following notifications from your [*travel provider, etc.*] via your choice of **email, voice message, or text message.**”
- Percentages shown represent 8-10s on a 10-point scale – meaning they **LIKE** or **LOVE** the notification.

# Consumers are overwhelmingly interested in receiving personal proactive notifications



Represent 8-10s on a 10-point scale for interest in at least one notification



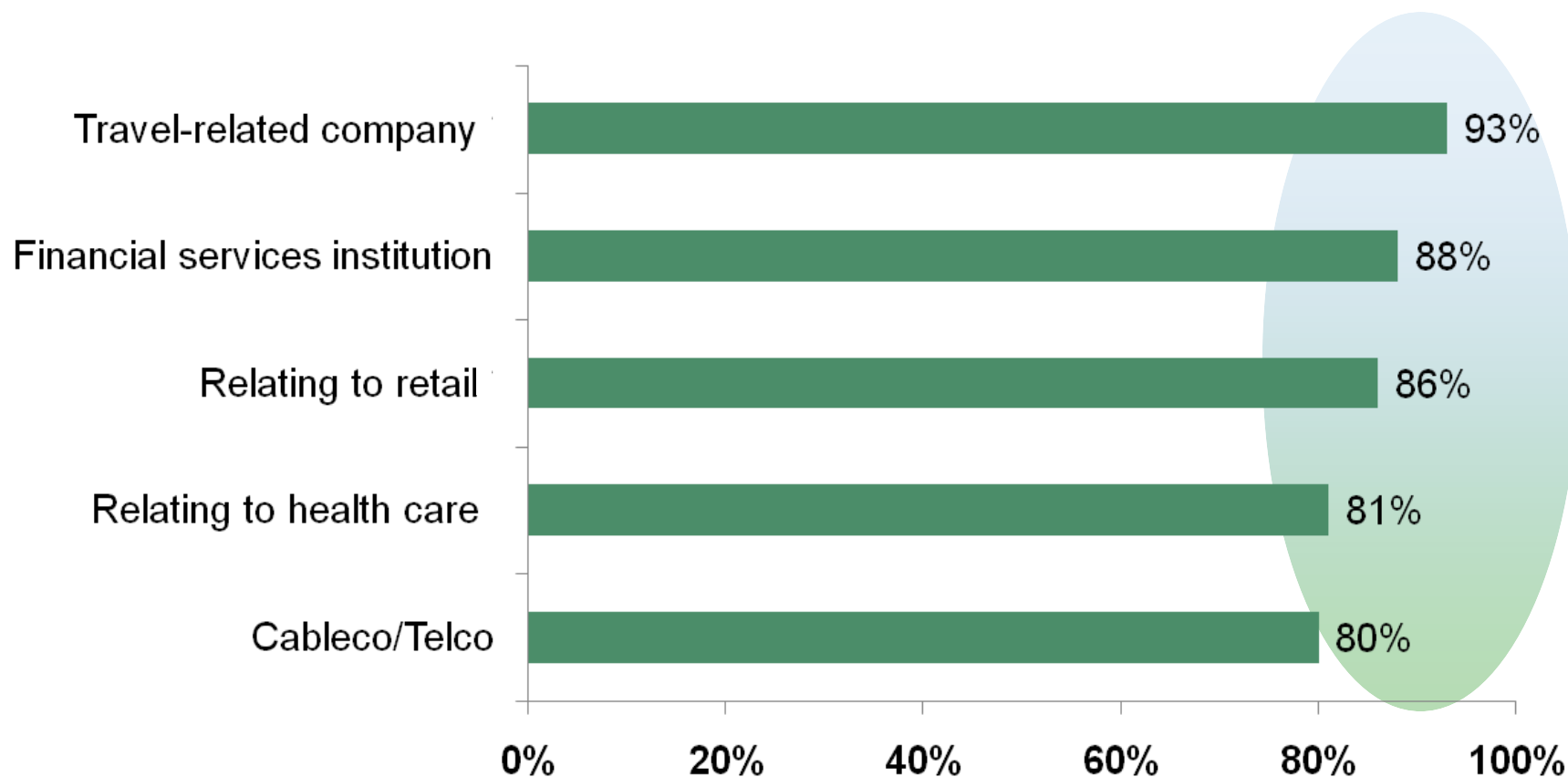
Source: Forrester Custom Research Study, Q3 2009

Base: n= 501, Online US consumers who have used telephone customer service in the past 12 months





# Consumers are overwhelmingly interested in receiving personal proactive notifications



Represent 8-10s on a 10-point scale for interest in at least one notification



Source: Forrester Custom Research Study, Q3 2009

Base: n= 501, Online US consumers who have used telephone customer service in the past 12 months



## Doctor's Appointment Reminders

2008

41%



2009

73%

Interest increased 78% in a year!







## Payment Alerts and Reminders

2008

26%



2009

60%

Interest increased 131% in a year!





## Change in Flight Status/Flight Update

2008

30%



2009

86%

Interest increased 187% in a year!




# Proactive notification is a “slam dunk” for consumers

- **Consumers are excited** about receiving various types of proactive notifications
- Consumer **interest** in proactive notification **is growing**





# Capitalize on this Opportunity!

- Fully exploit the mobile device 
  - Take personalization to a whole new level
  - Encourage interaction that links back into inbound IVR
- Contacting the call center with the mobile device has grown 74% since 2007
  - Customers using mobile phones to contact the call center rate automation higher than those not using their mobile

Source: Forrester's Nuance Custom Research Study, August 2009

Demand for relevant, timely and automated, proactive notifications will help consumers appreciate other self-service channels

Thank You!