



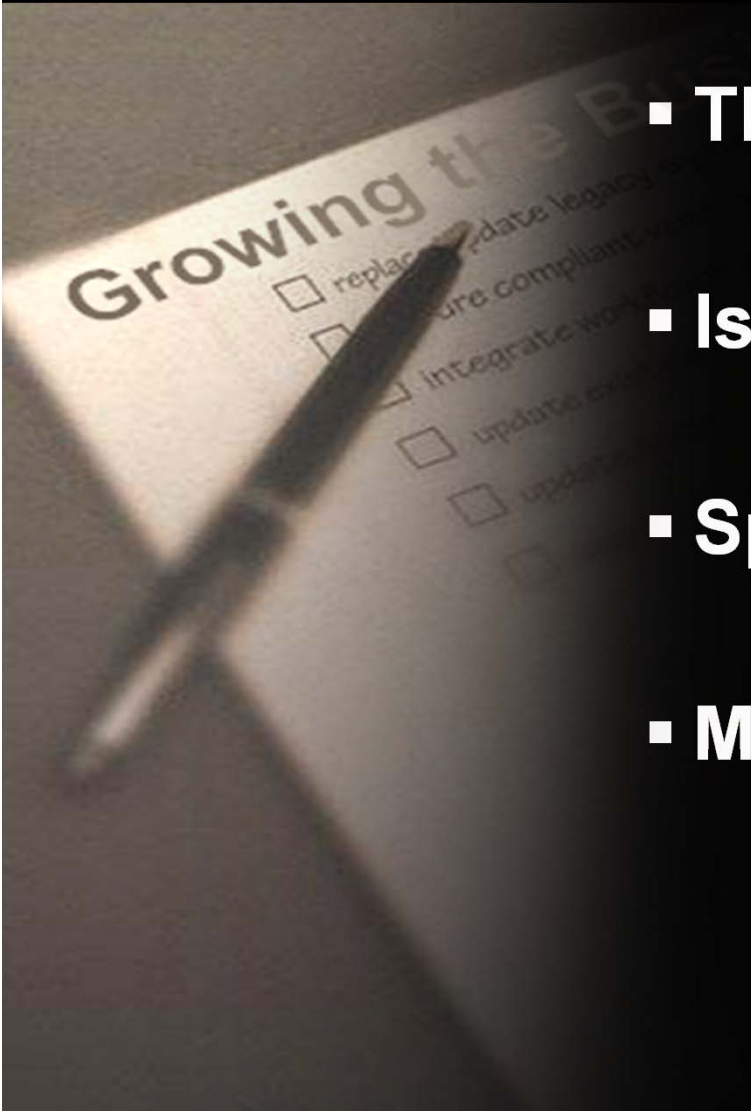
Mobile, Multimodal Interactions with the Contact Center



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Topics

- 
- A pen is resting on a document titled "Growing the Business". The document contains a checklist with several items, each preceded by a square checkbox. The visible items are: "replace", "update legacy", "ensure compliance", "integrate with", "update", and "update".
- **The mobile generation**
 - **Is Speech Enough?**
 - **Speech + Video**
 - **Multimodal interactions**

The mobile generation



"The Millennials"

- Totally connected
- Have their own phone by age 10
- Raised on text, video (but not speech....)

"The Rest of Us"

- Catching up to our kids....

**The Mobile
Opportunity**

*How can the Contact Center serve--
and empower--the mobile generation?*

Is Speech Enough?

- Properly-crafted speech applications can be very effective for mobile users, **but consider....**
- **The mobile generation is visually and textually oriented**
- **With pure speech applications, you don't know what you don't know**
- **Some people are shy about using speech, especially in public places**
- **Speech can present a usability problem in certain multimodal interactions...**
... or "How do I talk and look at the same time?"

The Power of Video

- The maturation of networks and mobile devices is opening up new channels of communications through the video medium

Datamonitor, January 2007

- 210 cellular carriers worldwide have either deployed 3G or will do so very shortly

Instat, March 2007

- Mobile video infrastructure revenue is expected to grow from \$146 million in CY 2006 to \$438 million in CY2010, at a **CAGR of 46%**

Wainhouse Research, March 2006

- "... If there is a killer app, it is video."

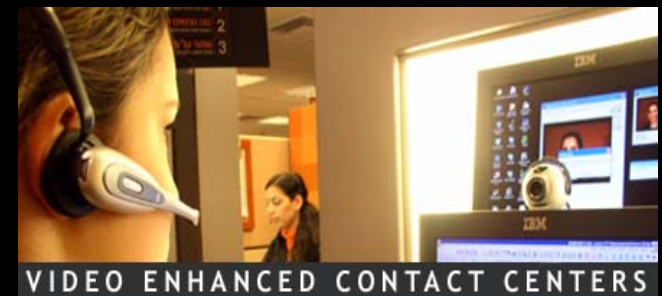
John Chambers, Cisco CEO, C-Scape Keynote Address,
December 2006

Speech + Video (= Sight and Sound)

Richer Customer Service Experiences



- Enable new kinds of services
- “Let me **show** you...”
- Over 50% of face-to-face communication is **non-verbal**
- Retention of audio + visual is **5 times greater** than for audio alone
- Increased self-service efficiency and fulfillment
- Build the brand and customer loyalty



The field is wide open for innovation

Security – Home Surveillance

Monitor property and connect to security services



Insurance – Roadside Claims

Commence/expedite the claims process at the site of the accident

Healthcare – Telemedicine

Doctors provide emergency remote evaluation and treatment guidance



Travel – Roadside Assistance

Drivers access video tutorials to assist in common roadside repairs

Speech + Video: Features and Benefits

Feature	Functionality	Key Benefit
Speech+ Video Menus	<p>Caller is presented IVR menu via video</p> <p>Caller makes selections via speech or keypad</p>	Faster, more intuitive caller experience
Speech+ Video Self Service	<p>Caller selects pre-recorded video or live streaming video for viewing</p>	Richer caller interactions
Video Queuing	<p>Caller views video while in queue for an agent.....</p>	Immersive caller engagement
Video Agent	<p>Point-to-point video between agent and caller</p> <p>One or two-way video</p> <p>Agent can push additional videos to caller</p>	Differentiated, “let me show you” style of hands-on service

Multimodal Interactions

- Are speech + video enough...?
Bandwidth, manageability issues with video
- Multimodal interactions leverage the mobile web
"IVR" systems push HTML (like VXML)
Websites that optimize presentation for the end device
Integrated with speech, video, chat, etc.
- How do we get there?
Applications/widgets not "owned" by the SPs



Key elements of a multimodal strategy

1. Enable a **consistent user experience** across all endpoints and user scenarios (e.g., mobile devices, fixed kiosks, PCs, etc)
2. **Integrate** with other **Unified Communications** assets (e.g., voice/text messaging, presence/chat, conferencing, etc).
3. Enable **extension** of enterprise services and customer care to the user, **wherever they are....**



Summary

- The mobile generation--oriented toward text and video
- Speech alone **isn't** enough
- Speech + Video are a powerful combination...
- ... but true multimodal interactions are even better

