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# The impact of presence and location based services on application development

March 3, 2009

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# Situation analysis

- > Contact center applications, self-service IVR applications, web applications, email have traditionally been separate and silo'd
- > Each application dealt with typically one mode, and mostly homogenous functions and a defined, static response group
- > Today, mo



# The future impacts the present

- > Mobile computing evolution
  - > Constantly connected users
  - > Sharing of social networking information
  - > Business uses
  - > Convenience uses
- 
- > All converging to impact the design and development of applications



# What's new to consider?

> Technologies converging into single applications that used to be distinct

- Applications need to consider ways to protect and share personal information that typically was not considered before
  - **Location** (personal and professional implications)
    - Who knows where you are?
  - **Security** - How do users control who knows what and what information is shared? How do companies track valid information for audit trails?
    - Who has a right to know what and when?
  - **Adaptive versus Skills-based routing**– Routing goes “3-D”
    - Who is on-line, has what skills and can respond in what way?
  - **Media** – voice, video, chat, email, SMS



# Design implications

## > Different rules for different media

- User preference for voice, text, email, video?
- Virtual world going commercial
- Same information may be rendered multiple ways
- Communication direction matters— one-way, two-way, groups
- Transaction timeliness requirements differ according to circumstances



# Design implications

- > Device compatibility
- > Regulatory and liability considerations (Who's job is it anyway?)
- > Now there are two user groups to consider in the same application – internal and external
  - For enterprises - usability must cover agents and employee ability to use applications and log in/out, change status, update skills, control privacy
  - Usability still has to focus on the enterprise customer trying to connect to the right person or application



# Development

- > Integration points are the key
  - Multiple APIs and potential data transitions
- > Beyond the code
  - User acceptance testing gets exponentially more complex
  - Considerations for devices, users, environments have to be taken into account
- > Complexity and coordination
  - Data consistency
  - Device considerations
  - Preferences, security, integrations



# Application Potential

## > Personal

- Your mobile device could tell the application where you are, whether you are moving (and how fast) – and perhaps automatically offer hands free voice interaction instead of text
- Location and preferences could order pizza for pick-up, checking traffic and automatically estimating pick up time

## > Enterprise

- Presence can be used to know if an expert is on-line and avail for chat or call
- Agents could note status as mobile or fixed
- Location can be tracked for response (emergency personnel)
- Customer interaction preference can be noted and adapted based on environment



# Rewards

- > Productivity improvements
- > Cost savings
- > Customer choice and satisfaction
- > Reality of unified communications



# Questions?



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