



#mobilecx

Going beyond voice:

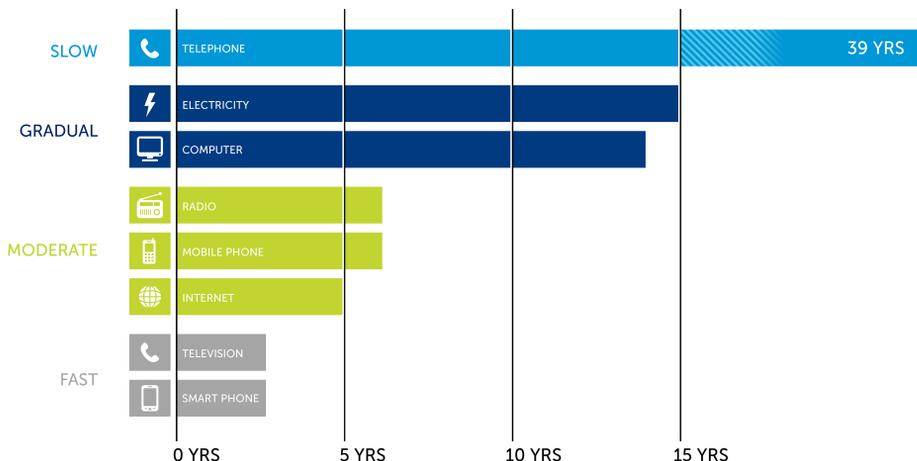
What the Mobile Revolution will mean to Customer Self-Service

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WHY consider Mobile for Customer Care?

THE FASTEST GROWING TECH IN HISTORY

MATURITY: Time from 10% to 40% penetration





55%

mobile
subscribers
own
smartphones



2/3

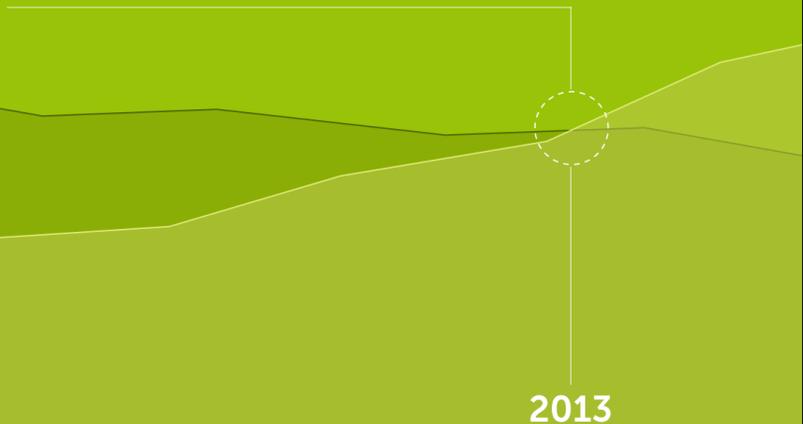
new
purchases are
smartphones



32%

prefer to
communicate
by text than
over the phone

Tablet shipments are expected to **exceed notebook shipments** in 2013 and almost match total PC shipments by 2015



2013

Source: Morgan Stanley

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2.8B

SOCIAL MEDIA
PROFILES WORLDWIDE

1B

FACEBOOK
USERS

500M

TWITTER
USERS

400M

TWEETS SENT
PER DAY



Voice
*IS NO LONGER
ENOUGH*

*companies must
address the **needs,**
preferences
& **priorities**
of their **customers***



LOOK AT THE
U.S. Postal Service





failure to evolve

\$25 Million / day

- **74%** of companies in a recent Aberdeen Research survey, reported they will start or increase support for mobile this year.

READ IT:

<http://bit.ly/csTrendAberdeen>



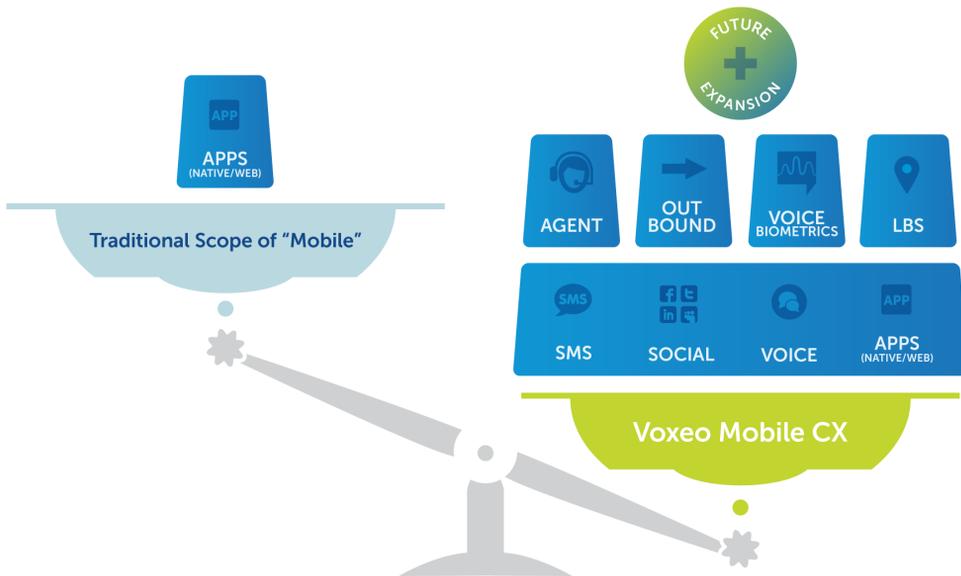
- **92%** of respondents in a Voxeo poll said multi-channel customer service is **important, very important or extremely important** to their current and/or future business goals.



See details at: <http://bit.ly/techval92>

**WHAT does a truly mobile
customer journey look like?**

Mobility: A HOLISTIC VIEW



CUSTOMER JOURNEY



Meet Vivian

Vivian is verifying a direct deposit using her bank's IVR

Take advantage of our low mortgage rates. Refinance today. Say yes to learn more.

SmartBank

Based on Vivian's profile and history SmartBank provides a targeted offer

Yes.

Vivian agrees to receive a custom link to the online application via SMS

CUSTOMER JOURNEY

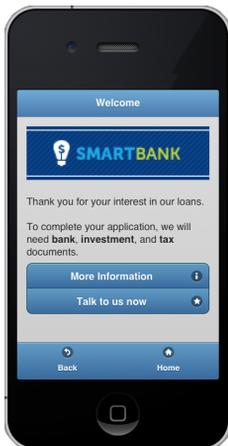
Vivian completes her application.

Based on Vivian's preferences, she receives an SMS confirmation.



CUSTOMER JOURNEY

SmartBank needs additional documents and sends a link via SMS. Vivian clicks on the link. Since she is using a smartphone, she is directed to SmartBank's secure mobile web portal.



Vivian has additional questions about the necessary documents. She clicks to connect with a loan specialist for help.

CUSTOMER JOURNEY



Hello Ms. Anderson, I see you are calling about your loan application. Let me start by verifying the last four numbers...

Bridging the context gap...

- Seamless, in-app phone experience
- Self-Service transaction context and history pop up on agent screen

Would you like to enroll in our voice print system? It will give you faster, more secure access to all your SmartBank accounts in the future...

CUSTOMER JOURNEY

Vivian receives an SMS that her application is approved and is prompted to login to the mobile web portal or call for details.

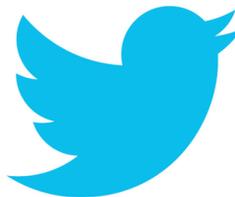
After reviewing and accepting the terms of the loan using SmartBank's mobile web portal, Vivian is prompted to take a quick survey.



CUSTOMER JOURNEY

Vivian is happy with SmartBank's customer service options. She tweets about it, letting her large follower base know about her experience.

SmartBank detects her tweet and automatically replies, thanking her for her business and publicly offering her a gift voucher.



(MOBILE) TECHNOLOGIES INVOLVED

- Personalized Inbound IVR
- Outbound SMS
- Website
- Inbound SMS
- Mobile Web Apps
- In-app phone bridge to Contact Center
- Voice Biometrics
- Twitter monitoring and automation

HOW to build multi-channel self-service support?

BUILDING MOBILE APPS

with Voxeo CXP

Voxeo CXP implements an object-oriented approach for building Web app pages, using dialog objects 



Dialog = turn-taking

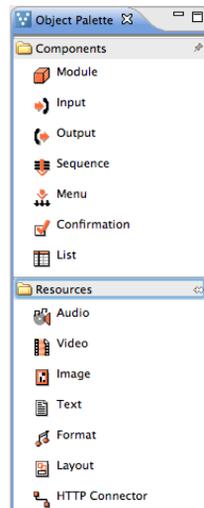
App prompts user for input

User provides input back to app

Dialog paradigm borrowed from

 IVR, also applies to Web 

and Interactive Text Response (ITR) apps 



COMPLETE APPLICATION LIFECYCLE MANAGEMENT

- *Promotes reusability*
- *Provides consistency*
- *Brings together multiple stakeholders*
- *Speeds time to market*



MULTIPLE STAKEHOLDERS?

Business User Interface, Analytics & Reporting



Selected Service: Main Hotline Frontend IVR | **Direct Contact Service** | Logged in as: ipsoebol | 19% | **Logout**

Apply the configuration to the live service. Note that the change will take effect immediately.

Apply Now

Recent Versions

- 2012-11-09 09:00:27 (Active)
- 2012-10-21 15:00:21
- 2012-10-20 14:25:43
- 2012-10-20 14:12:47
- 2012-10-20 14:11:23
- 2012-10-20 14:08:56
- 2012-10-20 08:46:26
- 2012-10-20 04:28:21
- 2012-10-19 12:00:08

Fetch

Loaded Version

2012-11-09 09:00:27 (active)
 svomer: Disabled outage message

Outage Message [No Message]

Billing Menu Choice Available? true

Opening time (Weekday) 9:00 AM

Closing time (Weekday) 9:00 PM

Opening time (Saturday) 9:00 AM

Closing time (Saturday) 4:01 PM

End of call center business hours on Saturdays.

Opening time (Sunday and holidays) 9:00 AM

Closing time (Sundays and holidays) 3:00 PM

Offer of the Week active? true

Offer of the Week End Date 08/30/2012

Offer of the Week Target Segment

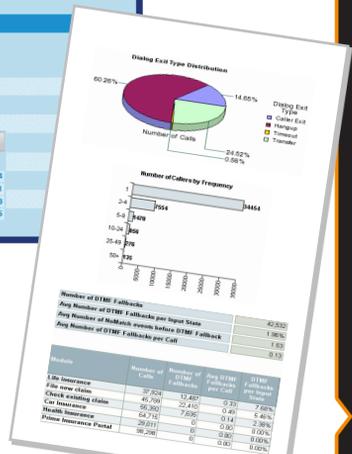
Target number for sales related calls

Target number for technical support calls

Target number for billing enquiries

Percent for After Call Quality Survey

August 2012						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



TRUE DEPLOYMENT FLEXIBILITY

ONE PLATFORM.
THREE DEPLOYMENT OPTIONS.

HOSTED

6 Global Data Centers
100% Uptime Guarantee

PRIVATE

On Premise or Dedicated
Hosted at Voxeo or Third Party

HYBRID

Take Advantage of
Both Deployment Models
Cost Effective Failover and Bursting



LEARN MORE

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