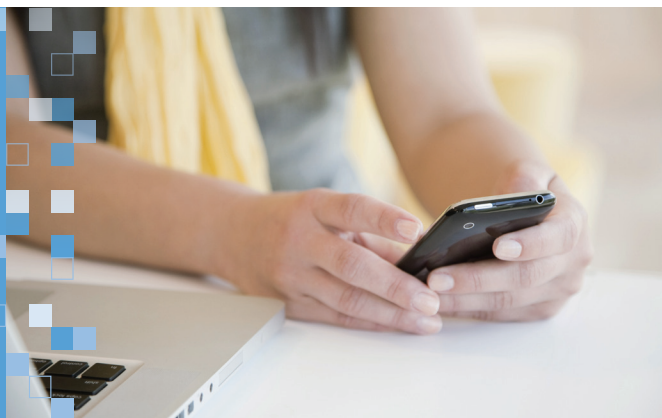# NICE Mobile Reach

When your mobile customers need assistance, give them help that is as smart as their devices

CUSTOMERS' NEW BEST FRIEND – THE MOBILE DEVICE!

Mobile devices—smartphones and tablets—are increasingly becoming consumers' choice as communication and business portals. In fact, more than 90% of mobile owners keep their device turned on and within arm's reach, 24/7. Whether they're connecting with friends on social channels, shopping, accessing knowledge on the web, or conducting business with their service providers, customers expect to do just about everything on their devices. That includes getting assistance when and how they need it.

NEED TO TALK TO AN AGENT? THERE'S A SMART NEW APP FOR THAT

"I started with the app. When I needed help to complete my transaction, I clicked 'Contact Us' and was connected to an IVR. I now need to start from the beginning? You're kidding, right?"

Although some companies offer great mobile self-service options, the important aspect of customer service in their mobile strategy is often overlooked. Customers interact with their service providers via powerful devices, with apps, converged voice-data capabilities, cameras and even GPS. Pair that with the advanced systems contact centers employ for interaction-capture, analysis and real-time agent guidance, and what emerges is a tremendous, untapped opportunity to create service experiences beyond customers' wildest expectations.

USE CASE: ALL-IN-ONE MOBILE INTERACTION - A NEW CAR WITHIN A FEW CLICKS

Jennifer is at a car dealership. She falls in love with a late-model gently used coupe—a rare find—and negotiates a very attractive price. Filled with excitement, she **launches her bank's iPhone app**, reviews the car loan options, and starts the loan application on the spot.

During the process, Jennifer hits a snag in selecting her loan options. She **clicks "Get Assistance."** The **Mobile Reach** module initiates and shows her the best interaction options to get a great loan. The **options are personalized** to her need, customer profile (based on analyzing all her past interactions with the bank), the steps she's taken via the app before requesting assistance, as well as the contact center status, call volume, and the availability of agents with relevant skills to handle her need. The recommended actions might include completing the loan process with the iPhone app and sending her directly to the right screen in the app. At another time and place, it might be to go to the nearest branch around the corner (as the app knows her current location).

In this case, though, the recommended best option is to talk with an agent — **NICE Mobile Reach** determined this would provide the highest chance of fulfilling Jennifer's need (and the bank's goal). She **clicks "Connect with an Agent"** and is quickly connected with James—the right loan specialist for her need— bypassing the IVR.

As James joins, a window on his screen displays the **interaction context**, including Jennifer's intent (get a car loan), related data from the app (how much, for how long, etc.), loan offers the system has calculated in real-time as most relevant for Jennifer, as well as guidance for the next-best-action to quickly and efficiently satisfy Jennifer's need. Armed with this knowledge, James **jumps right in where the customer left off** with the mobile app.

As James and Jennifer discuss the loan options, they **collaborate using a two-way data exchange** between her device and his desktop. He sends to her device a text summary of the options discussed, providing her clarity on the choices. Upon accepting the loan terms, Jennifer clicks a button on the app to digitally sign her application, and uses her device's camera to take a picture of her photo ID, which immediately shows on James screen for instant authentication. As they end the call, the mobile app asks Jennifer for **feedback on the interaction**, when all is still fresh.

30 minutes later, Jennifer is driving her shiny new car through downtown. **No multiple contacts. No misunderstandings. No Delays. No papers. No hassle. No wasted time.**

NICE Mobile Reach provides:

■ Influence over the customers' choice of channel before they choose

■ Seamless, context-aware transition from on-device self-service app to a live agent

■ Context-aware collaborative assistance, using smartphones' unique capabilities

## 90% of mobile owners keep their device turned on and within arm's reach, 24/7
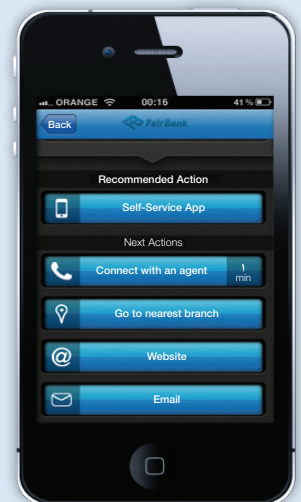
NICE MOBILE REACH – WIN-WIN

A smart and integrated approach to mobile customer service creates unique value to both customers and enterprises. It enables companies to:

- **Influence the customers' choice of interaction channel before they select it**, thus optimizing the use of channels to create the most value to both the customer and company.

- **Connect customers with agents in a seamless and context-aware way**, as a smooth continuation of a self-service interaction, helping customers avoid the dreaded IVR.

- **Elevate efficiency and effectiveness of interactions by enabling collaboration** utilizing the powerful converged capabilities of the mobile device in sync with collaboration tools on the agent desktop.

CUSTOMER SERVICE THAT'S AS SMART AS CUSTOMERS' DEVICES

Because mobile devices shape and enhance consumers' lives so intuitively, and as customer experience is a major differentiator between companies, the idea of mobile customers dealing with contact centers "the traditional way" is unthinkable. NICE Mobile Reach integrates the technologies both built in to smart devices and powering today's advanced contact centers to provide an outstanding customer experience, do more business with customers, and elevate operational efficiency to new heights.

Customer

2-Way Collaboration Session

Agent

Mobile Customer Service Server

Enterprise Customer Service Systems
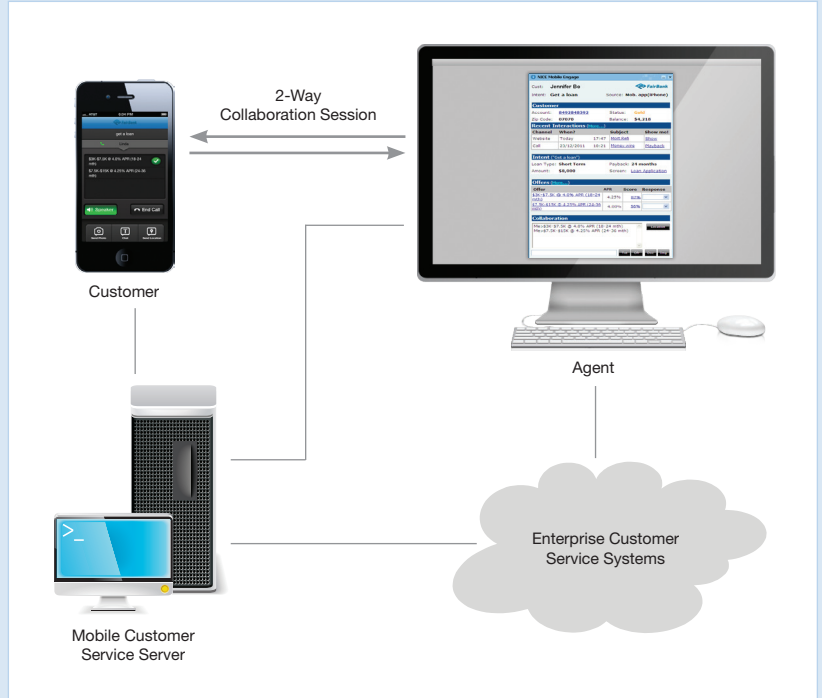
Isn't it time to start providing customer service that's as smart as your customers' devices?

ABOUT NICE

NICE's Enterprise Offering enables organizations to impact every customer interaction with targeted solutions for enhancing the customer experience, increasing service-to-sales revenue, streamlining operational efficiency, and complying to policies and regulations. Driven by real-time, cross-channel analytics – including speech analytics, text analytics, feedback analytics, web, and social media analytics – and coupled with real-time decisioning and guidance, NICE Enterprise solutions are implemented by contact centers of all sizes, branch networks, retail stores, trading floors, and back office operations. NICE serves over 25,000 organizations in the enterprise and security sectors, representing a variety of sizes and industries in more than 150 countries, and including over 80 of the Fortune 100 companies. www.nice.com

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