

## NICE Mobile Reach

When your 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 networks, shopping, consuming content, 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 reached 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: THE RIGHT PLAN (AND MORE) IN JUST A FEW CLICKS

Jennifer got a new smartphone at a FairCall retail store a few days ago. After talking with a friend, she is not sure the data plan she got is best fit for her needs. She launches the FairCall app on her phone and reviews her plan details. The app let's her change the data plan, but Jennifer is not sure what option is best for her.

Jennifer presses the "Get help" button. The **Mobile Reach** module initiates, and based on data Jennifer entered about her usage pattern combined with interest in roaming options, which she expressed in previous interactions with FairCall, it recommends to Jennifer the best interaction channels for her need. It advises her to complete the order in the self-service app—the easiest and quickest way. As she wants to ensure the package will suffice for her future needs, Jennifer presses the **"Talk with a service rep"** button and is quickly connected with James—one of the agents with best scores for data plan sales—bypassing the IVR.

When James joins the interaction, a window pops up on his screen with the **interaction context**, including Jennifer's intent (change data plan), data she entered in the app (weekly data usage), her few previous interactions with FairCall (browsed the web for roaming options, called about international fees), the recommended offer for her, as well as guidance on how to best present the offer to Jennifer and resolve her need. Armed with this knowledge, James **jumps in right where Jennifer left off** with the mobile app.

As they discuss the options, James **sends to Jennifer's device** a summary of the details of the plan so she can easily see the terms. This helps Jennifer understand quickly that the bundle package would be great for her needs, and she presses the "Confirm" button to accept it. The window on James computer now guides him to offer the new and fast travel wireless modem. James describes the special offer and sends to Jennifer's phone an image of how the modem looks when attached to a laptop. Jennifer likes it and the special price James offered, and agrees to buy it too. When they end the call, the app immediately asks for **feedback on the interaction**.

Later that day, Jennifer calls her friend to thank her for the advice to adjust her data plan as she now pays less – including when traveling abroad – plus she now can be connected anywhere with her great new cellular modem.

### 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 rep
- Context-aware collaborative assistance, using smartphones' unique capabilities

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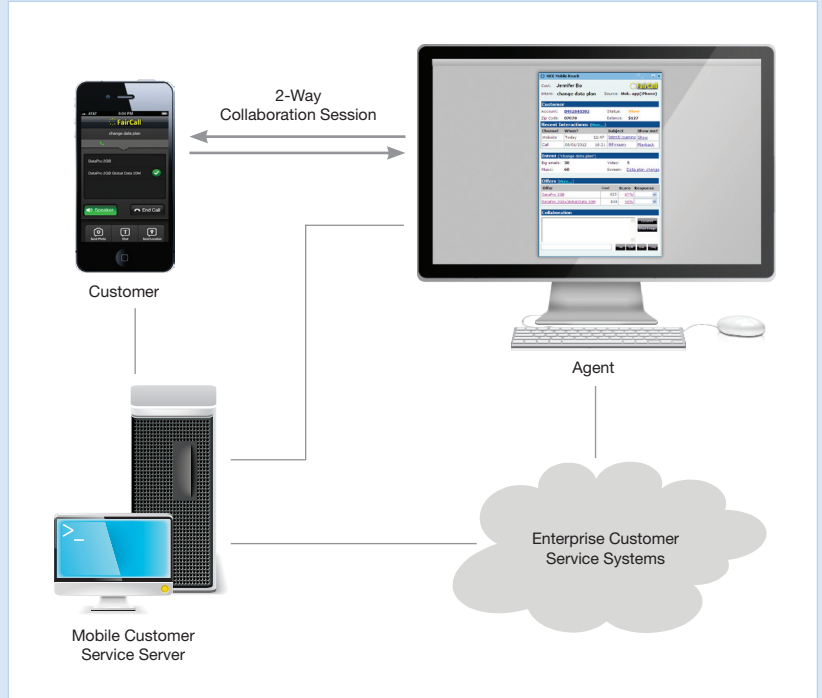
## NICE MOBILE REACH – WIN-WIN

A smart and integrated approach to mobile customer service strengthens the mobile channel as a prime interaction channel, and 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 service rep desktop.

## CUSTOMER SERVICE THAT IS 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.



**Isn't it time to start providing customer experience that is 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](http://www.nice.com)

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