

## 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 for vacation, looking for information, or conducting business with their service providers, customers expect to do just about everything on their devices. That includes getting assistance when 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 booking, 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: BACK ON TRACK IN MINUTES AFTER MISSING A FLIGHT

Jennifer is running through the airport. She has to get to Chicago today for a 9:00 AM meeting tomorrow. Unexpected events made her leave home 50 minutes later than planned. The heavy traffic didn't help as well. She arrives at the gate a few minutes after the FairFly plane has already left.

Her iPhone beeps. A notification from the FairFly app informs her that she was automatically rebooked on tomorrow morning's direct flight. But that flight would get her in too late for the meeting. Jennifer launches the FairFly mobile app, opens her reservation, and clicks to change flights. None of the options is a good alternative to get her to Chicago today.

To not lose time, Jennifer clicks the **"Get Help"** button. The **Mobile Reach** module initiates and shows her **the best interaction channels** for changing her trip. The recommendation is **personalized** to her circumstances, elite status, profile, and preferences. It also considers her flight and interaction history, steps in the mobile app before requesting help, the contact center's operational status, and availability of agents with relevant skills. As Jennifer has a high elite status, and she mentioned in previous calls that she likes to upgrade when possible, the top recommendation is to get live agent assistance. She clicks **"Talk with an agent"** and is quickly connected with James—one of the agents with best scores for trip recovery—bypassing the IVR.

When James joins the interaction, a window pops up on his screen with the **interaction context**, including Jennifer's situation (missed flight), her intent (change departure flight), data from the app (e.g. flights she looked at), flight options with partner airlines, and an upgrade option to business on today afternoon's flight. The window also includes **guidance for the next-best-action**: offer Jennifer to upgrade to business using miles on the afternoon flight. Armed with this knowledge, James **jumps in right where Jennifer left off** with the mobile app.

As they discuss the flight options, James **sends to her device** a summary of the upgrade details, providing her clarity on the choice. Jennifer likes the upgrade option – it gets her in time to Chicago and allows her to better relax from the stressful morning – so she clicks the "Confirm" button to accept it. James pushes to her device the plane's seat map so she can pick her seat. Change done. As they end the call, the app immediately asks for **feedback on the interaction**.

Now that her mobile app and James helped get her trip back on track, Jennifer can start her music player and unwind.

### 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

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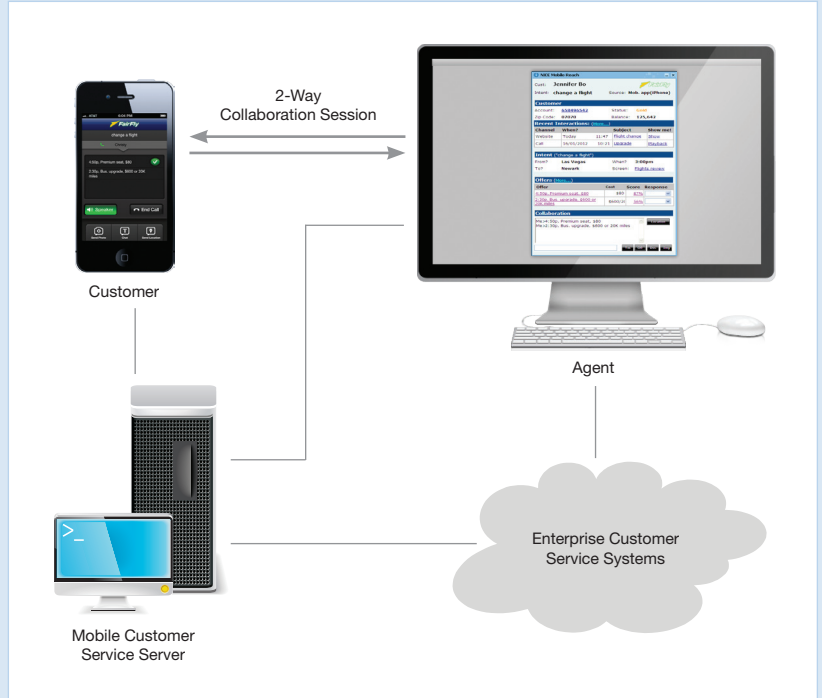
## NICE MOBILE REACH – WIN-WIN

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 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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