Getting to a Better Mobile Experience

Enabling a Mobile Journey for Your Customers

A recent study revealed that up to 45 percent of total customer interactions take place over mobile devices. [i] When looking at your customer's journey, through what channels are they engaging with you? Odds are that the 45 percent number is pretty close to your organization's mobile interaction percentage. It may even be greater depending on your industry and the demographics of your customer base. If you've put off developing a mobile strategy that allows click to call, co-browse and screen share from mobile apps, are you prepared to ignore almost half of your potential interactions (and customers)? With the mobile revolution, organizations must be proactive and aggressive in keeping up with their customers' mobile usage, or risk extinction.

What is a Mobile Strategy?

Simply put, a mobile strategy is an organization's plan for accommodating its customers' mobile usage. Developing a mobile strategy begins with mapping your customers' journeys with your company , and knowing the channels, personas and reasons why your customers engage with you.

Armed with this knowledge, you're able to implement and utilize technology to provide a personalized and frictionless experience across those channels identified, allowing your customers to embark and continue their journeys on the channel of choice with you.

Why do I need Mobile Customer Service?
Let us share a few more morsels for thought:

- While as much as 45 percent of customer interactions took place over a mobile device, only 2-6 percent of customer service requests were completed via a mobile device. [ii] This gap reveals how businesses are failing to capitalize on mobile device usage, and the wasted opportunity to engage with customers on channels they're already using.

- 11.3 percent of consumers are mobile-only, [iii] meaning if you don't have a mobile strategy in place, these potential customers are lost to you.

- Consumers expect companies to have a mobile strategy in place: 75 percent think answers to common questions should be available via smartphones, [iv] and 72 percent of consumers have a more positive view of a company if it provides a mobile customer service app. [v]

- 63 percent of companies view mobile customer service as a competitive differentiator. [vi]

WHAT DOES A MOBILE-ENABLED JOURNEY LOOK LIKE?

User starts via mobile or web

Web chat with first agent context and full customer interaction history "screen popped " to agent desktop

Data is captured to create better personalized engagements, analysis and reporting

Second agent sees web chat with first agent and user's online activity

Escalate seamlessly to in-app video and/ or collaboration with **second agent** **(SME, Knowledge Worker)**

Mobile Strategy Checklist: The Power to Change Your Business is in Your Hands... and Your Customers'

☐ **Know your mobile customers and what they want:** There is no "one-size-fits all" mobile strategy, as expectations across industries and preferences of individual customers vary greatly. One way to understand your customers' needs is by asking! Customer feedback questionnaires at the end of interactions are a great way to gain insight into your customers' mobile expectations and preferences.

☐ **Understand how and when your customers use mobile devices:** Customers often use their mobile devices as a starting point, but they also frequently loop back to mobile websites and apps during the same interaction or in follow-up communications. By implementing customer journey mapping, you can determine how and when customers are utilizing mobile at different stages of the customer journey, which helps identify points of friction or opportunities for improvement and growth.

☐ **Optimize common support activities:** An essential next step is to make sure common customer support activities, such as viewing frequently asked questions, visiting contact and help pages, searching for tutorials, or viewing product details, are fully optimized for mobile. These common customer behaviors have the potential to create a good customer experience or a bad one, depending on mobile performance.

☐ **Don't just optimize... innovate:** Even more critical is to innovate the ways customers can interact with you via mobile. The mobile features customers most want from companies are video and text chat for sales topics and service support.* This provides a great opportunity to meet your customers on the channels they want, while also staying a step ahead of your competition.

☐ **It's not a mobile strategy, it's a customer experience strategy:** With the prevalence of smartphones increasing each day, the most important aspect of a mobile strategy is to realize that it isn't a mobile strategy at all. It is an essential aspect to a successful, holistic customer-centric approach. In this way, your mobile strategy can be seamlessly integrated into all aspects of the customer journey.

*2015 TeleTech Mobile Customer Expectations Study

Clearly, any company wanting to stay responsive and relevant to its customers, and keep up with the competition, needs to have a mobile solution in place, which leads us to...

eLoyalty's Mobile Strategy

Integrating collaboration, video, chat, email, SMS/text and other functionality with existing business and mobile applications allows customers to initiate personal interactions in real time at the touch of a button. Powered by Cisco's UCCE infrastructure, eLoyalty's mobile solution integrates with corporate back-end systems as well as mobile and web-based applications. Mobile features include the ability to:

- **Integrate voice and video** (without extra plugins or downloads) with existing mobile and web applications so customers can initiate live contact at the touch of a button.

- Provide seamless **chat and email** functionality.

- Enable **experts to see and control the customer's screen**, co-browse, draw on screen to highlight key information, transfer files, and push content.

- **Capture contextual information** about the user.

- Integrate with customer's **interaction history.**

- Allow customers to smoothly **escalate interactions** to live assist, bypassing the IVR.

- Deliver a **complete omnichannel experience** when integrated with Cisco and multi-vendor solutions.

- Capture sales at the point of **customer interaction.**

- Use **immersive video**, Live Assist collaboration features and intelligent routing capabilities to deliver personalized access to experts everywhere.

- Enhance regulatory compliance by utilization of built-in audio recording to provide a **full audit trail**.

- **Reuse existing contact center and collaboration infrastructure,** devices, and programming logic.

Why eLoyalty?

eLoyalty, a TeleTech company, was the first North American partner to achieve Cisco HCS Certification and Contact Center as a Service Designation, has received the Cisco Advanced Technology Partner Certification for Contact Center Enterprise and Customer Voice Portal, and the Cisco Customer Satisfaction Award every year since 2007. We are the only Cisco Cloud Partner offering a solution with this type of increased flexibility and capability incorporated directly into the HCS platform. Beyond the certifications and endorsements, however, we contend that the satisfaction of one's customers provides the best gauge of a business' effectiveness and worth. With a 95 percent client renewal rate, eLoyalty has proven itself a deserving partner as it helps chart customer experience technology roadmaps, implementing cloud systems to provide safer, faster, smarter, and more agile service interactions.

Contact eLoyalty

eloyalty.com
solutions@eloyalty.com
512.391.7700
800.TELETECH

---

[i] Moaz, Michael. (22 May 2015). Improve Mobile Customer Service to Improve the Customer Experience. Retrieved from Gartner database. [ii] Ibid.
[iii] comScore Media Metrix Multi-Platform, U.S., Age 18+, Mar 2014-Mar 2015. [iv] Synthetix [v] Nuance [vi] ICMI

02881 10/15