



VENTANA RESEARCH

Trends in Customer Self Service



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Trends in Customer Self Service



Interactive Voice Response



Web-based self-service



Mobile



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Advances in IVR



Touch Tone



Voice Activated



Visual



Virtual Agent



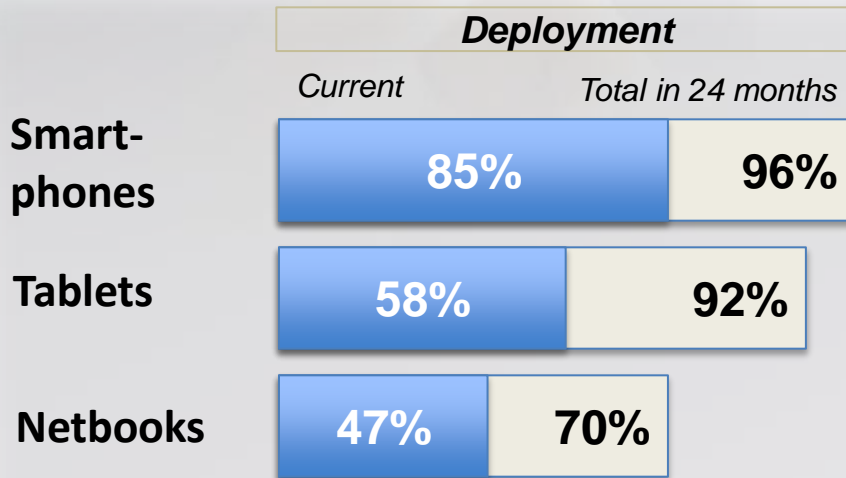
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Advances in Web Self Service



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Best Practice: Integrate Mobility



Source: Ventana Research Technology Innovation Benchmark Research

Related Research:

- Apple iPhone (50%) first ranked and overall smartphone and over half (53%) prefer a specific technology Platform
- Apple iPad (66%) first ranked and overall top tablet and over half (51%) prefer a specific technology platform



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Advances in Mobile Service



Mobile Business Apps



Voice activated Mobile Apps

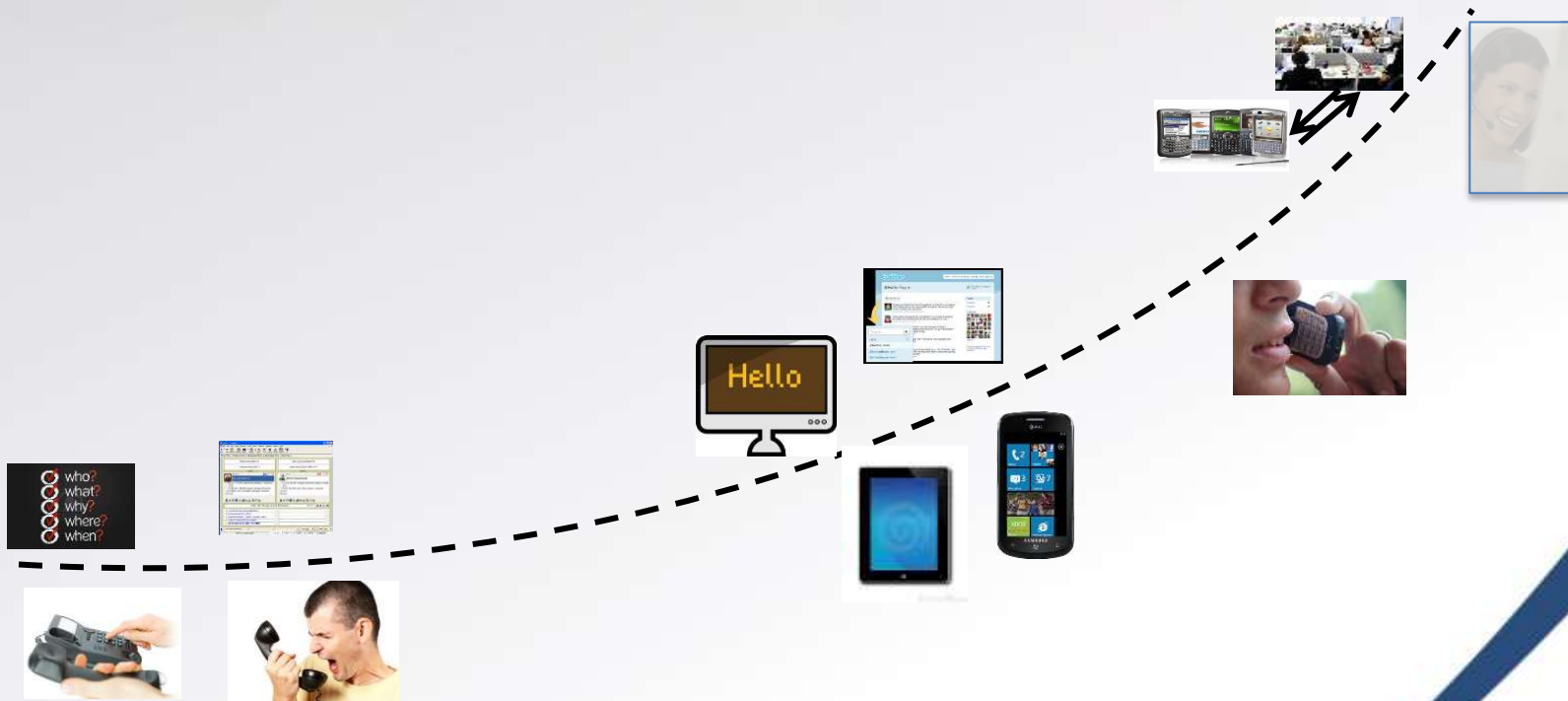


Smart mobile Customer Service Apps



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Best Practice Application Design

- ❖ Design to Meet Customer Expectations
- ❖ Ease of Use
- ❖ Consistency of Execution
- ❖ Connected to the Business
- ❖ Connected with the Customer

NOT FOR COST OR CALL AVOIDANCE



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Potential Benefits

- ❖ Cost and call avoidance
- ❖ Happier customers and agents
- ❖ Improved CSAT, FCR, NPS and CES
- ❖ Lower AHT for calls transiting from mobile app



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