



b+s Mobile Connect

Turn your smartphone applications into rich self service and mobile customer service solutions

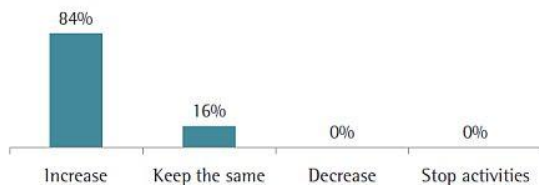


Introduction

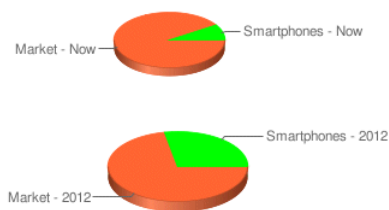
Smartphone use has exploded over the past five years. In fact, the number of newly published apps climbed with a compound annual growth rate of almost 180% since 2008.

In a recent study noted on research2study.com, more than 80% of the 100 Fortune 2000 companies surveyed worldwide intend to release a Smartphone app.

Future corporate engagement levels in mobile market



Also demonstrating the explosion in Smartphone use is a Gartner report which claims that by 2012 Smartphone devices will reach 65% of the total mobile phone market.

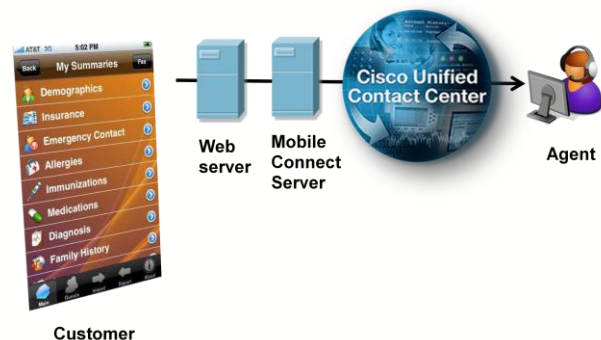


Such growth suggests that the applications which run on these devices are important in reaching a large population of consumers. Companies that have the need for either sales or support services can use these apps to offer real time customer service to clients anywhere. Mobile Connect (MC) is a combination of b+s and Cisco technology which provides an open environment

for companies to transform Smartphone applications into mobile customer assistance portals. Leveraging these applications to reach consumers anytime/anywhere and provide self service capabilities can greatly improve customer service and satisfaction.

Architecture

Mobile Connect leverages Cisco's Unified Contact Center Enterprise (UCCE) routing and work flow capabilities to locate and connect the customer to the best resource in the contact center. The b+s HostLink and Multi-Channel Application Link (MCAL) provide hooks into Smartphone apps for rapid and seamless integration.



Data from the Smartphone app is sent via web services to b+s MCAL, where the data is structured and offered to UCCE for routing purposes. Once Cisco UCCE determines the best agent to receive the customer request, the b+s solution can either have UCCE call the customer back on the mobile device or send the mobile device a telephone number to dial in order to reach a specific resource or expert. This significantly reduces wait times and gets the customer to the right place the first time.

Application Example

In a recent business example, an insurance company built an application for the iPhone that offers its customers the option to contact a medical claims representative using this application. The customer logs into the app, can take pictures of the medical issue and specify where s/he is located. This information is delivered to the Cisco Contact Center for use in routing decisions and presented to a Customer Service Representative at the time of the call.

Such IVR type applications significantly increase customer satisfaction, put customers in control and improve overall efficiency.

Similar value can be found in Business to Business (B2B) and Consumer to Business (C2B) customer service strategies where rich information exchange is particularly valuable.

Features

- **Callback:** MC enables UCCE to call a customer back at a specific time, based on real time conditions in the call center or customer need.
- **Call-in:** MC can send the Smartphone application a specific telephone number to dial, helping to ensure that customers reach the right resource the first time.
- **Rich data exchange:** MC passes data such as ANI, DNIS, customer information, Caller Entered Digits etc. to UCCE for intelligent routing and screen pops.