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Mobile Customer Service for Getting Closer to Customer

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Customer expectations and service channel advancement has been keeping pace with each other. With Customers doing more with their mobile devices and engaging for a quick resolution through peer-to-peer interaction, organizations have another channel to Get Closer to their Customer.



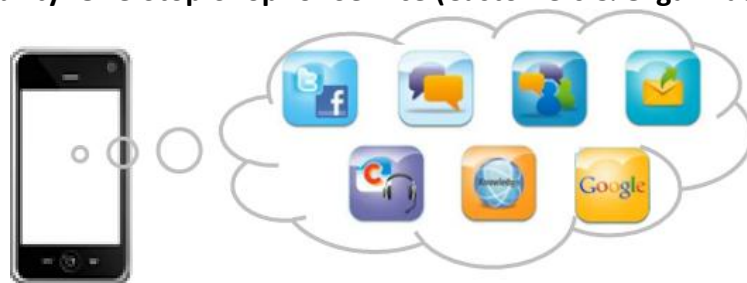
However, organizations need to ensure that their Customer Contact Center platforms are tightly integrated with multiple platforms, like social media, call centers, web and mobile apps through a SaaS platform, enabling them to track experiences, comments and reviews while engaging directly with the customer.

EVOLVING CUSTOMER SERVICE OPTIONS

With rapidly evolving expectations, today's customers are increasingly vocal and willing to share their experiences on multiple channels. Coupled with the following trends, organizations need to be well informed and ready to take on the service challenge by Getting Closer to the Customer (GCC):

- ✓ Customers are doing MORE with their mobile devices and with over 5.9B¹ mobile subscribers, 86% of the world population is connected. The convenience and availability of mobile devices, combined with integration of social networking like Twitter and Facebook is generating a huge demand for mobile services and offering organizations with service options.
- ✓ Social Media is changing the dynamics of how service was perceived and delivered. It is easier than ever for customers to complain about a company and have their voices heard by millions through social media channels such as Twitter and Facebook.
- ✓ Self-Service Communities for a peer-to-peer interaction has resulted in faster resolution of issues. This has been a win-win situation for organizations and customers as the combined knowledge of support personnel has been higher than what the business can offer.
- ✓ Cloud-based customer service offerings are gaining more consideration from industry professionals. According to Kate Leggett at Forrester Research, "In 2012, many first-time customer service technology buyers will look first at a SaaS solution to see if this approach can meet their needs." Gartner Research predicts that at least 75% of customer-focused call centers will use a form of the cloud in their call centers in 2013.

Mobility: One-Stop-Shop for Service (Customers & Organizations)



As a result, organizations need to ensure that their Customer Contact Center platforms are tightly integrated with multiple platforms, like social media, call centers, web and mobile apps through a SaaS platform, enabling them to track experiences, comments and reviews while engaging directly with the customer.

¹ According to [International Telecommunication Union](#)

SERVICE OPTIONS: ANYWHERE AND EVERYWHERE WITH MOBILITY

It is clear that the adoption of smart phones and tablets is not just growing steadily, but is set to balloon in the near future. According to a study by Neilson around 43% of all US mobile phone subscribers own a smartphone and nearly 30% of mobile phone users worldwide are using smartphones. JP Morgan forecasts worldwide tablet shipments will reach 99.3M in 2012, a 55.2% jump over 2011 with more than 39% accessing applications on the devices. The rapid proliferation of smart phone users combined with superior mobile technologies and social media provide a strong platform for enterprises to innovate and explore options for superior customer experience besides simply optimizing service costs.

Organizations are adopting to offer mobile-enabled customer support to empower its consumers through self-service options and its field-service personnel benefit from this service for making sales pitches and dealing with customer issues on-the-go.

Mobile Customer Support provides consumers with superior customer experience at greater convenience either when looking to obtain information or conducting first level troubleshooting exercises through self-service. Some of the features that enterprises can implement are:

- ✓ Customer and product registration
- ✓ Access to product manuals
- ✓ Access to the entire customer service knowledge base including videos
- ✓ Social channel integration
- ✓ Advance search
- ✓ Location based services
- ✓ Alerts – warranty, entitlements
- ✓ Focused and targeted promotions
- ✓ Gamification
- ✓ Contribute – social and customer communities
- ✓ Video chat with customer service representative
- ✓ Automatic case logs

Field Operative Support empowers personnel to provide better customer service in terms of timely response and realistic commitments through field service applications on mobiles. Some of the features that can be included:

- ✓ Assigning field service tasks
- ✓ Manage service calendar
- ✓ Maps integration with ETA
- ✓ Improved field service team collaboration
- ✓ Real time parts/product inventory
- ✓ Service request/job card creation
- ✓ Access to the troubleshooting knowledge base
- ✓ Service request closure
- ✓ Customer acceptance

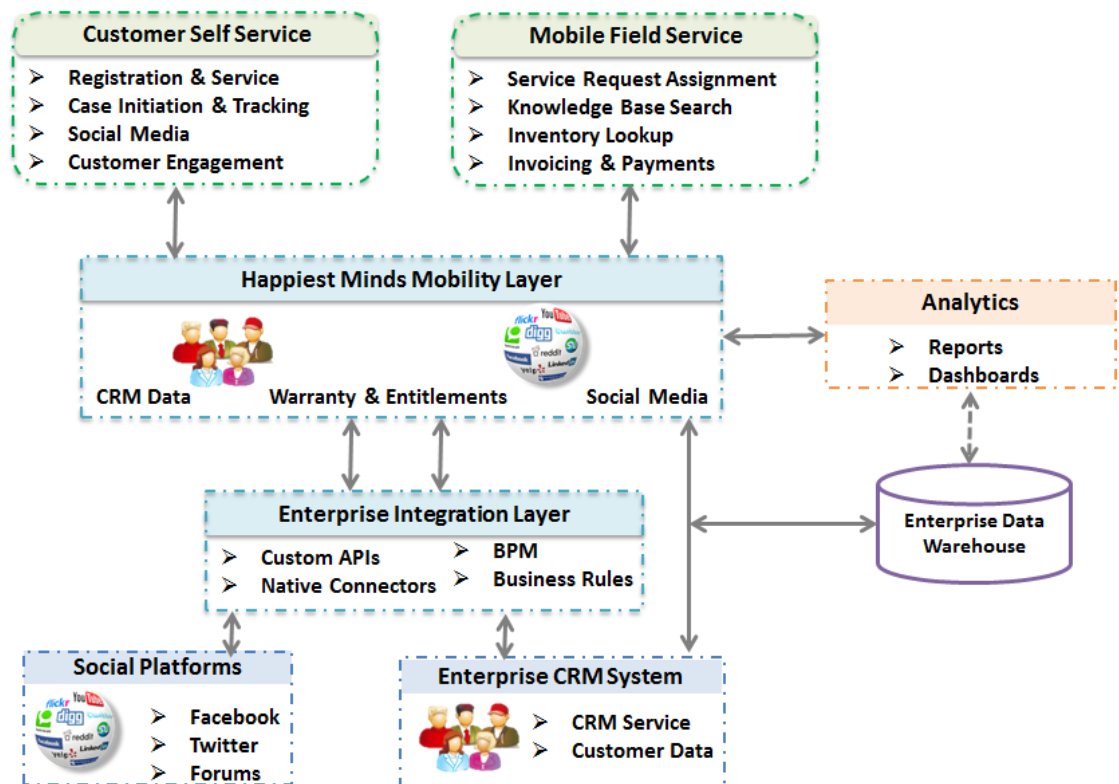
- ✓ Mobile payments

HAPPIEST MINDS MOBILE CUSTOMER SERVICE FRAMEWORK

The Happiest Minds mobile customer service solution framework enables organizations to leverage their existing CRM infrastructure by providing accessibility through smart phone applications and result in GCC. The framework is developed on a scalable, open platform that can be deployed on a variety of mobile devices. Some of the solution features include:

- Social media service that provides product/brand specific information from customer and public communities
- Gamification engine
- Integration with backend CRM systems – Siebel, Salesforce.com – for data synchronization and seamless compatibility
- Analytics engine that provides greater insights into the challenges and opportunities in mobile customer service
- Device agnostic presentation layer that allows greater interoperability

Mobile Customer Service – Solution Architecture



BUSINESS BENEFITS

Some of the benefits organizations derive by implementing this solution include:

- Better customer experience by on-demand, 24x7 service availability driving customer loyalty
- Cost optimization – reduced number of first level calls/emails to contact centers improving overall efficiency
- Enhanced brand identity – direct access to provide reviews and comments on social channels directly from the mobile application
- Maximize customer revenues through upsell and cross sell opportunities
- Deliver on-time customer service with realistic commitments ensuring greater customer loyalty
- Collaboration between field service teams increase productivity
- Reduced service costs by closing service requests in time
- Web communities development for knowledge management

To learn more about the **Happiest Minds Social Computing Console,** **About Happiest Minds**

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: **Big Data Analytics**, AI & Cognitive Computing, Internet of Things, Cloud, Security, **SDN-NFV**, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and **security services**. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

To know more about our offerings. Please write to us at business@happiestminds.com

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