

# Interaction Mobilizer™

Smartphones and tablets have revolutionized communications. But even with all the available mobile apps, there is still a major disconnect. Literally.

The contact center is detached from the mobile customer, who often has to deal with traditional service – searching then manually dialing a toll-free number, navigating touch-tone menus, and waiting on hold for the next available agent – because service options are limited. It's no wonder customers are frustrated. At best, they simply abandon the interaction. At worst, they take their recommendations, referrals, and repeat business somewhere else.

## Keep the mobile customer experience mobile.

Make the mobile service experience your new competitive weapon to connect customers directly with the people or information they need. Use intelligent routing and other advanced functions of your contact center platform to ensure your customers get a service experience consistent with a mobile one. When a mobile customer wants to communicate with you, give them a button to make a call, request a callback, or start a chat right from your customer service app – instead of manually dialing a toll-free number or searching your web site. Or offer them a similar experience on your company's Facebook page or other web page.

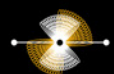
Supply agents with contextual information from prior online mobile activity, so every customer interaction is immediately personalized and efficient. And give customers a variety of mobile self-service options to:

- **Obtain information from your organization such as account balance, ticket status, order, status, room availability.**
- **Initiate transactions, including secure payment information.**
- **Find out how long it would take to talk to a person.**
- **Request a callback and receive periodic notifications of when to expect the callback.**
- **Reschedule the call at a more convenient time.**



## Enable the next generation of mobile customer service.

Interaction Mobilizer is a mobile software developer kit (SDK) that lets you quickly incorporate customer service and communications functions into your existing apps that run on a variety of mobile devices, including Apple iPhone, Apple iPad, and Google Android- based devices as well as social media sites like Facebook and Twitter. Interaction Mobilizer complements the Customer Interaction Center™ (CIC) contact center automation solution from Interactive Intelligence by connecting your contact center to your customers' mobile devices. And mobile functionality can be extended to internal employees or external parties such as customers and partners.



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## Capabilities

- Packaged plug-ins – Give your organization a straightforward, cost effective way to incorporate communications and business process events into mobile apps using your existing infrastructure for **reduced costs**.
- One-click connection – Directly link the mobile customer service experience with the contact center (organizations drop in packaged plug-ins or widgets, e.g. callback requests, click-to-call, chat, email, video, SMS, kick off business process, etc.) for **faster, more effective service**.
- Personalized interactions – Supplies the agent with contextual information from a customer's prior online mobile interactions (history, location, etc.) for **an exceptional customer experience**.
- Continuous deployment – Extends your organization's mobile customer service options with additional packaged plug-ins, widgets, and apps available on the Interactive Intelligence **MarketPlace<sup>SM</sup>** for **reduced time to market**.
- Connected mobile employees – Enable easy access to other employees, communication functions, or business process work items for **improved customer service**.

## Key Benefits

- **Increased customer satisfaction and loyalty.** Customers expect to obtain support quickly and easily through their smartphones and tablets.
- **Decreased customer frustration.** Mobile customers no longer have to search for contact information, manually dial a toll-free number, or wait on hold.
- **Decreased operating costs.** With smartphones, customers can perform self-service far more effectively than with IVR. This means fewer calls that require human intervention.
- **Improved employee morale.** Customers are no longer waiting on hold, so agents have the information they need to research issues before calling back. The work environment becomes less stressful and more focused on delighting customers.
- **Competitive advantage.** Position your company as a customer service leader in your industry by providing new and effective customer service paths for your customers.



## INTERACTIVE INTELLIGENCE<sup>®</sup>

Interactive Intelligence is a global provider of contact center, unified communications, and business process automation software and services designed to improve the customer experience. The company's unified IP communications solutions, which can be deployed via the cloud or on-premises, are in use by more than 6,000 organizations worldwide.

At Interactive Intelligence, it's what we do.

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