

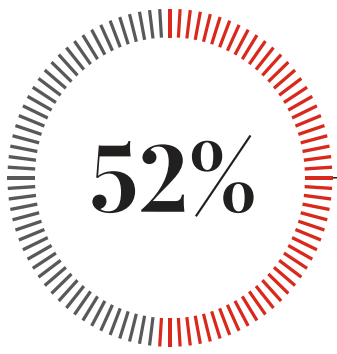
Are you delivering the mobile experience your customers expect?

Is it time to change the way you service mobile customers?

There is one fact in this hyper connected world; customer communications and service expectations are constantly evolving. The rise of mobile devices is shortening attention spans, patience levels and raising service expectations.



60% of companies believe they are delivering a good mobile experience, however, **only 22% of consumers feel the same way**¹.



52% of customers are less likely to engage with a company because of a **bad mobile experience**².

So how do organizations close this gap?

Ask yourself these three questions to determine if you need to change the way you serve mobile customers.



1.

Are you able to distinguish when customers are calling from landlines or mobile devices?

The percentage of US households that were **mobile phone-only in 2018 was 54.9%**³.

54.9%

It is estimated that over **70% of inbound calls to contact centers** originate from a mobile device⁴.

70%

Identifying mobile callers can enable your organization to take advantage of the powerful capabilities of mobile devices and deliver the rich user experience your customers demand.



2.

Do you provide digital channels for your customers today? If so, are you trying to increase the adoption of those channels?

More than 60% of consumers prefer to serve themselves using a self-service web portal and **90% of consumers** expect companies to have an online portal for customer service⁵.

90%

Why not offer your mobile callers the option to be digitally routed to your company's mobile web or AI based self-service application when they call into your contact center? The benefits? **Reduce your 800 toll-free and agent costs, improve agent efficiency, and offer your mobile customers what they want, a streamlined digital experience.**



3.

Do you think that your agents would be able to provide an enhanced customer experience if they were equipped with additional caller context and information?

72% of consumers say that when **contacting customer service**, they expect the agent to "know who they are, what they have purchased and have insights into their previous engagements"⁶.

72%

Providing high-fidelity mobile caller information such as caller name, phone number, called number, billing zip code and caller context allows your agents to personalize the customer experience and proactively anticipate service needs based on previous interactions.



If you answered "yes" to any of these questions, the time may be right for you to enhance the way you deliver customer experiences to your mobile callers. Be proactive; don't wait for your customers to tell you what to change. **Deliver the mobile experiences they expect with Avaya Mobile Experience.**

For more information or to see Avaya Mobile Experience in action, contact your Avaya Account Manager or visit us at avaya.com.

Sources:

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