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. 90% of companies believe they are delivering a good mobile experience, however, only 22% of consumers feel the same way¹.

54.9% of US households that were mobile phone-only in 2018 were 54.9%³.

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

70% of customers are less likely to engage with a company because of a bad mobile experience⁵.

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

60% of customers are less likely to engage with a company because of a bad mobile experience⁵.

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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?²

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

2. Do you provide digital channels for your customers today? If so, are you trying to increase the adoption of these channels?³

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. 70% of customers are less likely to engage with a company because of a bad mobile experience⁵.

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?⁶

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 service².

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 engagement”⁷.

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

Sources:
⁵ https://www.nextiva.com/blog/customer-service-statistics.html
⁶ 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. The presence of caller ID and caller context allows your agents to personalize the customer experience and proactively anticipate service needs based on previous interactions.
⁷ 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.