

NACC News Note

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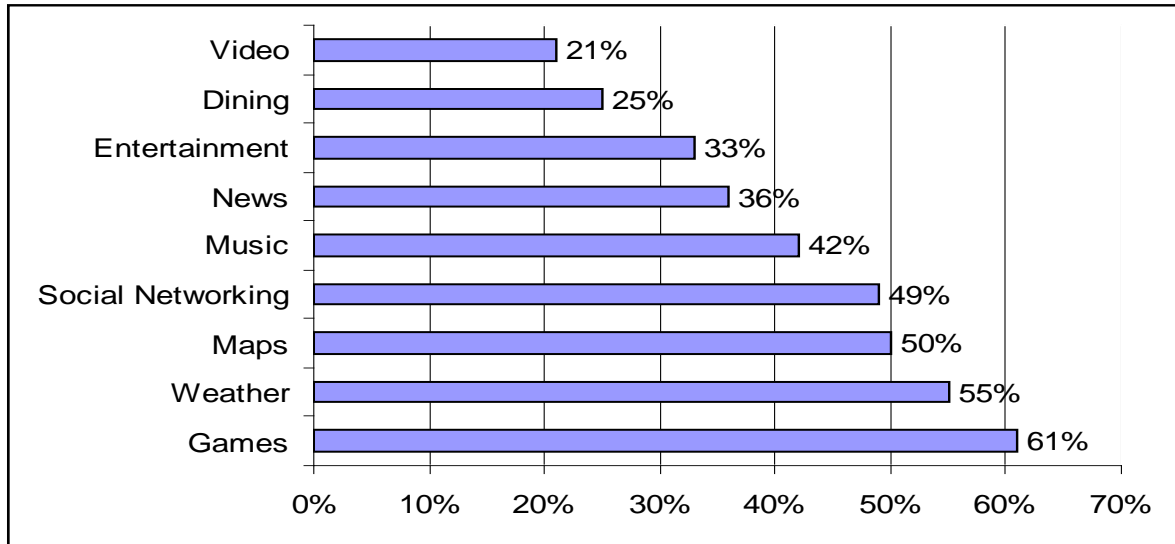
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Subject: Contact Center Mobility Study

The combined population of the U.S., Puerto Rico, Guam and the U.S. Virgin Islands is 315 million people. Within this population there are, according to the CTIA – The Wireless Association®, about 327.6 million wireless devices in use. Approximately 40 percent of all mobile phones in use in the U.S. are smart phones. Given the rapid decline in smart phone pricing, the NACC believes that smart phones will be the majority of mobile devices in use within the next two years.

The ubiquity of mobile devices combined with the rapid penetration of smart phones and tablet computers should be of interest to the contact center industry in general. The next generation of consumers, the millennial generation, has already demonstrated a preference for using their mobile communications devices for everything from telling the time to updating their social media status. According to a 2011 Microsoft Tag study, the activities and applications illustrated in Figure 1 below represent what mobile phones are used for in the U.S. population of mobile device users.

Figure 1: Mobile Phone Activities and Applications Most Frequently Used



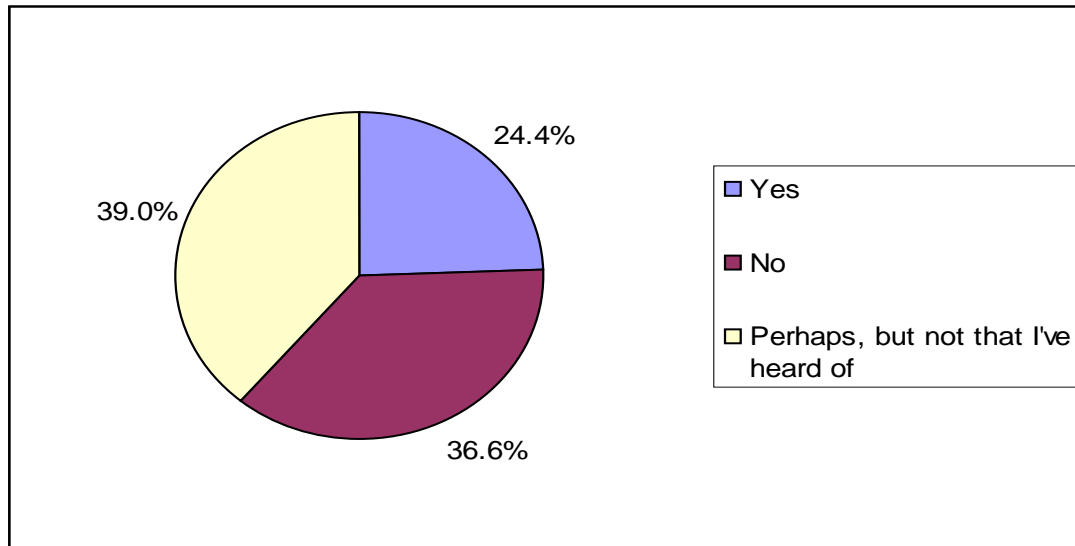
Source: Microsoft Tag

Although commerce isn't yet listed among the most popular mobile device activities, it stands to reason that commerce will eventually become a fashionable mobile application. In fact, the Microsoft Tag study forecasts that by 2014 mobile internet usage will overtake desktop internet usage.

In order to gauge awareness of, and interest in, mobility solutions for the contact center we undertook a survey of NACC members to evaluate the state of demand for these solutions. We received 81 completed surveys.

Figure 2 below illustrates the responses received to the question inquiring whether or not customers are voicing concern to NACC members regarding their contact center's ability to support customers calling in from a smartphone.

Figure 2: Percent Customers Concern Regarding Support of Smartphones

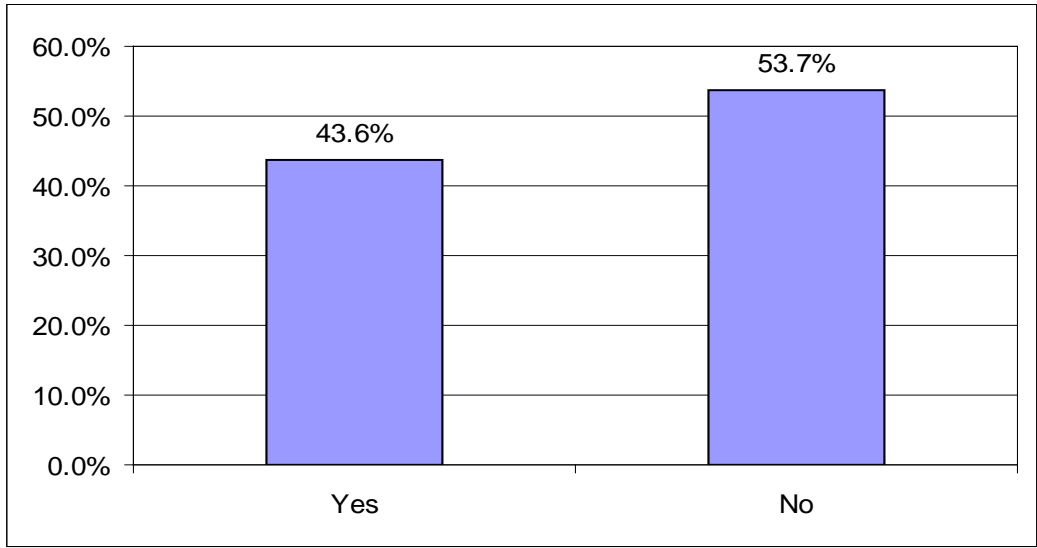


Source: National Association of Call Centers (NACC)

With nearly a quarter of respondents indicating that this is an issue, it is a benchmark worth the attention of NACC members. In addition, over a third of respondents weren't sure if callers were concerned about smartphone support in the contact center so there is clearly awareness of the issue among this population even if there isn't absolute awareness of customer concern.

The question that validates the importance of any issue is always one that asks if this is an issue worthy of spending money on, so that's what we asked. Figure 3 below illustrates the validity of contact center mobility.

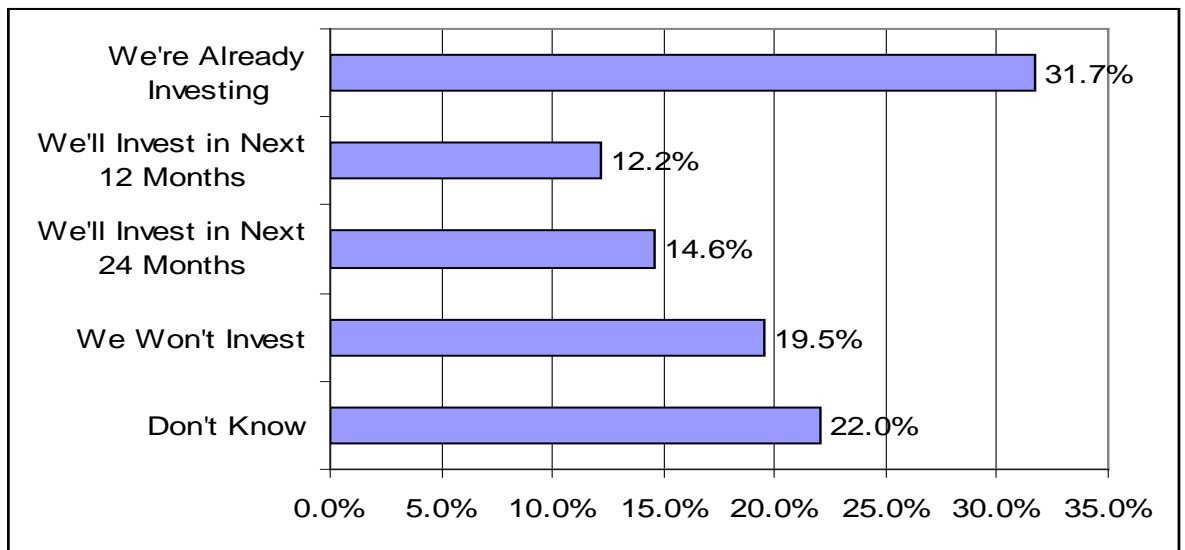
Figure 3: Is Mobility Worthy of Additional Attention and Technology Investment?



Source: National Association of Call Centers (NACC)

Figure 3 clearly delineates tangible concern about supporting the mobile customer in the future, but how far in the future that concern extends is unclear. To determine how quickly contact center mobility will become a mainstream issue, we asked survey participants if they thought they would ever invest in customer service mobility solutions and, if so, when. The responses are illustrated in Figure 4.

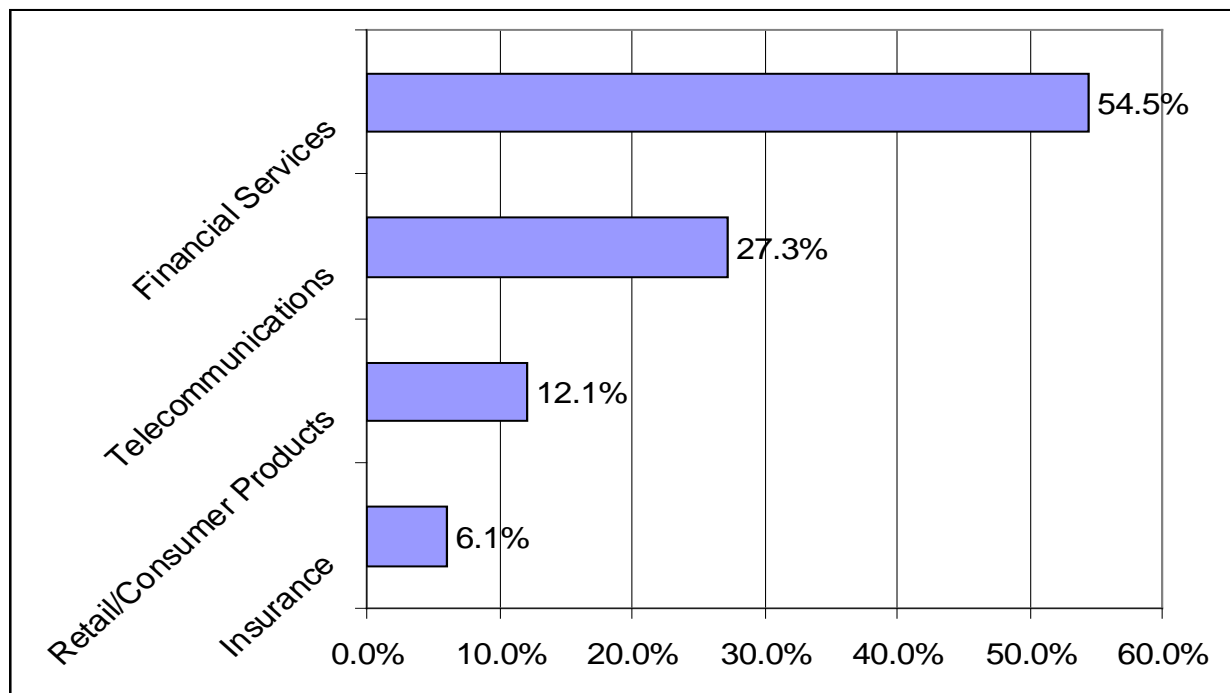
Figure 4: If/When Respondents Will Invest in Customer Service Mobility Solutions



Source: National Association of Call Centers (NACC)

Finally we thought it would be interesting to see where the initial demand for contact center mobility solutions is coming from. Members in the vertical markets illustrated in Figure 5 below should be aware of market activity regarding support of the mobile customer and act accordingly. This is an important benchmark regarding future competitive readiness.

Figure 5: Vertical Markets of Contact Center Mobility Solutions Early Adopters



Source: National Association of Call Centers (NACC)

Results of this survey clearly indicate that there is awareness of the need for support of mobile customer service in the future, with over half of the current activity coming from the financial services vertical market. The NACC believes that mobility will become a significant contact center operational issue in the next two years. Regardless of support intentions, this is an issue that should be closely watched by all NACC members.