

Newsletter

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A new white paper available on successful mobile self-service applications for customer services

Rich graphics and multimedia with advanced usability deliver a compelling mobile user experience

Today, customer services are an integral part of any corporate business strategy. At the same time, the mobile phone is increasingly the preferred mode of communication. Although the voice channel is heavily used for resolving customer services in a variety of different ways, little in comparison has been done to open up the mobile channel by making the most of the mobile interface itself. This creates opportunities for providing self-service facilities for customer care that end users will be keen to use. The mobile business channel will only then become truly open and active.

But building mobile applications for that purpose must consider the limitations of the interface and yet offer a gratifying user experience. The mobile device has limited resources and a small screen that varies from phone to phone. These restraints make it difficult to adapt previous experiences using other technologies to best shape the mobile user experience.

Successful mobile self-service applications for customer care enable end users to comfortably resolve their customer service issues with their providers instantly in an enjoyable and rich user experience that incites them to application reuse. However, this is only possible if mobile self-service applications are supported by the right technology platform for visual-based customer services on mobile devices. Only a platform of this kind will enable proper design and creation of user-friendly mobile self-service applications. That is what we at Movidilo have discovered and identified, based on our extensive experience and in-depth understanding of customer services and the mobile environment.

To make it easier to understand what shapes the ideal user experience in mobile devices, this white paper sets out the key criteria or success factors identified for creating compelling user experiences in self-service customer care in mobile handsets. These success factors must work together, rather than in isolation, to provide the user experience all businesses look to offer their customers. Movidilo shows how a thorough understanding of the needs of the ideal user experience for customer services in mobile devices drive the technological requirements for a dedicated mobile technology platform to best support it.

These success factors fall within three areas: those for creating an engaging multimedia-rich mobile user interface that is fast and easy to use; those for creating a close and proactive relationship between different individual users and enterprise with the right information and content; and those for widespread mobility across all handsets and all users. It is not enough to create a rich user experience that caters to each individual user's needs in a personal way, it must also be repeatable and uniform across multiple mobile phones. Only then is success in sight for mobile self-service applications for customer care.

To request the full document please send an e-mail to info@movidilo.com

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About Movidilo

Movidilo is a provider of advanced multimedia-rich mobile solutions to help their clients take their customer care, marketing and value-added services to the mobile channel. It is a subsidiary of Ydilo A.V.S., a leading provider of managed services and advanced voice solutions based on natural language recognition technologies.

Movidilo aims to help their customers make the most of business opportunities which the mobile channel offers and extend their reach to a wider public. It provides feature-rich mobile solutions to increase usability and interactivity and improve the user experience.

First developed in 2005 the Movidilo platform has become one of the leading technologies involved in bringing advanced self-service solutions via the mobile to customers of large corporations, including banks, leisure and retail facilities and mobile operators.

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