

News Letter

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Take a look at the brand new white paper on how to best leverage mobile solutions

The one thing that is uppermost in the minds of business leaders is just how to make the most of the new mobile world so they can steer their companies to a brighter future in the midst of fierce competition. First of all, they need to be made aware of just what opportunities this new communication channel can provide. That is the easy part, but the trouble is that, just to provide the business services they would like to offer their existing and future customer base, they need to know what technology to use for these solutions. This is exactly where Movidilo steps in with their state-of-the-art solutions. .

Large companies will welcome the success that these solutions promise, precisely because they meet the needs for a comprehensive end-to-end business strategy for self-service customer care, marketing and value-added services. Thus, businesses make the most of the mobile channel in a uniform and consistent manner. The Movidilo solutions will assuredly enable companies to focus on their day-to-day business. The white paper sets forth at a glance, the rationale for these solutions showing businesses how the underlying Movidilo mobile platform takes the best of the technologies out there together with their own innovations for the emerging mobile channel to provide a solid foundation for these solutions.

The very nature of mobile phones implies that the distinguishing features must form part of a well-defined strategy for applying technologies in the right way to address the current business worries for leveraging the new mobile channel. Mobile phones change the way businesses can approach their customers because of the inherent qualities it encourages: mobility that allows remote access, immediacy that raises the expectations for instant actions and responses, personalization that reflects the end-user's preferences, control that is automatically placed in the hands of the end-user, and the ultimate ensuing user satisfaction that becomes ever more important.

The guiding force behind Movidilo solutions is usability which directly impacts user satisfaction. Success is in sight only by moving away from the usability model used for PCs and the internet, including the early WAP technology and the later web micro-browser experience—all of which is unsuited to mobile phones. This speaks for a new paradigm for a dynamic user interface that fully adapts to the peculiarities and limitations of mobile phones and their users. This is rendered in Movidilo's definition of mobile self-service clients: multimedia-rich mobile interfaces adopting goal-oriented menus and services are far more user friendly and increase the prospects for successful leverage of the new mobile channel.

By embracing speech recognition technology for voice and text multimodality to overcome certain limitations of mobile phones, Movidilo is set well ahead of the marketplace as the company has unique and privileged access to voice resources and experts in the parent company, Ydilo and can draw on that valuable experience.

Businesses today are already using all sorts of other channels to resolve their customer services and marketing challenges, as well as their existing channel partner networks with content and service providers for value-added services. These will not be abandoned and will continue to coexist with enterprise business processes too, so multi-channel integration together with the mobile channel for wider reach becomes of huge significance. In recognition, Movidilo adopts a unified model where their solutions are based on a mobile interface that seamlessly integrates all of these to enable easy switching back and forth.

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These core principles, on which the Movidilo platform has been modelled, drive the innovative design of Movidilo Care, Movidilo Search & Fun! and Movidilo Marketing. These solutions can really address the needs for best exploiting the mobile channel most effectively by promising better end-user uptake thanks to enhanced mobile usability.

In Movidilo Care, for instance, the ability for multi-channel integration to extend the reach of customer services together with existing enterprise business processes significantly enhances user experience and improves satisfaction.

Mobile phones engender a change in lifestyle where they become personal tools for everyday use to offer a unique and pleasurable experience of all kinds of value-added services. This change is the springboard for Movidilo Search & Fun! solutions that offer a powerful interface for all round management of popular existing and future content delivery, infotainment, m-commerce, location-based services and searching to name a few.

The mobile phone will become an effective marketing vehicle in the near future, essentially thanks to market penetration as well as to highly improved multimedia capabilities. To leverage this channel, Movidilo Marketing offers a two-way dialogue that better supports end-to-end marketing strategies allowing cross activities and high-impact campaigns. All based on more sophisticated customer segmentation and personalization of preferences in an attractive and interactive interface.

Movidilo has taken it upon itself to help open up new horizons that let other enterprises improve their business with a set of leading edge solutions that is designed to meet the emerging needs of the different mobile business solutions required today.

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

About Movidilo

Movidilo offers advanced self-service, marketing and value-added multimedia solutions in mobile handsets. It is a subsidiary of Ydilo A.V.S., the leading company in solutions for Contact Centres and Managed Services through advanced voice recognition technologies.

Movidilo is dedicated to help their business customers leverage the business opportunities offered in a new mobile world as well as to extend their reach to a greater public with a range of novel multimedia and multimodal feature-rich solutions.

The Movidilo multimedia/multimodal solutions platform was first developed in 2005 and has recently become a technology of reference among large corporations for the provision of advanced mobile self-service multimedia services.

Movidilo technology has been also internationally recognised and is currently pending US patent, confirming its position as one of the world leaders in multimedia solutions for mobile self-service.
