

Mobilizing the Modern Workforce for Superior Customer Engagement

TREND ADVISOR



TREND ADVISOR: MOBILIZING THE MODERN WORKFORCE FOR SUPERIOR CUSTOMER ENGAGEMENT

For many jobs, how we work has been completely revolutionized by the introduction of mobile devices like smartphones. Think about delivery, logistics, field services and transportation services. In other cases, maybe the fundamental job has not changed much. But the ability to communicate on-the-go with coworkers, customers and partners has massively increased the pace and efficiency of how we get stuff done. In fact, the quality of these mobile communications has a direct impact on the quality of your customers' experience.

That's critical to the success of your business and your ability to compete in today's business landscape. It's so important that technology analysis firm Gartner calls customer experience "the new battlefield."

Let's take a look at how five types of jobs have been transformed by the introduction of mobile communications. In each case, we'll explore how mobile devices have helped the mobile workforce in these roles deliver a better customer experience. We'll also explore how personal mobile devices, such as in a Bring Your Own Device (BYOD) program, can further boost communications effectiveness for these users.

We'll also offer examples of technology best practices available from our Mobile Communications Platform for managing that transformation and making the most of new mobile technologies.



Frank

FIELD SERVICE USER



Renee

REGULATED USER



Sam

SALES REP USER



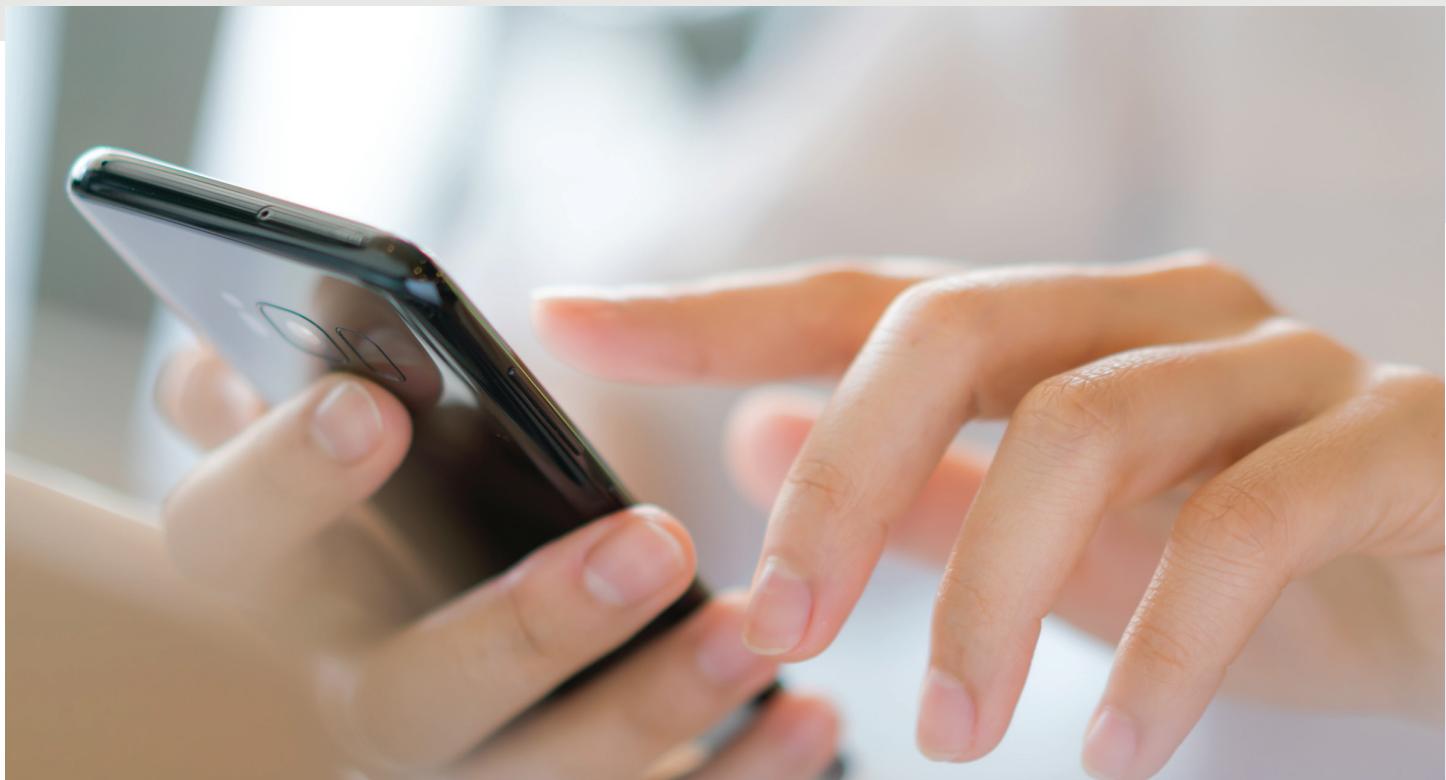
Steve

PUBLIC-FACING USER



Pam

PROFESSIONAL USER





FIELD SERVICE TECHNICIANS

49%

of field service technicians use smartphones or other handhelds as their primary form of communication.

FIELD TECHNOLOGIES SPECIAL EDITION

“My communications with the customers could be so much smoother if my mobile phone had the features and identity of an office desk phone.



It's one of the biggest impacts on customer satisfaction but also one of the hardest to manage. A customer who has called for help with your service or product in his home or place of business is at a critical spot in the customer journey. The customer likely is getting support to resolve a problem, or being activated as a customer for the first time. What happens in that experience can forever shape the customer's view of your company and your offerings.

That's why companies have invested in supplying field service technicians with mobile communications. Mobile devices help these repair and installation personnel communicate with customers to make sure arrivals are more timely and respectful of the customer's schedule. The devices also help the technician get help from subject matter experts in the company for addressing particularly difficult issues.

But there is a major blind spot in how field service communications are managed by your enterprise: the mobile phones they use are usually not monitored or managed for customer service quality. In recent years, the communications with customers by contact center agents, customer care specialists and others in customer-facing roles have been centrally monitored and managed by quality assurance and workforce optimization systems. These tools improve customer service by identifying customer engagement problems and opportunities for training and improvement.

But the mobile communications of field service technicians – your employees who are engaged in some of the most important customer interactions – are typically out of scope of the quality assurance systems. Further, calls to and from these personnel will carry a mobile phone identity, not your customer care number. Will the customer pick up when they see an unknown number calling?

Technology best practices:

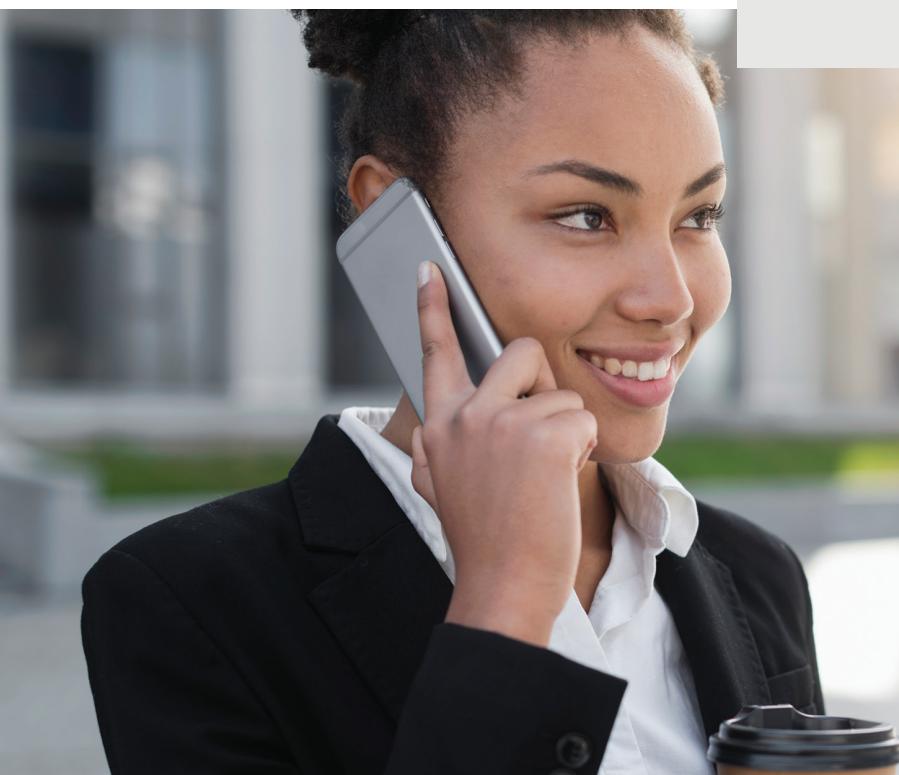
- » **Field Service Calls in Scope:** Our Mobile Platform automatically extends your quality assurance systems to field service technician communications on mobile devices. You can use the same systems and processes that you use on contact center agent landlines with no special changes.
- » **Corporate Identity Management:** The Mobile Platform enables all work calls to and from the technicians to carry your corporate phone identity and customer care number. There is no mystery about who is calling.
- » **Workforce Optimization:** The Mobile Platform seamlessly integrates with your workforce optimization processes, enabling field mobile communications to be in sync with workflows and process steps.

Tango Extend Solution Set

USER	FIELD SERVICE	REGULATED	SALES REP	PUBLIC-FACING	PROFESSIONAL
SOLUTIONS					
Cost Effective Mobile UC	✓ All Front Line Workers				✓ Use personal mobile device
Mobile Customer Engagement	✓ Visibility & Control		✓ Tracking & Logging		
Corporate Identity	✓ Keep Outbound Business Number	✓ Dual Persona	✓ Dual Persona	✓ Ensure Privacy	✓ Dual Persona
Regulatory Compliance		✓ Ensure Compliance			



REGULATED USERS



Regulated users include your contact center agents, customer care representatives, technical support specialists, fraud and security specialists, financial services representatives, and so on. They are considered to be regulated because their communications with your customers should be recorded for regulatory compliance or monitored for quality assurance.

Unfortunately these requirements have forced companies to limit these users to specific landline phones, so that the quality and recording systems can capture their calls. But this limitation means these types of communications cannot take advantage of the flexibility and responsiveness that mobile devices can provide.

The majority of smartphones used in the workplace are personal devices.

SOURCE: GARTNER

I could be so much more productive if I could work remotely and use my mobile phone like it was a desk phone.

Imagine that your contact center agents could operate remotely on personal devices, yet the communications could still be compliant with recording and quality assurance monitoring. Further imagine that your specialists and subject matter experts could be on call, quickly and seamlessly conferenced into a customer call that needs their expertise. They could be anywhere, even on a personal mobile device, yet instantly accessible.

These are two simple ways that mobile technology can boost regulated users' effectiveness, resolution rates and overall impact on the customer experience.

Technology best practices:

- » **Business features on mobiles:** Our Mobile Platform turns any mobile device, including personal devices in a BYOD setting, into a full-featured extension of your existing communications systems. A remote agent, specialists on call or other regulated user can transfer, conference, and hold calls exactly as if they were on a landline desk phone.
- » **Corporate identity management:** Calls to and from any regulated user on a mobile device will carry your corporate identity, not the identity of the individual devices. For personal BYOD phones, the Mobile Platform automatically separates and manages the work calls from the personal calls. Work calls are monitored and carry the corporate identity while personal calls remain private.
- » **Compliant communications:** The Mobile Platform enables you to use your existing recording, monitoring and archiving systems to operate on calls to and from your regulated users' mobile devices.

Tango Extend Solution Set

USER	FIELD SERVICE	REGULATED	SALES REP	PUBLIC-FACING	PROFESSIONAL
SOLUTIONS	Cost Effective Mobile UC All Front Line workers				Use Personal mobile device
Mobile Customer Engagement	Visibility & Control		Tracking & Logging		
Corporate Identity	Keep Outbound Business number	✓ Dual Persona	✓ Dual Persona	✓ Ensure Privacy	✓ Dual Persona
Regulatory Compliance		✓ Ensure Compliance			



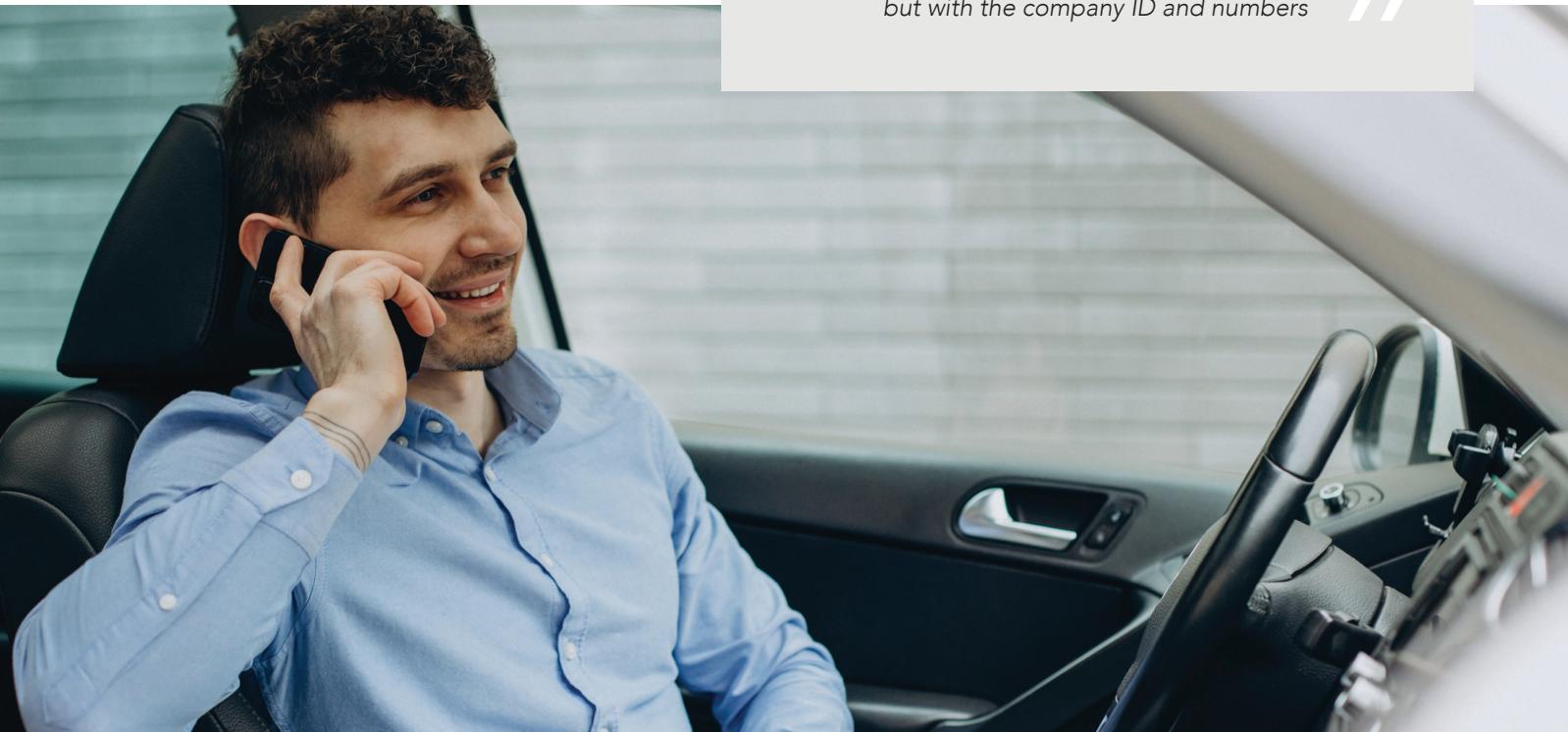
MOBILE SALES REPRESENTATIVE

75%

of employees use their personal phones for work communications.

SOURCE: ZIPPIA

I want to use my personal mobile phone but with the company ID and numbers



Your sales people on-the-go are the most critical customer-facing personnel in your operation. How professionally they communicate has a direct impact on customer satisfaction and repeat business down the road.

Yet so much business is conducted on mobile phones outside of the office as these employees engage and drive business with their prospects and customers. Sales & Marketing Management Magazine calls the mobile phone "the new office" for today's sales professional.

The challenge then is to ensure that communications for that "new office" are the best available quality and as professional as they would be in the traditional workplace setting. Also, most sales people do not want to have to

carry two phones everywhere they go – one for business in addition to their own personal mobile. Very often they simply use their personal device for business calls because it's just more convenient. If they do this though, your customers will see unknown caller identities or unrecognized numbers when they are called. If the customer tries to reach the Sales person – they will either call the personal number back, which is unprofessional, or dial an official number – which will miss the sales person and reach a voice mailbox, which is inconvenient.

But what if a sales person's personal mobile phone could also be used as an extension of your existing corporate communications system? By installing a second Business SIM in the sales person's personal mobile phone, they

can use the phone they prefer and when making business calls, present a reachable business number to their customer. This ensures customers can always reach their sales representative, wherever they are. It also delivers the easiest and best quality communications, all within the control and management of the enterprise, through simple mobile integration with the existing UC platform.

With significant savings on the deployment of company owned business phones and satisfying the preferences of your sales team, that's the promise of implementing a BYOD with 2nd SIM solution for your customer facing employees.

Technology best practices:

- » **Business features on mobiles:** Your sales professionals on mobile devices have simple, easy access to the business features they would have on an office desk phone. You can use your existing communications systems and treat the sales person's mobile phone just like it was a desk phone extension.
- » **Corporate identity management:** Calls to and from your sales representatives will carry the corporate ID, not the ID of their personal device. This requires no special configuration or steps by the user, allowing them to keep their focus on selling, not messing with their devices.
- » **Seamless communications experience:** Employees in the office will be able to route customer calls to a sales person in the field on a personal mobile by simple in-office call forwarding. Now customers can call the business number and still reach a sales person on the go.

Tango Extend Solution Set

SOLUTIONS	USER	FIELD SERVICE	REGULATED	SALES REP	PUBLIC-FACING	PROFESSIONAL
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Mobile Customer Engagement		✓ Visibility & Control		✓ Tracking & Logging		
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Regulatory Compliance			✓ Ensure Compliance			



PUBLIC-FACING USERS

84%

of physicians use a personal smartphone.

SOURCE: SOURCES & INTERACTIONS
STUDY REPORTED IN KANTAR MEDIA

I need a secure and private way to communicate while I am away from my practice, without a lot of hassle.



Users in professional fields who interact with the public can represent a real challenge for IT departments. For example, studies show that the vast majority of physicians own and use personal smartphones. But many times the information these doctors are sharing with patients or other medical professionals is sensitive and protected by law.

So security and easy control over these users' communications is paramount for ensuring these calls remain private. How do you enable medical professionals,

attorneys and other legal professionals, government officials, and others to use their personal devices, while maintaining the required security and compliance?

In addition, it would be ideal for such calls to come from phone numbers that represent the official business or organization that the professional is affiliated with. In some cases, the calls made by these users may need to be recorded or logged. This typically could impose a messy set of configuration steps that the user must take.

Technology best practices:

- » **Control and security:** Communications from public facing users can be automatically routed through your corporate communications systems by the Mobile Platform. That means you can enforce policies and ensure compliance – including central recording – without the users taking any special steps.
- » **Corporate identity management:** Communications from the public-facing users will carry your corporate identity, not the identity of their personal phones. The Mobile Platform automatically keeps professional and private communications separate.
- » **Secure text:** The Mobile Platform can enable users to send text messages from the business number (where available).

Tango Extend Solution Set

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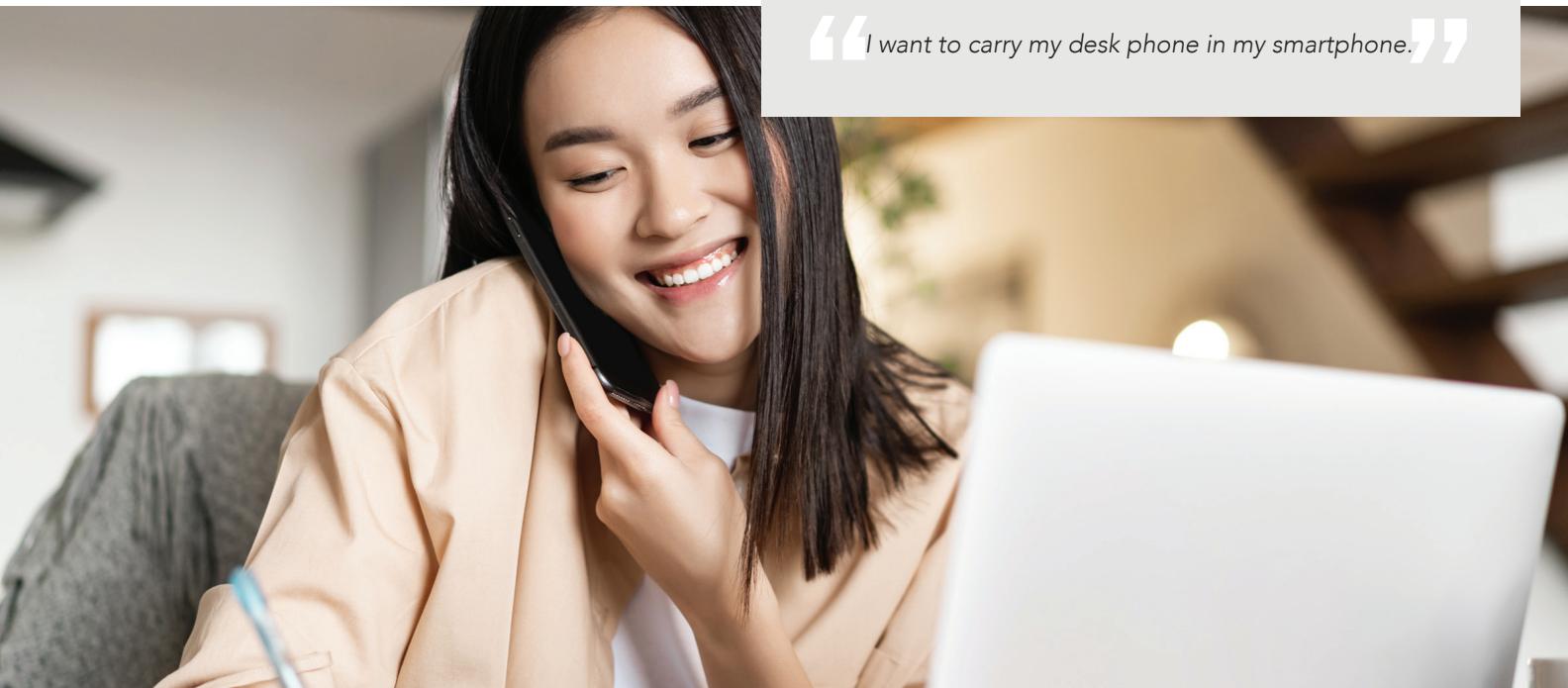
PROFESSIONAL USERS

80% to 90%

of US workers would telework at some point if they could.

SOURCE: GLOBAL WORKPLACE ANALYTICS

"I want to carry my desk phone in my smartphone."



Today's busy executives, operations managers, engineers and other business professionals are almost always on the go. Even when they are in the office, they are not tied to a desk.

Employees at Fortune 1000 companies are not at their desks 50% to 60% of the time, according to Global Workplace Analytics. US government statistics show that a third of professional workers do some of their work at home. Yet the phone often represents the lifeblood of their day-to-day tasks. Voice calls remain a killer app for the typical business professional.

This is an essential part of the customer experience equation, especially professionals in customer-facing roles. Missing calls and "playing phone tag" undercuts what

could be a superior customer experience. At the same time, these professionals often bring and use their own personal devices such as smartphones.

Given all these factors, how do you give these professionals the communications tools they need to deliver superior customer experiences, while not introducing major IT challenges?

The ideal solution for empowering these professional users is to mobile-enable your corporate communications systems and integrate mobile devices into the processes and controls. But too often the mobile applications and device clients required to do this are messy and create headaches for users and the IT teams supporting them. Troubleshooting and training alone could become a major commitment if the migration to mobile for these professionals is not planned properly.

Technology best practices:

- » **Desk phone in the mobile phone:** The Mobile Platform integrates any mobile device into your existing communications systems, including your professional users' BYOD phones. This means the mobile phone becomes an extension of your systems, allowing you to enable calling features and enforce policies just like on a desk phone.
- » **Corporate identity management:** All calls on mobile phones routed through the Mobile Platform will carry the corporate identity. But personal calls will not and can remain private.
- » **Centralized compliance:** In professions and industries where call recording and archiving is a requirement, the Mobile Platform lets you record users' mobile calls using the same compliance systems you use for landline desk phones.

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More about the Mobile Communications Platform from Tango Networks

A decade in development, producing more than 100 patents, the Mobile Communications Platform from Tango Networks delivers a simple, unified approach to corporate communications mobility.

It provides companies around the world with communication capabilities that are central to delivering a superior customer experience and managing the increasingly mobile workforce.



The platform provides:

- » **Rich calling features** on any mobile device.
- » **Highly intuitive user experience**, tying the phone's native dialer into your corporate communications systems.
- » **Simple integration** with Workforce Optimization, CRM and other customer engagement systems.
- » **Vendor-agnostic UC support**, for simple orchestration in multi-vendor environments.
- » **Easy identity management** so that work calls carry the corporate identity and personal calls remain private.
- » **Centralized recording**, monitoring and archiving for full compliance controls.

Visit tango-networks.com
to learn more about the
Mobile Communications Platform.