

Cisco Mobile Advisor



Face-to-Face = Better

Most of your customers and clients go online to get information, and now you can do the same to give them personal, even face-to-face, service. Think about a customer shopping online who has a question regarding delivery. Or another wondering about sizing with regard to a custom-designed item. If the shopper gets the information he or she wants right now, the odds are better that you'll gain a customer. Here-and-now information, delivered face-to-face, wins goodwill – and customers.

Face-to-face no longer means having to be in the same room. Meeting by video can be just as personal. The Cisco® Mobile Advisor solution takes the impersonal transaction and turns it into a personal interaction. You can give your customers a high-quality mobile video experience – anywhere, anytime, and on any device.



Getting Information and Access Now

People are used to getting information when they want or need it – now, not when they get to a store or branch office or other place of business. They're used to the Internet and its immediacy. And they're comfortable with devices such as tablets and smartphones. One thing that these technologies can bring – that people are starting to expect – is the individual, personal touch. They're getting used to searches for information specific to their needs, specific to their moods, specific to their habits, and people's time online has grown minutes to hours a day.

If you can accommodate customers' schedules and their needs, you're more likely to make a sale or accomplish your goal.

Executives, managers, and professionals, too, are getting used to interacting personally over distances and over the Internet. Medical groups recognize the value of remote consultations and are adopting video so doctors can meet face-to-face and share diagnostic information such as radiologic images.

Cisco Mobile Advisor also links up with the Internet of Everything and the Internet of Things. As more and more devices and machines in factories are linked to in-plant IP networks, those devices and machines are forwarding real-time operating and status data. They transmit data automatically from remote locations. Security videos can be routinely transmitted, too. Employees in the field can consult with engineers or specialists back at the office and show them problems, not just talk about them.

Better Service and Lower Costs

Cisco Mobile Advisor integrates video with your existing business and mobile applications, so your customers can initiate face-to-face interactions with your experts and agents. It lets you extend the reach of your staff, so people can be placed where it makes the most sense and still be available to the customers who need to meet with them. You can optimize customer service and tap the full potential of your organization's knowledge and experience. And save costs.

Users can conduct their business through visual, self-service choices on their smartphones, tablets, laptops, and PCs. Cisco Mobile advisor uses the Cisco Unified Communications infrastructure, which integrates with your customer relations management and customer information file applications. In addition to voice and video, you can make other capabilities, such as presence and file sharing, available to users.

Moreover, Cisco Services can help you realize the full value of your Cisco Mobile Advisor investment. Using Cisco best practices and expertise, these services support you throughout the plan-build-manage lifecycle. They can begin with business strategy and analysis and help you connect users, employees, and specialists quickly and effectively.



The Benefits

With Cisco Mobile Advisor, you can:

- **Differentiate your service through a better customer experience:** Use immersive video, combined with intelligent routing capabilities, to deliver instant access to your service agents everywhere.
- **Make the most of your business specialists:** Centralize pools of specialists and allow inbound calls from video-enabled channels to make better use of your organization's knowledge.
- **Deliver a complete omnichannel experience:** When you integrate Cisco Mobile Advisor with the Cisco Remote Expert solution, your customers can easily move from mobile to branch channels, as they wish. This helps to create consistent engagements and promote brand loyalty.

Examples of Cisco Mobile Advisor in Action

Healthcare

A pathologist in a hospital needs to work with a radiologist to assess a patient's condition and determine a treatment plan. The two doctors can easily collaborate using Cisco Mobile Advisor, and in addition to immersive audio and video, they can share images and record the meeting for later playback.

Manufacturing

During an assembly line process, the machine inspection system generates an exception case. The event is intercepted and technicians or managers are notified through voice and email, with a link to collaborate. If individuals do follow through and meet, they can share images from surveillance cameras and operations data, as well.

Finance

A premium credit card member initiates a video call from a mobile app for membership rewards. The call is routed based on caller status, profile, product, and other attributes to the credit card agent. Account information, web page, and other context information are delivered to the agent along with immersive video.

Retail

Customers have increasing expectations for immediacy. Whether the question relates to an order or to product detail, faster answers equate to more sales. Online shopping is not the only time that a customer will interact virtually. More and more shoppers are using their smartphones as shopping devices, carrying them in hand as they shop throughout the store and taking advantage of immediate access to information and even video chats.

Why Cisco?

As an innovator and leader in the convergence of data, voice, and video, Cisco has the expertise needed to deliver high-quality mobility and collaboration solutions. Our core competency is making business-critical communications possible in real time, across multiple channels. Cisco Mobile Advisor is an enterprise-class comprehensive system to support mission-critical operations. It is scalable and integrated.

Next Steps

For more information about successful implementations and best practices, visit www.cisco.com/go/mobileadvisor