



# Impact of Mobile Technology on Customer Service

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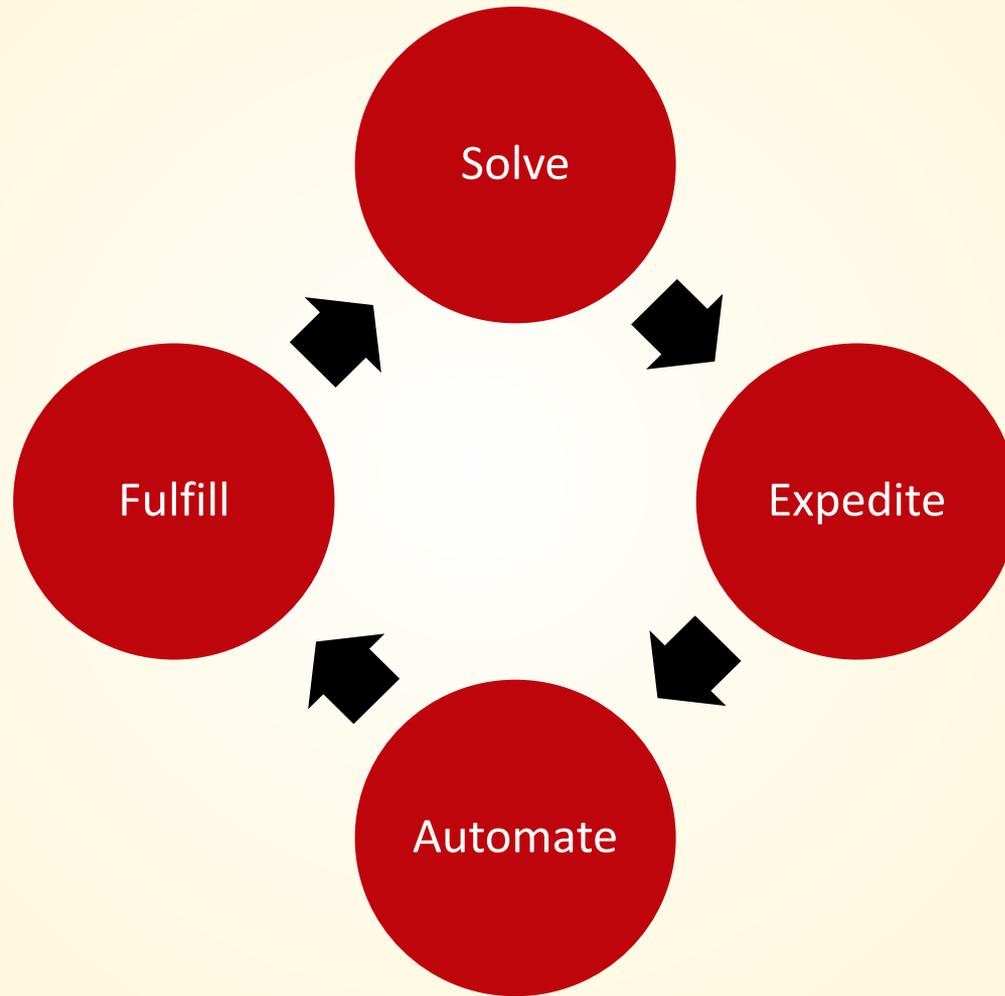
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# Agenda



# Mobile Technologies





# Mobile Apps



- 158 minutes a day on smartphones & tablets
- 80 percent spent using an app
- Only 20 percent spent in a browser
- What can your business provide in an app?

# Mobile Apps



# History of Texting

Texting arrived in the U.S. via Sprint Spectrum, which was a partnership between Sprint, Cox, Comcast, TCI and American PCS LP



# History of Texting



1992

1995



3 years later as phone  
providers began to support text  
messaging, customers sent an  
average 0.4 texts per month

By 2011, more than 8  
Trillion SMS messages  
were being sent worldwide



2011

# The Importance of Text

- 2.27 Trillion texts  
a year
- Better open rate
- Higher  
engagement
- Non-smart phones



# Compliance

- Ownership of numbers
- RespOrg
- Spam





# Short Code vs. Long Code

## Short Code:

Text the keyword "contest"  
to 55885

- only used for text messaging
- requires a keyword
- number is about 5-6 digits

VS

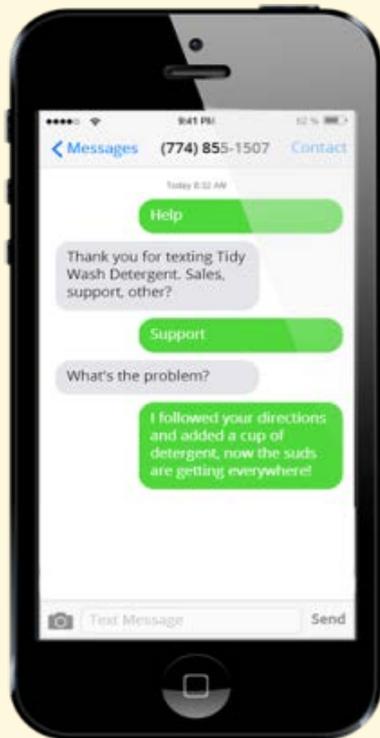
## Long Code:

Call or text your NAME and  
EMAIL to  
(555) 555-5555

- for texting or voice calls
- no keyword needed
- 10 digit number

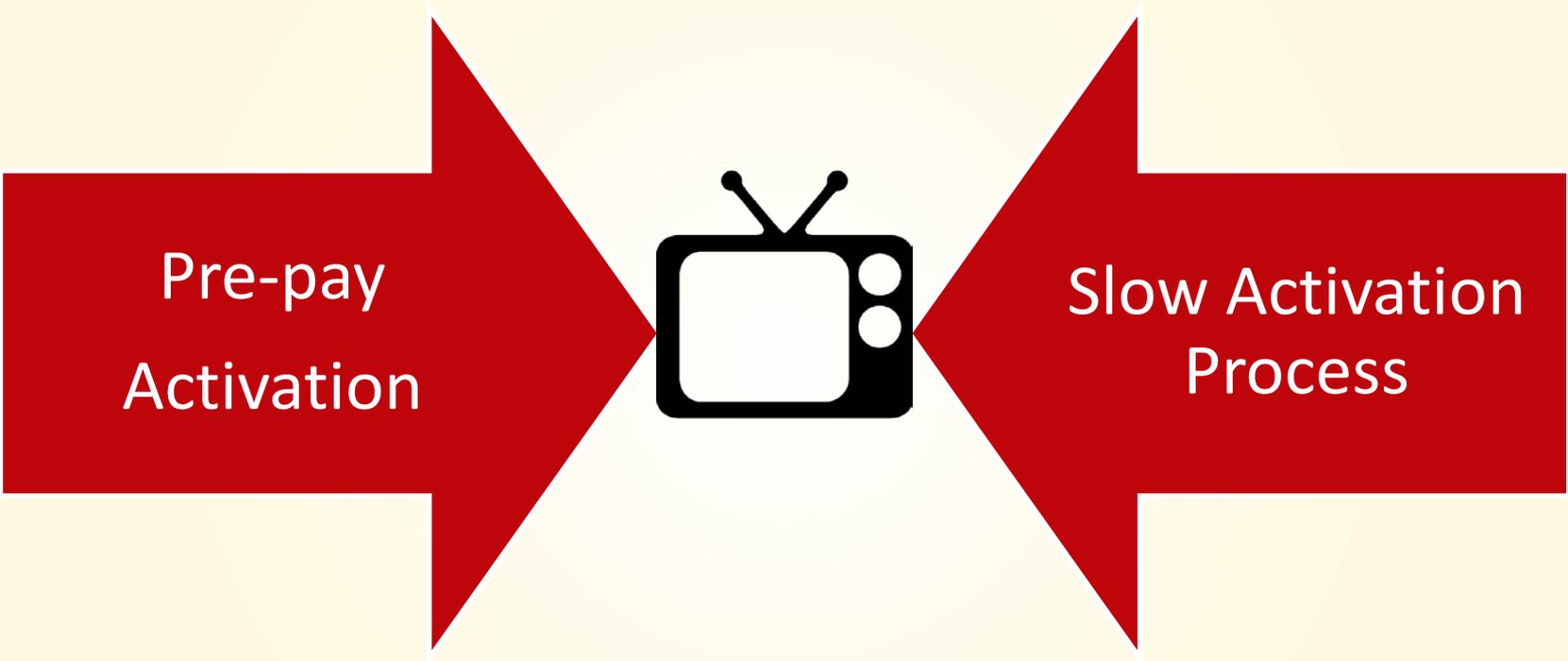


# Text-Enabling Landlines and Toll-Free Numbers

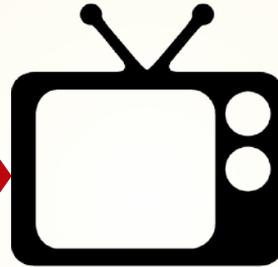


- Immediate, convenient resolution to questions or complaints with direct access to the enterprise.
- Reduce labor cost and improve customer satisfaction through automation
- Make effective self-service a reality
- Easy integration into most databases
- Adds value to a traditional channel with messaging using the advertised business number
- Preferred communication channel for 50% of the consumer population

# Use Case: Westinghouse



Pre-pay  
Activation

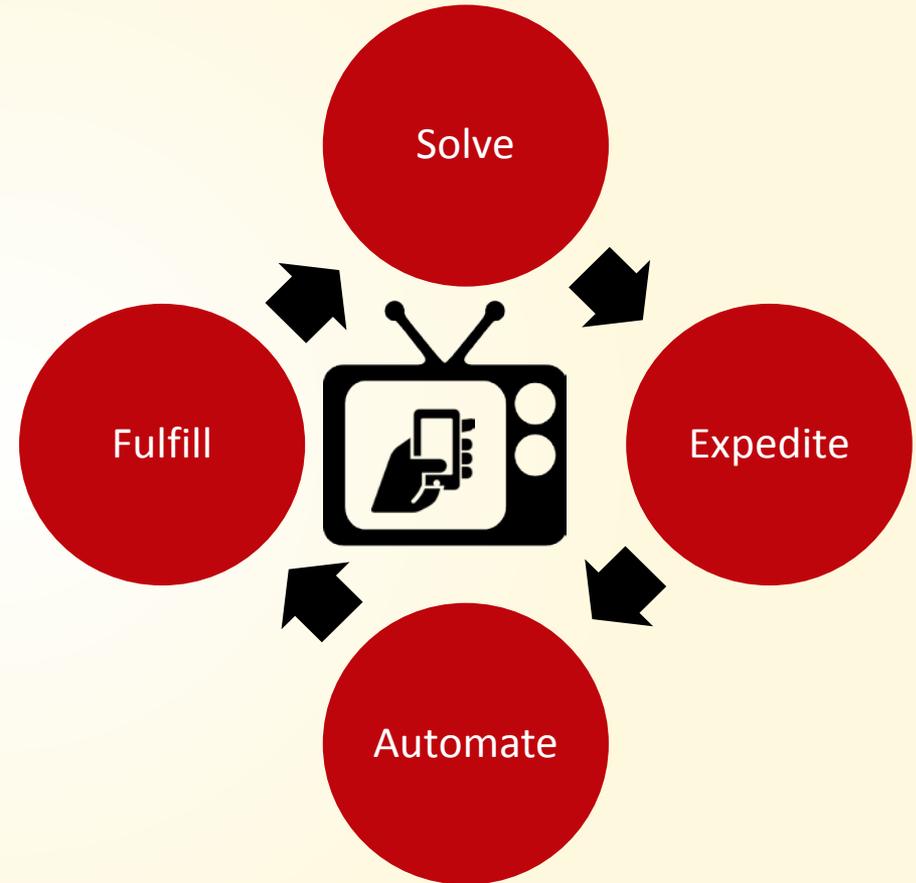


Slow Activation  
Process

# Use Case: Westinghouse

Television powered on with instructions for registration by text:

- Solved a problem: no activation fees = better prices
- Expedited the experience: faster activations = happier customers
- Automated the process: reduced overhead costs = easy-to-use system
- Fulfilled a problem: improved customer service = greater brand loyalty





# Demo

Please have your mobile phone ready! This demo will allow you to download a copy of today's presentation!

- select "text" mode
- enter: 484-374-1009
- text: Hello
- wait for the response
- follow the prompts





# Q&A





# Thank You

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