

## Mobile Self-Help Applications Continue to Miss Customer Expectations

IT Connection Blog by Ken Landoline

Summary Bullets:

- Customers' expectations for high-quality mobile self-help solutions are growing rapidly and now higher than ever, yet customers continue to be disappointed by the solutions that are ubiquitous today.
- Brand assessments and Net Promoter Score (NPS) evaluations are closely linked to the customer's perception of a company's ability to meet customer service needs. Successful mobile solutions will be a critical element of positive customer assessments in the future.

Just about a year ago, I wrote a blog entry about the growing need to connect mobile self-service and agent-assisted customer service into a continuous and seamless customer experience. The basic message was that providers of customer service technologies need to better accommodate the growing number of customers using their mobile devices to access customer service on demand. It was somewhat uplifting recently to see the findings of a market research study performed under the sponsorship of the VHT Corporation (formerly Virtual Hold) that quantified and corroborated many of the underlying drivers which motivated me to write the original piece. Read more of this post at <http://bit.ly/QOE5uy>

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