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Abstracts

The proliferation of mobile devices, new media and emergence of IP technology in the enterprise and consumer markets is changing the way in which customers interact with businesses. By 2020, a myriad of new customer interaction technologies (enterprise-wide interaction routing, social networking and multimodal & automated web chat solutions) will become mainstream, helping enterprises more effectively support a diverse customer base.



Contents

EXECUTIVE SUMMARY

IN A NUTSHELL

OVUM VIEW

NEW WAYS OF BUSINESS AND CUSTOMER INTERACTION COME TO THE FORE

CHANGING CHANNELS

CULTURAL DIFFERENCES

EMERGING TECHNOLOGIES TAKE FORM BY 2020

THREE KEY TECHNOLOGIES

ENTERPRISE-WIDE ROUTING

SOCIAL NETWORKING AND MULTIMODAL TRANSACTIONS

AUTOMATION IN WEB CHAT



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