



IBM Self Service User Group Meeting 2007

Maximizing Self Service Adoption

May 15 and 16, 2007 - Toronto



Your Invitation to Attend the 5th Annual Conference

The Sessions:

- New Directions for Self Service
- Multichannel
- Video Enablement
- Self Service Operations and Adoption
- Accessibility and Usability

The Venue:

IBM Canada Headquarters

3600 Steeles Avenue East

Markham, Ontario, Canada

**For more information,
contact renia@ca.ibm.com**

The City

The City of Toronto is the largest city in Canada and the provincial capital of Ontario, located on the northwestern shore of Lake Ontario. The city has a population of 2.6 million.

Toronto prides itself on being one of the most open and hospitable cities in the world. It combines the sophistication and appeal of a cosmopolitan metropolis with the civility of a small town.

Much of Toronto's distinctive character can be attributed to the mosaic of many ethnic cultures. We have many restaurants, museums, galleries, a lively theatre and entertainment district, film and cultural festivals, sports events and unique attractions. May is a particularly lovely time of year with spring in full bloom and daytime temperatures averaging about 70°F (20°C).

Airport Connections

Toronto's Pearson International Airport is Canada's busiest airport. It is located on the northwestern border of Toronto and Mississauga and serves both the international and domestic markets. Toronto also has a small domestic airport downtown called the City Center Airport. This airport serves the cities of Montreal, Ottawa and Toronto.

Railway and Bus Connections

VIA Rail Canada operates trains in all regions of Canada over a network spanning the country from the Atlantic to the Pacific and from the Great Lakes to Hudson Bay. GO Transit is Ontario's interregional public transit system. It links Toronto with the surrounding regions of the Greater Toronto Area by both train and bus. The Toronto Transit Commission (TTC) is Toronto's public transportation system. This subway system is linked with buses and streetcars to get you around Toronto on one fare.

Hotel Information

We have booked rooms at the Hilton Suites Hotel and Conference Centre at the special rate of \$133 CDN per night with complimentary overnight parking. This is an all-suite 4 Diamond hotel where each guestroom has a separate living room and bedroom. Bookings will need to be made directly with the hotel. Please contact the Hilton Suites Hotel at 1-800-668-8800 quoting the booking code, "IBM Self Service User Group".

The Hilton Suites Hotel is in Markham at 8500 Warden Avenue, at the Southwest corner of Warden and Highway 7. It is about 4 miles (6 km) from the IBM Headquarters.

For information on other hotels, contact renia@ca.ibm.com





The Sessions

● New Directions for Self Service

Customers are becoming accustomed to self service. They are demanding more empowerment. For airlines, self-service is nearing full adoption. Other industry segments are also beginning to expand their self service solutions. With increasing investments in self service, what are the current and future plays that increase the adoption of self service?

One big play involves travel partner collaboration. This is looking at self service opportunities along the travel ribbon of a passenger. Can two organizations collaborate with their technology and process to offer a higher value customer experience?

Changing the physical landscape of where kiosks are deployed is also being explored. This includes hotel lobby redesign as well as off site airport implementations. Will this continue to grow and what challenges are ahead?

In the middle of this evolution is the customer. Is anyone looking at it from their perspective? What is being done to improve the customer experience? For airports, Simplifying Passenger Travel is gaining momentum. What is it and how can other industry segments benefit?



● Multichannel

The shift to a self service oriented model continues to accelerate in most customer facing industries. Airports are installing more and more CUSS kiosks, while alternative self service options such as web, mobile devices and offsite CUSS kiosks are now part of the equation.

There are several keys to successfully offering self service across multiple channels. Topics in this stream will stress the importance of a user experience that is consistent across the channels and an architecture that supports development and deployment of common functionality in a cost effective way across the different channels.



● Video Enablement

Self service kiosks have become a standard for service delivery. Unfortunately, there are still users who are not comfortable without face-to-face interactions. There are also complex transactions that cannot be fulfilled by self service applications. These transactions require the expertise of skilled individuals to complete the request. Video enablement has the capability to connect skilled personnel to customers through live two-way video communications. Advances in video software encoding and decoding allow an organization to implement video communications utilizing existing kiosks, networks and call center resources.

Video enablement can be expanded beyond providing access to expertise at the self service kiosk. A video enabled kiosk can provide maintenance and training videos for operations personnel, video help for complex transactions and informational videos to expand service and marketing opportunities.





● Self Service Operations and Adoption

Having a top-notch self service application that is usable, accessible, and dependable running on kiosk hardware that is robust, attractive and reliable does not guarantee a successful kiosk program. Many kiosk projects have strong emphasis during the development phase and then little focus and commitment after deployment.

Discussions in this stream will stress the importance of ongoing kiosk operations on the successful adoption of kiosks into the business, and how these should be planned during development. Topics include strategies and best practices for kiosk adoption from the perspectives of customers, local staff, service staff and management.

● Accessibility and Usability

Can all of your customers access and use your multichannel paths for self service in a way that is effective, efficient and satisfying for them? Do they tell you about inconsistent, frustrating or inaccessible self service applications that may drive them to your call centres? Or, more significantly, to switch their allegiance to your competition?

Accessibility and ease of use are two areas where you can harness insight into what makes your customers productive and self-sufficient, and steer development that is essential to meeting standards and enhancing the user experience. Countries around the world are accelerating the adoption of accessibility standards in support of their citizens' rights to equal access of services, regardless of their abilities. In this stream, we'll talk about our real-world experiences in evaluating self service applications for both usability and accessibility, and supply you with proven leading practices for assessing these requirements and implementing them.

