



User Experience of CLIVE/mbanx Solution

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The video illustrates how a customer logged in from home over a single phone line to a Web-based Internet banking self-service can invoke human assistance on demand using a customer care technology called CLIVE [1]. Once connected, the customer and the customer service representative (CSR) can speak with each other, interact with the contents of a shared Web page, and maintain awareness of each other's location on the Web page.

The video shows the functionality for this customer care technology and the business value identified from a collaborative research project between IBM Research and mbanx (a division of the Bank of Montreal) [2]. We demonstrate the customer's actual experience with using this solution for a

sales and marketing scenario in which the customer obtains assistance of CSR in determining the rewards for her account. Snippets of two other scenarios (customer support and customer service) are shown as well.

1. M. Kobayashi, M. Shinozaki, T. Sakairi, M. Touma, S. Daijavad, and C.G. Wolf. *Collaborative Customer Services Using Synchronous Web Browser Sharing*. In Proceedings of the Conference on Computer-Supported Cooperative Work (CSCW'98), New York: ACM, pp. 99-108, 1998.
2. C.G. Wolf, A. Lee, M. Touma and S. Daijavad. *A Case Study in the Development of Collaborative Customer Care: Concept and Solution*. In Proceedings of the Seventh IFIP Conference on Human-Computer Interaction (Interact'99), pp. 54-61, 1999.



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