THE MOBILE INTRANET
Beyond apps and responsive design

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• Text messages outrank phone calls as dominant form of communication among Millennials
• 75% of Millennials choose texting over talking
• 52% of all consumers prefer texting for customer support
Internet Usage (Engagement) Growth Solid
+11% Y/Y = Mobile @ 3 Hours / Day per User vs. <1 Five Years Ago, USA

Time Spent per Adult User per Day with Digital Media, USA, 2008 – 2015YTD

- Mobile
- Desktop / Laptop
- Other Connected Devices

Hours per Day

| Year   | Mobile | Desktop / Laptop | Other Connected Devices | Total
|--------|--------|------------------|------------------------|-------
| 2008   | 2.7    | 2.2              | 0.3                    | 5.2   |
| 2009   | 3.0    | 2.3              | 0.3                    | 5.6   |
| 2010   | 3.2    | 2.4              | 0.4                    | 6.0   |
| 2011   | 3.7    | 2.6              | 0.8                    | 6.1   |
| 2012   | 4.3    | 2.5              | 1.6                    | 8.4   |
| 2013   | 4.9    | 2.3              | 2.3                    | 9.5   |
| 2014   | 5.3    | 2.4              | 2.6                    | 10.3  |
| 2015YTD| 5.6    | 2.3              | 2.8                    | 10.7  |

51% of Total
42% of Total
7% of Total

Source: eMarketer 9/14 (2008-2010), eMarketer 4/15 (2011-2015). Note: Other connected devices include OTT and game consoles. Mobile includes smartphone and tablet. Usage includes both home and work. Ages 18+. Time spent with each medium includes all time spent with that medium, regardless of multitasking.
90% of Time on Mobile is Spent in Apps

- 10% Browser
- Messaging/Social 12%
- YouTube 3%
- Entertainment 17%
- Gaming 15%
- Utilities 8%
- Productivity 4%
- News 2%
- Others 10%
- Safari 6%
- Chrome 4%

3 Hours 40 Minutes

Source: Flurry Analytics, comScore, Pandora, Facebook, NetMarketShare. Note: US Jun 2015
Texting is at the heart of the mobile experience

- Accessing email: 91%
- Text messaging: 90%
- Searching on the internet: 76%
- Social networking: 75%
- Getting news alerts: 62%
- Playing games: 57%
- Listening to music: 46%
- Reading: 43%
- Watching videos or movies: 30%
- Getting directions: 24%
MOBILE INTRANETS
CONSUMER APPS
EMPLOYEES ARE ALREADY USING THEM
ENTERPRISE APPS
News and Information

StaffConnect
Bonfyre
SnapComms
NAVERA
redeapp
jive daily
theEMPLOYEE® app
social chorus
hubENGAGE
StaffConnect
Collaboration

sitrion

HipChat

chatter

slack

Trello

team on the run

IGLOO
EMPLOYEE-GENERATED CONTENT
MORE

- Reward and Recognition
- Employee Advocacy
- Photo Sharing
- Human Resources
- Timekeeping
A GAME CHANGER:
CHATBOTS
What is a chatbot?

• Original term: “chatterbot”
• Today, just “bot”
• A computer program designed to simulate human conversation
• A service powered by rules that you interact with via a chat interface
• Two basic types
  • Rules-only
  • Artificial Intelligence (AI)
A little history
SmarterChild (2:02:10 PM): I don't know how to answer that.

I do enjoy the conversation, but let's talk about what I'm really here for.

Palmtree Boy24 (2:02:21 PM): Do you look like what you do on your icon?

SmarterChild (2:02:22 PM): That's interesting that you should say that, but I don't think I can answer.

Why don't you ask me about the things that I'm here for? 😊
Hi. I'm your automated online assistant. How may I help you?
“Bots are the new apps”
-- Microsoft CEO Satya Nadella
People’s Top Choice for Customer Care
Q1 2016

- **Social Media**: 34.5%
- **Website/Live Chat**: 24.7%
- **Email**: 19.4%
- **1-800 Number**: 16.1%
- **Store**: 5.3%

sproutsocial.com/index
Platforms
11,000 Developers
celeste  4:52 PM
hey @officebot, please add espresso beans to the grocery list

officebot  BOT  4:52 PM
Done! There are 4 items on the grocery list.

celeste  5:07 PM
oh! also add ice cream!

officebot  BOT  5:07 PM
You got it! There are 5 items on the grocery list.
Employee Communications

• Already in use in group chat platforms like HipChat and Slack
• Adbot for Microsoft employees mines directory for information
  • Working on one that will answer basic questions, like “What’s for lunch in the cafeteria today?”
• Meet Mila, for Overstock call center employees who don’t feel well
Hello. I will not be in today because I'm not feeling well.

I'm sorry you are not feeling well. I will adjust your schedule to show you as out sick today. Is that okay?

Yes

Okay, all set. Your schedule has been updated. By the way, you should now have 32 hours of sick time remaining. I hope you feel better soon.
Companywide news
Use CUE words to increase relevance

Business unit or facility news
Use CUE words to deliver details

Events
Choose to follow it LIVE
Chatbots for Internal Communications.

Tangowork lets you send communications where you know your staff will see them: in their messaging app.

- Your own bot on multiple networks
- Passwordless employee authentication
- Natural language understanding
- Web-based management console
- Complete setup and launch services

Coming soon from the company that co-founded ThoughtFarmer, the social intranet.

NOTIFY ME ON LAUNCH

Hi Chris! Here is the latest news from Fulbright McKesson:

1. FM signs 12-month, $18M consulting contract with New York State Dept of Transportation

2. Jeff Fulbright to speak at Glow 2016 conference in Austin, TX

3. New PowerPoint template to make your decks look beautiful

Enter 1, 2, or 3 for full story.