## **KEEPING PACE WITH CUSTOMER CARE**

**Mobile** 1983

First mobile phone for public use

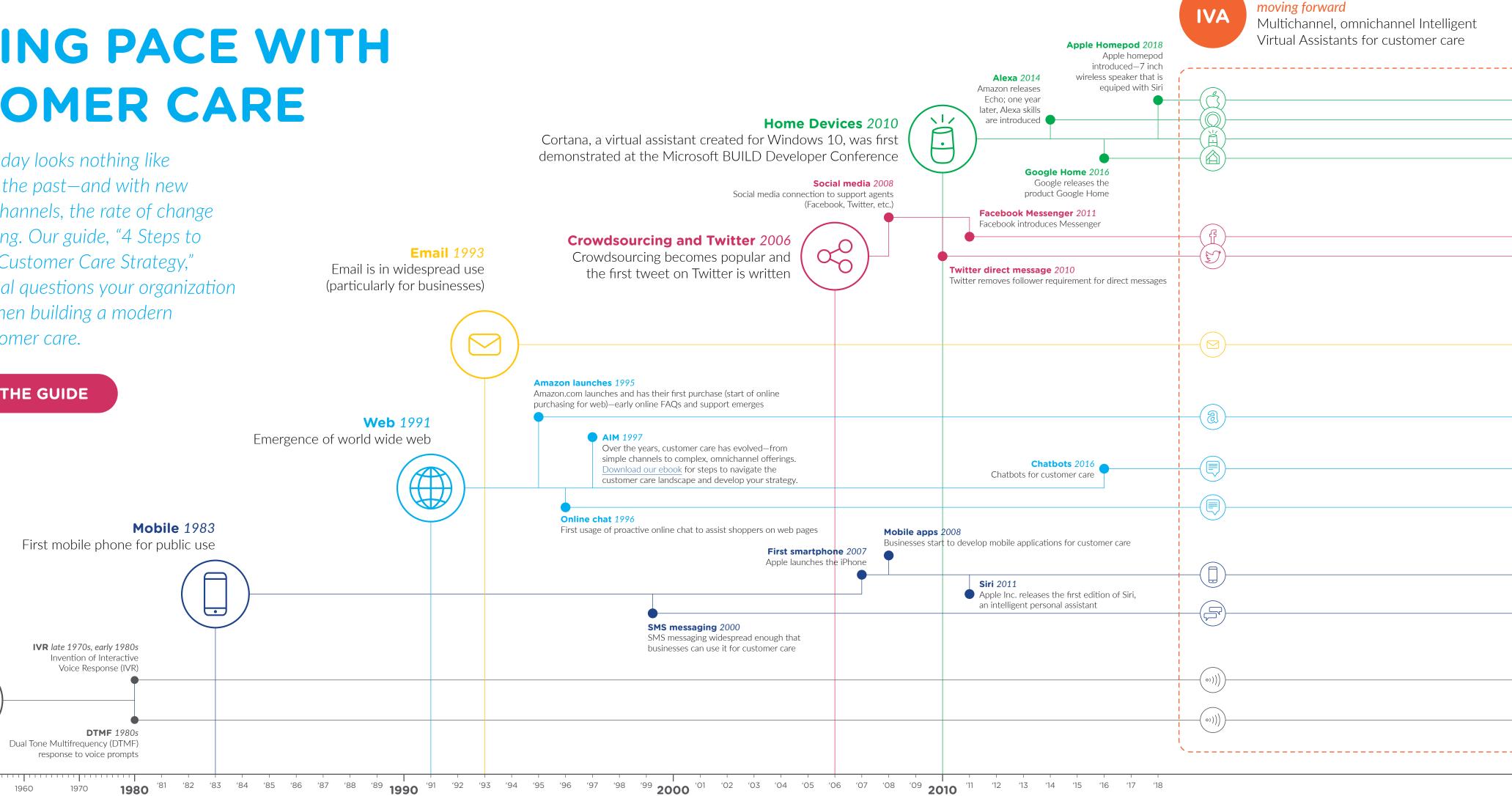
**IVR** late 1970s, early 1980s

Dual Tone Multifrequency (DTMF)

Invention of Interactive Voice Response (IVR)

Customer care today looks nothing like customer care of the past—and with new technology and channels, the rate of change is always increasing. Our guide, "4 Steps to Developing Your Customer Care Strategy," outlines the critical questions your organization should answer when building a modern approach to customer care.

**DOWNLOAD THE GUIDE** 





**Intelligent Virtual Assistants** 

**Phone** 1950s

Phone introduced