

Fragment - a better way to deal with broken packets

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Fragment

- User-centric solution to a common experience
- Goods arrive and they don't work



10 day delay



- Call supplier
- Speak to agent or IVR
- Read or type order/package number
- Issued RMA number
- Sent replacement packaging
- Return broken item
- Supplier inspects
- Sends fixed/replaces item

Pain points



- Frustration!
- Typing/reading 10 digit code
- Serial process
- Supplier damage assessment

Smartphone to the rescue



- Half the users will call from a smartphone
- How can we leverage that to the customer benefit?
- Use the Camera!
- Read the QRCode
- Allow remote assessment of the damage

Process



- User calls
- IVR notices mobile call
- Sends SMS with link
- User clicks link
- Web page uses webRTC to read barcode
- Second web page loads call to agent
- Agent shown damage by user
- Agent issues RMA and sends replacement

Demo –



fingers crossed.....

Side notes



- Zero install - not an app
- Responsive design - any screen size
- Only offers webRTC if avail
- Respect user choice - path to 'old way'
- Web metrics
- Google analytics on EVERYTHING

Go to market



- Omitted detail is patentable
- Patent it
- License it to CRM suppliers
- In discussion with (unnamed) webRTC service provider

What we used

- Truphone SIM and data
- Voxbone number
- Tropo for IVR and SMS
- Google Chrome dev tools for 'cast'
- Tested on firefox OS and android - Ubuntu ?
- LazarQr - on getUserMedia
- Customized fork of Phono open source
- Help from Truphone + Google + AV team !

Thanks!



- @steely_glint on twitter
- Code on github :
- github.com/steely-glint/TADHackMadrid
- github.com/steely-glint/PhonoSDK
- test it yourself on +44 20 35149212