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SECOND SCREEN IN-CALL EXPERIENCE

Boris Khvostichenko

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ABSTRACT

A system and method are disclosed for displaying a user's reference information on a secondary device when they make calls to a business entity. The system comprises a mobile phone application running on the device, wherein the mobile phone is connected to a secondary device such as smartwatch, an automobile computing unit, activity tracker, etc. The mobile phone application stores the user's relevant information related to business entities and displays that information on the secondary device connected to the phone. This system can save time and increase convenience for the user to access relevant reference information such as account, registration or transaction numbers while making calls.

BACKGROUND

Currently, whenever a user makes a call to a business entity, the user may need to communicate reference or identity information (such as an account number) in order to access services or get help from a company representative. For example, if the user calls a telephone service to resolve a billing question, the user must provide an account number. As another example, when a user calls an airline to change their ticket reservation, the user needs to communicate the booking reference number. To provide this information to the called entity, users currently use methods such as telling the other side to hold the line for some time or enabling loudspeaker and trying to find the required information on their phone, finding physical paper which has that information, writing it down in advance, or using a secondary device such as a desktop or tablet to look for the required information. The above mentioned procedures are all inconvenient or difficult for the user, especially when the user is on-the-go. Thus, there is need for a convenient method to show relevant information when a user makes calls to a certain business entity.

DESCRIPTION

This disclosure presents a system and method to display a user's reference information on a secondary device such as a smart watch, car display etc. when the user makes a call to a certain business entity. The system as depicted in FIG. 1 comprises a mobile phone application running on the device, connected to a secondary device such as smart watch or car display unit. The in-phone application is used to store relevant reference information corresponding to the business entities either in the Cloud or on the device itself.

FIG. 1: System for displaying user's reference information on a secondary device

The method for accessing relevant user reference information is illustrated in FIG.2. In step A of FIG. 2, a database of reference information is created for the user, relating to business entities on his contact list or in the user's mail or other application. The database may be linked to the user's phone contacts and may include a number of alphanumeric or date fields, including membership numbers, references numbers, reservation numbers, dates etc. The database of relevant information could be created in a number of ways such as

explicit user input, data extraction or data mining methods or a combination of these. The data extraction or data mining could be done using existing documents in a user's device or from cloud storage.

In step B, when a user makes a call to a business entity, the system performs any method of reverse phone-lookup to identify the business entity that the user is calling.

In step C, the relevant reference information corresponding to that business entity in the database is determined. In step D, the relevant reference information is displayed as notification on a connected secondary device such as a desktop, smart watch, activity tracker, car's display etc. or on any device sharing the same account credentials. In step D, notifications could be platform-specific and can be generated as either server-side or local notifications. In one instance, the notification could be a local notification from the user's phone to the secondary device at either the application level or the operating system level. Alternatively, the notification uses an existing notification server with server-side code created to push notifications whenever necessary to the connected secondary device or any device sharing the same account.

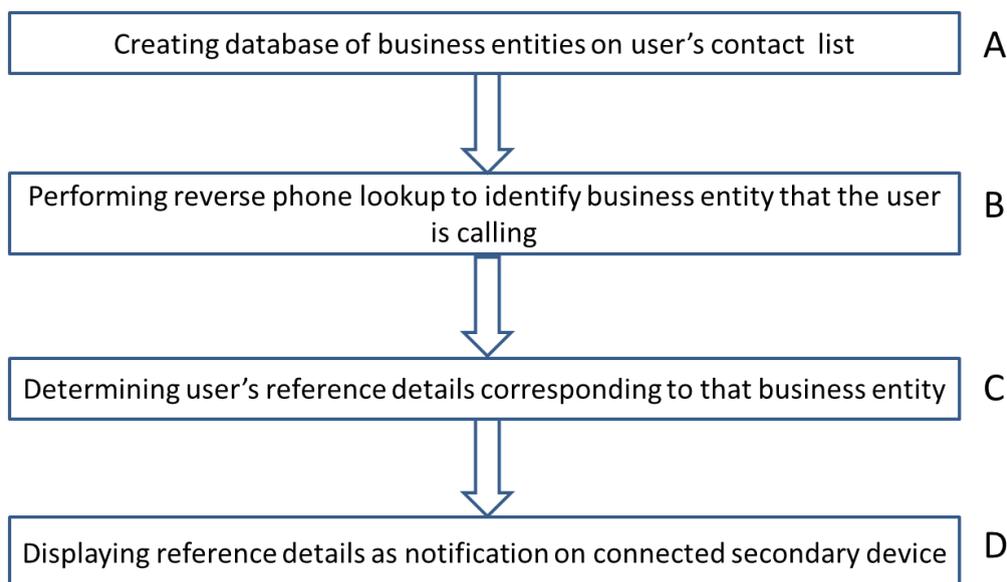| Creating database of business entities on user's contact list | A |
Performing reverse phone lookup to identify business entity that the user is calling	B
Determining user's reference details corresponding to that business entity	C
Displaying reference details as notification on connected secondary device	D

FIG. 2: Method for displaying user's reference details on a secondary device

Thus, the system and method disclosed can save time and increase convenience for a user to access relevant information displayed on the screen of the connected device.