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UC a natural fit for the contact centre, says Aspect

Contact-centre focused software outfit Aspect Software sees emergent unified communications technologies as a natural fit for the callcentre industry – and believes the Australian market is ripe for widespread adoption. Headquartered in Boston, Massachusetts, Aspect operates in Australia through a triumvirate of partners: Call Design, Premier Technologies and Lake Corporation.

It offers strictly software-based UC solutions from rich presence to softphones, backed by a strategic alliance with Microsoft that has, unusually, seen the Seattle software giant take an equity stake in Aspect. Established locally for more than fifteen years with more than a hundred Australian clients ranging from SMBs to the enterprise and including St George's Bank and American Express, it also maintains its own presence in-region, providing third-line support and technical training in-country.



CEO Jim Foy said that the time was right for the firm to expand its presence in the region. "It's a mature market... we feel that the technology investments in the contact centre in Australia have been quite stable for quite some time," he told CommsDay. "A software-based solution with all the operating and cost benefits of unified communications is going to have a really big impact."

"The culture here can be quite innovative... lots of things happen in Australia before they happen in the US, so we think there's definitely an enthusiasm for adoption of technology that can really deliver operating efficiencies. We're optimistic that the timing around this is very good – the technology refresh and the UC movement is a convenient confluence."

"The contact centre's a natural area for taking advantage of communications technologies to improve... business processes around service, sales or collections," added executive VP Mike Sheridan. The firm is able to supply its software either on-premise or as a hosted solution, and is not ruling out the possibility of branching out to a SaaS delivery model further down the track. It has also deployed its own solutions internally, and is expecting annual savings of \$1 million as a result.

Petroc Wilton