

Aspect® Unified IP® CRM Connector

Whether you're servicing customers, selling products and services, or collecting debt, your success depends on your ability to respond to your customers and to changing market conditions. Today more than ever, contact center agents need a single-view, integrated desktop application which allows them to quickly access the information they need to conduct successful customer interactions.

Aspect Unified IP CRM Connector - powered by AMC Technology - provides seamless desktop integration between Unified Communication Applications from Aspect and today's leading business applications such as Microsoft Dynamics CRM, PeopleSoft CRM, salesforce.com, SAP CRM and Siebel. This provides real-time, server level integration of CTI services with business application frameworks to increase customer satisfaction and improve agent efficiency.

A Proven Integration Solution

The CRM Connector open component-based architecture delivers native, server-level integration between all the major CRM business applications and allows contact centers to manage a true multi-vendor environment leveraging new, existing, or upgraded infrastructure investment.

As a proven solution that is validated by business application vendors, your contact center can be assured of an efficient implementation and a lower total cost of ownership. Used every day on millions of customer calls by agents around the globe, CRM Connector powered by AMC Technology solutions help innovative organizations to work more effectively and deliver higher levels of customer satisfaction.

Full Call Control and Navigation

Through innovative technologies and features, Aspect Unified IP CRM Connector supports the needs of customer service, collections and sales and telemarketing agents by providing full call control and call events synchronized within CRM applications to support interaction navigation functions:

- Call alerting (ringing)
- Answer call and drop call (hang up)
- Place calls on hold and retrieve from hold
- Transfer with context to another agent, a supervisor, inbound queue route point or voice portal. Both consultative transfer and direct or unannounced transfer.
- Conference to an agent or a supervisor, or to an IVR script or through a route point
- Outbound dialing through the application soft phone and, where supported, using application "click to dial" and directory functions
- Application screen pop
- Real-time call state with call data attached



Benefits

- Reduce development and deployment costs
- Increase customer satisfaction
- Improve agent efficiency
- Leverage existing or new infrastructure investments
- Scale as your contact center grows

Key Features

- Support application frameworks with native desktop integration for Microsoft Dynamics CRM, PeopleSoft CRM, SAP CRM, salesforce.com and Siebel
- Leverage a robust, proven architecture that has been successfully deployed at large enterprises worldwide
- Supply Screen Pops with critical customer information right when the phone rings
- Provide users Dial-Out, Conference Calls, Transfer Calls, and click-to-dial from within the CRM application



Unified Communication Applications

Aspect® Unified IP® CRM Connector provides seamless desktop integration between UC applications from Aspect and today's leading business applications. UC applications that leverage Aspect Unified IP CRM Connector include:

Seamless Customer Service™ is a unified communications application for the contact center that unites inbound routing and voice portal capabilities to reduce cost-per-customer inquiry and delivers a new way to coordinate self service with assisted service to improve first call resolution and enhance the overall customer experience.

Blended Interaction™ is a unified communications application for the contact center that provides inbound, outbound, self service and workforce optimization capabilities. By eliminating complex integration and providing common management, reporting and administration, Blended Interaction gives you greater visibility, control and staffing efficiency in your multichannel contact center to enhance customer satisfaction and improve business results.

Supported CRM Applications

Adapters are available for the following CRM applications:

Microsoft®

- Microsoft Dynamics CRM 3.0 and 4.0 certified

Siebel

- Release 7.x and 8.0/8.1 supported

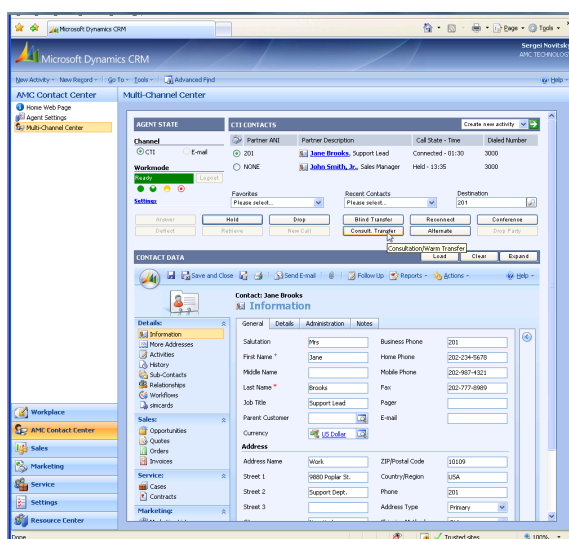
PeopleSoft®

- PeopleTools 8.45 and higher supported
- PeopleSoft® 8.9
- PeopleSoft 9.0 w/Universal Agent Desktop

salesforce.com - current release

SAP

- mySAP™ CRM 4.0 and 5.0
- WinClient and WebClient
- SAP 2007
- SAP R/3: 4.5 and 4.6 certified



Aspect Unified IP with Microsoft Dynamics CRM at the agent desktop provides a seamless agent interaction.

System Components

- Aspect Unified IP
 - Release 6.6/7.0 or higher
- Platform Infrastructure
 - CRM Connector Server and Channel Connector on Windows 2008 Server
 - Microsoft .NET Framework V2.0
- Telephony Infrastructure
 - VoIP or TDM communications
- CRM Applications
 - As specified by supported CRM adapters

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About AMC Technology

AMC Technology is a leading provider of multi-channel integration solutions that allow contact centers to manage efficiently all types of customer interactions and deliver superior levels of customer service. AMC Multi-Channel Integration Suite™ features an open architecture that seamlessly integrates customer relationship management (CRM) applications and contact center solutions. Used every day by thousands of call center agents around the globe, AMC's pre-packaged MCIS™ product integrates CRM applications such as Microsoft Dynamics CRM, PeopleSoft CRM, BMC Remedy, Salesforce, SAP, Siebel and PeopleSoft CRM with contact center solutions from Aspect. For more information, visit www.amctechnology.com.

About Aspect

Aspect builds customer relationships through a combination of customer contact software and Microsoft platform solutions. For more information, visit www.aspect.com.