

Aspect® Campaign Optimizer™



Predictive diallers have increased contact centre efficiencies dramatically, and scoring systems have improved contact success rates by targeting who to prioritise for calling. However, neither of these solutions increases the rate of right party contact. The key to finding the right person faster and sooner, and eliminating wasted attempts and wrong party calls and documenting strategies, is call optimisation - an addition to your contact centre capabilities that is certain to deliver measurable productivity benefits.

Aspect Campaign Optimizer is a sophisticated call optimisation solution that helps you achieve the levels of successful, quality contacts you need in order to develop, execute and manage high-yield collections, sales and proactive customer care campaigns. With its unique set of patented capabilities, Aspect Campaign Optimizer works seamlessly with your predictive dialler to increase right party contacts and focus your contact efforts on the targeted customer segments you have identified.

When used in conjunction with your predictive dialling solution, Aspect Campaign Optimizer can help improve decision making with real-time and historical business intelligence that can be used to refine and improve your campaign strategies. You can increase workforce efficiency with automated workflows and strategies that leverage your agent talent pool, quickly and efficiently moving records to the next step of the interaction lifecycle. You can drastically reduce the resources required to manage your dialler through implementation of documented, duplicable calling templates and through automation of tasks that previously required manual intervention.

Highlights

- Boost contact efficiency by increasing right party contacts.
- Increase revenue opportunities by focusing calling efforts on the highest value contacts.
- Improve decision making using real-time and historical business intelligence.
- Create repeatable best practices with templates that automate call list strategies and processes.
- Leverage your agent talent pool with automated workflows.
- Reduce dialler resource requirements by removing the need for manual intervention.
- Minimise risk of campaign disruption with a disaster recovery infrastructure.

The Aspect® Campaign Optimizer™ disaster recovery infrastructure minimises your risk of contact centre down time, synchronising, reconciling and resuming interrupted campaigns in a matter of minutes and eliminating idle-time associated with intra-day list changes. Aspect Campaign Optimizer also may interoperate seamlessly with a secure firewall that enables you to trickle-feed campaign records to your predictive dialler, limiting the amount of sensitive customer data exposed to your dialling system and to your agents.

Aspect Campaign Optimizer call and list optimisation capabilities increase your blended or outbound contact centre productivity by contacting customers and prospects at the time and telephone number where they are most likely to be reached.

Enhance Contact Efficiency by Increasing Right Party Contacts

Patented algorithms within Aspect Campaign Optimizer track call result history over time and this information is used to predict the best phone number and hour of day to place calls. It then creates an optimised calling strategy based on campaign objectives and prioritises by user-defined criteria. The optimised accounts are fed to the predictive dialler for execution, dynamically adjusting record levels as agents log in. The entire process is automated and there is no sorting on the dialler required during optimisation.

Increase Revenue by Focusing on the Highest Value Contacts

Aspect Campaign Optimizer helps you increase revenue opportunities by focusing your calling efforts on the highest value contacts by combining several key capabilities.

SmartLearn Database™ is an individual account history database that “learns” as your contact history builds. Aspect Campaign Optimizer uses the SmartLearn Database to determine when to call each account based on call result history. A detailed level of both success and failure result information is kept for every account and for up to five telephone numbers indefinitely.

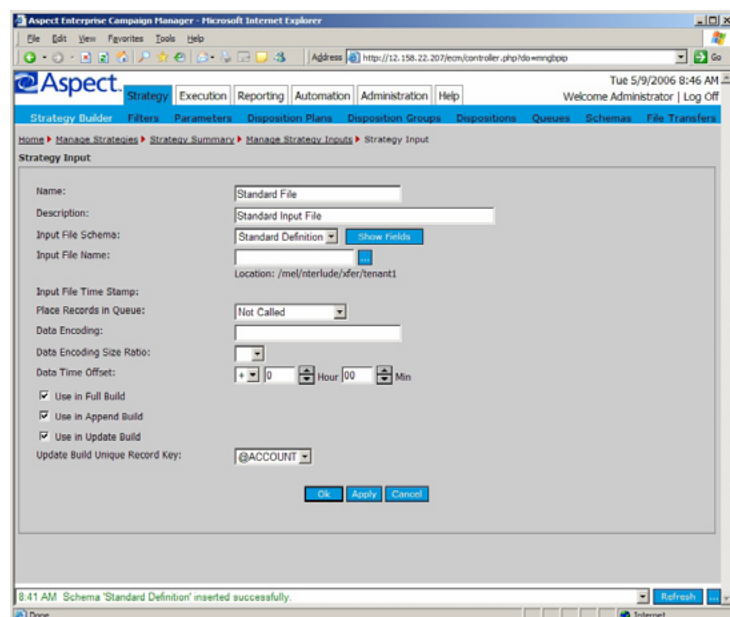
Probability Plus™ calculates input probabilities based upon data returned from the dialler’s call results for each phone number attempted. The expected productivity is calculated for all combinations of hour and phone destinations.

Behavior Models™ are used when Aspect Campaign Optimizer encounters an account with little or no prior calling history. In this case, it uses statistical processes to identify the most productive (or least non-productive) time of day to schedule a call attempt. As additional attempts are made, the results of each call are used to refine the behavior of that phone number so that over time these models adjust and reflect the customer environment.

Priority Parameters™ allow you to prioritise call attempts using any individual account information that is available in the record that is downloaded to the dialler or that is stored in Aspect Campaign Optimizer. The prioritisation is based on a user-defined strategy that allows system managers to weight different parameters and designate high priority accounts. Priority Parameters give you the ability to set up and change strategies at any time to prioritise the most valuable accounts into their best times to call.

Strategy Management provides browser-based, automated, strategy management, list management, queue management and dynamic filters delivering maximum list and contact strategy flexibility.

Strategy input screen.



Key Benefits

- Enhance contact efficiency.
- Increase revenue opportunities.
- Improve decision making.
- Reduce abandoned calls.
- Optimise workforce and system resources.
- Ensure business continuity.
- Increase information security.
- Optimise best practices, workforce and system resources.

Improve Decision Making Using Real-Time and Historical Business Intelligence

Intra-day change is a constant in contact centres. The sophisticated tools in Aspect® Campaign Optimizer™ continually analyse your calling and staffing patterns and rapidly adjusts based on the intelligence gathered. This is done primarily by:

Continuous Optimisation™ tracks the progress of optimised campaigns and initiates a re-optimisation when changes occur that affect the progress of a campaign. Through constant communication with the dialler, the system knows how many calls have been executed and how many remain in each calling hour. Continuous optimisation adjusts dynamically to changing staffing patterns within the day and automatically creates new job distributions when Aspect Campaign Optimizer senses that the dialler is not adhering to the original schedule, (e.g. because inbound calls require more outbound staff than originally expected).

Intelligent Number Rotation™ uses probabilities built by destination (phone number) to enable Aspect Campaign Optimizer to automatically place calls into their best hour by phone number, reducing manual intervention and further improving productivity. When using non-staffing based scheduling, probability information is available by telephone number to maximise strategy contact options.

Reduce Abandoned Calls

The probability algorithm within Aspect Campaign Optimizer minimises calls with low probability of contact while placing calls into their best hour at their most likely phone number. This dramatically reduces wasted attempts at non-productive times. It also reduces abandoned calls because the dialler pacing algorithm is optimised when talking to more right party contacts.

Ensure Business Continuity with a Disaster Recovery Infrastructure

Aspect Campaign Optimizer provides a secure server and optional redundant systems in order to minimise down time and reduce idle time associated with list changes and predictive dialler outages.

Increase Information Security by Minimising Data Exposure

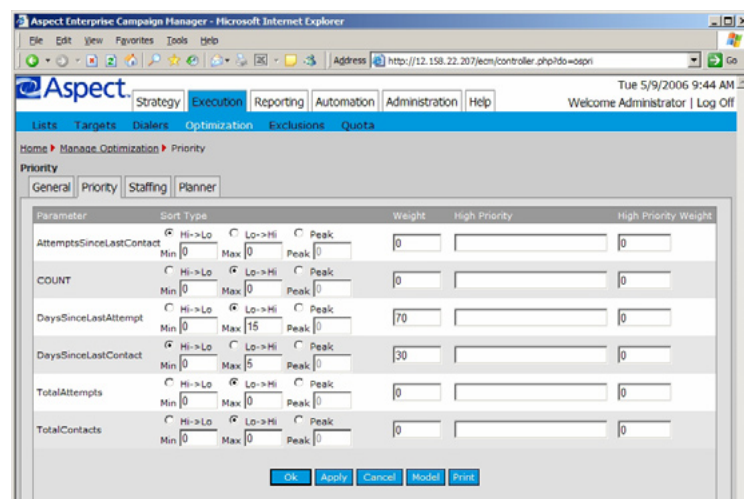
Aspect Campaign Optimizer lets you enjoy the productivity benefits of predictive dialling technology while minimising the security risks to your highly-sensitive customer data. To safeguard the privacy of your information, Aspect Campaign Optimizer may be configured to store your data behind a security firewall and distributes only the minimum amount of non-sensitive information to your predictive dialler and other customer interaction solutions that might reside outside your security perimeter.

Optimise Best Practices, Workforce and System Resources with Contact Centre Performance Optimisation

Aspect Campaign Optimizer synchronised with Aspect workforce management and contact centre analytics applications deliver the industry's only complete Contact Center Performance Optimization solution set for outbound and blended collections, telemarketing and proactive customer service contact centres.

The Aspect Contact Center Performance Optimization solution set seamlessly communicates intraday staff management with contact management. Forecasting from Aspect® Workforce Management solutions provides dynamic outbound staff forecasts that result in optimal hourly staff schedules. These schedules are automatically fed into Aspect Campaign Optimizer to provide the hourly staffing component by campaign that Aspect Campaign Optimizer uses to build the optimised campaigns. Intra-day staff changes are managed through Aspect

Priority parameter setting screen.



“Using Aspect Campaign Optimizer, BB&T saw a 35 percent increase in right party contacts. Collections campaign results were improved and the system actually assumed campaign management duties, freeing the dialler administrator to oversee other aspects of the collections process. Automated integration of Aspect Campaign Optimizer with the dialler decreased agent idle time between calls by an average of eight seconds. Within six months of integrating Aspect Campaign Optimizer, BB&T also saw a 10 percent increase in agent productivity.”

Sue Dickason

Senior Vice President, Collections, BB&T

Workforce Management solutions, which re-optimize the campaigns based on the new staff availability. These optimized campaigns place the calls for the ensuing hours into the next best time to call, thereby maximizing right party contact. For blended operations, Aspect® Workforce Management solutions provide agent schedules that assure there is enough staff assigned in each hour to handle both the most productive outbound calls and answer the inbound call workload that blending delivers.

Aspect solutions that help Aspect® Campaign Optimizer™ contact centre customers accomplish their missions of maximizing revenues, minimizing costs and ensuring customer satisfaction include:

- Aspect® EnsemblePro™ for unified contact centre management.
- Aspect® Conversations™ Predictive Dialer for outbound and blended call management.
- Aspect® Unison® Predictive Dialer for outbound and blended call management.
- Aspect® Workforce Management solutions for seamless inbound and outbound forecasting and scheduling.
- Aspect® Analyzer™ for measuring team and contact centre performance against defined goals.
- Aspect® Planner™ to provide outbound forecasts to centres that have inbound workforce management software.

System Components

- Interaction Server.
- Administrator/Supervisor License.
- Campaign Strategy Management and Campaign Optimisation Agent License.
- Report Viewer (optional).
- Report Designer (optional).
- Site Replication (optional).
- Single Site High Availability (optional).

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About Aspect

Aspect provides software and consulting services that turn the potential of unified communications into real business results across the enterprise and in the contact centre. Applying 35 years of insight and experience, Aspect helps more than two-thirds of the FORTUNE Global 100, as well as small and medium enterprises, power their business processes with communications. For more information, visit www.aspect.com.

