

## Aspect® Contact Servers

Aspect Contact Server and Aspect® Enterprise Contact Server™ are business communications platforms that manage every element of customer contact—how contacts are queued, how they are routed, how information associated with them is handled, how service levels are maintained, and more. These two powerful contact server solutions help you lower costs, increase revenues, and turn customer contacts into long-term relationships.

### Highlights

- Completely integrated contact resources.
- Provide agents with powerful real-time information.
- Simplified multisite administration.

Aspect Contact Servers are designed to meet your business needs no matter what size your contact centre is today or how much it grows tomorrow. Aspect Software offers two versions of the contact server so that you can match your solution to your business needs. Aspect Contact Server integrates all of your contact centre resources, gives you an easy-to-use graphical interface for quickly developing complex contact centre applications and makes real-time information available to your agents, supervisors and business decision-makers. Aspect Enterprise Contact Server adds centralised administration of multisite, multichannel contact centres, multi-dimensional skills-based routing, contact queuing and management.

It doesn't matter whether your business is large or small; or whether your contact centre is a single-site, voice-only operation or a multisite, multichannel centre that handles thousands of customer contacts every hour. An Aspect Software contact server solution can help turn your contact centre from a cost centre into a profit centre and position you to expand and add new functionality as your business needs grow and change.



## Key Benefits

- Connect enterprise resources.
- Increase productivity.
- Improve customer and agent satisfaction.
- Implement one set of business rules across your contact centre.
- Manage your people and system resources across the enterprise.
- Deploy functionality as your business needs require.

## Connect Enterprise Resources

Aspect® Enterprise Contact Server™ integrates enterprise resources, coordinates customer transactions, and unifies all business functions across your company. One of the most powerful features of the Aspect® Contact Server is its built-in, standards-based CTI software. Working in conjunction with Aspect Software's workflow engine, it enables you to implement screen synchronisation, data-directed routing, coordinated voice and data transfer, voice self-service integration and unified agent desktop control—all in the context of your business rules.

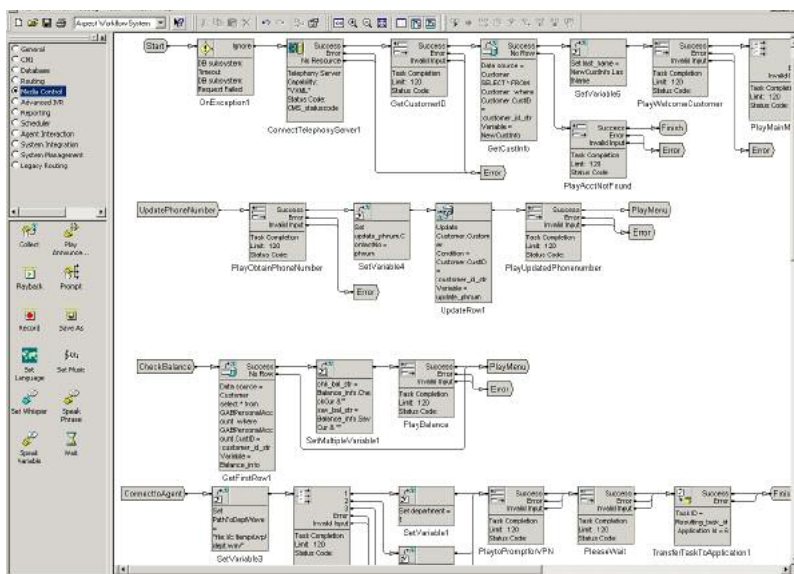
## Increase Productivity

Aspect Contact Server includes one of the most powerful development tools available—Aspect® eBusiness Architect™—a complete development environment for building, de-bugging, and analysing process flows.

Called eFlows, these visual representations of end-to-end business functions can incorporate tasks performed anywhere in your enterprise by contact centre resources, eCommerce applications, front-office applications or back-office systems. Every customer contact initiates an eFlow that manages a sequence of related tasks.

Users can create eFlows quickly and easily by dragging icons from a palette of precompiled eFlow steps, such as checking order status, performing a database lookup or requesting a credit card authorisation. With this solution, your business objectives govern eFlows, determining where contacts are routed, what level of service is delivered and what resources are applied.

### Example of eFlows with the eBusiness Architect Application.



This solution includes a Real-time System software component that sends information collected from data sources that you specify to a multicasting server. The information is then delivered to manager and agent desktops, giving your staff the real-time data they need to do their work efficiently.

All user interfaces - agent, supervisor and administrator - are browser-based. This allows users to connect anywhere there is an Internet connection and eliminates the need for software upgrades at individual user desktops. These interfaces also allow for configuration and management of all Aspect Enterprise Contact Server components through a single integrated interface.

Understand contact centre agent and system activities across the enterprise with built-in real-time and historical reporting. Utilise provided real-time canvases and historical reporting templates to get started or customise them to better fit your contact centre needs.

## Increase Customer and Agent Satisfaction

With this solution, service agents don't waste time keying in customer data. Information drawn from customer databases, collected during previous transactions, or supplied by customers, can be made available to automated and human contact centre resources.

A central data repository stores data while customer transactions are in progress, and allows information to be updated and passed from agent to agent during call transfers and conferencing. All of the components of your contact centre solution can write to the data repository and when a transaction is completed, the repository information can be exported to corporate databases.

## Implement One Set of Business Rules Across Your Contact Centre

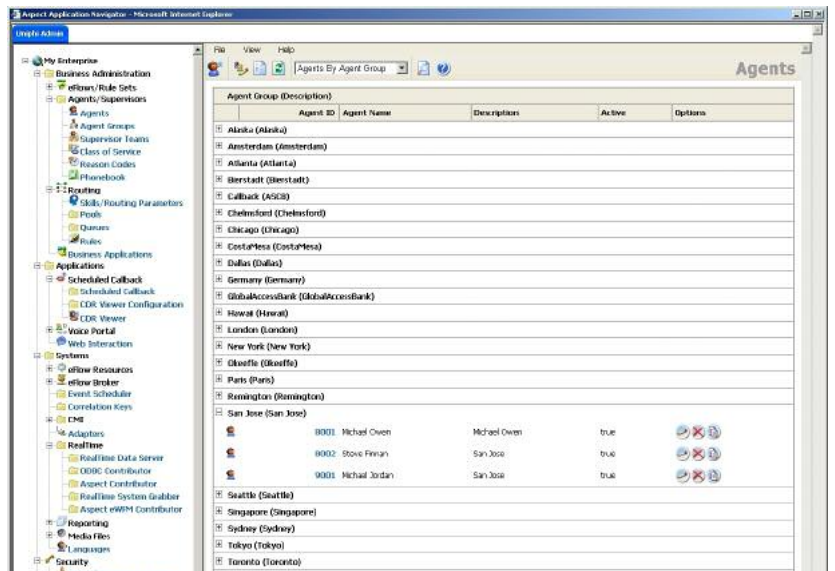
In addition to the core functionality of Aspect Contact Server, Aspect Enterprise Contact Server carries contact routing practices, based on a single set of business rules, further through:

- *Enterprise routing* - leverage two critical routing enhancements—multisite routing and multi-dimensional skills-based routing - in your multisite contact centre.
- *Multisite routing* - decrease administrative and management expenses, cut equipment costs and reduce training requirements with centralised business rules and a single administrative interface for multisite voice-only contact.

- *Multi-dimensional skills-based routing* - base granular routing decisions on multiple combined factors—agent skills including languages or product knowledge; information from enterprise databases such as entitlement, customer profile, or estimated transaction value; and contact centre status such as agent availability.
- *Multichannel routing* - combine separate contact channels into a single, universal queue and add another category of agent skill—the ability to interact via various communication channels. Aspect® Enterprise Contact Server™ integrates with Aspect Software and third-party solutions for email and interactive web contact, monitoring the contact queues of each channel server and simultaneously monitoring agent availability. It gives you complete control of how multichannel contacts are routed. You can set priorities, shift agent groups from one contact channel to another as volumes fluctuate across channels, or train individual agents to move fluidly from one contact channel to another as volumes and business rules dictate. Perhaps more importantly, you can extend the capabilities of state-of-the-art telephone contact routing to email and interactive web contacts. You can use data in customer databases to direct routing. You can also enhance the ability of sales and service representatives to provide superior service, cross-sell, and up-sell by bringing customer data to agent desktops along with email messages and web sessions.
- *Computer Telephone Integration (CTI)* - extend CTI capabilities across all contact channels. Provide screen pop with voice calls, emails and web contacts. Simplify the management of voice, email and web contacts by writing and implementing a single set of business rules that use customer data to direct the routing of contacts over all channels.

### Deploy Functionality as Your Business Needs Require

Aspect Contact Server and Aspect Enterprise Contact Server enable you to deploy the functionality that meets your business needs today while laying the foundation for future enhancements. If your contact centre is currently a single, voice-only site that eventually grows into a multi-skill, multisite, multichannel operation, you can upgrade smoothly without sacrificing your initial investments. Aspect Contact Server's functionality can be multiplied through integration with applications and technologies from Aspect Software and other third-party vendors.



The Administration Tree within the Application Navigator Application.

- *Investment protection* - integrate Aspect Contact Server with telecommunications switches, network services, front-office software, workforce management applications and email applications from major vendors using Aspect connectors.
- *State-of-the-art contact routing* - leverage the most refined contact routing solutions available based on your business needs.
- *High availability* - Implement a High Availability hardware deployment to ensure business continuity in a mission critical contact centre environment.
- *Security adherence* - Utilise security features to ensure compliance with today's IT security policies.
- *Self-service* - automate some or all of your contact centre activities with Aspect self-service solutions including Interactive Voice Response (IVR), text-to-speech, speech recognition and more.
- *Workforce management* - maximise your most costly resource—your agents—with Aspect Software's complete line of workforce management solutions for forecasting, scheduling and monitoring.
- *Aspect Enterprise Contact Server Software Developer's Kit (SDK)* - build agent desktop applications or integrate with custom-built desktops. Based on open standards such as XML, WSDL, and SOAP, this Software Developer's Kit includes Application Programming Interfaces (APIs), samples and documentation so you can develop your own adapters to link the Enterprise Contact Server with CRM and back-office applications, email response management systems and interactive web servers from Aspect Software and other third-party vendors.

### System Components

- **eFlow system** for visual representations of end-to-end business functions of tasks performed anywhere in your enterprise.
- **eBusiness architect** for building, de-bugging, and analysing process flows.
- **Computer media integration system** to support the connectivity capability necessary for interaction between client desktops and the eFlow engine.
- **Real-time system** to access real-time contact centre statuses and broadcasting the information to client desktops (agent) or supervisors.
- **Development tools** based on open standards and designed to support many popular program languages such as ActiveX and JAVA.

### Aspect® Enterprise Contact Server™

Aspect Enterprise Contact Server includes all of the Aspect® Contact Server system components, plus the following:

- Routing Server - carries contact routing to new levels of effectiveness with additional routing capabilities: Enterprise Routing, Multisite Routing, Multidimensional Skills-based Routing and Multichannel Routing.

Aspect Software solutions that help Aspect Enterprise Contact Server contact centre customers accomplish their missions of maximising revenues, minimising costs and ensuring customer satisfaction include:

- Aspect® CallCenter® ACD for a mission-critical contact centre platform.
- Adapters for Avaya® and Nortel® contact centre systems.
- Aspect® eWorkforce Management™ for planning, managing and optimising the performance of staffing resources.
- Aspect® Analyzer™ for measuring performance against defined goals.

### About Aspect Software

Aspect Software, Inc., the founder of the contact centre industry, is the world's largest company solely focused on providing proven, innovative contact centre products and services that enable the key business processes of customer service, collections, and sales and telemarketing. Each day, thousands of in-house and outsourced contact centres around the globe conduct more than 125 million customer interactions using Aspect Software products. Aspect Software believes in using the power of technology to positively transform the customer-company experience. That belief has led Aspect Software to accept the challenge of developing the world's most reliable automatic call distributors (ACDs), most trusted diallers, most widely-used and respected workforce management (WFM) solutions, most flexible voice self service systems and the industry's first and most comprehensive unified, multichannel contact centre solution. Headquartered in Chelmsford Mass., Aspect Software has operations across the Americas, Europe, Africa, the Middle East and Asia Pacific. For more information, visit [www.aspect.com](http://www.aspect.com).

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