

# Aspect® EnsemblePro™

Aspect EnsemblePro is a unified contact centre solution, architected and built from the ground up to include multiple applications—whether via traditional voice or VoIP—such as: automatic call distributor (ACD), predictive dialler, Interactive Voice Response (IVR), Internet contact via email or chat, recording and quality management, and unified reporting and administration. It helps you to reduce the complexities, costs, and labor that are typically associated with implementing and owning multiple point solutions.

## Highlights

- One, unified contact centre.
- Centralised management.
- Easy deployment.

Aspect EnsemblePro provides your contact centre with access to real-time information on customer history and preferences, enabling you to enhance key business processes of customer service, collections, and sales and telemarketing. This solution delivers rich, actionable information, which drives performance across your contact centre. Through centralised management, you can arm your organisation with dynamic customer data that leads to informed decisions, and can ultimately provide you with a significant competitive advantage.

Aspect EnsemblePro gives you the flexibility to make real-time modifications to your contact centre as business needs dictate. Administrators and supervisors can make dynamic changes to system settings like call flows or agent properties, as they manage contact centre service levels. Agents can be moved to areas of greater need as required. Modifications take effect with the very next contact—with no need to stop and start systems, campaigns or services.

Aspect EnsemblePro connects to, enhances and unifies your existing contact centre solutions to provide new capabilities and investment protection. Aspect EnsemblePro leverages your existing infrastructure by taking advantage of common telephony resources, allowing your contact centre to provide unified functionality, regardless of the underlying telephony deployed.



## Key Benefits

- Lower costs.
- Increase productivity.
- Improve customer satisfaction.
- Reduce complexity.
- Comply with regulatory requirements.

### Realise the Potential of a Unified Contact Centre

Meaningful multichannel interactions, value-added customer experiences, reliability and clear-cut competitive advantage—Aspect® EnsemblePro™ brings it all together for you.

**Automatic Call Distribution (ACD)** - calls are answered as they enter the contact centre and intelligently routed to available agents, based on the Dialed Number Identification Service (DNIS), calling party identification or Automatic Number Identification (ANI), available agents, customer profile, service levels, customer selection or customer entered data and defined business rules.

**Automatic Outbound Dialing (AOD)** - leverage the capabilities needed to make your outbound services highly successful:

- Multiple dialling options: predictive, precision, preview, blaster and manual.
- Voice, fax, modem, mobile phone and industry leading answering machine detection.
- Advanced pacing algorithm.
- Flexible campaign and call list management.
- Quota control.
- Outbound Interactive Voice Response (IVR) - proactive customer service.
- Quick transfer speeds to enable compliance.

**Voice Self-service (IVR)** - automate some or all of your customer interactions. Utilising integrated text-to-speech and voice recognition, the IVR gathers customer information and matches it with data from back-office systems to fulfill customer inquiries or requests. Customer information stays with the call, whether the call is fulfilled within the IVR or transferred to a live agent.

**Email Management** - enable your agents to expedite the email creation process and proactively target customers by using additional features, including:

- Auto acknowledgement and knowledge base.
- Greetings and signatures.
- Email templates and attachment capabilities.
- Distribution lists and email campaigns.

**Fax Management** - integrate fax management capabilities to facilitate the handling of faxes within your contact centre.

**Voice Mail** - offer your customers the ability to leave recorded messages during long queue times and after hours. Voice mail can also be used as personal mail for agents and supervisors.

**Multichannel Recording and Quality Monitoring** - managers can review interactions between your agents and customers. Recordings can be automated or initiated on demand by agents or supervisors, allowing them to:

- Record voice, chat and collaboration sessions.
- Record by call, agent or entire campaign.
- Assign classifications and comments to recording for easy retrieval.
- Review, archive and export recordings to other devices for long-term.
- Monitor and record agent screen and voice interactions and score agents' recorded sessions for performance evaluations.

**Multi Tenancy** - take advantage of the security, partitioning, Voice over Internet Protocol (VoIP) and other rich features of Aspect EnsemblePro to provide hosted contact centre functionality to internal and external customers. This allows for secure, separated processes and databases for different tenants - all with central administrative control.

### Increase Productivity

Aspect EnsemblePro delivers a wide range of applications to empower agents and speed response times - ultimately increasing customer satisfaction, enhancing sales opportunities and improving outbound collection rates.

Multichannel script designer provides self-service and system functionality with pre-recorded messages, database look-ups, speak and spell functions, VoiceXML-based speech recognition and text-to-speech, Boolean logic, real-time queue statistics and complete branch logic.

Intelligent routing enables you to leverage the multichannel script designer to intelligently route interactions based upon user defined business rules, including value of the contact, available agents and agent skill sets. it includes:

- **Skills-based routing** - match contacts with the most appropriate available agents.
- **Rules-based routing** - route interactions based upon a single set of business rules.
- **Data directed routing** - prioritise, manage and route customers based on database queries.
- **Multisite routing** - route and deliver the contact to the best-suited agent.

Specific agent recall ensures continuity of interactions by delivering customers that call back, to the same agent that handled the original contact.

Intelligent network routing ties multiple contact centre locations together to leverage centralised real-time statistics, enabling you to automatically re-route calls from one site to another for load balancing or network skills-based routing purposes.

Multichannel blending allocates agents to other duties during lulls in incoming traffic with true universal blending.

Automatic workflow distribution routes generic objects and tasks such as trouble tickets, order processing, documents and self-paced training to your agents from external applications.

### Increase Customer Satisfaction

Agents can be located anywhere, anytime, with full features and no special hardware. These remote agents have access to all contact centre resources, and are treated the same as other logged-in agents. Capabilities include:

- CTI screen pop.
- Fully featured and customisable phone.
- Call recording, including selective call recording.
- Voice mail access and control.
- Web chat.
- Email assistance.

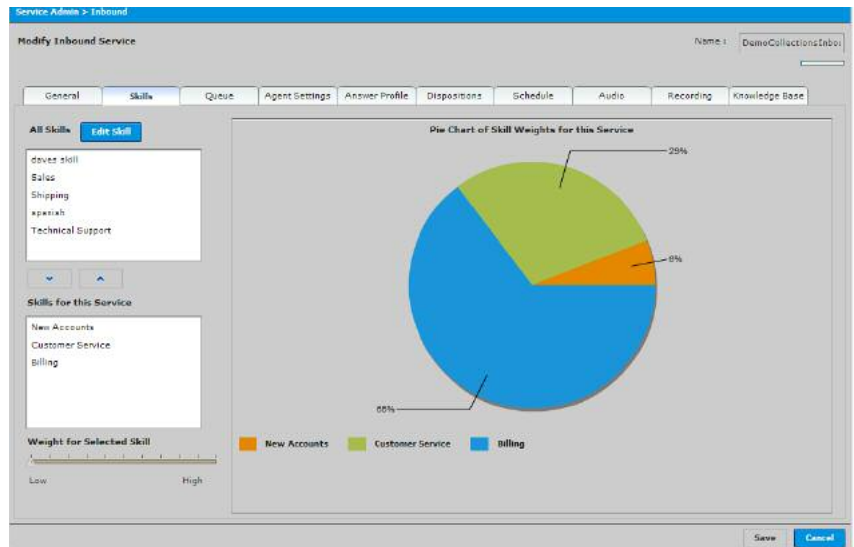
**Browser-based Agent Scripting** - LYRICall™, an element of the Aspect® EnsemblePro™ unified desktop, is the industry's first browser-based application and scripting design tool that runs on any PC or network computer using a Microsoft® browser and Java® script. LYRICall supports real-time access to multiple data sources, including host systems, legacy applications, the Internet, corporate intranets and extranets.

**Web Chat** - Enable real-time interaction between your agents and customers via text chat/messaging. Agents can automatically retrieve information from a knowledge base to quickly respond to customer inquiries.

**Web Collaboration** - Synchronise agent and customer browsers in a collaborative environment, enabling shared navigation.

### Manage the Entire Centre from One Central Point of Administration

**Centralised and Unified Administration** - A single administration point for managing all interaction types enables your contact centre managers to configure and provision inbound and outbound voice, email, web and fax services and campaigns—all from a single desktop.



Using dynamic provisioning capabilities, administrators and supervisors can make real-time changes to system settings as they manage contact centre service levels— with no need to stop and start systems, campaigns or services.

**Historical Reporting** - Provides a comprehensive perspective of agent and contact centre performance, allowing supervisors to:

- View agents holistically across all channels.
- Generate reports on operational metrics.
- Gauge inbound, outbound, chat, email and workflow statistics and agent performance.
- Receive standard reports that reveal service and campaign performance.
- Generate enterprise reports across multiple Aspect EnsemblePro systems.
- Customise and save reports in an OLAP view and via Crystal Reports.

### Deploy Easily

Migrate from traditional switching technologies such as Time Division Multiplex (TDM) to VoIP, single-site to virtual contact centre, centralised to localised management or any combination thereof.

Using Aspect EnsemblePro, you can take advantage of VoIP in your contact centre strategy by connecting to remote agents or between multiple sites via Session Initiation Protocol (SIP). You can put your technology in one place and your agents in another. You can use VoIP in combination with traditional telephony or on its own. The Aspect Software Seamless IP approach provides greater flexibility without compromising the capabilities you rely on in your contact centre.

*Unified Director Application - a browser-based, central administration point for managing all interactions - all from a single desktop.*

“Having a unified product, like Aspect EnsemblePro, which integrates multiple applications—ACD, IVR and predictive dialler—in a single solution, has enabled CFI Westgate Resorts to take advantage of increased functionality without the added complexity. We’ve seen customer service levels increase, as well as agent efficiency, which has made a significant impact on the bottom line.”

**Matt Rakoczy**  
Director of Call Centre Operations, CFI Westgate

## System Components

- **Inbound**  
Automatic Call Distribution (ACD)  
Interactive Voice Response (IVR)  
Skills-based Routing –Computer Telephony Integration (CTI) Blending
- **Outbound**  
Outbound call distribution  
Outbound Email Distribution  
Outbound IVR
- **Multichannel**  
Multimedia Universal Queue  
Web Chat & Collaboration  
Automatic Email Distribution  
Knowledge Base  
Automated Workflow Distribution
- **Administration**  
Monitoring and Recording  
Voice Mail  
Unified Reporting
- **Desktop**  
Agent Desktop & API  
LYRICall™ Agent Desktop  
Scripting  
Voice Over IP and SIP  
Remote Agents

## Unified Product Line

Aspect Software solutions that help Aspect® EnsemblePro™ contact centre customers accomplish their missions of maximising revenues, minimising costs and ensuring customer satisfaction include:

- Aspect® Analyzer™ for measuring performance against defined goals.
- Aspect® Enterprise Campaign Manager™ for outbound campaign strategy management and call optimisation capabilities.
- Aspect® Campaign Optimizer™ for outbound campaign productivity and strategy management.
- Aspect® eWorkforce Management™ for planning, managing and optimising the performance of staffing resources.
- Aspect® RightForce® Workforce Management for tracking and reporting, and managing change.

## 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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