

# Aspect Business Assessment

Identify how you can optimize your contact center for better business communications and customer relationships

*"The Aspect Business Assessment was very valuable. Specifically, it confirmed that we had some serious issues with our workflow and managerial processes. Some of these were very apparent and others, while apparent, were not necessarily looked at as an opportunity to reduce cost. It further validates why change management and process improvement is essential to the well being of a productive contact center."*

**Kim Doody**, Manager, Resource Planning and Analysis, US Airways

The Aspect Business Assessment is a focused review of your contact center processes that identifies improvements to align your customer service operations with your strategic goals.

With nearly three decades of experience, Aspect has helped over thousands of companies identify process improvements and technology to streamline the way they serve customers. This assessment can show you how to:

- Improve business processes within the contact center
- Cut customer service and operations costs
- Maximize current technology investments
- Increase revenue
- Improve customer satisfaction
- Increase customer retention and loyalty

The foundation of the assessment is a clear understanding of the requirements and objectives of your business. To gain this, Aspect sends a team of contact center experts to interview your business managers, technical staff, customer service representatives and end users. Once our experts understand your business goals, your operations and the needs of your end users, they deliver a comprehensive report with suggestions for aligning your technical solutions with your organization's strategic vision for customer service.

## **A Proven Methodology with a Team Approach**

The Aspect Business Assessment is a team effort, with your staff contributing critical insights into your business goals and processes and Aspect experts contributing an objective point of view and years of experience in matching technology to business needs. Your employees are in the loop before, during, and after the assessment. You select an executive sponsor from the business

side of your company and a champion from your operations staff. These key players ensure that the Aspect team has access to the right people and information.

To start the process, the executive sponsor hosts a kickoff meeting and makes sure the Aspect team has access to all levels of your organization. During the actual assessment, employees from various parts of your organization contribute the information that makes the assessment successful. After the assessment is complete, the executive sponsor steps back in to conduct the review of the final report.

To align your business processes and your contact center operations with your corporate vision, the Aspect team follows a four-step process.

### ***Organizing a Pre-business Assessment Meeting***

The pre-business assessment meeting is typically coordinated via a conference call. The purpose of this conference call is to clearly understand the goals and deliverables of the assessment process. Key personnel within your organization, such as representatives from relevant lines of business, IT, reporting and metrics, and an executive sponsor talk with the Aspect assessment team.

During the call, the team will work with you to create an effective interview schedule for the onsite business review so that the time onsite captures as much information as possible without interfering with your daily routines.

This conference call typically takes place at least two weeks before the business review session is conducted, which allows the schedule to be confirmed and data collection to begin prior to the team's arrival.

### ***Conducting the Onsite Business Review***

During the onsite business review, the Aspect assessment team gains a clear understanding of your organization's objectives, existing technologies installed, all customer interaction points, end-user needs and key business processes. The business review is conducted at your contact center location(s) and involves various activities, such as one-on-one interviews with supervisors, group meetings with IT staff, and monitoring sessions where the team sits with your contact center agents to understand the customer experience.

### *Developing the Approach*

Next, the Aspect team uses the information gathered during the business review to identify key business, technical, and organizational issues and determine how technology and process improvements can address these issues. We also assess the cost savings and revenue potential of the proposed approach.

### *Presenting the Business Assessment Report*

The final step is turning the analysis and the approach into a plan, with implementation phases mapped to your business objectives, THEN presenting the plan for your review.

Once the team has a clear idea of your goals and processes, the team analyzes the information and reports findings and recommendations. In addition to our analysis of your current operations, the report will contain specific recommendations for process improvements and business communications technology. The report may also contain examples of companies that have achieved ROI with solutions similar to the ones recommended.

The focus is always on process improvement, cost reduction and revenue generation within your unique business environment. Rather than presenting a detailed technical solution, the report depicts a business plan flexible enough to help you refine your strategy and make technology decisions. If you decide, based on the assessment, that an Aspect solution meets your needs, Aspect experts will help you develop the detailed specifications. If your business needs demand solutions that Aspect does not offer, the team will recommend solutions from partners and other industry-leading companies with proven solutions.

### **How Long Does the Entire Process Take?**

This process takes between 10 and 15 days. Aspect experts spend one hour with you on the pre-business assessment call and then two or three days on your site, meeting with your staff and gathering information. The Aspect team then spends one to two weeks analyzing data, researching your focus areas and developing the report, and returns to your site to present it.

What do you stand to gain?

Here are some of the results that an Aspect Business Assessment has provided to other organizations like yours:

- Lower average handling time for calls
- Significantly reduced hold times
- Reduced talk time
- Increased agent productivity
- Improved access to information
- Better service for premium customers
- Increased contacts handled without adding resources
- New technologies integrated with current solutions, protecting investment
- Opportunities to increase revenue
- Differentiation from the competition
- A 360° view of the customer experience, with robust metrics and reporting

If your company can benefit from these advantages, contact your Aspect representative today to discuss how to set up the Aspect Business Assessment for your contact center.

### **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 center. Applying 35 years of insight and experience, Aspect helps 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](http://www.aspect.com).

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