



Aspect[®] Activity Insight[™]

The desktops of your employees are right at the center of activity in both the front office contact center and back office. What if you could capture at a detailed level what is transpiring on each desktop and then aggregate and correlate that data to reveal both individual productivity barriers as well as systemic areas for improvement?

Desktop analytics solutions can harness the Big Data associated with agent desktop activity to deliver significant value and benefits to contact centers and back-office operating departments. The ability to monitor and store a history of every keystroke, use of application software, system response times, etc. can reveal a wide variety of operational challenges, which when eliminated across the entire employee base, can enable new levels of productivity and quality never before possible. Aspect Activity Insight provides intelligence on desktop activity by capturing, storing, and reporting activities and events across applications, time and users to map employee effort and highlight areas of improvement in business processes, compliance, training, and application utilization.

Key Differentiators for Aspect

- ✓ **Measure Idle Time**
Easily and accurately measure one of the best indicators of agent productivity and attitude.
- ✓ **Surface Repetitive and Manual Tasks**
Tasks that waste agent time can be quickly identified.
- ✓ **Measure Application Utilization**
Understand what application software programs are occupying agent time.
- ✓ **Feed Data to Other Software Programs**
Extract data fields being used by agents for use in CRM, Performance Management, etc.
- ✓ **Identify Data Entry Issues and Training Needs**
Quickly reveal data errors indicative of difficult data entry or required agent training.
- ✓ **Monitor for Regulatory Compliance and Business Rules**
Examine detailed agent interactions to ensure compliance with company policies.

Key Components

• Capture the Wealth of Desktop Information

The agent desktop has a huge amount of valuable information available on it including tasks, processes, cases, procedures, chat, clicks, surveys, CRM, softphone and data entry to name a few. The challenge is to capture and organize this data. Aspect Activity Insight allows you to capture practically any business data or action for surgical process improvement, tag specific work processes for task time measurement and bottleneck isolation, capture specific customer intent and even define workflow and other milestones.

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| International Bank 45% Reduction in billable staff | Global Bank 50% Productivity increase |
| Mortgage Group 50% Reduction in mortgage turn-around time | Regional Bank 20% Reduction errors and rework |



• Ensure a Cycle of Continuous Improvement

Aspect® Activity Insight™ is designed to be used as part of an iterative process allowing companies to configure, deploy, collect, and analyze data from a wide variety of user endpoints. Once in production, additional processes and objects can be identified for monitoring and reporting. The Studio capability in Activity Insight allows new sensor settings to be easily deployed across the enterprise. In addition, Aspect Activity Insight can be used to validate changes to processes or new applications that have been implemented.

• Non-intrusive Client-Server Architecture

Aspect Activity Insight uses a highly efficient client-server architecture with six primary endpoint sensors that can capture data using a centralized management tool that can be configured to meet your specific requirements. Aspect Activity Insight is invisible to end-users regardless of access device be it desktop, laptop or Windows tablet. It gathers data about what applications they run, how those applications are used, the health of the computer and the type of data they are working on that the company is interested in. These data are collected and stored centrally for historical and real-time reporting.

• Important Activity Sensors

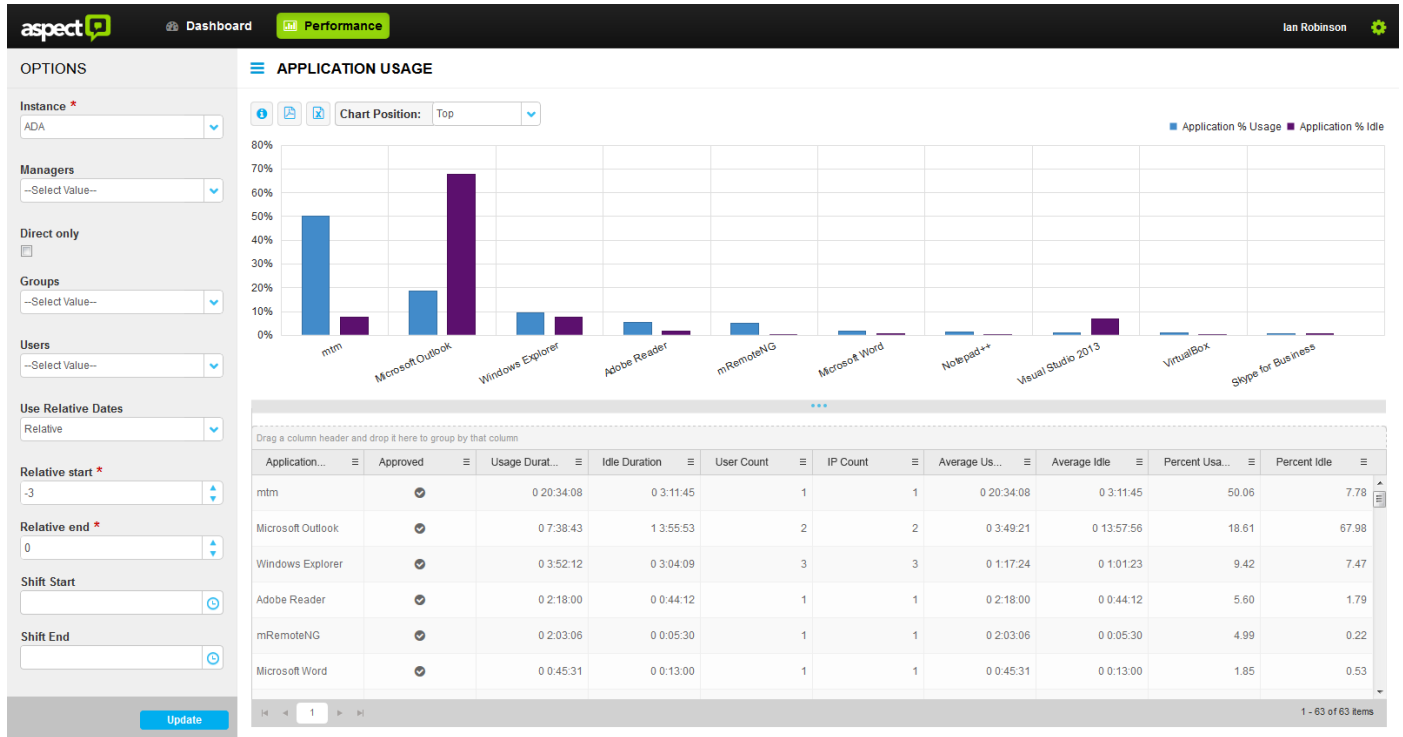
Aspect Activity Insight tracks information on six key areas of agent activity including the following:

- Collect information about applications and windows that a user works with, the web pages visited, when data is copied, printed, and more
- Collect the session-wide events that happen with a user from log on until log off
- Collect data on the health of computers. This could include memory issues, slow performance, lock-ups, system reboots, failed login attempts, or other issues.
- Track the complete lifecycle of virtually any object (account, claim, product, etc.) through several or all processes that touch the object across users, systems, and time
- Capture data from screens based on configured triggers
- Track email and other activities in Microsoft Outlook



Aspect Activity Insight Enables You to:

- Measure idle time and time on task
 - Monitor for compliance and rules
 - Target bottlenecks and process issues
 - Supply data to third party applications
 - Identify redundant and erroneous data entry
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Example Desktop Analytics Data Shown in Aspect® Performance Management™

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About Aspect

Aspect helps enterprises break down the walls between people, processes, systems and data sources, empowering organizations to unite around the customer journey. Our customer engagement center offers native [interaction management](#), [workforce optimization](#) and [self-service](#) capabilities that drive dynamic, conversational interactions and create a truly frictionless omni-channel customer experience. Leveraging all the benefits of the cloud and over 40 years of industry ingenuity, Aspect conveniently and easily connects questions to answers while helping enterprises keep service levels high and operational costs contained. For more information, visit www.aspect.com.

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