



Aspect® Mobility: Aspect® Augmented Chat™

Mobile customers are likely to go to your app first, and try to solve their problem themselves – but no matter how robust your self-service is, sometimes the complexity of their interaction will necessitate an interaction with an agent. Aspect Augmented Chat gives customers one-click access to your contact center, intelligently routing the customer to your contact center agents best qualified to help based on the context of the interaction, continuing the path to resolution seamlessly with voice, text and multimedia sharing options, including photos and video.

Customers who go first to your mobile app or website are exercising their preference for self-service, and will often be able to get the information they need without the need for assistance from a live agent. However, a customer who starts with mobile self-service may realize their interaction is more complex and best resolved by a live agent. Aspect Augmented Chat connects that customer to a live agent via voice or text, streamlining the customer's journey toward issue resolution.

Aspect Augmented Chat improves the customer experience by:

1. **Routing** the customer to the right agent to complete the interaction
2. **Enhancing** the interaction with rich media sharing of photos, documents, and/or peer-to-peer video

First, Aspect Augmented Chat makes it easy to appropriately route the customer to the correct agent – whether based on their choice of a voice or text-based channel, the particular skills and product knowledge suggested by the context of the customer's in-app actions, or priority routing for high-value customers.

Then, Aspect Augmented Chat empowers customers and agents to share photos, links and documents that supplement the conversation and provide additional context, or to engage in video chat for real-time, “face-to-face” help. With the right agent, the right context and the right information, the likelihood of first-contact resolution is increased, as well as overall customer satisfaction and retention.

With this solution out of the Aspect Mobility Suite, Aspect helps you create remarkable micro customer experiences and “mobile moments” by giving your customers what they need – even when on the go.

Mike needs to adjust his insurance policy, pulls out his mobile app

Mike can see agent while showing his artwork

Agent sees chat and video on same screen

A customer wants to update their insurance policy to cover a new piece of artwork. While at the gallery, they open the insurance company's mobile app to review policy terms and notice a video chat link on the section related to artwork riders.

They can then have a two-way video chat with a live agent from the insurance company. The agent first asks the customer to provide the PDF of the bill of sale that the gallery had emailed her, and subsequently asks to visually evaluate the piece of artwork to confirm its condition and authenticity.

The end result: the high-value customer has a highly personalized interaction that resolves their need, and the company's business processes are made more efficient by the ability to collect relevant data (documentation and artwork condition) during the conversation.

Solutions of the Aspect Mobility suite complement existing mobile infrastructure, not replace it. Mobile moments created with Aspect fit into any mobile application development framework and mobile customer experience strategy.

Integration and Deployment

Aspect Augmented Chat integrates with Aspect® Unified IP® and Zipwire™ contact center environment. Rather than replacing it, the solution complements any of your existing investment in mobile apps and mobile development platforms. Through a convenient API for your Web developers and SDK for your mobile developers, you can embed the audio, video, and collaboration feature in your existing customer experience, using any existing assets for a coherent look & feel – the experience for your customers is seamless.

Aspect Augmented Chat can be used as a cloud deployment or on-premise. Please reach out to us for more details.

Key Value Propositions

- ✓ **Agent empowerment**
Deliver a more seamless experience by providing your contact center agents with context related to the customer's mobile interactions, and the ability to share photos, links and documents with customers
- ✓ **Self-Service supplementation**
Show customers who have chosen your mobile app for self-service that you understand their journey by making it easy to reach a live agent when assistance is needed to resolve their issue
- ✓ **Simplified documentation**
Customers can easily receive, review and return documents as part of an interaction with an agent, expediting the documentation process
- ✓ **Improved customer experience**
Customers benefit from a seamless transition to the contact center from self-service, and higher rates of resolution when rich media is used to help the live agent assess and resolve the situation
- ✓ **Cost efficiency**
Reduce customer calls to your 800 number, and decrease the duration of agent interactions due to the provision of contextual and supplemental information, while providing higher-quality service

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About Aspect

Aspect's fully-integrated solution unifies the three most important facets of modern contact center management: customer interaction management, workforce optimization, and back-office. Through a full suite of cloud, hosted and hybrid deployment options, we help the world's most demanding contact centers seamlessly align their people, processes and touch points to deliver remarkable customer experiences. For more information, visit www.aspect.com.

