



Aspect® Mobility: Aspect® Callback Mobile™

Nothing frustrates customers more than starting an interaction with your company on one channel and then waiting on hold, repeating information or worse yet starting all over from the beginning when switching from, say, SMS to voice or the mobile app to a Web chat session. Aspect Callback Mobile makes sure you start the interaction on the right foot by pre-qualifying the customer when switching from mobile self-service to live service and offering a convenient callback feature instead of forcing them to go through your IVR.

Problems start when mobile is implemented as a bolt-on, siloed channel, thus preventing a smooth handover into the contact center when the needs of the customer demand human help. Most mobile apps are pretty much a dead-end when live assistance is needed to resolve an issue or complete a transaction. The customer usually is presented a list of phone numbers to call, forcing them to leave the app, resulting in a disjointed experience right off. Matters are made worse once the customer does make the call since they are initially brought to an IVR system that does not recognize the client or the recent history from the mobile app. Maybe then they leave a call-back number rather than stay on hold, waiting for a live agent. And when the customer is ultimately connected to an agent, who has no knowledge of the customer's previous actions or information supplied, the overall fragmented, time-consuming experience results in rising frustration level – and annoyed customers.

Aspect Callback Mobile offers a new approach that puts customer convenience front and center, short-circuiting the complex, disjointed process described above. No more need to leave the mobile app to call a number or repeatedly answer the same qualifying questions as customers traverse multiple channels. Instead, a convenient callback option is provided right within your existing native mobile app. This leads the way to seamless experience when switching from self-service to live service. Aspect Callback Mobile makes use of the rich capabilities of a mobile app by pre-qualifying the customer through a set of questions that either the IVR or the agent would typically ask to understand the customer's issue. Before a call is made and resources in the contact center are touched, the customer is fully qualified and their issue can be addressed effectively. When the customer is contacted, the agent has access to the information previously entered so the exchange is productive from the start.

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.

Aspect Callback Mobile is all about:

1. Pre-qualifying the customer right within your mobile app to ensure faster resolution
2. Getting rid of the disjointed experience provided by merely listing numbers to call
3. Improving customer experience while reducing contact center costs

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 Callback Mobile integrates with your Aspect® Unified IP® and Zipwire™ contact center environment for the callback functionality. Rather than replacing it, the solution complements any of your existing investment in mobile apps and mobile development platforms. Instead of leading to a page listing your customer care numbers, a tap on your “Contact Us” option would lead to a new page that implements a set of contact qualification questions, using the same look & feel of your existing assets. The experience for your users is therefore seamless. The qualification questions should be dynamically generated based on the customer journey in your app so far. After filling out the questions, a callback request is triggered within Aspect Unified IP or Zipwire.



Key Value Propositions

- ✓ **Lowers AHT (Average Handling Time)**
By pre-qualifying the call your contact center becomes more efficient without sacrificing on quality – callback comes from an agent who knows the customer and what they are calling about.
- ✓ **Improves FCR (First Call Resolution)**
By resolving issues quickly and correctly the first time, you lower support costs and increase customer satisfaction at the same time.
- ✓ **Integrates with existing technologies**
Easily integrates with your current mobile app and contact center environment.
- ✓ **Reduces IVR costs**
By providing a seamless transition from mobile self-service to live service, customers take less time to work their way through your self-service systems avoiding costly calls. The IVR can be skipped altogether.
- ✓ **Improves the customer experience**
Reducing the wait for your customer through successful pre-qualification and contacting them at a time and on a channel they have requested.

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About Aspect

Aspect's fully-integrated solution unifies the three most important facets of modern customer engagement strategy: 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 and back offices seamlessly align their people, processes and touch points to deliver remarkable customer experiences. For more information, visit www.aspect.com.

