

Aspect[®] CallMe[™]

Today's approach to getting help from a contact center agent is often problematic at best. Too much time is spent determining the caller's intent, putting them on hold until the right agent is identified and available. Maybe it's time for another way.

Aspect CallMe makes sure that when the call starts, the customer is already connected with the right agent. CallMe lets the customer express the need for agent assistance simply by sending "Call Me" via text message. A short, interactive, automated text-based conversation determines the customer's need and schedules a callback from the right agent. Less time is spent on the phone waiting and more time is spent connecting the customer with someone who can help.

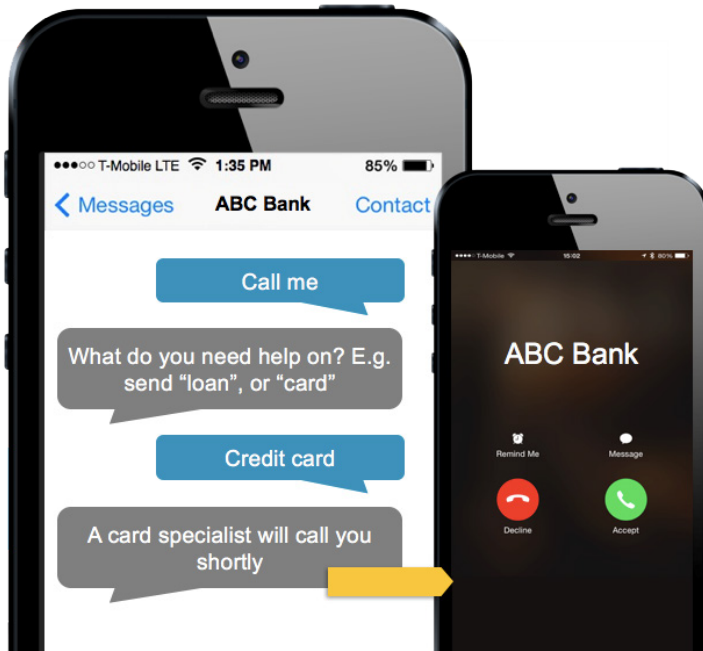
CallMe reduces telephony and IVR costs, reduces Average Handling Time (AHT), and improves First Call Resolution (FCR).

Customers have a good feel for when an issue needs personal attention from a customer service representative – times when self-service just won't do the job. For instance, self-service is perfect for checking an account balance, but if advice is needed on how to best finance that shiny new car, a machine is not going to be of much help to the consumer. And sometimes, people just prefer speaking to a real person – if only to feel a bit more reassured that an important package they had ordered will indeed arrive tomorrow.

When a more personal touch is needed, customers often endure long wait times on hold, preventing them from making the best use of their time – and yours. Time spent with the IVR or on hold costs your company money. Furthermore, many customers choose to "zero out" to an agent out of habit, costing businesses even more time and money to prequalify the caller with the help of an agent.

Aspect CallMe is a new spin of the idea of a callback to reduce the time spent on the phone waiting to get connected to the right agent. With CallMe, customers can send "Call Me" as a text message to the same toll-free number (1-800, 1-866) they would otherwise call. Rather than interacting with an IVR, they are interacting with an ITR application: Interactive Text Response. Within a few seconds, the system will ask about the purpose of the call, thereby essentially doing the job of the call routing IVR (the system that has the caller select from a menu of options). Rather than navigating

through menu items, the system can understand natural language. Here's how it works:



With just one question, the caller's intent is determined and a callback request is sent to the corresponding queue in the ACD system. In addition, the ITR can be customized to ask for authentication information to further eliminate the need for an agent to handle these mundane tasks. The result? Reduced cost, reduced AHT, and a happy customer.

Engage with Aspect to implement Aspect® CallMe™ and we will:

- SMS-enable your existing 1-800 customer care number

- Deploy state-of-the-art Natural Language Understanding technology to extract caller intent from the incoming messages, following your existing queues and modelling after your existing IVR
- Integrate with your ACD – whether it sits in the cloud or on premise
 - Your ACD will need to provide a Callback API and support call-attached data (“CTI”)
- Tailor our pre-packaged SMS apps to your needs for a fixed fee plus T&M for necessary integrations with your ACD and CRM systems
- Deploy the solution in the Aspect® Cloud™ for quickest time-to-market and lowest-risk commercial model: pay-as-you-go with your OpEx budget
- Consult you on the rollout to your customer base (“Call us, or text your need for a call to 1800-MYBRAND, and we’ll call you!”)
 - Including a low-risk trial for a small selection of your customer base
- Offer tuning of the solution after go-live

Modern customer service acknowledges that different circumstances require different methods of handling. Customers should always feel that they have the best possible options at their disposal... whether for self-service or agent-assistance. Make sure your company is leveraging today's technology in providing easy, convenient access to the contact center. At Aspect we are always looking for solutions that perfectly blend money-saving efficiencies with loyalty-inducing customer service. Learn more about Aspect CallMe today!

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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.

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