



Aspect[®] CRM Connectors[™]

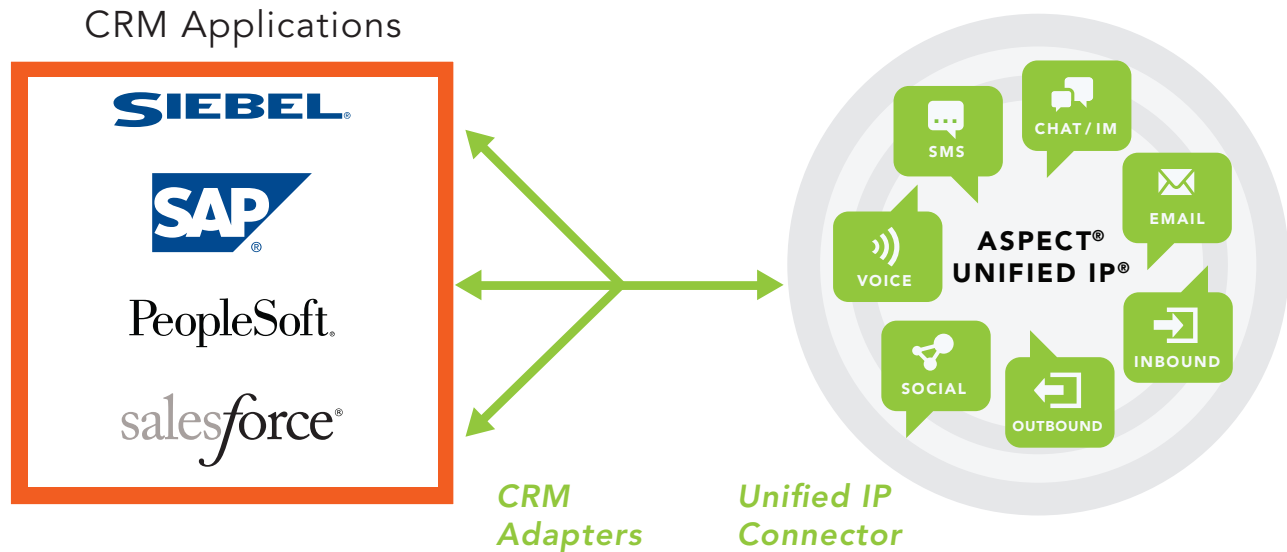
Benefit from improved business outcomes with a 360-degree view of your customers. The Aspect CRM Connectors solution links CRM data to contact center interactions, giving agents quicker access to customer information when and how they need it. The result is a single integrated agent desktop solution that successfully empowers contact center with the data required to meet today's growing demand for remarkable customer experiences.

The Aspect CRM Connectors solution creates a seamless, integrated system that unites communication functionality with usable customer data from leading CRM applications in a single location. The results are quicker first call resolution, improved customer satisfaction and a positive, differentiated customer experience. Agents no longer struggle to access information across multiple applications and disparate data sources. Additionally, customers no longer experience extended service times, eliminating the frustration and dissatisfaction that arise during those waits. The Aspect CRM Connectors solution brings together the information, processes and touch points you need into one integrated solution so you can provide the differentiated service that today's customers demand.

Key Differentiators for Aspect

- ✓ **Harness Customer Data to Provide Omni-Channel Experiences**
Quick access to prior interaction and purchase history allows for better informed and efficient agents who create remarkable customer experience in all channels. This ultimately translates to increased sales, improved collections and/or lowered operational costs.
- ✓ **Improve Contact Center Metrics**
When agents have access to the right information when they need it, they are more efficient and productive, resulting in improved business outcomes.
- ✓ **Empower Agents**
Informed agents provide personalized responses tailored to the customer's needs. This instills the trust and confidence needed for customer retention and loyalty.
- ✓ **Increase Revenue Opportunities**
For sales, if an agent is able to customize a response based on the customer's previous contact/purchase history and appears to know the customer, then upsell/cross-sell revenue increases.
- ✓ **Improve Collection Rates**
For collections, giving agents previous payment history and past interactions makes them more effective at increasing collection rates.
- ✓ **Deliver Remarkable Customer Experiences**
When agents customize their responses, they appear to know the customer, their buying patterns and interaction history, turning a simple interaction into a remarkable customer experience.
- ✓ **Operate a Single, Seamlessly Integrated System**
Provide full communication functionality from Aspect[®] Unified IP[®] within your CRM application. It's simple, standards-based and cost effective. Yet it has the added benefit of being a proven, versatile solution with expandability, load balancing and high availability. It's a must have for companies who know the importance of creating remarkable relationships with their customers.

Aspect® CRM Connectors™



Key Components

Overall, the Aspect CRM Connectors solution – powered by ComSys – facilitates real-time interoperability between Aspect Unified IP and the various CRM applications to effectively manage your customer interactions across all touch points as a way to enhance the customer experience. This is a proven solution that is quick to implement and provides full interaction navigation functionality through the CRM application.

A Proven Integration Solution

The Aspect CRM Connectors solution is a versatile, proven solution using standards-based architecture with seamless desktop integration between Aspect Unified IP and today's leading CRM applications. This provides real-time, server-level integration of CTI services with business application frameworks to increase customer satisfaction and improve agent efficiency. The integration utilizes Aspect Unified IP to provide the routing of work items and reporting of collected data but uses the CRM application as the principal desktop presence. Agents are able to improve contact management by enabling full CTI functionality on their CRM desktops. Agents have the ability to place, receive, and transfer customer interactions while having full, real-time CRM customer data attached to the customer connection.

Aspect understands that companies are looking for a single vendor to provide an end-to-end solution that includes the infrastructure for multi-channel communications and CRM data through a single interface. You don't have the budget, resources, or risk tolerance necessary to purchase multiple contact center products and then engage in a lengthy, expensive integration effort to piece them all together. Aspect CRM Connectors are simple, standards-based and cost-effective, enabling the delivery of remarkable customer experiences.

Full Call Control and Navigation

The Aspect CRM Connectors solution supports the needs of customer service, collections, sales and telemarketing agents by utilizing Aspect Unified IP to provide the routing of work items and reporting of data collected while using the CRM application as the principal desktop presence. This solution supports a

multi-channel platform – voice, chat and email - with integrated controls in the CRM application, providing the following interaction navigation functionality:

- Single sign-on, authentication and log-out of the Aspect Unified IP platform via CRM application

- Accept and reject calls
- Change agent status in real time via call status or by using the CRM toolbar
- Place calls on hold and retrieve from hold
- Transfer with context to another agent, a supervisor, inbound queue route point or voice portal
- Conference to an agent or a supervisor, and cancel conference when needed
- Manual dialing through using the CRM toolbar
- Customize screen pop to display critical customer information upon accepting the call
- Change ready/not ready status using the CRM toolbar
- Park call and select reason code
- Record interaction if required
- End call with a disposition

Adapters connecting to Aspect® Unified IP® (7.x and higher) are available for the following CRM applications:

- Oracle Siebel
 - Release 7.x, 8.x and higher
- PeopleSoft®
 - Current release of PeopleSoft CRM applications
- salesforce.com
 - Current release
- SAP
 - Release 7.x Enterprise and higher

Aspect CRM Connectors utilizes the ComSys CheckLink solution and is offered in partnership with ComSys.

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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.

