



Aspect® Customer Experience Platform (CXP) 15.1

Design, implement and deploy multi-channel customer contact applications faster than ever before with Aspect Customer Experience Platform (CXP) 15.1.

Self-service is now often the first choice when customers have an inquiry. CXP streamlines the process of designing, streamlining and deploying self-service customer contact applications across multiple communications channels, like voice, text (IM, SMS, USSD), mobile web, social networks like Twitter and smartphone applications.

Key Differentiators for Aspect

- ✓ **Design Once, Deploy Anywhere**
CXP's rich development environment streamlines the development process – develop your application on one channel, then easily re-deploy on other channels
- ✓ **Support Mobile Customers**
Augment your voice-based self-service with SMS, social and mobile web applications, opening the door to a variety of useful applications
- ✓ **Continuity**
CXP Continuity Server delivers a truly omni-channel experience by utilizing Context Cookies to allow customers to pick up where they left off, even if they change channels during an interaction
- ✓ **Get Proactive**
Utilize outbound IVR and SMS to provide reminders, notifications and other personalized messaging
- ✓ **New Web Based Development UI**
All-new web based UI makes it even easier to build IVR and ITR (interactive text response) applications
- ✓ **Free Trials**
See what you can do with CXP, with no risk - it's free to build and test your CXP applications
- ✓ **NLU Integration**
Built-in integration with Aspect Natural Language Understanding (NLU) simplifies the process of building conversational text applications like chatbots

Key Components

- **Aspect CXP Server**
CXP Server is the execution engine that supports the generation of dynamic dialogs and interfaces. CXP Server enables highly scalable, carrier-grade deployment and management of personalized self-service applications and is the execution engine that supports the generation of dynamic dialogs and interfaces.
- **CXP Continuity Server**
By preserving session states and context across different customer touchpoints, CXP Continuity Server and Context Cookies facilitate the seamless, omni-channel customer journey. Continuity Server functions as a data store for Context Cookies that can be used to personalize self-service interactions and provide seamless service.
- **CXP Developer**
CXP Developer is the true multi-channel graphical development environment for creating, testing, deploying and monitoring multi-channel self-service applications. With an object-oriented approach, CXP Developer supports full reuse of individual dialog steps and modules, as well as entire applications. Developers can then tailor applications with channel-specific behaviors like IVR voice prompts and grammars, or mobile web forms, text and images.

• CXP Analyzer

CXP Analyzer provides historical and real-time analysis (within 15 minutes) of key business, operational and application design data. The integrated logging data repository of CXP Server, Infostore, provides access to live information through popular Business Intelligence software such as IBM Cognos, MicroStrategy and SAP BusinessObjects. Analyzer supports out-of-the-box and custom reporting, including system usage, system and application performance, caller behavior, task completion rates, voice recognition success and more.

Key Features

- Design once, deploy anywhere architecture
- Support for omni-channel applications spanning voice (IVR), text (Chat, SMS, USSD), video (IVVR), Twitter and mobile Web apps for the smartphone
- Integration with Aspect Natural Language Understanding for conversational text applications like chatbots
- Integration with Aspect Unified IP via Enterprise Routing
- Dynamic personalization to address customer preferences and streamline interactions
- Cluster management and multi-tenancy support
- Easy integration with third-party development and administration tools through CXP's comprehensive web service interface
- CXP Business User Interface empowers non-technical users to make operational changes
- Hotspot Analytics provides access to data on automation success rates, application usage, user navigation and the user experience
- One-click hot service redeployments and rollbacks
- Natural Dialog Management ensures natural interaction
- Continuity Server stores session state, user preferences, last call, call frequency and more, and persists context across sessions and channels
- Integrated testing and debugging tools
- Team collaboration, integrated project and version control
- Integrated management console for real-time monitoring, server and service management
- Comprehensive caller behavior analysis
- Leverages standard business intelligence functionalities of common BI tools
- CXP Hotspot Analytics extends performance data to developers
- Integration with Google Analytics for mobile web application usage insights
- Simplified management backend for multi-tenant setups

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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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