



Aspect® Customer Experience Platform (CXP) 17

Design, implement and deploy multi-channel customer contact applications faster than ever before with Aspect Customer Experience Platform (CXP) 17.

Self-service is now the preferred choice when customers have an inquiry. CXP streamlines the process of designing, developing and deploying self-service applications across multiple communications channels, like voice, text (IM, SMS, USSD), mobile web, social networks (Twitter, Facebook) 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 scenarios
- ✓ **Continuity**
CX 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

Key Components

- **CX Server**
CX Server is the execution engine that generates dynamic dialogs and user interfaces, enabling highly-scalable, carrier-grade deployment and management of personalized self-service applications. It is available as a highly-available cloud solution or on premise.
- **CX Continuity Server**
By preserving session states and context across different customer touchpoints, CX 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.
- **CX Designer**
A fully web-based interface for the design, development, configuration and operational support of multi-channel self-service applications. With an object-oriented approach, CX Designer 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.

• CX Analyzer

CX Analyzer provides historical and real-time analysis (within 15 minutes) of key business, operational and application design data. The integrated logging data repository of CX Server, Infostore, provides access to live information through popular Business Intelligence software such as 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.

• Aspect® Natural Language Understanding™ (NLU)

Aspect NLU utilizes a full syntactical and semantic analysis of user input, based on a comprehensive model covering a dozen languages. It's used to deliver best in class chat bots in the self-service domain for transactional use cases which have little room for error.

Key Features

- Design once, deploy anywhere architecture
- Support for omni-channel applications spanning voice (IVR), text (Chat, SMS, USSD), Facebook Messenger, Twitter and mobile Web apps for the smartphone
- Integration to Aspect® Zipwire® via Enterprise Routing
- Dynamic personalization to address customer preferences and streamline interactions
- Cluster management and multi-tenancy support for on-premises deployments
- 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 developers access to data on automation success rates, application usage, user navigation and the user experience for application tuning.
- One-click hot service redeployments and rollbacks
- 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

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About Aspect

Aspect helps enterprises break down the walls between people, processes, systems and data sources, empowering organizations to unite around the customer journey. Our customer engagement center offers native [interaction management](#), [workforce optimization](#) and [self-service](#) capabilities that drive dynamic, conversational interactions and create a truly frictionless omni-channel customer experience. Leveraging all the benefits of the cloud and over 40 years of industry ingenuity, Aspect conveniently and easily connects questions to answers while helping enterprises keep service levels high and operational costs contained. For more information, visit www.aspect.com.

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