



Aspect® Engagement Analytics Connector™ for Aspect® Performance Management™

In order to achieve the business goals of your organisation, you need to ensure that all your agents, supervisors and managers are operationally aligned in their business goals, whether they be cost reduction, customer churn reduction, revenue enhancement or other. For front line staff, these enterprise business goals appear as metrics and KPIs - like average hold time, customer satisfaction, schedule adherence, silence time, sales conversion rate and many others. You need a system in place to manage all these measurements of individual and team success in order to be sure that the enterprise as a whole is achieving its business goals. However, many of these KPIs are only available from unstructured data sources, primarily the contents of conversations between agents and customers.

Aspect Performance Management (APM) is a high-performance contact centre management and reporting tool used to collect, correlate and display information relevant to each user's role and responsibilities, whether they be agent, supervisor, manager or business analyst. This flexible tool can quickly reveal valuable new insights by enabling the tracking of personal and group performance vs. goal using a wide range of metrics with data sourced from many contact centre systems.

Many metrics are available from the ACD, Router and WFO systems such as workforce management and quality management, but to capture important metrics from the actual contents of customer conversations, you also need Aspect Engagement Analytics, our award-winning speech and text analytics solution. Aspect provides a standard data connector from Engagement Analytics to APM that allows a rich complement of category and scoring information to be used with other performance information. Together, these multiple sources of information create a complete picture of agent, team and contact centre performance that can drive actionable results.

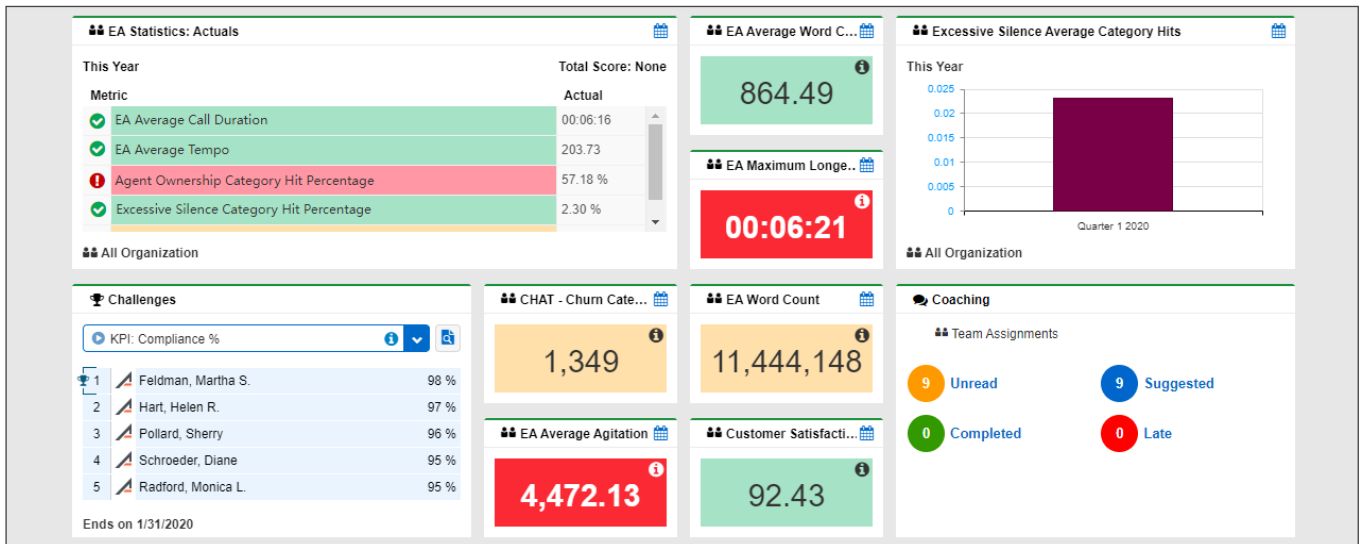
Key Differentiators for Aspect

- ✓ **Automated Scoring**
100% of customer interactions scored automatically against a set of metrics or KPIs.
- ✓ **Modern, Graphical UI**
Easily understand the results of automated and manual data searches to deliver the most valuable insights.
- ✓ **Built for the Omnichannel Journey**
Results span the data from all customer interaction channels.
- ✓ **High Performance Speech and Text Analytics**
Aspect Engagement Analytics top rated by industry analysts.
- ✓ **Actionable Categories and Scores**
Language patterns including words, phrases and tempo used to reveal insightful and actionable information.
- ✓ **Automated Coaching**
Automatically initiate requisite coaching based on automated yet meaningful quality scores from customer interactions.
- ✓ **Flexible Deployment Options**
Available on-premises, in a private cloud or in the public cloud.

Key Components

• Graphical User Interface

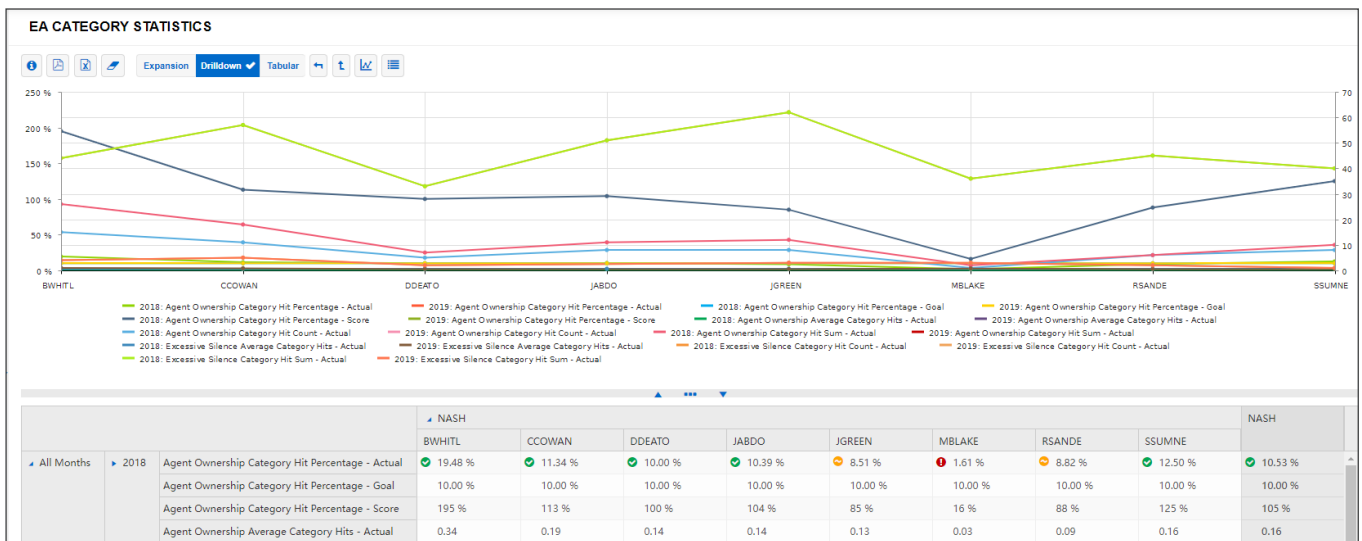
Aspect® Performance Management™ (APM) integrates seamlessly with Aspect® Engagement Analytics™ and other components of the Aspect® Workforce Optimization Suite™. Agents and supervisors are provided with a single graphical user interface for all components of Aspect® Workforce Optimization™, which sports a modern, uniform look and feel similar to the interfaces being used by Apple iOS, Google Android and Microsoft Windows. This responsive web design supports all popular browsers including Internet Explorer, Safari, Firefox and Chrome and adapts to multiple display devices including PCs, laptops, tablets and smartphones of varying sizes. Unlike some other workforce optimisation providers in the market, no browser plug-ins are necessary to achieve full functionality.



Aspect Performance Management displays configurable scorecards, dashboards and reports via web browser with security and access rights that are determined by the specific role of the user. The software also includes administrative tools to configure and manage the data loads, configure user roles and security settings, configure scorecards and reports, manage KPIs and metrics and define and configure coaching.

• Flexible Categories

Engagement Analytics comes out-of-the-box with commonly used categories that can identify important agent behaviours such as empathy, politeness, proper greeting, etc. based upon the language patterns used in the customer conversation. Categories can easily be added in order to target behaviours that may be uniquely important to each customer. The integration of Engagement Analytics with APM allows the target performance and actual performance in each of these categories to be graphically displayed, so supervisors and analysts can quickly recognise poor performance, as well as outstanding performance, for each of the team members.



• **Insightful Scoring**

The results from the multiple categories mentioned above in Engagement Analytics are aggregated to create composite scores for more complex metrics and KPIs such as customer satisfaction and emotion detection. These important measurements can then be combined with scores from other systems such as quality management, to create even more meaningful measurements of the characteristic in question. Below is an example of a graphical APM representation of important KPIs across an entire team.



• **Balanced Scorecards**

With the vast repository of structured information in APM, performance metrics and KPIs for individual agents, teams and the entire contact centre can be portrayed in easily understandable balanced scorecards. The role of the user determines the type and scope of performance information that is viewable, as well as the user’s ability to drill up and drill down on individual data points. Below is an example balanced scorecard for members of a supervisor’s team with meaningful colour that draws the viewer’s attention immediately to performance problems.

EA STATISTICS		Year	2019	Date Range: 1/1/2019 - 12/31/2019	Total Score: 243 %
Mark Matthews		Actual	Goal	Score	
EA Average Call Duration	00:22:34	03:00:00	187 %		
Hazen, Sarah	00:32:16	03:00:00	182 %		
Pollard, Sherry	00:34:31	03:00:00	181 %		
Selby, Pat A.	00:00:56	03:00:00	199 %		
EA Average Tempo	217.74	200.00	109 %		
Agent Ownership Category Hit Percentage	16.67 %	10.00 %	167 %		
Hazen, Sarah	50.00 %	10.00 %	500 %		
Pollard, Sherry	0.00 %	10.00 %	0 %		
Selby, Pat A.	0.00 %	10.00 %	0 %		
Excessive Silence Category Hit Percentage	66.67 %	10.00 %	667 %		
Customer Satisfaction Average Score	64.03	75.00	85 %		
Hazen, Sarah	67.91	75.00	91 %		
Pollard, Sherry	62.41	75.00	83 %		
Selby, Pat A.	61.77	75.00	82 %		

• **Use of Engagement Analytics Measurements**

The rich measurement information revealed in the Engagement Analytics Categories and Scores can be used in APM scorecards, reports, widgets, coaching actions/tasks, coaching strategies and gamification challenges. Also, typical operators can be applied to these measurements including sum, average, min and max; composite scores and categories can be created by applying these mathematical operators to multiple Engagement Analytics measurements. Scores and categories are easily edited and/or deactivated using the toolbar.

Key Features

- Compatible with almost any recorder
- Uses highly accurate and efficient LVCSR + Phonetics speech recognition technology
- Can span all customer contact channels including voice, email, chat, text, social, etc.
- 100% of contacts automatically tagged, categorised and scored
- Actionable unified performance data from all sources including speech/text analytics
- Engagement Analytics pre-integrated with Aspect Performance Management
- Minimises false positives with accurate speech to text conversion
- Automates much of the manual quality assurance process
- Uses coaching, gamification, dashboards, reports, scorecards to change agent behaviour
- Increase revenue, loyalty, retention, compliance by identifying and acting on issues

Corporate and Americas Headquarters

5 Technology Park Drive, Suite 9
Westford, MA 01886
+(1) 978 250 7900 office
+(1) 978 244 7410 fax

Europe & Africa Headquarters

The Record Store, 15 Pressing Lane
Hayes UB3 1EP, United Kingdom
+(44) 20 8589 1000 office
+(44) 20 8589 1001 fax

Asia Pacific & Middle East Headquarters

7 Temasek Boulevard, #08-02 Suntec Tower One
Singapore 038987
+(65) 6590 0391 office
+(65) 6324 1003 fax

About Aspect

Aspect is on a mission to simplify and improve customer engagement. Our large-enterprise contact centre software is used by millions of agents every year and supports billions of consumer interactions around the world. Flexible, highly scalable, best-of-breed applications for self-service, live contact management and workforce optimisation help companies keep agents engaged while providing exceptional customer service experiences. Available on-premises or in your choice of hosted, private or public cloud environment. For more information, visit www.aspect.com/uk. Follow Aspect on Twitter at [@Aspect_Europe](https://twitter.com/Aspect_Europe). Read our blogs at <http://blogs.aspect.com/uk>. #GOODCALL

