



Aspect® Mobility: Aspect® InQueue Self-Service™

Utilizing the power of mobile devices, Aspect InQueue Self-Service makes the best use of your customers' callback hold time by providing them with an option to resolve the call through mobile self-service while securing their place in the callback queue. Aspect InQueue Self-Service enhances the customer experience by empowering the customer and providing faster resolution. Furthermore, the solution improves contact center efficiency and productivity by freeing up agents to perform more complex interactions.

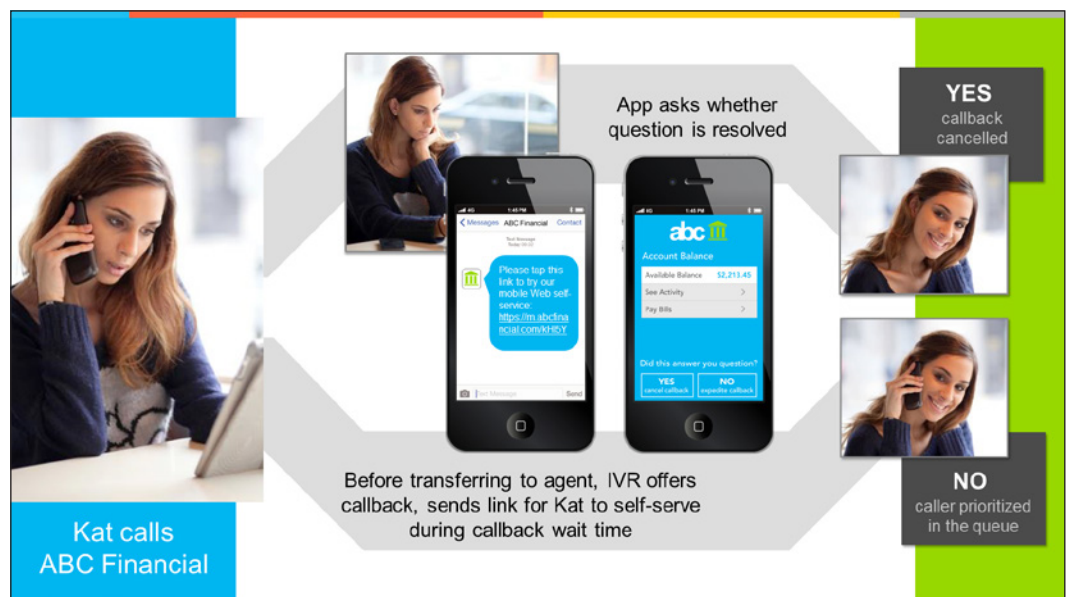
Customers are increasingly offered a callback option when needing agent assistance after self-service (e.g. IVR). While this is a convenience and callers are able to disconnect and preserve their place in the queue, it does not lead to faster resolution or more efficient call center operation. Companies need enhanced solutions that leverage mobile devices to improve the customer experience and enable self-service tools.

With traditional callback solutions, the time the caller is waiting goes unused. Aspect InQueue Self-Service resolves issues faster by engaging the customer with mobile self-service options while they wait for an agent. Rather than relying on an IVR that customers often intentionally skip by "zeroing out" to an agent, the Aspect solution offers a richer visual self-service option which the caller is more likely to accept. During the wait time, the Aspect solution offers the customer the option of receiving an SMS text message on their mobile device, directing them to a secure mobile Web page with self-service options. These options either help pre-qualify the call for the agent or answer the customer's questions directly. If the customer agrees that their issue was resolved, the callback is cancelled, which frees up your contact center queue and saves valuable agent time. Should the customer decide they still want to talk to an agent, Aspect InQueue Self-Service prioritizes the caller by rewarding them for having tried self-service. The time to wait for an agent is thus reduced.

With this solution out of the Aspect Mobility Suite, Aspect helps you create remarkable micro customer experiences and "mobile moments" by giving your customers what they need – even when on the go.

Aspect InQueue Self-Service provides a better option for you and your customers by:

1. Giving your customer the chance to resolve their issue quicker through mobile self-service instead of waiting to speak to an agent
2. Allowing you to improve your operations by cancelling unnecessary callbacks after successful self-service
3. Educating your customers about the power of mobile self-service, resulting in fewer calls



Integration and Deployment

Aspect® InQueue Self-Service™ integrates with your Aspect® Unified IP® contact center environment for the callback functionality. Rather than replacing it, the solution complements any of your existing investment in mobile apps and mobile development platforms by utilizing “disposable” mobile Web apps that are fully customizable in appearance and functionality. The Web apps are powered by the award-winning Voxeo CXP platform and can either represent the IVR functions 1:1, or offer even richer self-service options.

The solution can be deployed in the Aspect cloud, or installed as on-premise software. Customers can choose to be trained on the use of Voxeo CXP to create and manage the mobile self-service app, or engage with Aspect Interaction Enablement Services to provide a turn-key solution.

Solutions of the Aspect Mobility suite complement existing mobile infrastructure, not replace it. Mobile moments created with Aspect fit into any mobile application development framework and mobile customer experience strategy.

Key Value Propositions

- ✓ **Improves FCR (First Contact Resolution)**
By adding self-service options you can get information to or elicit information from the customer quickly and efficiently
- ✓ **Prevents Mis-routing, Lowers AHT (Average Handling Time)**
Mobile self-service gives the customer a “second chance” to serve and/or pre-qualify themselves for the call transfer
- ✓ **Reduces Call Abandonment**
Customers are not forced to wait in queue or hang up in frustration when you provide them with a quick and easy way to serve themselves
- ✓ **Improves Customer Experience**
Aspect InQueue Self-Service reduces customer call frustrations by providing a more direct way for the customer to get the help they need
- ✓ **Available in Cloud and On-Premise**
Deployment flexibility to accommodate your need

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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.

