



# Aspect® Mobility: Aspect® Visual IVR™

The voice channel in customer care is not going away. Consumers are still trained to pick up a phone and call in for help, even though richer self- and live service options exist with the proliferation of smartphones and tablets. Aspect Visual IVR connects both worlds by offering callers an option to leverage the capabilities of their mobile devices in innovative ways. Furthermore, it helps companies push customers to self-service and migrate them to mobile service options that are not only more convenient to use, but also cheaper to provide.

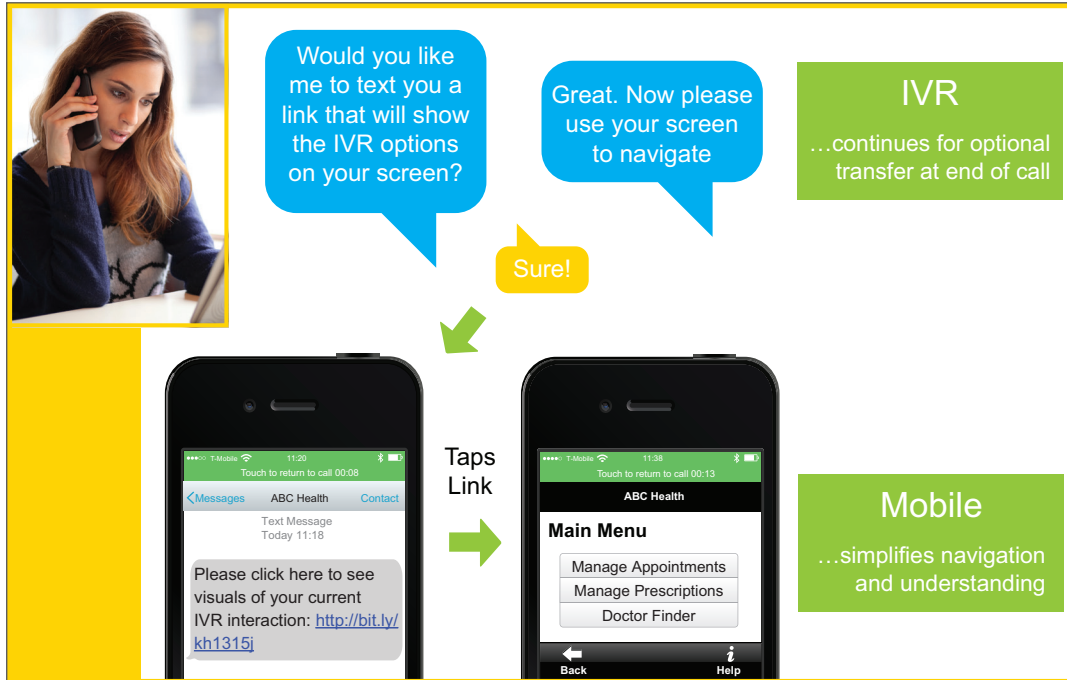
While smartphones offer a variety of channels for communication, many consumers still revert to the “phone call” as the predominant option when contacting businesses for customer service. Increasingly, however, smarter options emerge that involve mobile apps, embedded real-time communication, SMS, Web chat, instant messaging, or social networks. Customers enjoy the convenience of these channels and turn to them more and more often when trying to resolve customer care issues. Solutions such as Aspect® Callback Mobile™ or Aspect® Augmented Chat™ embed live help directly into a mobile app – in this way, users are not forced to leave the app in order to dial a number for help (as is the case with today’s single-purpose downloadable apps).

For consumers using the traditional voice channel from a smart mobile device, Visual IVR can act as a bridge between both worlds. Furthermore, it can help companies entice their customers to use the (less costly) self-service avenue. Ultimately, consumers will realize that starting in your mobile app that implements callback or in-app live chat might be the best way to reach out for help.

This solution is part of the Aspect Mobility Suite, designed to deliver remarkable mobile moments anytime, anyplace over convenient self-service that empower consumers and agents alike as well as drive operational efficiencies.

With Visual IVR, rather than controlling the IVR tree with speech or touch-tone input alone, the options are visualized through a touch-optimized mobile Web experience that doesn’t require the download of a native mobile app first. All smartphones across all platforms are supported through the use of HTML5 and SMS. Navigating the IVR application and connecting to a customer service representative is thus accelerated through a user-friendly interface. Last but not least, this option can also assist the hearing-impaired. Once connected to an agent, native mobile capabilities can be leveraged to keep a “visual bridge” and a data channel open to share documents or images securely. These capabilities can also be embedded into your existing mobile native apps.

The following diagram shows a sample interaction that starts as a phone call and evolves into a Visual IVR experience:



### Integration and Deployment

Aspect® Visual IVR™ applications are built on the award-winning Aspect® CXP platform, which has been supporting multi- and omni-channel self-service applications since 2007. By leveraging the unique Design-Once-Deploy-Anywhere architecture of Aspect CXP, business logic can be developed and maintained once, in the same environment, for both the voice and the mobile channel. This drastically simplifies change management of your services, as updates made to one channel are immediately taken over to the other, while providing the flexibility to offer different interaction logic where needed and warranted by the channel. For example, a mobile app can easily capture name, address, or alpha-numeric input, while IVR applications with speech recognition typically struggle with this hard-to-recognize information.



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.

Aspect® CXP leverages HTML5 and jQuery Mobile, making the resulting mobile Web applications available cross-platform and without the need for a download first. However, where functionality needs to go beyond what Web apps can provide today, a native app approach can fill the gaps.

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 Aspect CXP to create and manage their own self-service applications, much like IVR systems are managed today – or retain Aspect Interaction Enablement Services to benefit from a turnkey solution.

## Key Value Propositions

### ✓ Drives Self-Service

By leveraging the richer interaction capabilities of smartphones, your customers will appreciate the improved usability and more willingly use your self-service offerings.

### ✓ Lowers Average Handling Time

Navigating a visual menu is easier to do than following a purely acoustic flow. Your IVR call duration can be greatly reduced by letting your customers interact you're your IVR via touch.

### ✓ Reduces Cost

The benefits above will result in cost reduction while improving the customer experience.

### ✓ Improves Customer Experience

Be where your customers are and provide convenient and fast support, with an improved way to navigate your phone support options.

### ✓ Cloud and On-Premise

Benefit from Aspect's deployment flexibility through SaaS and on-premise options, plus a hybrid model to complement any on-premise platforms.

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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](http://www.aspect.com).

