

Aspect in brief:



Founded
1973

Leadership Team

Stephen Beaver
SVP and General Counsel

Gregg Clevenger
Chief Financial Officer

Jim Freeze
SVP and Chief Marketing Officer

David Herzog
SVP and GM Cloud Operations

Michael Regan
SVP, Research & Development

Employees
~1,800

Mike Bourke
SVP, and GM Workforce
Optimization

Guido de Koning
SVP, Human Capital

Joe Gagnon
SVP and GM Cloud Solutions

Chris Koziol
President and GM Interaction
Management

Robert E. (Bob) Segert
Executive Chairman

Partners
~200

Gwen Braygreen
SVP, Aspect® Customer Care

Ken Ewell
SVP, Worldwide Professional
Services

Jim Haskin
SVP and Chief Information Officer

Spence Mallder
SVP, Chief Technology Officer

Aspect is the only cloud-centric software company that provides the seamless, omni-channel customer service today's empowered, self-sufficient consumers demand.

In an era when new technologies and business models are changing everything, Aspect solutions are in the forefront, delivering happier, loyalty-inducing customer service outcomes for today's top brands in travel, financial services, healthcare, manufacturing, telecommunications and retail.

Companies Must Embrace a New Model for Consumer Engagement

Recent consumer research has shown convincingly that self-service is the most compelling long-term solution for meeting consumer expectations. A 'let me do it' attitude typifies the always mobile, ever-demanding 'now consumer.' Companies must provide anytime, anywhere (text or message-based) self-service applications that allow for two-way interaction as well as for seamless transition to a live agent when the situation warrants. Continuity across touch points

defines the omni-channel experience and assures customers never have to repeat information.

Whether audio, text or video-based, context-driven interactions containing full contact history, informs every exchange and shows your customers you know them and value them. Uniting enterprise technologies such as CRM and sales automation systems with your contact center creates more intelligent and profitable interactions. Then by utilizing customer preferences and segmentation data, every interaction has the opportunity to be exceptional and highly personalized.

Conventional consumer engagement models as well as traditional views on consumer loyalty will not permit companies to take advantage of or anticipate market opportunities that can increase revenues even while driving down costs and maximizing agent value. Today's consumers are different. That's why forward thinking companies looking for a fresh, game-changing consumer engagement perspective rely on Aspect.

Three Essentials – One Provider

Aspect's fully-integrated solution unifies the three most important facets of modern contact center management:

- **Interaction management** applies technology-driven processes for more intelligent multi-channel customer communications
- **Workforce optimization** promotes continuous performance and quality improvement of people and processes
- **Self-service** options that go beyond traditional IVR including Interactive Text Response (ITR) and digital self-service with seamless transfer to agent

We help the world's most demanding contact centers seamlessly align their people, processes and touch points to deliver remarkable customer experiences. Professional services from Aspect, offering customer contact, workforce optimization and enterprise technology expertise, align your solution to your specific business needs and objectives on the timeline you choose.

Powered by the combined strengths of these modern contact center essentials, Aspect solutions have already helped thousands of organizations realize new levels of cost savings and productivity gains, and ultimately, better business outcomes.

Market Reach

Aspect powers customer contact for businesses of all sizes in nearly every industry:

- 1.5 million agents worldwide in 80+ countries
- 100+ million customer interactions managed daily
- 54 percent of the Fortune 100
 - 4 of the top 5 commercial banks
 - 4 of the top 5 general merchandisers
 - 6 of the top 10 healthcare insurers

Sources

1. Frost and Sullivan, October 2015
2. The Forrester Wave™: Contact Center Interaction Management (CCIM) for Large Contact Centers, Q3 2016 report
3. 2016 Ventana Research Technology Innovation Award winner, October 2016
4. Pelorus Associates, March 2016 World Contact Center Workforce Management Systems Market report
5. Frost and Sullivan, 2016 Global Company of the Year Award in the Workforce Optimization Industry, August 2016
6. CRM Magazine, 2016 Service Leader Awards, March 2016

- 8 of the top 10 telecom providers
- 3 out of top 5 food and drug stores
- 5 of the top 5 airlines
- 3 of the top 5 computer software companies

Recognized Leader

Aspect has helped more than 2,100 clients in 80+ countries build better customer-company relationships. We invest 12 percent in R&D annually, have more than 700 worldwide patents or patents pending and are experts in integrating contact centers with enterprise technologies such as CRM systems to provide a 360 degree view of the customer. This commitment to quality has consistently earned recognition from industry analysts and other independent experts:

- Ranked #1 by Frost and Sullivan in the global contact center systems market, October 2015 ¹
- Recognized as Leader in Forrester Wave for Large Contact Center Interaction Management, September 2016 ²
- Recognized by Ventana Research with 2016 Technology Innovation Award for Aspect Via™, October 2016 ³
- Ranked #1 by Pelorus in global market share for workforce management systems since 2006 ⁴
- Recognized by Frost and Sullivan as Workforce Optimization 2016 Global Company of the Year, August 2016 ⁵
- Named by CRM Magazine as a Leader for Contact Center Infrastructure, Interactive Voice Response, and Workforce Optimization, March 2016 ⁶

As a trusted customer experience advisor, business process expert and preferred technology partner, Aspect helps you engage today's consumer throughout the customer lifecycle to increase loyalty and wallet share.

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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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