

# Aspect in brief:



**Founded**  
1973

**Employees**  
~1,800

**Partners**  
~200

## Leadership Team

**Patrick Dennis**  
President and CEO

**Ed Berndt**  
Chief Customer Officer

**Chris DeBiase**  
Chief Financial Officer

**Michael Harris**  
Chief Marketing Officer

**David Funck**  
Chief Technology Officer

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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
  - 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

### 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

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

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

