

Aspect[®] Performance Management[™]

For most enterprises, the contact centre is the gateway to the customer, but the gate keeper is the agent. In order to achieve the business goals of your organisation, you need to ensure that all of your agents, supervisors and managers are operationally aligned with these business goals, whether they be cost reduction, customer satisfaction improvement, revenue enhancement, or other. For front line staff, these enterprise business goals appear as KPIs like average handle time, first call resolution, schedule adherence, sales conversion rate and many other metrics. You need a system in place to manage all of these measurements of individual and team success in order to be sure that the enterprise as a whole is achieving its business goals.

Aspect Performance Management 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.

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.

Key Differentiators for Aspect

- ✓ **Modern, Graphical User Interface**
Highly simplified, web-based, graphical user interface with same look and feel as other Aspect[®] Workforce Optimization Suite[™] components significantly increases agent and supervisor productivity
- ✓ **Agent Performance Viewed in Multiple Dimensions**
See the performance of agents and teams as measured by many different metrics or combinations of metrics and create views of data that can be stored as dashboard widgets
- ✓ **Native Rewards, Recognition and Gamification**
Supervisors can create challenges, assign employees, determine rules and determine awards. Agents view standings and awards on their dashboards.
- ✓ **Automated Coaching Based on Standardised Metrics**
Initiate coaching without any supervisor intervention by establishing thresholds for reasonable performance, then analyze the coaching process and level of success with coaching analytics
- ✓ **Near Real-Time Multi-Dimensional Data**
Agent performance data is sampled in regular intervals close to real-time and Aspect Performance Management is fully GDPR compliant
- ✓ **KPIs Created by Business Analysts**
Simplified administrative interface permits non-technical staff to create their own KPIs
- ✓ **Access to External URLs**
Create dashboard hyperlinks to other enterprise systems
- ✓ **Flexible Deployment Options**
Available in any delivery mode to meet the needs of any contact center. (On-premises, private cloud or public cloud)

Key Components

- **Consolidated Enterprise View**

Synthesise data across contact centre operations including your routing platform, workforce management system (scheduling, forecasts, etc.), quality management (agent evaluations, employee and customer survey results, etc.) speech analytic and additional sources such as desktop analytics and eForms. Extend contact centre insight with metrics drawn from enterprise systems that manage customers and business process (CRM, ERP, etc.).

- **Contact Centre Intelligence**

Leverage pre-built reports, dashboards and KPIs to get an in-depth view into how your resources are performing vs. operational and strategic objectives. Visualise data through intuitive, interactive charts, heatmaps and graphs that help you understand the root cause for performance short-falls. Trending and multi-nested reports can be viewed by time, team, reporting group, location and many other dimensions. Aspect® Performance Management™ (APM) enables:

- Visibility into resource performance and quality across and within all channels to identify best practices and opportunities for improvement
- Real-time and historical views to understand current challenges and explore business drivers
- Insight into customer behaviour such as churn, satisfaction, and buying patterns
- Drivers for operational outcomes that matter to your business such as handle time, first contact resolution (FCR), talk time, cross sell/up-sell rates, collection rates and service level achievement

- **Workforce Optimisation User Interface**

Aspect Performance Management integrates seamlessly with 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.

- **User-Focused Design**

With this new user-focused design, Aspect has removed the technology barrier between the user and performance management. With easy-to-understand graphical icons, widgets, dashboards and screen layouts, agents will understand key performance details at a glance, and streamlined navigation allows agents to get to specific areas of the programme more quickly and efficiently. Conditional formatting and color allow users to interpret performance much more rapidly. In essence, agents can accomplish their tasks with fewer clicks and in less time than has ever been possible before.

- **Aspect® Coaching™**

Agent performance is the primary determinant of the success of a contact centre. The challenge in an environment as complex as a contact centre is to identify specific agents and skills in need of improvement and then take the appropriate corrective action. Aspect Performance Management gives supervisors the information they need to understand agent deficiencies and the capability to implement coaching (with optional Aspect Coaching License) to alleviate these deficiencies. Aspect Coaching provides the tools to enable both ad hoc and automated coaching. The supervisor can set minimum performance thresholds, which if unmet, will automatically notify the agent that specific coaching is required. Likewise, from inside the scorecard, the supervisor can manually initiate coaching for individuals or entire teams based upon his or her observations. Aspect Performance Management supports simplified workflow between APM and Aspect® Quality Monitoring™ (AQM). In the Scored Interactions search window in AQM, if you select a single recording where coaching was assigned, you can open the associated coaching details by clicking the icon. Within APM, you can directly open an interaction recording that has had coaching assigned to it by the evaluation performed in AQM. Aspect Coaching also provides coaching feedback from agents as well as analytics on many coaching metrics that can show how effective coaching has been for individual agents as well as the effectiveness of specific coaching actions across all agents.

- **Native Rewards, Recognition and Gamification**

Aspect Performance Management enables friendly competition with its gamification features. Supervisors can initiate targeted improvement by creating new challenges, assigning specific employees to these challenges, choosing game rules used to determine the winner and specifying the type of award. Agents are regularly reminded of existing challenges with the Challenge Widget on the agent dashboard. Agents are kept engaged in existing contests with metric, KPI and

Scorecard Widgets that show leader boards with ranking information in graphical form. Gamification is made even more fun and social using employee and team profiles to create on-line identities. In addition, Aspect Gamification is native to Aspect® Performance Management™ (APM), while most other performance management systems require third party software with duplicate databases and extra licenses.

- **Management and Ease of Use**

As with other user interfaces, Aspect Performance Management has been designed to make administration of the system as simple as possible for the user. Administration is 100% browser-based and maintains the same graphical, intuitive look and feel as the end-user interface. The set of administrative actions available is determined by the role of the user, whether agent, supervisor, business analyst or other. Roles can be assigned to individuals or entire organisations, and as individuals move into an organisation, they will inherit the associated defined roles for that organisation. A few easy-to-use screens allow you to administer users, roles, scorecards, data feeds, jobs, KPIs and other essential system parameters. Aspect Performance Management also includes an enhanced metric and KPI editor that dramatically simplifies the task of creating and maintaining KPIs.

- **Standardised Data Connectors**

Aspect Performance Management is pre-integrated with popular Aspect® Workforce Optimization™ (WFO), Aspect® Engagement Analytics™ and ACD offerings, as well as third party systems. APM can be implemented easily with minimal need for professional services integrations and becomes a centralised location for performance data from all contact centre systems i.e., a “single source of truth”. “Add-On” contributors make it simple to import data from any source (e.g., departmental metric targets) using the Excel file format, or using a signed URL with Aspect Via® Performance Management™.

- **Role-Based Analytics**

Provide the right data, at the right level to every stakeholder within the contact centre and across the enterprise. Role-based analytics ensures that supervisors and managers have the reports they need to make operational decisions, executives have the insight to support strategic decisions and agents have a view into their own performance to self-manage and continually improve.

- **Versions to Fit Your Contact Centre Needs**

Aspect Performance Management is available in two versions, Basic and Enterprise. Aspect Performance Management gives users access to all standard Aspect connectors and up to 100 Add-on Metrics. Aspect Performance Management Enterprise gives users access to all standard Aspect connectors plus an unlimited number of customized data sources and up to 100 Add-on Metrics.

“Since the advent of APM, nearly every metric that we measure with our agents has improved.”

- Bill Sievers, SVP Customer Care, RCN

“Every single thing Aspect Performance Management does is a benefit to me. As a coaching tool, it has helped me manage better by providing daily figures and the ability to drill down into problems. For example, by going into the half-hour breakdown, I can determine why someone whose target is 14 percent “Not Ready” is actually at 18 percent. So if I find out that Not Ready time goes up significantly before a break, there’s an easy way to make the agent aware of that and fix the problem.”

- Team Manager at a major UK financial institution

Key Features

- Modern, simplified icon and widget-based web UI with easily understandable graphical dashboard
 - Flexible display options including grids, scorecards, reports, graphs, icons, widgets, heat maps, Excel/PDF exports
 - Agents are able to self-correct without supervisor intervention using the clear indicators of their performance
 - Rewards, recognition and gamification create an environment of positive competition
 - Easily customisable form development to enable manual data capture
 - Supervisors can see trends over time and other dimensions to reveal valuable insights
 - Pre-integrated with Aspect contact centre solutions including Aspect® Engagement Analytics™
 - Ad Hoc and automated coaching with tight integration to Aspect® Quality Monitoring™ (AQM)
 - Set thresholds for agent performance to initiate automated alerts or coaching
 - Solicit coaching feedback directly from agents and use analytics on coaching process metrics
 - Business analysts can easily extract valuable business intelligence that points to major operational improvements
 - Combine data from multiple sources with standardised data connectors, easily customisable third-party connectors and Excel or flat file data import
 - Complex data manipulation (e.g., search, sort, filter, transpose, drill-up, drill-down, create arithmetic expressions)
 - Enable direct access to the cube for Excel extracts
 - Historical analysis and real-time updates
 - Ready-to-use best practice KPIs included with software
 - Available in multiple languages including English, German, Traditional Chinese, Simplified Chinese, French, Spanish, Brazilian Portuguese, Korean, Japanese and Russian
 - Flexible deployment options (on-premises, hosted or public/private cloud)
 - Use speech and text analytics results from Aspect Engagement Analytics to measure performance in 100% of customer interactions
-



Typical Aspect® Performance Management™ Dashboard with Aspect® Workforce Management™ and Aspect® Quality Monitoring™ Widgets

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

3 Temasek Avenue Centennial Tower, #21-00,
 Singapore 039190
 +(65) 6590 0399 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

