












# Aspect® Proactive Engagement Suite

## Aspect® Remind and Notify

Today's consumers are busy people, trying to manage hectic calendars. They need your help to stay current on everything from upcoming appointments and service outages to changes in delivery status and payment deadlines. Aspect Remind and Notify are SaaS-based, purpose-built applications that focus on true customer engagement vs. one-way notifications. Fully automated, two-way omni-channel interactions mean you are nurturing loyal customers by communicating with them via the channels they prefer, while maximizing debt collection and minimizing missed revenue-generating appointments. Context is preserved when customers switch from one channel to another when responding to a notification so continuity of service is preserved and customers are not annoyed by requests to repeat information. Aspect Remind and Notify is the perfect solution for keeping customers informed proactively, promptly and with a personal touch

Let your customers know they are valued by proactively informing them of events and activities of direct interest to them. This can be notifications of service outages, reminders of upcoming appointments or important updates to their account – promote loyalty with timely, relevant and personalized communications. Aspect Remind and Notify delivers industry-specific, tailored solutions that can be deployed quickly and cost efficiently – for instance, customers have routinely seen 6-figure operational cost savings annually. Using a SaaS based model, solutions can be set up within a matter of days rather than weeks or months. The cost per contact model dramatically reduces total cost of ownership while the ability to rapidly scale lets you meet changing needs in an emergency or as seasonality demands.

**Industry applications include:**

<p><b>Telecommunications</b></p> <ul style="list-style-type: none"> <li>• Customer on boarding</li> <li>• Order/Service Status</li> <li>• Delivery Reminders</li> <li>• Account status/information</li> <li>• Billing/Payment Reminders</li> <li>• Outage Management</li> </ul> 	<p><b>Travel &amp; Transport</b></p> <ul style="list-style-type: none"> <li>• Timetable/itinerary information</li> <li>• Account Updates</li> <li>• Ticket Availability</li> <li>• Delay/Cancellation Notices</li> <li>• Emergency Notifications</li> <li>• Loyalty Programs</li> </ul> 	<p><b>Logistics</b></p> <ul style="list-style-type: none"> <li>• Quotes</li> <li>• Supply Ordering</li> <li>• Delivery Reminders</li> <li>• Tracking Information</li> <li>• Order Status</li> <li>• Package Collections</li> </ul> 
<p><b>Healthcare</b></p> <ul style="list-style-type: none"> <li>• Customer Authentication</li> <li>• Cancellation Notifications</li> <li>• Appointment Reminders</li> <li>• Prescription Reminders</li> <li>• Account Information</li> <li>• Payment Reminders</li> </ul> 	<p><b>Financial Services</b></p> <ul style="list-style-type: none"> <li>• Account Status</li> <li>• Transaction Overview</li> <li>• Credit Card Activation</li> <li>• Payment Reminders</li> <li>• Account Suspension</li> <li>• Suspicious activity notification</li> </ul> 	<p><b>Retail</b></p> <ul style="list-style-type: none"> <li>• Stock Availability</li> <li>• Customer on boarding</li> <li>• Payment Reminders</li> <li>• Order Status/Deliver tracking</li> <li>• Product Updates</li> <li>• Corporate Announcements</li> </ul> 
<p><b>Government</b></p> <ul style="list-style-type: none"> <li>• Election Information</li> <li>• Public Health Information</li> <li>• Tax Reminders</li> <li>• Public Library self-administration</li> <li>• Opening Hours</li> <li>• Public Service Notifications</li> </ul> 	<p><b>Utilities</b></p> <ul style="list-style-type: none"> <li>• Meter Readings</li> <li>• Appointment Reminders</li> <li>• Cancellation Notices</li> <li>• Account Status/Outage Management</li> <li>• Engineer Scheduling</li> <li>• Payment Reminders</li> </ul> 	<p><b>Insurance</b></p> <ul style="list-style-type: none"> <li>• Customer Setup</li> <li>• Account Status</li> <li>• Payment Reminders</li> <li>• Renewal Notices</li> <li>• Product Updates</li> <li>• Cancellation Notices</li> </ul> 

## Key Differentiators for Aspect

- ✓ **Conversational SMS and Interactive Email**  
Our two-way communication platform makes for more productive and profitable customer dialogues, as well as accomplishing transactional tasks. Customer responses (such as 'Help' or 'Agent') can be captured via bidirectional SMS and interactive email, automatically initiating a continuation of the conversation.
- ✓ **Omni-channel Strategy Optimizations**  
Take advantage of customized campaigns across multiple communication channels including SMS, voice, email and mobile web. Opt for the best channel for the purpose at hand (reminders, payment past-due alerts, etc.) backed by the ability for customers to respond via the channel of their choice and if needed, move to another at their convenience.
- ✓ **Leverage CRM**  
Create detailed profiles of your customers from existing CRM data for personalization and relationship strengthening when launching highly targeted campaigns.
- ✓ **After Hours Support**  
Allow customers to engage in self-service account management and issue resolution via services offered in notifications or through agents monitoring non-voice channels such as SMS and Twitter which are considered as open 24 hours.
- ✓ **Rapid Deployment**  
The Software-as-a-Service (SaaS) architecture makes provisioning a snap and provides flexibility in scaling deployments up and down as business needs warrant.
- ✓ **Engage, Don't Just Notify**  
Without a doubt, bidirectional interactions are more productive and customer-pleasing than one-way notifications. Giving consumers the freedom and power to respond in their channel of choice, including voice, text and email, results in more profitable and longer-lasting relationships. If the customer wants to escalate an SMS conversation to voice, a simple "Call Me" reply will trigger an outbound call to the customer. As another example, a simple notification of an upcoming delivery turns into an engagement when the customer is given the option to confirm, reschedule or redirect the delivery.

## Customers Demand Engagement – Make Sure You are Prepared to Respond

Customers are better informed than they've ever been and in industries where products and services are regarded as commodities, the customer is frequently evaluating their relationship on the quality of their interactions with the provider. A proactive approach to customer engagement, coupled with practices displaying a high level of value placed on the relationship (such as personalization) will build loyalty with the customer and strengthen this relationship. Utilizing our cloud environments which adhere to regional regulations, as well as offering compliance with standards such as PCI-DSS and HIPAA, all industries can be confident in creating solutions to suit their unique needs.

Ensuring that customers have all of the relevant information regarding their account will allow them to feel empowered, as well as more willing to resolve any issues that may need resolution. Transitioning from reminders and notifications to resolution by self-service reduces the number of calls to agents who can improve their efficiency and productivity by focusing on the most important tasks and callers who need their attention. The improved agent efficiencies translate directly into cost savings by reducing resource requirements and allowing decision makers to reallocate funds into emerging channels or other business units.

This approach shows customers that you value their business, as well as their time and want to build a strong relationship where you talk with them and not at them.

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### About Aspect

Aspect's fully-integrated solution unifies the three most important facets of modern contact center management: 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 seamlessly align their people, processes and touch points to deliver remarkable customer experiences. For more information, visit [www.aspect.com](http://www.aspect.com).

