



Aspect® Mobility: Aspect® Proactive Mobile™

Building upon the growing presence of smart mobile devices in everyone's pockets, Aspect Proactive Mobile lets companies send notifications or reminders – and combine them with a rich mobile interface to turn the outbound outreach into a productive interactive dialog. Unlike existing 1-way text notifications solutions, Proactive Mobile gives the customer the option to respond and access customer and business data through a “disposable” mobile Web app. This app is customizable to the business' corporate branding and content and can make use of SMS or other text-based channels to get the customer's immediate attention. Aspect Proactive Mobile is available as a SaaS offering and as on-premise software.

Proactive customer care revolves around two principles:

1. **Reminding** the customer about something they already know
2. **Notifying** the customer about something they do not yet know but likely need or want to know

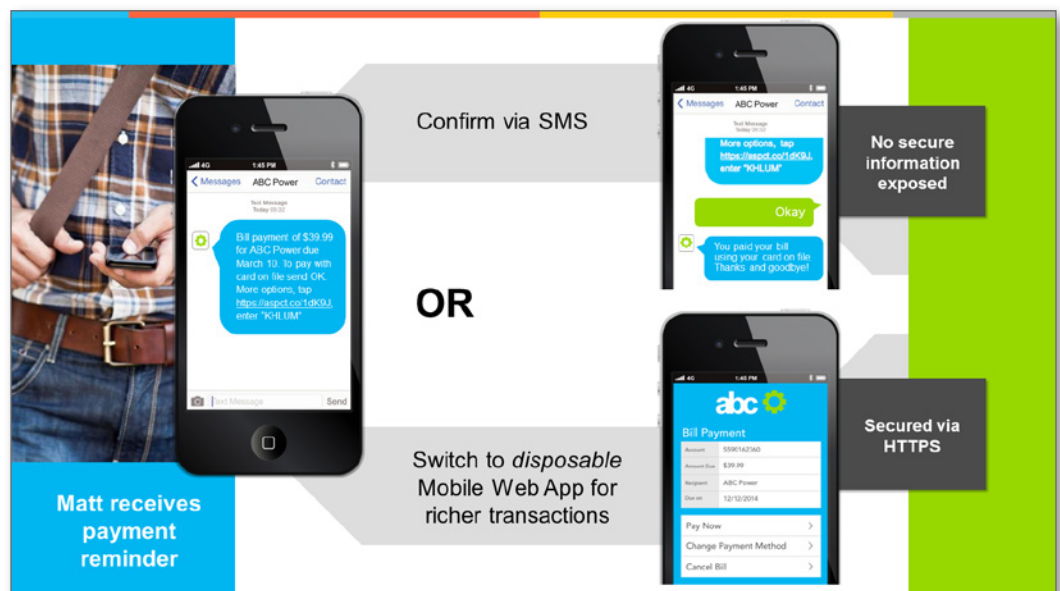
While companies increasingly realize the benefits of proactive outreach, solutions are still predominantly 1-way only. The customer is informed about a late payment, an upcoming appointment, the availability of a prescribed medication for pickup, service downtime, etc., but not given the chance to respond or ask questions. Too often, a 1-way SMS message prompts the customer to place a phone call should they need further help. The problem? A change of channel and thus a disrupted experience (the customer has asked to be informed via SMS for a reason), and unnecessary cost for the business (taking that inbound call is expensive).

When receiving a reminder text message for a clinical appointment, e.g., customers are not given an easy way of rescheduling or cancelling. Aspect Proactive Mobile changes this paradigm in two critical ways:

1. Allowing the customer to respond to the SMS using natural language vs. defined keywords
2. Giving the customer the option to launch a “disposable” mobile Web app by tapping an embedded URL

The SMS response option allows quick confirmation or clarification in the same channel. The mobile Web app option provides a secure way to authenticate the customer and retrieve sensitive information that should not be exposed on the text channel directly, and offers a rich environment to review information or make changes to customer or business data.

With this solution out of the Aspect Mobility Suite, Aspect helps you create remarkable micro customer experiences and “mobile moments” by giving your customers what they need – even when on the go.



Aspect® Proactive Mobile™ can be used as a standalone offering, embedded in any contact center and enterprise infrastructure, but also fits seamlessly into your existing Aspect architecture. It can interface with the following Aspect products for increased ease of management and performance:

- **Phone type detection:** Determine whether a phone number is a landline or wireless number through Voxeo’s Operator Lookup API, to avoid sending text messages to non-equipped endpoints
- **List management:** Create and maintain the lists of contact you need to reach out to via Aspect’s Advanced List Management solution, or let Proactive Mobile directly interface with your backend systems to send notifications on the fly
- **Scheduling, Pacing, Throttling:** Use Aspect’s Proactive Engagement Suite to schedule your proactive outreach and take do-not-call rules and other compliance and regulations considerations into account
- **SMS Gateway:** Use Voxeo’s SMS gateway to offer this service through short codes, toll-free numbers, or long codes, following the respective region’s local regulations
- **Mobile Web apps:** Use Voxeo CXP to build and manage the disposable mobile Web apps, or let Aspect Interaction Enablement Services team build a turnkey solution for you
- **Agent Assistance:** Offer a callback via Aspect® Unified IP® to hand a customer over to a live agent if needed

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.



Key Value Propositions

- ✓ **Cost savings**
By avoiding that inbound call from the customer, you directly save costs in the contact center, be it through IVR or live assistance.
- ✓ **Self-Service Adoption**
By combining self-service options through mobile with proactive notifications and reminders, you will train your customers to use other self-service offerings that can deflect calls from your contact center.
- ✓ **Improved response rates**
By giving your customers convenient options to respond to your proactive messages, you will experience an increase of show-up rates for your clinical appointments, response rates on surveys, etc.
- ✓ **Improved customer experience**
Through the convenience of choice, your customers, will benefit from an improved customer experience when communicating with your business.
- ✓ **Subscription model in Cloud and On-Premise**
Conveniently priced for OpEx: per minute in the cloud, or per port per month on premise.

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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.

