



# Aspect® Mobility: Aspect® Text Self-Service™

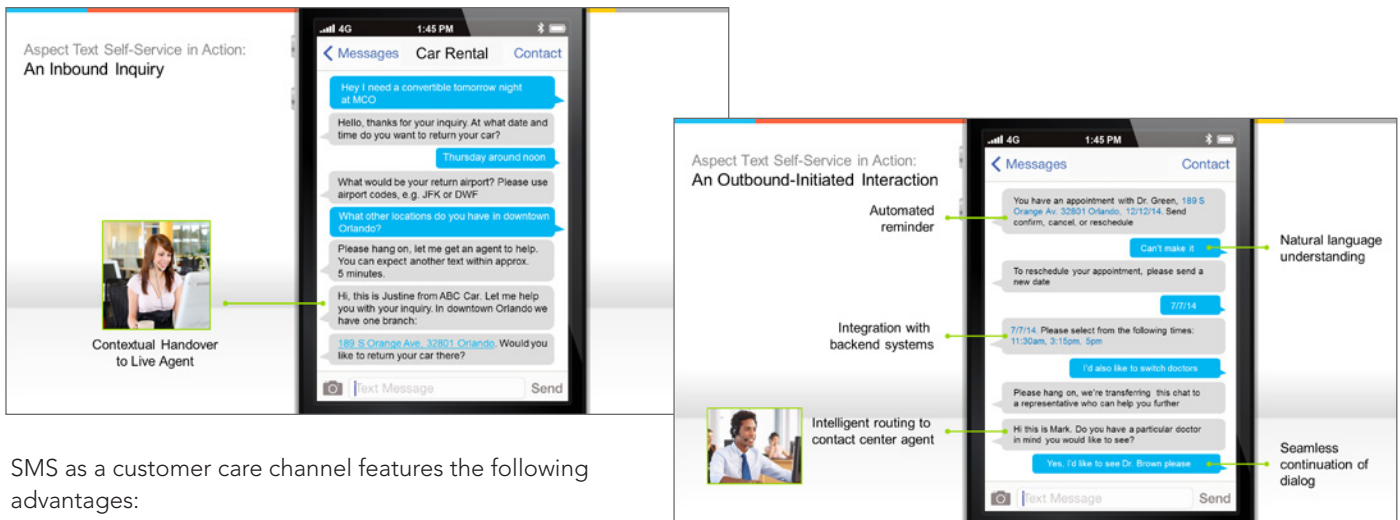
SMS is experiencing a renaissance as a customer service channel – it is personal, concise, persistent, and inexpensive for businesses to operate, making for a pretty convincing ROI. Available on smart phones as well as older feature phones, SMS enjoys the advantages of ubiquity and convenience. With Aspect Text Self-Service, consumers can get concise and to-the-point answers to simple account or other self-service inquiries that are conducive to the 160-character restriction per message. When more complex matters arise, interactions can be smoothly transferred to richer channels including live conversations with agents. It’s the best of all worlds – with multi-lingual natural language support and response times of seconds, consumers can make productive, efficient use of SMS in customer service engagements without sacrificing the human touch when needed.

Too many customer service notifications start with **\*DO NOT REPLY\***, unnecessarily restricting the capabilities of SMS as a channel. In the past, deployments of SMS were often limited to 1-way marketing broadcasts without the ability to respond to customer inquiries. Even when applied to customer service, the typical implementation is a one-way notification or reminder message.

Aspect Text Self-Service changes all that by offering enterprise-grade self-service automation on SMS (or other textual channels such as USSD or joyn/RCS) with unmatched quality and accuracy. The solution does not restrict itself to proactive outbound only. Inbound inquiries can be sent in plain English (or in 15+ other languages) versus rigid keywords or abbreviations (e.g., “how much do I owe you this month” vs. “BAL”). It almost makes you feel like you are talking to a human agent – except response times are measured in seconds, not minutes or hours. When customer questions go beyond what the automated script can provide, the conversation can be handed over to a human agent without disruption or losing context. The customer can choose to continue the dialog on the text channel, or switch to a richer channel such as a phone call. Any interaction that happened within the script will be populated to the agent screen to guarantee a seamless handover.

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.

The following diagram shows a sample interaction that starts with automation and continues with an agent:



SMS as a customer care channel features the following advantages:

- **Personal:** A mobile phone belongs to one person
- **Asynchronous:** SMS conversations do not take the user’s entire attention. They can pursue other tasks during a conversation, without having to “stay on the line...”
- **User-friendly:** Users can advance a dialog at their own pace. Compared to voice self-service, SMS does not struggle with speech recognition challenges

- **Persistent:** Conversations are archived automatically, allowing the user to check back on things like confirmation numbers or other data otherwise hard to remember (addresses, names of medication, etc.)
- **Concise** and to the point: Message length restrictions inherently drive succinct exchanges
- **More tolerant** of network coverage issues: Text messages are sent and retrieved whenever mobile network coverage is present
- **Less intrusive:** A text dialog can be conducted silently, during meetings, in presence of others, while travelling, and can be interrupted and resumed at the customer's pace
- **Cheaper** to provide as a customer service channel: Comes at a fraction of what voice channel costs
- **Ubiquitous:** SMS works on any old feature phone

## Integration and Deployment

Aspect® Text Self-Service™ applications are built on the award-winning Aspect Voxeo CXP platform, which integrates with any enterprise backend system such as Microsoft Dynamics, Siebel, Salesforce.com or Oracle to allow read-and-write access to your business data. It also provides out-of-the-box reporting and analytics to track and understand customer behavior and application performance.

Tight ties to Aspect's Unified IP and the SMS Hub application provide continuity of service and access to human help when needed, including an escalation to a phone call should the customer dialog require it.

The solution can be deployed in the Aspect cloud, or installed as on-premise software. Customers can choose to be instructed on the use of Voxeo CXP to create and manage their own self-service applications, much like IVR systems are managed today – or retain Aspect Interaction Enablement Services to benefit from a turnkey solution.

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

- ✓ **Reduces Cost**  
By offering convenient self-service on a ubiquitous communication channel that customers enjoy. An SMS interaction comes at a fraction of the cost incurred on the phone channel.
- ✓ **Ties into Existing Agent-Assisted Service**  
Integrates with Aspect Unified IP to offer human help and escalation to phone channel when needed.
- ✓ **Improves the customer experience**  
Be where your customers are and provide convenient and fast support, with response time measured in seconds, not hours.
- ✓ **Available in 15+ languages**  
English, Arabic, Chinese, German, French, Hebrew, Indonesian, Japanese, Korean, Malay, Spanish, Pashto, Persian, Portuguese, Russian, Thai, Vietnamese, Urdu
- ✓ **Cloud and on-premise**  
Offers deployment flexibility through SaaS and on-premise options, plus a hybrid model to complement any on-premise platforms.

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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).

