



Aspect® Mobility: Aspect® Text2IVR™

With more and more calls coming into contact centers from mobile devices, companies have an increased opportunity to enhance the customer experience by leveraging the capabilities of mobile devices interacting with self-service applications such as the IVR. Aspect Text2IVR lets the customer enter free-form data such as name, address and other information that is hard to recognize for speech recognition systems via the convenient channel of SMS. All of this while interacting with the IVR – enabling faster and more accurate data exchange.

Customers contacting a business for routine transactions such as providing a new address, a name change, or entering any other alpha-numeric data either have to speak to a live agent or talk to unreliable speech recognition systems. Customers often struggle with voice recognition in an IVR and are forced to confirm and repeat themselves many times. In return, IVR systems struggle to capture alpha-numeric information with a reasonable degree of accuracy. This has become a major frustration point for customers and is causing unnecessary cost for businesses as valuable agent time is wasted for mundane tasks such as an address update. Aspect Text2IVR overcomes this limitation by providing the ability to easily enter alpha-numeric data via SMS text messages during a call.

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 Text2IVR can determine if the call coming into your contact center is originating from a landline or wireless phone. Wireless callers are given the option of sending alpha-numeric data via a simple SMS text message to the same number they just dialed. Data sent is repeated back in the IVR for confirmation, and then conveniently stored in your enterprise back end system.

Aspect Text2IVR lets you:

1. Enhance your IVR to collect free-form data from customers via SMS messaging that is otherwise hard to recognize with speech recognition systems
2. Eliminate misinterpreted information and increase accuracy of data collection
3. Reduce call times and customer frustration

Stephanie calls ABC Financial about an address change

IVR: “To report your new address, please respond to the incoming text message. I will pause until I detect your SMS response. To proceed without using SMS, say ‘continue’.”

IVR: “Thank you, I received your address: 300 Apollo Drive, Chelmsford Massachusetts, 1824. Is that correct?”

“Yes, that’s correct”

IVR: “Great, let’s continue...”

Messages ABC Financial Contact

Text Message Today 09:32

Please send your new address to this number.

300 Apollo Dr.
Chelmsford MA,
01824

Text Message Send

Integration and Deployment

Aspect® Text2IVR™ integrates seamlessly with your existing Voxeo IVR applications. Please reach out to us to discuss integration with third party IVR systems.

The solution utilizes the Aspect® SMS offering to provide the SMS feature that is core to this solution. The Aspect SMS offering is available in the US as well as various other regions. Please reach out to us to discuss your particular needs.

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

- ✓ **Lowers AHT (Average Handling Time)**
Rather than relying on the inaccurate voice recognition channel for difficult free-form input such as names, addresses or alphanumeric strings, callers will use the convenience of SMS, which will reduce overall call duration
- ✓ **Lowers Contact Center Cost**
Customers are able to resolve calls quickly without the need to speak to a live agent, reducing call volume into your contact center
- ✓ **Improves Customer Experience**
Customers appreciate the speed and simplicity of the transaction when you provide them with this easy-to-use self-service solution
- ✓ **Available in Cloud and On-Premise**
Deployment flexibility to accommodate your needs

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About Aspect

Aspect helps enterprises break down the walls between people, processes, systems and data sources, empowering organizations to unite around the customer journey. Our customer engagement center offers native [interaction management](#), [workforce optimization](#) and [self-service](#) capabilities that drive dynamic, conversational interactions and create a truly frictionless omni-channel customer experience. Leveraging all the benefits of the cloud and over 40 years of industry ingenuity, Aspect conveniently and easily connects questions to answers while helping enterprises keep service levels high and operational costs contained. For more information, visit www.aspect.com.

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