

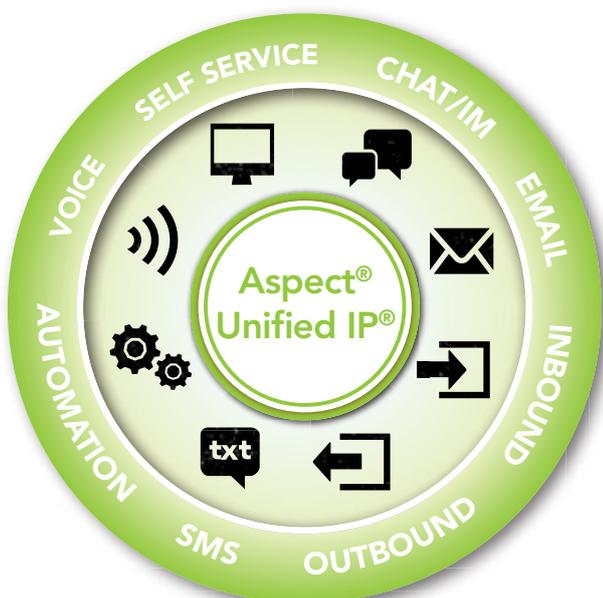


# Aspect® Unified IP®

Putting the contact centre at the centre of the customer experience

Aspect Unified IP is a complete, software-based, unified platform that helps enterprise contact centres deliver remarkable customer experiences across every conversation and every channel – through a single, elegant software platform.

The solution brings all contact options together, in one place, on one platform, so informed and empowered agents can keep talking, typing and conversing. At the same time, it minimises customer effort, providing a differentiated multichannel, multichoice customer experience across voice, email, web chat, IM and SMS.



As customers continue to take greater control of the service conversation, contact centre agents must be equipped to deliver seamless, informed, and empowered interactions in every channel and every touch point. This customer contact platform helps you improve customer issue resolution, proactively address service needs, boost sales revenues and increase debt collections, differentiating the customer experience and increasing customer value while reducing total cost of ownership.

Turning routine interactions into strong customer connections is about finding better ways to bring people and information together to improve the customer experience in the face of consumer demands for expanded interaction choices. Technology and business process requirements for serving today's demanding consumer include:

- Provide seamless multichannel communication
- Enable two-way communication with customers that supports proactive care
- Engage enterprise workers in customer interaction across channels, including social spaces

- Leverage unified communications and collaboration technologies such as Skype for Business and SharePoint across the enterprise

Aspect puts the contact centre at the centre of the customer experience to establish, enhance and sustain stronger customer-company relationships.

### Easier to Do Business, Easier to Do Business With

Customer experience has always been a primary driver of business reputation and revenue. What has markedly changed in recent years is the influence of customer choice on competitive standing. Your relationship with your customers has changed forever. They've taken control of the conversation, and are more demanding, more vocal, and less tolerant than ever before. Digital and mobile access to greater product choice has forever set customers' expectations for fast, easy, high-quality buying and service experiences from any place at any time – every time. If companies fall short, customers can instantly shop elsewhere from wherever they happen to be.

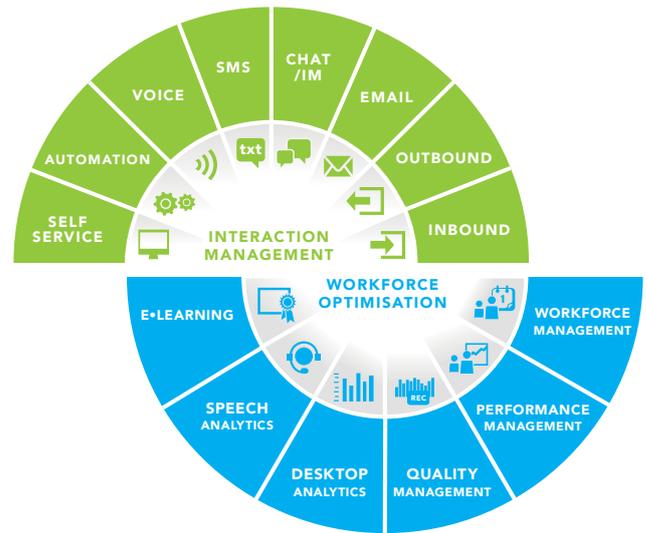
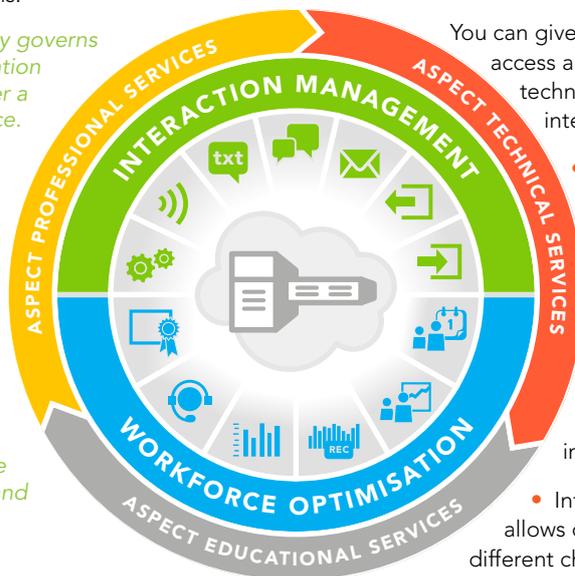


With the Aspect Unified IP interaction management platform, you can do business at the speed of the consumer, consistently minimising customer effort so your company becomes easier to do business with. This solution differentiates and improves the total customer experience by providing a variety of choices for customers across voice, email, web chat, IM and SMS. At the same time, it reduces your total cost of ownership (TCO) by simplifying and flexibly managing interactions to drive operational efficiencies and cost savings.

### Putting The Contact Centre at the Centre of the Customer Experience

Aspect Unified IP builds on your existing technologies to open up communications and workflow bottlenecks, and automate smarter business processes. When you fuse its open-platform interaction management capabilities with workforce optimisation and collaboration, you're able to produce adaptable, configurable application components that easily conform to your business and operational requirements. This supports dramatically increased business efficiencies and more profitable customer interactions.

*A unified solution that centrally governs technology-driven communication processes is required to deliver a consistent customer experience. And workforce optimisation gives you more control over – and more insight into – every interaction between the customer and the enterprise. Well informed and automated operational decisions lead to better outcomes. For optimal value, add professional, technical and educational services from Aspect to ensure through-and-through solution expertise applied exactly where, when and how you need it.*



*Aspect has the only fully-integrated interaction management and workforce optimisation platform on the market.*

### Seamless Orchestration of Your Contact Centre Operations

Aspect Unified IP multichannel inbound and outbound capabilities, including automated self-service and proactive outreach, enable interactions to occur at the right time and place with the right resources, for high-touch customer service, personalised sales campaigns and precision-targeted collections efforts.

The system allocates agents across contact channels through true multimedia blending defined by business rules. Some or all available agents can handle multiple types of customer interactions – including inbound calls and outbound calls, email, IM, web chat and SMS – all from the same workstation.

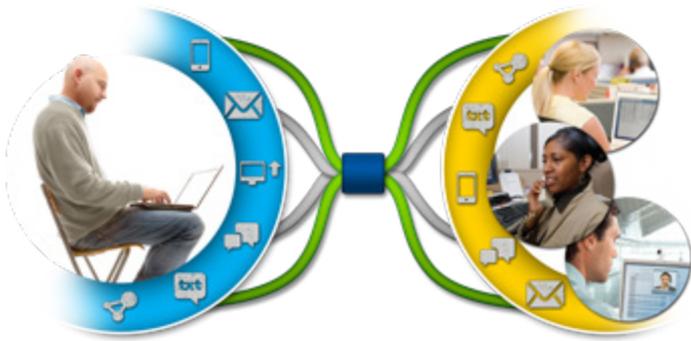
### Automated Self-Service Convenience

A pronounced increase in self-service seen in the marketplace is supported by technology advances that continue to make the experience more fluid and engaging for customers. Aspect Unified IP voice, web, chat and instant messaging offer customers the flexible choices and convenience they prefer.

You can give customers anytime, anywhere service access and reduce staff resources and costs through technology that selectively automates self-service interactions:

- Integrated text-to-speech and speech recognition gather customer information and match it with back-office systems data to fulfill requests without involving a live agent
- Seamless transfer of customer information to agents – from the company website, voice portal, an online community or other self-service activity points – provides a real-time preview and context prior to the interaction
- Information about web self-service queue status allows customers to view estimated wait times for different channels and decide the best contact method

By providing more channel choices and self-service features, you empower agents with useful information and give customers integrated flexibility, convenience and autonomy, which together, define a digitally driven lifestyle that's fast becoming the global norm.



### Consistency Counts, Even When They Change the Channel

As the path to service takes ever more varied and twisting turns, organisations must expect the unexpected. Usage of new channels and new devices continues to climb, as does customers' willingness – and inclination – to change channels according to their needs. It is imperative that you provide a consistent cross channel experience when customers engage, enquire, and request service whenever, wherever, and via whatever channel suits them.

### Informed Inbound Interactions

The first intelligent ACD, which powered the first call centre flight booking system for Continental Airlines, marked the start of Aspect's 40-year tradition of industry-expanding technology firsts. Today our interaction management solutions continue to build on past innovations, helping you deliver a truly differentiated customer experience that bolsters consumer loyalty and improves business outcomes.

Strategic, whole system automation provided by Aspect® Unified IP® can encompass the entire inbound customer interaction, from contact routing, to agent skill selection, to contact recording. Combined with robust routing, automation makes it easier to engage customers by minimising time and effort, and simplifies administration to increase efficiency and productivity.

The ability of Aspect Unified IP to flexibly apply one set of business rules to single or multiple channels differentiates the customer experience and improves business outcomes at a reduced TCO. By coordinating rules with historical as well as real-time customer data, efficiently connecting each inbound contact with the best skilled agent becomes automatic. Customer concerns are resolved quickly and completely, and the ability to deliver a follow-up contact to the original agent increases business and service continuity.

Across channels, you can dynamically prioritise incoming contacts in a universal, single queue, and based on real-time statistics and system conditions route them to the most appropriate agent. This capability factors wait times, incoming traffic volumes, service levels and other variables, and allows changes to provisioning rules without stopping and

starting systems, campaigns or services. Contacts can also be distributed between multiple sites and matched to the most qualified customer resource within your entire enterprise agent pool for specific contact flows and work types.

### Compliant Proactive Outreach and High-Touch Customer Care

Aspect Unified IP leads the outbound dialer market with contact capabilities that power automated multichannel campaigns and high-touch proactive customer care delivered through voice, email or SMS. This functionality makes it possible to provide critical information to the right people at the right time through the most effective channel, supporting increases in productivity, service satisfaction, recovered debt and sales revenues.

Smarter, compliant campaigns can take full advantage of calling opportunities to save time and resources. And with next-generation notification capabilities, you're able to send critical alerts and value-added messages that reach customers when the information is most helpful.

*Advance notices to customers about payment due dates, prescription refills and low balances, although appreciated, are becoming fairly routine. Aspect Unified IP helps you differentiate customer care by identifying and delivering personalised information that customers will find not just timely, but uniquely relevant and valuable.*



Information about customers collected through surveys, interaction quality monitoring, social monitoring, customer histories and other tools and resources enables the enterprise to accurately anticipate needs and interests. You can drive the best customer and business outcomes from proactive outreach and care efforts with the ability to:

- Apply escalation strategies that build automated retry rules using multiple media types to improve contact rates
- Reduce costs by preempting predictable and repeatable inbound and outbound interactions

Knowing where your customers are helps you determine the best contact methods to use for your outbound campaigns, and when to use them, so you can increase right party contact rates, saving time and resources. With government restrictions on contacts, including rules requiring consent, it's more important than ever to increase your odds of calling – and connecting with – the right person on the first attempt.

Aspect® Unified IP® best-time-to-call strategies ensure contact at the right time through the right contact method, and right party validation verifies agents are speaking to the right person before they are connected. The solution also employs answering machine detection to increase agent productivity, with detection accuracy of up to 95%. When an answering machine is detected, the system can hang up, play an automated message or escalate to other contact methods.

Aspect Unified IP also helps you reduce the risk of fines or compromised customer relationships posed by non-compliance through call management capabilities that:

- Deliver automated, predictive, precise, progressive, manual and blaster dialling options
- Simplify compliance with validation capabilities that capture customers' recorded voice consent or digital signatures
- Prevent calls to all non-consenting numbers by adding a consent identification field to the campaign list and applying campaign strategy filters
- Segment wireless vs. non-wireless numbers and track contacts' consent through record data
- Map wireless numbers to postal codes and manage time zone rules
- Use dynamic calling to dial the initial call for consent in preview mode, then dial subsequent calls to consenting numbers in predictive, progression or precision modes

Compliance with "opt-out" rules for artificial or pre-recorded telemarketing calls is made easier by co-opting voice portal functionality. Aspect Unified IP dynamically detects if a call results in voice mail or an answering machine, and leaves a message instructing the contact to call a toll-free number to opt out.

### Greater Visibility for Better Decision Making

Aspect Unified IP with Aspect® Quality Management expands contact centre visibility across all customer touch points both inside and outside the contact centre. With real-time and historical reporting, you can collect and report not only quality monitoring and other contact centre data, but also intelligence gathered from other enterprise sources.

Maximum quality control and compliance is enabled through software-based recording, live voice monitoring, desktop monitoring for chat, email, IM or voice interactions, and voice self-service recording playback.

The ability to store, analyse and evaluate recordings allows the contact centre to:

- Gain 100% compliance recording based on rules and schedules
- Give managers more in-depth, actionable insight for optimising interactions and training

### Measurable, Actionable Enterprise Intelligence

Aspect Unified IP real-time and historical reporting provides actionable business intelligence on enterprise-wide staff and routing resources.

Real-time reporting operates as a collection point for valuable interaction management data from all enterprise intelligence contributors – such as the contact centre, sales, marketing, workforce management and quality management. Essentially, it's an enabling platform for both production reporting and performance management applications. With the ability to run highly efficient production reports from the same analytics data set, contact centre administrators and managers can:

- Ensure consistent metrics regardless of how the source information is processed
- Use one unified source for cradle to grave reporting
- Lay the groundwork for a more efficient, profitable contact centre through custom business intelligence solutions
- Simplify disaster recovery by creating mirrored systems of identical business rules



### Simpler Deployment, Reduced Rework and Increased Uptime

Aspect Unified IP provides unified command and control of your staff and routing resources across the enterprise. Business users are able to centrally configure, administer and manage one or multiple Aspect solutions for simpler deployment, reduced rework and increased uptime.

With centralised management of routing elements, your administrators are able to:

- Simplify moves, adds and changes to speed time to market and reduce manual errors
- Streamline enterprise operations with centralised management of one or more Aspect products across one or more sites
- Maintain an audit trail of when application changes were made and who made them

## Superior Performance, Quality and Reliability

Your requirements define the hardware and software components of Aspect® Unified IP®. All solutions benefit from a disciplined engineering approach to the unified architecture backed by steady investments in quality assurance, providing a flexible, forward-focused design that allows you to build on your own existing technology investments and reduce your total cost of ownership.

Aspect Unified IP supports next-generation contact strategies for both traditional voice and voice over internet protocol (VoIP) environments, and:

- Aligns your contact centre with your IT vision
- Uses distributed telephony media servers for a data centre friendly architecture
- Reduces operational costs with scalability to thousands of seats across critical capabilities
- Provides high availability, resiliency and continuity with support for disaster recovery strategies
- Employs a distributed, n-tier architecture to manage software processes
- Offers cloud-readiness with support for multi-tenancy

## Extensive Quality Assurance Measures

Aspect secures your investment in reliability, scalability, ease of administration, and enterprise platform and application integrations by actualising our corporate commitment to quality.

Backed by aggressive investments in product, people and processes, we:

- Consistently deliver on product quality and performance expectations by conducting 100% regression and benchmark testing
- Ensure an optimal user experience through adherence to well-documented and repeatable processes
- Provide expert resources, testing and tools personalised to your environment and requirements

Aspect Unified IP 7 has been performance verified by Miercom, a leading independent product test centre that specialises in networking and communications-related product testing.

### Miercom Report

#### Aspect Unified IP 7: Key Findings

- **Maintains call functionality of key components during network and power outages**
- **Proves to be a resilient high availability system with little or no down time**
- **Alerts supervisors and agents at their desktops of system failures with instructions for maintaining business processes**



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#### About Aspect

Aspect is on a mission to simplify and improve customer engagement. Our enterprise software is used by millions of agents every year and supports billions of consumer interactions around the world. Our best-of-breed contact centre and workforce optimisation applications help companies keep agents engaged while providing exceptional customer service experiences. Our flexible, highly scalable solutions for self-service and live interaction management and workforce optimisation are available on-premises or in any hosted, private or public cloud environment. For more information, visit [www.aspect.com/uk](http://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>.

