



# Aspect® Unified IP® Inbound Contact

Aspect Unified IP 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 minimizes customer effort, providing a differentiated multichannel, multi-choice customer experience across voice, email, web chat, IM, social and SMS.

More than four decades ago, Aspect created the very first intelligent ACD system to power the inaugural call center flight booking system for Continental Airlines. Today, our customer interaction management solutions continue to build on past innovations, helping you to deliver customer experiences that bolster loyalty and improve business outcomes. Aspect Unified IP ACD system provides sophisticated inbound automatic call distribution routing capabilities for today's modern contact centers – all in a single, elegant platform.

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 and post inquiry surveys. Combined with robust routing, automation makes it easier to engage customers by minimizing time and effort, and simplifies administration to increase efficiency and productivity.

## Key Differentiators

- ✓ **Multichannel Contact Routing**  
Multichannel routing capabilities support customer interactions across voice, email, IM, web chat, social and SMS
- ✓ **Strategic Whole-system Automation**  
Apply automation to the entire inbound customer interaction – from self-service, to contact routing, to agent skill selection, to contact recording and post inquiry surveys
- ✓ **Unified Enterprise Management**  
Virtualize contact center operations through centralized administration, routing and management across systems
- ✓ **Seamless Delivery**  
Informed, and empowered interactions in every channel and every touch point - inbound and outbound voice, email, IM, web chat, social and SMS – all from the same workstation
- ✓ **Deployment Flexibility**  
Our solutions are available in hosted cloud, for implementation on your premises and for hybrid cloud deployments that take advantage of both deployment models
- ✓ **Proactive Care**  
supported by two-way communications with customers
- ✓ **Fully Integrated across the Enterprise**  
Makes it easier for customers to do business with you providing for a differentiated customer experience, and internally, simplifies your business processes so it is easier to do business
- ✓ **Empowering Agents**  
Equipped to deliver seamless, informed, powerful interactions in every channel, turning routine interactions in to strong customer connections as you utilize unified communications and collaborative technologies such as Microsoft Lync and SharePoint in order to engage workers across the enterprise

## Key Components

### Inbound Routing

Inbound routing allows contact centers to answer calls and intelligently route contacts based on the dialed number (DNIS) or calling party identification (ANI) for calls, and available agents, customer profile, service levels or other user-defined business rules for all contact types including: voice, email, web chat, IM, social and SMS. This capability also helps manage overflow routing, contact re-routing based on queue statistics, abandoned contact recuperation and multi-site routing.

### Skills-based Routing

Aspect Unified IP inbound routing supports simpler administration, greater agent productivity and a consistent, optimal customer experience through a variety of advanced, customer-centric capabilities. Skills-based routing matches the most appropriate agent to each contact while specific agent recall delivers customers who follow up on their first contact to the same agent that handled the original interaction, to provide faster, more efficient issue resolution and service continuity.

## Dynamic Inbound Routing

Dynamic inbound routing increases flexibility and control over inbound contacts. Aspect® Unified IP® dynamic routing capabilities make it possible to align skill requirements for specific contact flows and work types with real-time system conditions to automatically select the most qualified resource to handle customer inquiries. Dynamic Inbound Routing can also leverage Unified IP self service capabilities combined with the power of skills-based agent routing to utilize resources flexibly and effectively and blend resources more easily between contact handling for different lines of business or contact types.

## Contextual Enterprise Routing

Contextual enterprise routing centralizes contact distribution strategies to create a virtual queue across a network of Aspect Unified IP systems and agents – no matter where they are located. By determining skills required for specific contact flows and work types and coordinating their use with real-time system conditions, contextual enterprise routing can automatically select the most appropriate resource across the entire enterprise to handle a customer inquiry. Enhanced by the power of enterprise-wide, skills-based routing, Contextual Enterprise Routing helps maintain a consistent customer experience with centralized business rules accessible from anywhere.

## Dynamic Inbound and Skills-based Routing

Aspect Unified IP includes powerful capabilities to manage inbound contacts. Inbound Services are used within Aspect Unified IP to route calls to appropriate agents for optimal call handling and resolution. Inbound calls are automatically queued, prioritized and routed to agents within a contact center. Calls are routed based on the dialed number (DNIS), calling party (ANI), agent skills, customer profile, service levels or user-defined business rules. It also has features such as overflow routing, call rerouting based on queue statistics, abandoned call recuperation and multi-site routing. Key capabilities include:

- Inbound Routing decisions based on:
  - ANI
  - DNIS
  - Estimated Queue Time
  - Current Queue Time
  - Number of Calls in Queue
  - Holiday Flag
  - Default Call Priority
  - Default Skill Set
  - Default Personal Greeting ID
  - User Defined Data
  - System Real-time Statistics
  - Current Date, Day, and Time
  - Data collected from caller
  - Data collected from other Applications (e.g., Database)
- Multiple Inbound services per agent
- Multiple DNIS per inbound service
- Attention retainers (music or on hold messages)
- Front ending of calls with IVR and call transfers to IVR
- Information collected within the IVR is transferred to the ACD as part of the call treatment

- Service skill level requirements for skills-based routing
- Dynamic inbound routing - Call flow scripts that include database access, IVR prompts, branch logic decisions and multi-site routing capabilities to redirect a call to another queue, IVR, voice mail, etc.
- Reroute options in the event resources are unavailable, allowing for redirection of contacts: Voice mail, IVR, Overflow, Dynamic Routing
- Different routing options for each separate ACD service: Circular, Terminal, Longest Idle and Skills-Based
- Abandoned call recovery – captures ANI and places outbound call following disconnect

For additional flexibility, Dynamic Inbound Services are configured much like regular Inbound Services. Many inbound service configuration elements still apply to Dynamic Inbound Services, including: answer profile, dispositions, agent settings, and schedule. Some configuration elements may be both configurable and scriptable for Dynamic Inbound Services.

Skills configuration is critical to the operation of Dynamic Inbound Service. Skill assignment drives the overall routing behavior for this dynamic inbound service by matching the current skill requirement of the call to the available pool of agents assigned to the service. Queue behavior can be further refined by selecting a queue type assignment of “best skilled” or “longest available” to always select agents with the highest skills or balance call handling across a pool of similarly skilled agents, reducing “hot-seating.”

In addition to the standard configuration, Dynamic Inbound Services can define the specific routing logic for the service. Routing decisions can be defined based on real-time system performance and/or customer data to fine-tune the routing behaviors for individual calls across the Unified IP system enabling users to:

- Queue / de-queue calls
- Update call priority
- Update skill requirements
- Set a dynamic attention retainer

## Contextual Enterprise Routing

Contextual Enterprise Routing provides the capability to define flexible routing strategies across the enterprise that drive increased efficiency and improved customer satisfaction. Key capabilities include:

- Virtual queuing across network of Aspect Unified IP contact center platforms
- Select best qualified agent resource across enterprise according to business rules
- Utilizes Dynamic Inbound Services to define configurable business rule that determine customer value and resource availability to insure the contact is delivered to the best resource across the enterprise
- Multiple Aspect Unified IP systems can be networked together to give an enterprise view of the resource pool and system performance by utilizing Unified Command and Control for administration and reporting
- Supports enterprise-wide skills-based routing
  - Contextual Enterprise Routing includes request for specific skills from the remote location
- Multiple agent selection options supported
  - First agent to respond across the enterprise
  - Longest available agent
  - Most skilled agent (based on skills requested)

- Robust routing approach insures agent availability
  - Virtual Call to destination to determine resource availability
  - Agent resources reserved based on best skill match
- Voice Call established with destination system on resource match
- Incoming caller connected to the remote agent
- Full reporting of enterprise routing interaction

In addition, Contextual Enterprise Routing leverages the core capabilities of Dynamic Inbound Services to deliver complete flexibility for business rules routing across the enterprise.

- Conditional queuing to multiple groups of agent resources based on the real-time system conditions
- Dynamically modify skill type/level and call priority in real-time
- Dynamic attention retainers based on call type and system conditions
- Dynamically defining Skill Requirements
- Contextual Enterprise Routing performance reporting is available using Enterprise Routing Inbound Service Reports and Unified Command and Control – Real-Time Reporting canvases

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### About Aspect

Aspect is the only software company with a fully-integrated interaction and workforce optimization platform for enterprise contact centers globally that need to profitably (and seamlessly) orchestrate people, processes and touch points in an era when the contact center is the new center of the customer experience. For more information, visit [www.aspect.com](http://www.aspect.com).

