



Aspect® Unified IP® Multi-choice Engagement

As the “omni-channel customer experience” becomes the new gold standard and customers continue to take greater control of the service conversation, Aspect Unified IP can provide a way for you to deliver service when, where, and how your customers want it.

Aspect Unified IP coordinates customer experiences across every conversation and every channel – through a single, elegant software platform, bringing all contact options together in one place, on one platform, so informed and empowered agents can keep talking, typing and conversing, through a differentiated multichannel, multichoice customer experience across voice, email, web chat, IM and SMS.

Key Differentiators

- ✓ **Seamless Delivery**
Informed and empowered interactions in every channel and every touch point - inbound calls and outbound calls, email, IM, web chat and SMS – all from the same workstation
- ✓ **Proactive Care**
Enabled by two-way communication with customers
- ✓ **Integrating Data and Technology**
Automates more without involving a live agent, but when seamless transfers occur, both agents and customers start with more context which enhances the experience
- ✓ **Consistency**
Enabled by technology, the contact is a consistent, differentiating experience, even when customers switch channels
- ✓ **Engage Enterprise Workers**
Engage in customer interaction across channels, including social spaces
- ✓ **Unified Architecture**
Leverage unified communications and collaboration technologies across the enterprise
- ✓ **Enriched Options**
Flexible, scalable, sophisticated enhancements, for simple to complex needs
- ✓ **Compliance**
Easier to implement and enforce and thus reducing risks and simplifying validation
- ✓ **Unified Implementation**
Simpler deployment, reduced duplication resulting in increased uptime and efficiencies

Key Components

Multichannel Blending

True universal blending allocates agents to other duties during lulls in incoming traffic. You can have some or all of your agents handle a range of customer interactions, including inbound calls, outbound calls, emails, IMs, web chats and SMS responses – all from the same workstation. Blending occurs seamlessly according to your defined business rules without agents having to log in or out of campaigns or ACD services. Switching between inbound and outbound calls based on inbound call volumes is a first step. A large number of features can be utilized or programed to streamline the contact process, such as: screen pops, wrap time, service assignment, skills assignment, scripting, dynamic priority and more.

Web Chat and Instant Messaging

Enable real-time interaction between your agents and customers via text chat/messaging when customers utilize web features such as click-to-IM and click-to-chat or other critical or online discussion groups. For the customer they can view the presence of service queues and determine their estimated wait time within the IM client. The voice, web chat and IM self-service capabilities allow contact centers to strategically automate any portion of their customer interactions. Integrated text-to-speech and voice recognition gathers customer information and matches it with data from back office systems to dynamically fulfill customer inquiries or requests. Agents can automatically retrieve information from a knowledge base to quickly respond to customer inquiries. Secure Socket Layer (SSL) support ensures privacy and security of the interaction between the agent and the customer.

Inbound Email Response Management

Enable your agents to address customer email inquiries with a personalized response. Provide responses that can be sent directly to the customer via auto-response or delivered as “suggested responses” to agents for review prior to sending. Your agents can expedite the email creation process and proactively target customers by using additional features, including:

- Auto acknowledgement, Greetings, and Signatures

- Email templates and attachment capabilities
- Distribution lists and email campaigns

Proactive Contact Using Outbound Email and SMS

Outbound proactive contact management, which includes outbound email and outbound SMS, allows the contact center to proactively communicate with customers via email, SMS, and voice based on business process campaign rules. Being able to respond back to customers regarding their inquiries or comments in the same channel as they initiated the contact is quick and efficient. In addition, when Aspect® Unified IP® integrates with SMS carrier technology, messages can be leveraged with personalization to include customer-specific information.

Chat Service and Collaboration Enables You to:

- Interact with customers using real-time text messaging through the Internet
- Instantly access online discussion groups from a browser-based station
- Navigate through web pages while talking (assisted co-browsing when a service agent and customer view pages together)
- Transfer or link the chat to another resource when needed
- Record the chats and play them back at any time
- Monitor the chat
- Create or modify attention retainers (text or URL) to be used for callers who are waiting for an available agent

Aspect Unified IP Key Chat Functionality Includes:

- **Chat Prioritization**
Chat Prioritization enables contact center managers to establish the customer value to the contact center and therefore determine the priority that chat requests should be handled
- **Greetings**
Contact center managers can configure greetings that will be automatically presented when the customer is routed to an agent
- **Salutations**
Similar to greetings, salutations are text messages sent to the customer upon completion of the chat interaction
- **Attention Retainers**
Contact center managers can configure attention retainers in the form of text messages or a series of Web pages that can be presented to the customer while they wait to be serviced by the next available agent
- **Overflow**
Overflow conditions can be configured to reroute a chat session to another chat queue
- **Chat Rerouting**
In the event that the chat service is inactive or the web customer is attempting to chat with the contact center on a holiday, Aspect Unified IP provides the ability to reroute the chat request to a service that is active or send a holiday message
- **Chat Recording**
Contact center managers have the ability to record chat sessions, which can be enabled for a single chat session or by a pre-defined interval

- **Chat Transfer**

Agents can transfer a chat to other agents and supervisors to better service the customer

- **Web Collaboration**

In a collaborative environment, agent and customer browsers are synchronized, enabling shared navigation. Web collaboration is browser-independent and does not require additional software installation.

Instant Messaging Enables You to:

- Interact with customers using real-time text messaging through a web page or through their instant messaging application
- Transfer the IM to another resource when needed
- Record the IMs and play them back at any time
- Create or modify attention retainers (text or URL) to be used for callers who are waiting for an available agent
- Monitor the IM

Key IM Functionality Includes:

- **IM Prioritization/Queuing/Distribution**
IM Prioritization enables contact center managers to establish the customer value to the contact center and therefore determine the priority that IM requests should be handled
- **Greetings**
Contact center managers can configure greetings that will be automatically presented when the customer is routed to an agent
- **Salutations**
Similar to greetings, salutations are text messages sent to the customer upon completion of the IM interaction
- **Attention Retainers**
Contact center managers can configure attention retainers in the form of text messages that can be presented to the customer while they wait to be serviced by the next available agent
- **Overflow**
Overflow conditions can be configured to reroute an IM session to another IM queue
- **Rerouting**
In the event that the IM service is inactive or the web customer is attempting to IM with the contact center on a holiday, Aspect Unified IP provides the ability to reroute the IM request to a service that is active or send a holiday message

- **IM Recording**

Contact center managers have the ability to record IM sessions

- **IM Transfer**

Agents can transfer an IM to other agents and supervisors to better service the customer

- **Web Client**

Customers are provided a web based IM client that can be used as a template for a web site to facilitate consumers sending IMs to the contact center

- Allowing contact center managers to set up a configuration that allows all emails from the same address to be grouped together so that a customer sending in multiple queries will interact with the same agent on all of the emails sent by that customer at one time

- Configuring a knowledge base for frequently asked questions

- Allowing contact center managers the capability to define multiple outbound email campaigns

- Defining email distribution lists for email services

Inbound Email Management Enables:

- Auto acknowledgement
- Greetings
- Signatures
- Email templates and attachment capabilities
- Distribution lists and email campaigns

Email Service Offers the Following Features:

- Processing of inbound emails by automatic queuing, prioritizing and routing to agents
- Allowing agents to address email inquiries with personalized responses
- Routing configured and based on business rules defined within the Multi-Media Manager (e.g., routing emails based on their subject lines)
- Attaching documents to all outgoing emails, and the ability to receive attachments
- Pre-defining custom headers, footers and signatures for each agent, service or group
- Allowing for supervisor review of email replies prior to transmission

Proactive Contact - Outbound Email and SMS Management Capabilities Include:

- Mitigating inbound calls improves agent productivity by enabling agents to contact customers proactively via voice, email, and SMS
- Giving end consumers the choice of how they wish to be contacted, improves customer service, enabling customers who have a preference to be contacted via SMS for urgent issues and by voice for less critical issues
- Proactively communicating important, timely information to customers via SMS and email improving customer service and increasing customer satisfaction
- Automating payment reminders through email, voice messaging, and/or SMS, improving collections productivity
- Control over proactive contact, such as when to send outbound notifications, improving customer service by enabling the enterprise to coordinate outbound notifications with appropriate contact center staffing for inbound call volume
- Utilizing proactive contact to improve agent productivity and customer service

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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.

