

ASPECT® Aspect® Unified IP® Proactive Outbound Contact

A multichannel solution with proactive outbound contact capabilities offering a blended solution able to meet even the most complex business needs or the strictest compliance requirements.

Aspect Unified IP equips the enterprise to drive automated outbound, high-touch, multichannel campaigns via voice, email or SMS. The system utilises multiple dialing and advanced pacing options, campaign and call list management, while providing industry-leading voice, modem, pager and answering machine detection of up to 95% – all to ensure optimal results. Aspect Unified IP allows for business rule flexibility to improve right party contacts, thereby improving collections and sales rates while helping companies meet regulatory, security and customer satisfaction goals with customised security configurations for unique requirements. Industry leading call progress detection allows businesses to maximise agent's productivity and effectiveness.

Key Differentiators

- ✓ **Seamless Integration**
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
- ✓ **Most Efficient Contact Results**
Automates more without involving a live agent, but when seamless transfers occur, both agents and customers start with more context which enhances the experience
- ✓ **Unified Architecture**
Enabled by technology, the contact is a consistent, differentiating experience, even when customers switch channels
- ✓ **Enriched Options**
In customer interaction across channels, including social spaces
- ✓ **Usability Ease**
Leverage unified communications and collaboration technologies across the enterprise
- ✓ **Deployment Flexibility**
Flexible, scalable, sophisticated enhancements, for simple to complex needs

Key Components

Pacing Options

A key factor for outbound dialing is correctly configuring the pace or speed of the dialing. Considerations are made for keeping agents productive and busy, complying with abandonment rate laws, effectively utilising your telephony resources, and ensuring that there are enough agents to handle outbound as well as contacts in other channels.

Campaign Management

The Aspect solution provides a centralised, business rule and contact record distribution engine to create and execute sophisticated, high-yield campaign strategies. The records are fed to Unified IP for outbound contact, dynamically adjusting record levels as agents log in. You can create, modify, stop or start campaigns dynamically, through a single point of administration and your changes will be implemented in real-time and be available for the next contact. Unified IP allows you to easily abide by regulatory compliance laws, such as Do Not Call requests, and then as regulations change, you have a single source where you can adjust the rules. To minimise security risks associated with your highly-sensitive customer data, the system can be configured to safeguard the privacy of your information based on your unique needs.

Compliant Proactive Outreach and High-Touch Customer Care

Aspect Unified IP multichannel inbound and outbound capabilities, including automated voice, mobile self-service, voice, email and SMS 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. Smarter, compliant campaigns can take full advantage of calling opportunities to save time and resources. And with multichannel notification and escalation capabilities, you're able to send critical alerts and value-added messages that reach customers when the information is most helpful.

Contact Blending

Aspect® Unified IP® allocates agents across contact channels through true, automated multichannel blending defined by business rules. Some or all available agents can handle multiple types of customer interactions – including inbound and outbound calls, email, IM, web chat, SMS and social – all from the same workstation and without having to log in and out of services. Multichannel contact blending is designed to balance the objectives of maximising the value of each contact, minimising agent idle time, and maximising agent productivity. If blending is done well, it will result in excellent service and maximised agent productivity.

Pacing Options

- **Manual Dialing**
Directories and simple click-to-dial functions expedite the manual dialing process for agents
 - **Preview Dialing**
Presents an outbound record for review before either the agent will manually launch a dial or the system will automatically launch a dial after a configurable amount of time
 - **Automatic Dialing**
Based on a predefined call-to-agent ratio
 - **Precision Dialing**
Dialing based on the availability of agents at a given time
 - **Predictive Dialing**
System dials based on algorithms that predict when an agent will become available to receive the next call, by evaluating number of agents logged into the service, agent idle time and customer abort rate
 - **Blaster Dialing**
Dialing not based on agent logged-in status, but rather on available resources, such as Voice Portal ports
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Pacing Parameters

- **Target Abandoned Percentage Selection**
Sets the target abandoned rate for the campaign by adjusting the number of calls dialed to adhere to the target abandoned rate setting
 - **Wait for Available Agent Selection**
Controls the maximum amount of time that an outbound call in queue will wait for an agent before it is disconnected
 - **Goal Service Length**
Controls the target number of calls desired in queue at any point in time
 - **Goal Service Time**
Sets the target amount of time a call should be held in queue. The Goal Service Time should be lower than the Wait for Available Agent setting.
 - **Goal Service Percentage**
Sets the percentage of time the goal service length and goal service time settings are expected to be upheld
 - **Goal Within Service Time**
Calculated by multiplying the goal service percentage and goal service time fields
 - **Calls in Service**
Used to approximate the number of active outbound calls in the service at any point in time
 - **Agents Working in Service**
Used to approximate the number of active agents in the service at any point in time
 - **Call-to-Agent Ratio**
Is the number of calls in-service divided by the agents working in service fields - a non-binding target number used in prioritisation
 - **Predictive Dampening Factor**
Allows the system to quickly adjust to sudden changes, throughout the campaign and not only at the initial phase
 - **Predictive Transient Calls**
Used to indicate the number of hits (connects) that the system allows before the standard pacing algorithm takes effect
 - **Predictive Expected Hit Rate**
Is the hit rate used during the initial period before the standard pacing algorithm and hit rate calculation apply
 - **Predictive Abandon Tolerance**
Defines abandoned rate tolerance rate during the initial period and works in conjunction with the Target Abandoned Percentage setting
 - **Predictive Slowdown Factor**
Determines a factor that shows how slow the algorithm will become when the actual abandon rate exceeds the desired abandon rate
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Campaign Management

- Automatic Feed**
 Identifies which records from your CRM system (via an API) are to be dialed and then how quickly or how slowly they are to be fed/trickled into the system, with the outcomes automatically delivered back to the CRM
- Exclusion Management**
 Allows agents to populate records to an inbound campaign exclusion list which then filters the record out of the outbound campaign list
- List Management**
 Administrators can manually import or schedule the import of call lists, and can then apply various filters to customise control of the execution of outbound call campaigns
- Escalation Strategies**
 You can select the automated multichannel escalation strategies deployed for critical notifications. If a customer cannot be reached via one method, automated retry rules can be built that cross media types to ensure contact
- Segmentation Strategies**
 Leverage campaign management strategies to segment according to business rules, customer needs analysis, and customer data, before being prioritised for outreach based on information importance or revenue opportunities
- Blending Strategies**
 Agents can seamlessly work inbound and outbound voice, IM, chat, email, SMS and workflow services concurrently in order to deliver the appropriate outreach via the best channel dictated by the customer, all within one system
- Service Flow**
 Agents can automatically move (flow) from one outbound service to another as the numbers in the initial service are depleted, maximising agent utilisation across multiple outbound campaigns throughout the day
- Multiple Outbound Services Support**
 Agents can belong to multiple outbound services at the same time, so the initial service flag and service flow configuration will determine which outbound service the agent will start in and to which services they could become active in
- Dynamic Scheduling of Outbound Services**
 Calls can be set to automatically adhere to a predetermined schedule and then at the stop time, fields can be set to allow calls already in the outbound queue, and any active calls, to be completed and after hours calls can be either rerouted to an active service or set to hear a predetermined message
- Agent Based Recalls**
 Outbound campaign agents can schedule customers for callbacks to themselves or any available agent in a working pool

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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. Follow Aspect on Twitter at [@Aspect_Europe](https://twitter.com/Aspect_Europe). Read our blogs at <http://blogs.aspect.com/uk>.

