APPLICATION OVERVIEW

Making it easy for the enterprise to rally around the customer service experience

Aspect Via™ is the only customer engagement platform that rallies the entire enterprise in service of the customer by eliminating barriers that divide departments and fragment work flows. Native Interaction Management (IM), Workforce Optimization (WFO) and Self-Service capabilities, along with a common user interface (UI) for configuration and administration and shared real-time and historical reporting, comprise a SaaS offering tailor made for the cloud.

Aspect Via Fast Facts

- The only customer engagement platform with native IM, WFO and Self-Service capabilities.
- A common UI for configuration and administration across all capabilities.
- Shared real-time and historical reporting across all capabilities.
- Open architecture and API’s for seamless integration with enterprise data sources and business systems.
- Customizable, role-based UI provides an easy-to-use, streamlined UX for agents, team leads and administrators.
- Designed for the cloud — and only available in the cloud.

Aspect Via is designed as an all-in-one, all cloud customer engagement platform with everything companies need to deliver great customer experiences — and win the hearts and minds of consumers.
Evolving from a Contact Center to the Customer Engagement Center

The era of managing customer contact through complex integrations between point products has reached its limits. Aspect realizes that cobbled together customer service operations just cannot meet the expectations of today’s connected, intelligent and demanding consumers. That’s why we developed Aspect Via™, the complete customer engagement center in the cloud. With native interaction management, workforce optimization, IVR and digital self-service, Aspect Via is unique in supplying a complete set of cloud-based customer service capabilities that can be easily integrated into the larger customer-driven enterprise.

Aspect Via delivers world-class capabilities covering all the customer service essentials from self-service, and proactive outreach to agent empowerment, people and process optimization to reporting and analytics. All delivered via an open SaaS architecture deployed in Amazon Web Services (AWS) data center locations including the U.S., Europe and Australia.

To truly reimagine the customer experience, however, it is not simply enough to provide the capabilities mentioned above. Aspect has developed design principles to ensure that our customers can offer the best possible user experience to their customers. It comes down to enabling customer service that is convenient no matter the channel (text, visual or voice) anytime, anywhere (at home, on the go or at work).

Everything Businesses Need in a Single, All-in-One Cloud Platform

- Empower customers with popular contemporary digital self-service channels to automate convenient, conversational interactions anytime, anywhere
- Engage customers via their channel of choice and provide timely, accurate answers to customer inquiries with service intelligence options
- Be proactive and anticipate customer needs with proactive and personalized service while reducing regulatory risks resulting from progressively more stringent government mandates
- Increase team morale and empower agents thru the use of familiar tools, modern and intuitive interfaces and mobility options
- Equip supervisors and administrators with capabilities to optimize the quality, efficiency and professional development of the workforce across the enterprise

Modern, Omni-channel Self-service

Aspect Via’s innovative self-service capabilities deliver a personalized experience on any channel customers choose. This makes it possible to deliver remarkable customer service in a world where people increasingly prefer to help themselves.
Enable omni-channel self-service and a consistent, personalized interface across all customer touch points. Aspect Via™ self-service advantages include:

- Custom IVR Applications tailored to business needs, with automatic speech recognition and text-to-speech capabilities
- Interactive Text Response (ITR) for channels like SMS and social media including chatbots capable of proactive notifications and two-way self-service dialogues
- The power of Natural Language Understanding (NLU) that makes chatbot experiences intuitive, flexible and conversational

• Proactive outbound notifications that deliver important information, and provide two-way capabilities for customers to take action
• Self-service on innovative channels like Facebook Messenger, to meet customers on the new channels of choice

Only Aspect offers “Design Once, Deploy Anywhere” architecture that lets companies design a self-service application for one channel like IVR, and easily re-deploy on another channel (SMS, social, mobile apps, etc.) – experience shows that companies save over 50% on development costs.

**Multichannel Choice, Omni-channel Experiences**

As the path to service takes ever more varied and twisting turns, organizations 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 preferences, device availability and current activity. It is imperative that organizations provide a consistent and seamless cross-channel experience when customers engage, inquire, and request service whenever, wherever, and via whatever channel suits them.

Aspect Via simplifies and flexibly manages omni-channel interactions across voice, email, chat, SMS, and social channels. It offers multisession contact handling and tight integration with industry leading applications (e.g. CRM systems), ultimately helping companies effectively manage and deliver differentiated customer service.
Deliver informed, powerful interactions in and across every channel, turning routine interactions into strong customer connections:

- Tailor the customer experience using interaction and customer data, personal preferences and segmentation data
- Match customers to the best suited or qualified customer resource across the entire agent pool to service their inquiry
- Provide a seamless omni-channel Customer Journey by preserving session state across customer touch points whether self-service, agent assisted or both.
- Apply one set of business rules across all channels to dynamically prioritize incoming contacts in a universal, single queue and route them appropriately

Connect Customers with Agents, Intelligently

Simply connecting customers to the next available agent doesn’t cut it in today’s consumer-driven world. Contact centers struggle to meet improved first contact resolution, customer satisfaction levels and a host of other productivity metrics.

In order to provide quick, accurate answers to customer inquiries, routing must take into account agents’ skill sets. According to Aspect research, 88% of respondents expect agents to be experts about their service request. Integration with real-time interaction information and customer data residing throughout the enterprise (often in CRM systems) is vital in making sure inquiries are routed optimally.

With Aspect Via™, use any combination of sophisticated inbound route and queue types to intelligently support and differentiate customer service strategies:

- Match the most appropriate agent to each contact to provide faster, more efficient issue resolution and better service experiences
- Queue across group, teams or the entire agent population to quickly service customers and efficiently utilize agent resources
- Conditionally choose to route customers on a contact-by-contact basis according to contact center, customer preference or other internal/external data

Proactive Outreach and High-Touch Customer Care

We know that for a customer to become a true brand advocate, companies cannot merely meet expectations, rather, customers must be pleasantly surprised by an experience that makes them feel valued, known and respected. That requires anticipating their needs with timely and personalized service.

Proactive outreach is fundamental to keeping customers engaged, informed and on schedule whether for appointments, bill payments or other events and activities.

Aspect is the long-time leader in the outbound market with contact capabilities that power automated multichannel campaigns and high-touch proactive customer care delivered through voice, email or SMS.

1 Q4 2016 Aspect Experience Index consumer survey
A full set of advanced list and campaign optimization compliance capabilities enable adherence to regulatory dialing requirements, making it easier to comply with rules and guidelines. Such 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.

Aspect Via™ leverages these market-leading outbound capabilities, making it possible for businesses to:

- Provide personalized, proactive outreach via voice, email and SMS, dynamically prioritize incoming contacts in a universal, single queue and route them appropriately
- Create, modify, stop or start campaigns dynamically, through a single point of administration
- Adjust campaign pacing for improved agent productivity, compliance with abandonment rate laws and effective use of your telephony resources
- Easily manage Do Not Call (DNC) lists, time zones, number portability, attempts and state and local calling rules
- Track and manage mobile numbers and consent
- Detect busy signals, fax machines, voicemail and no-answers with configurable reattempt and escalation rules

Engaged and Empowered Agents

There’s a strong relationship between an empowered agent and a happy customer. To quote Ian Jacobs at Forrester Research, “Unhappy contact center agents equals unhappy customers. It’s that simple.”

Empower agents to provide a better customer experience through intuitive, modern technologies that can positively transform their work environment.

- Provide a modern icon and widget-based user interface, which is familiar, easy-to-use and improves the morale of employees while performing all job tasks
- Supply key information to the desktop and help agents focus on the task at hand, to simplify and personalize customer interactions and ensure successful engagements
- Offer easy access to contact center scheduling via mobile channels and devices that give the modern agent the ability to balance work life and personal life and significantly reduce absenteeism and employee turnover
- Deliver automated voluntary overtime and time off request messages via proactive email, text, push notification, IVR or other convenient channels

Agents satisfied with technologies at work are two-times more likely to recommend their company as a good employer.

2X

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- Forrester Research

2X
Reimagine the User Experience
Aspect Via™ provides a role-based user interface designed to provide an easy to use, streamlined user experience for agents, team leads, and administrators.

- Easily customized, widget-based, pure thin client user interface
- Full omni-channel support – all channels
- Popular web browsers and on all client devices – desktops, laptops and mobile devices
- Performance data from workforce optimization as well as common agent functions
- Reporting and Analytics data across all components with drill-down capabilities for more granularity
Process and People Optimization

Technology is second nature to consumers. Now it can be first-rate for agents. Workforce optimization capabilities within Aspect Via™ increase productivity for millions of agents worldwide while enhancing their work lives every day – from real-time coaching to managing their schedules via smartphones with ease.

Workforce, quality and performance management – Aspect Via covers it all and is designed to adapt rapidly and cost-effectively to your changing contact center needs.

The result? More engaged agents, higher quality customer interactions and improved customer experience – all at a lower operating cost.

Aspect leads the workforce management market with industry-best capabilities in use in nearly a thousand contact centers worldwide, including some of the very largest.

Workforce Management: With Aspect Via workforce management capabilities, omni-channel contact centers can ensure that the right employees with the right skills are on staff at all times for all channels as interaction volumes vary.

- Take advantage of forecasting, scheduling and real time tracking of all inbound, outbound, blended and back office staffing resources
- Accurately forecast and schedule voice, multi-session chat, email, SMS and other interactions channels
- Allow easy access to contact center scheduling via mobile channels gives the modern agent the ability to balance work life and personal life and significantly reduce absenteeism and employee turnover
- Deliver automated voluntary overtime and time off request messages via proactive email, text, push notification, IVR or other convenient channels

Quality Management: Aspect Via Recording and Quality Management capabilities offer contact centers both voice and desktop recording to capture and evaluate all customer interactions, thereby creating a valuable repository from which to measure the quality of individual agents, extract insights across many agents and prepare audio/visual training material for highly effective coaching sessions.

- Full-time voice and screen recording
- Built-in 256 bit AES encryption for PCI and HIPAA
- Robust search and playback tools – simple yet powerful
- Calibrated quality scores to ensure consistency and perceived fairness
- Optional speech analytics for automated quality evaluations
- Quality evaluation from the perspective of agent, supervisor, customer and automated analytics

Performance Management: Garnering rich insights into contact center people and processes relies on data from many systems and flexible tools to analyze that data. Performance Management within Aspect Via is a high performing contact center management and reporting tool used to collect, correlate and display information relevant to each user’s role and responsibilities, whether they be agent, team lead or business analyst. It provides a “single source of truth” combining data from many sources into telling metrics and KPIs, so supervisors and managers can fully assess performance and take appropriate action including targeted coaching.

- Align individual agent goals with enterprise strategic priorities
- Drill down into aggregated data to view performance management trends over time and gain valuable insights
- Set thresholds for agent performance to initiate automated alerts and coaching
- Automate feedback to agents including understandable indicators of their performance
- Utilize built-in, ready-to-use, best practices KPIs available out-of-the-box
Reporting and Analytics

Aspect Via™ provides advanced reporting and analytics to help organizations focus on operational efficiency and service strategies.

Real time dashboards supply contact center and enterprise operations with up-to-the-minute actionable interaction management, workforce management, and self-service data that can be combined with other enterprise data sources.

Once real time data is batched for historical preservation, reports can be run allowing organizations to analyze data and uncover trends to improve operations and service strategies. Additionally, reports can be customized to include valuable interaction management data from all enterprise intelligence contributors – such as the contact center, sales, marketing, workforce management and quality management.

- Measure progress toward first-call resolution, interaction-handling time and more
- Leverage up-to-the-minute and historical data through dashboards and report templates – with easy drill-down to the most granular data to fine tune contact center processes
- Comprehend drivers behind customer behavior and attitude such as churn, purchase and satisfaction
- Understand the customer journey from self-service to live assistance with complete customer engagement reporting and analytics

Speech Analytics: Team leads and supervisors now have unprecedented ability to understand what’s being said during interactions. Such engagement with their teams drive large performance changes – and happier, more productive customer engagements. Team leads and supervisors are empowered to take immediate action to improve agent performance, eliminate operational bottlenecks, ensure compliance and achieve many other enterprise objectives. Using intuitive dashboards, they also gain actionable insight into available unstructured big data.

- Sample 100% of calls rather than typical manual sampling of less than 1%
- Identify largest call drivers within your business to inject more intelligence into standard processes, saving time and resources
- Display results in a wide variety of graphs, reports and visualizations
- Use acoustic characteristics of voice call to identify trending topics
- Provide self-guided feedback loop to all members of the contact center team
Complete Cloud
Aspect Via™ is designed to ensure our customers enjoy all the benefits of Software-as-a-Service. Aspect Via is purpose-built in Amazon Web Services to deliver the capacity and infrastructure needed to keep organizations agile, including Amazon cloud virtualization techniques such as Virtual Private Cloud (VPC), Relational Database Service (RDS), Availability Zones (AZs), and Amazon S3 storage. The Via architecture also enables servicing multiple customers simultaneously across multiple regions around the world with a subscription-based pricing and billing model.

Via’s robust cloud architecture provides:

- A solid foundation for a secure, elastic, and scalable engagement center cloud service
- On-demand bursting
- Anytime, anywhere access
- A rich set of APIs to support external integrations including dashboard widgets and CRM systems

Starting the Journey to a Reimagined Customer Experience
Organizations must realize that competitive differentiation in the marketplace only comes with customer service that delights and delivers. Enterprises must align every department, every process, every employee around this idea. While it’s simple to offer this advice, Aspect realizes it has far-reaching ramifications and it can be difficult to figure out just where to start. Aspect has the people, know-how and can-do attitude that gets organizations off to a strong, productive start on the journey to re-imagine the customer experience. And wherever that journey leads, Aspect Via™ has the capabilities, design and architecture to smooth the way.

Aspect Via – the complete customer engagement center in the cloud.

Imagine the possibilities. Reimagine customer service.
Aspect Via provides a rich set of choices that combine to form that perfect mix of customer service capabilities, regardless of your organization’s size, industry or operational complexity. Further explore what’s possible and see how your business measures up. Participate in our assessment and get your best-in-class score on a host of customer engagement capability areas.


Aspect Via reflects our singular, continual focus on perfecting tools that provide businesses a sustainable edge in fostering loyal customer advocates. With native interaction management, self-service and workforce optimization capabilities, Aspect Via embodies this focus by building on our award-winning technology.
## Aspect Via™ Stands Out in a Crowd

### A Competitive Viewpoint

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<th>Attributes</th>
<th>I3 PureCloud</th>
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<th>Genesys PureEngage</th>
<th>Nice InContact</th>
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* Ratings based on Aspect’s interpretation of publicly available product collateral and analyst reports, as of October 2, 2017.*