

The logo for Aspect Web CallBack features the word "aspect" in a bold, lowercase sans-serif font on the left. To its right is a green speech bubble icon containing a white telephone handset. Further right, the word "Aspect" is written in a large, bold, uppercase sans-serif font with a registered trademark symbol (®). Below "Aspect" is the word "Web CallBack" in a large, bold, uppercase sans-serif font.

Enhance your customer's experience by providing multiple ways to contact you using current technology and at times that are convenient for them.

You've worked hard to direct customers to your website, so don't let them leave with unanswered questions. Utilize Aspect Web CallBack to give your customers an easy-to-use tool for communicating with your company. Distinguish your business from competitors with Aspect Web CallBack to deliver differentiated, remarkable customer experiences.

## Key Differentiators for Aspect

- ✓ **Empower Customers**  
Customers can control when and how they interact with you through the convenience of the web
- ✓ **Maintain Consistency**  
Provide the same level of customer service and experience through multiple contact channels
- ✓ **Reduce Customer Frustration**  
Eliminate long hold times for your customers
- ✓ **Expand Your Brand**  
Fully integrate Aspect Web CallBack into your current company branded website
- ✓ **Continue Customer Contact**  
Extend the opportunity to complete the sales or customer service process
- ✓ **Increase Efficiency**  
Targeted department call backs ensure more focused and efficient conversations with your customers
- ✓ **Simplified Integration and Deployment**  
Built for rapid deployment with minimal internal IT resources required

## Key Components

According to a Forrester study, 75% of consumers said they would likely use callback technology, more than any other emerging contact center technology which is why Aspect Web Callback makes it convenient for your customers to communicate with you simply by visiting your website.

### Standard Functionality

- Enables customers to schedule a callback at their convenience whether that is immediately or at a future date and time
- Provides the customer visibility into your contact center hours and offers them callback options based those operating hours
- Allows customer to request a specific department to ensure the proper agents are available to address their call
- Integrates into a designated website for seamless engagement with your customers

### Additional Available Functionality

- An optional module, Real-Time Wait Time, allows you to display real-time wait times for agents in your contact center, for a particular type of agent/call, or for a specific department

- The flexible design allows for additional customizations, such as passing custom data from the web to Aspect Unified IP and accommodating for additional business rules

## Key Benefits

- Differentiate your customer experience by easily integrating Proactive Outreach solutions through your own website
- Packaged Solution for rapid deployment and quick return on investment

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## Prerequisites

Aspect® Unified IP® 7.0 (or above), Standalone Server with Windows 2008 R2 (or above) and .NET Framework 4.0 (or above)

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## Service Includes

Installation of the Aspect® Web Callback service integrating with Aspect Unified IP, delivery of sample web code, application documentation and the information necessary for your web developer to easily add this application to your website.

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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).

