



Aspect® Workforce Optimization™

Your contact centre is a strategic asset for your enterprise. With the proliferation and improved effectiveness of self-service channels, simpler customer service tasks can be addressed with high customer satisfaction through automated channels such as online chats and IVRs. The skill level required to address the remaining complex interactions is being driven ever higher, so your agents and their time are increasingly valuable to the success of your enterprise. Effective workforce optimisation tools are absolutely essential if you want to deliver a great customer experience while keeping labor costs under control.

Whether your workforce optimisation needs are primarily recording and quality management, workforce management, or full-featured workforce optimisation, Aspect has a solution for you. The Aspect Workforce Optimization (WFO) suite allows you to get the most from your contact centre technology, so you can deliver the very best customer experience in a way that is cost effective for your enterprise. Aspect offers a rich portfolio of workforce optimisation tools including workforce management, performance management, recording, quality management, speech analytics and much more.

Key Differentiators for Aspect

- ✓ **Modern, icon and widget-based user interface**
Highly simplified, web-based, graphical user interface with same look and feel for all WFO components significantly increases agent engagement and productivity.
- ✓ **Centralised, shared functionality in Aspect Workforce Optimization platform**
A versatile platform that provides all of the underlying software infrastructure to build any configuration of workforce optimisation.
- ✓ **Available on-premises or in the cloud**
Deliver workforce optimisation services in the way that best fits your deployment needs whether on-premises, in the public cloud, privately hosted or hybrid configuration.
- ✓ **World-class customer support**
After your implementation, enjoy a level of service and support from Aspect that ensures your operation will continue to operate without interruption.
- ✓ **A complete contact centre offering**
Aspect understands the technology in your world, delivering an integrated, omnichannel contact centre infrastructure, as well as full-featured workforce optimisation.
- ✓ **Supports complex workflows across WFO components**
The Aspect platform enables sharing of data and pre-programmed workflows so you can get the highest value from your WFO software.
- ✓ **Top-rated workforce management features**
Consistently rated as a top provider of workforce management, Aspect ensures that your agents are always delivering the best customer experience at the lowest cost.

Key Components

• A Rich Portfolio of WFO Software Components

The Aspect® Workforce Optimization™ (WFO) suite gives you outstanding insight into your customers, your employees and your operations so you can take immediate action to ensure the best use of your resources. Aspect includes the following integrated software components:

- Recording
- Quality Monitoring
- Performance Management
- Text Analytics
- Coaching
- Gamification
- Speech Analytics
- Workforce Management

With the Aspect Workforce Optimization suite, you'll have all the tools you need to run an efficient contact centre, delivering high-quality interactions to customers.

• A Modern User Interface on the Aspect Platform

Employees in all contact centre roles are provided with a single, graphical user interface for all components of Aspect WFO, sporting a modern, uniform look and feel similar to the interfaces being used by Apple iOS, Google, Android and Microsoft Windows. This responsive web design supports all popular browsers including Internet Explorer, Safari, Firefox and Chrome, and adapts to multiple display devices including PCs, laptops, tablets and smartphones of varying sizes. Unlike some other workforce optimisation providers on the market, no virus-prone plug-ins are necessary to achieve full functionality.

With this new user-focused design, Aspect has been able to remove the technology barrier between the the contact centre staff and the complexities of workforce optimisation. Agents, supervisors and other staff members can easily understand key performance details at a glance, with highly visual icons, widgets, dashboard views and screen layouts. Streamlined navigation reveals key performance details at a glance, and streamlined navigation allows the entire staff to get to specific areas of the programme more quickly and efficiently. In essence, the entire contact centre staff can accomplish their tasks with fewer clicks and in less time than has ever been possible before.

• Recording

Recording is perhaps the most fundamental of all workforce management tools and is widely used to improve customer interaction quality and compliance with the many regulations that govern contact centres. Aspect® Recording™ provides full-time recording of both voice and screen to capture 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. Aspect Recording is tightly integrated with Aspect® Quality Monitoring™ for cradle-to-grave quality management and features 256 bit AES encryption and pause/resume to enable PCI and HIPAA compliant recordings. In addition to integrations with Avaya, Cisco and Aspect ACDs, third-party recordings can be imported.

• Quality Monitoring

Aspect Quality Monitoring (AQM) offers effective ways to assess the quality of voice and text-based customer interactions drawing from multiple sources of quality including supervisors, QA analysts, customers and others. AQM supports dynamic form building, allowing more detailed discovery of behaviours that require attention. On a single web page, evaluators have access to everything they need to perform an evaluation including: flexible playback of the recording being evaluated, the evaluation form to be completed, ability to place markers at points in the recording where the evaluator noted the call could be improved, as well as the ability to attach relevant documents to the evaluation. Tight integration with the coaching features in Aspect Performance Management allows evaluators to easily prescribe coaching where it is deemed necessary. AQM also features rich calibration options that simplify the entire calibration process.

• Workforce Management

Aspect® Workforce Management™ (WFM) is a high-performance contact centre software solution that provides the forecasting, planning, scheduling, employee self-service and real-time agent tracking to ensure that all agents and supervisors are productive, engaged in their work and delivering an exceptional customer experience. Rated #1 in North America, Aspect WFM assures you are staffing the right agents, with the right skills, at the right time and helps plan and manage the performance of inbound, outbound and blended staffing resources across all customer channels. The software's core forecasting, scheduling and tracking capabilities allow organisations to accurately project future staffing requirements to support anticipated customer contact volumes, create optimised staffing plans with unique schedules for each agent, and monitor staff performance and adherence in real time throughout the working day, so staffing adjustments and other corrective action can be taken immediately.

Aspect WFM is an important tool used by many personas in the contact centre. Agents use it to enter their personal schedule preferences, receive their official schedules and request changes to their schedules. WFM uses built-in business rules to automatically approve or reject proposed changes, so agents know immediately if their change was approved. Agents can also see the information that's most important to them on their dashboards including the day's schedule, requested changes, status of schedule trades, performance and much more. Supervisors and managers use WFM to manage the schedules of each team member, monitor agent activities vs. planned activities throughout the day and view aggregate information at the team and group levels. Workforce planners use WFM to forecast contact volumes, create official schedules that are disseminated to agents, and monitor workforce performance throughout the day. Workforce planners use the wealth of workforce data in Aspect WFM to make adjustments to forecasts and schedules, while using real-time data from the ACD to make decisions about workforce staffing in near real-time.

- **Performance Management**

Contact centres need to provide agents and teams with an unambiguous and easy-to-understand summary of how well personal objectives have been achieved and recommend training and other corrective action that will transform underachievement into success. When agents are given a clear indication of how they are performing vs. what is expected of them and/or how their peers are performing, they naturally self-correct without any intervention from a supervisor.

Aspect® Performance Management™ (APM) empowers employees at all levels of the organisation to do their best work by providing them with all the performance information they need in a format that is most useful to each employee's role. Using standardised data connectors to all the major contact centre systems, APM ingests and centrally stores historical and real-time data to create a "single source of truth" for key contact centre performance data. Using its rich analysis and presentation features, APM enables easy comparison of target performance with actual performance across all metrics and KPIs.

- **Coaching**

Agent performance is the primary determinant of the success of a contact centre. The challenge in an environment as complex as a contact centre is to identify specific agents and skills in need of improvement and then take the appropriate corrective action. Aspect Performance Management gives supervisors the information they need to understand agent deficiencies plus the capability to implement coaching to correct these deficiencies. Aspect® Coaching™ provides the tools to enable both ad hoc and automated coaching. The supervisor can set minimum performance thresholds, which if unmet, will automatically notify the agent that specific coaching is required. Likewise, from inside the scorecard, the supervisor can manually initiate coaching for individuals or entire teams based upon his or her observations. Aspect Performance Management supports simplified workflow between APM and Aspect® Quality Monitoring™. In the Scored Interactions search window in AQM, if you select a single recording where coaching was assigned, you can open the associated coaching details by clicking the icon. Within APM, you can directly open an interaction recording that has had coaching assigned to it by the evaluation performed in AQM. Aspect Coaching also provides coaching feedback from agents as well as analytics on many coaching metrics that can show how effective coaching has been for individual agents as well as the effectiveness of specific coaching actions across all agents.

- **Speech Analytics/Text Analytics**

Aspect® Engagement Analytics™ (AEA) extends your quality management process by providing a holistic view into 100% of your speech and text interactions, easily surfacing valuable and actionable insights. By turning every conversation into a source of new insights, Aspect Engagement Analytics helps improve agent quality, drive higher productivity and identify the drivers for exceptional customer experiences. AEA uses Large Vocabulary Continuous Speech Recognition (LVCSR) technology to convert recordings of unstructured speech into a structured, searchable call transcription with acoustic measurements that capture agitation, tempo and silence, as well as metadata such as agent information, IVR details, caller info, etc.

The transcript is automatically tagged with phrases that are typical in the context of the categories which are being sought (e.g., proper greeting, dissatisfaction, empathy, politeness, etc.). For example, if politeness is a conversation category that is important, encountering the words, "How may I help you" would be tagged with the politeness category. After tagging phrases, conversations can be scored, trends can be monitored, and issues can be tracked. Finally, action can be taken on the latter scoring; for example, automated coaching might be issued, or data could be analysed in more detail or exported to a third-party application.

- **Gamification**

Contact centre managers are increasingly recognising that agent happiness and engagement is very important to productivity and delivering high-quality customer service. Gamification of agent tasks help create an environment of friendly

competition and higher morale across the board. Aspect® Performance Management™ features native gamification, so there are no third-party software, extra license fees or parallel databases to be administered. Aspect® Gamification™ allows the supervisor to create new challenges, assign specific employees to these challenges, choose rules used to determine winner and specify type of award. Agents are regularly reminded of badges already received for good performance with the Badging Widget on the dashboard. Agents and supervisors are regularly reminded of existing challenges with the Challenge Widget on the dashboard. Agents naturally stay engaged in existing contests with Metric, KPI and Scorecard Widgets that show leaderboards with rank information in graphical form, and you can make gamification more social and engaging using employee and team profiles to create online identities.

• On Premises or in the Cloud: WFO Delivered the Way You Want It

For decades, contact centre software has been installed on servers located on the customers' premises, but contact centres across the globe are increasingly recognising the compelling scalability, flexibility and cost advantages of moving their infrastructure to the cloud. Cloud delivery was a novelty just a few years ago, but has now become a strategic imperative for many enterprises. Workforce optimisation is certainly one of the most important support tools for contact centres, and with the increasing demand for cloud-based infrastructure has come the need for robust workforce optimisation delivered from the cloud as well.

Aspect has a long heritage of on-premises deployment, but as a premier provider of cloud-based services, Aspect can deliver the Aspect platform on-premises, in a hosted private cloud, in the AWS or Azure public clouds, or in a hybrid configuration of two or more of these delivery modes. Aspect is one of few providers that takes a "cloud-neutral" approach to the public cloud. We don't prefer one cloud provider over another. We can deliver our software the way customers want it.

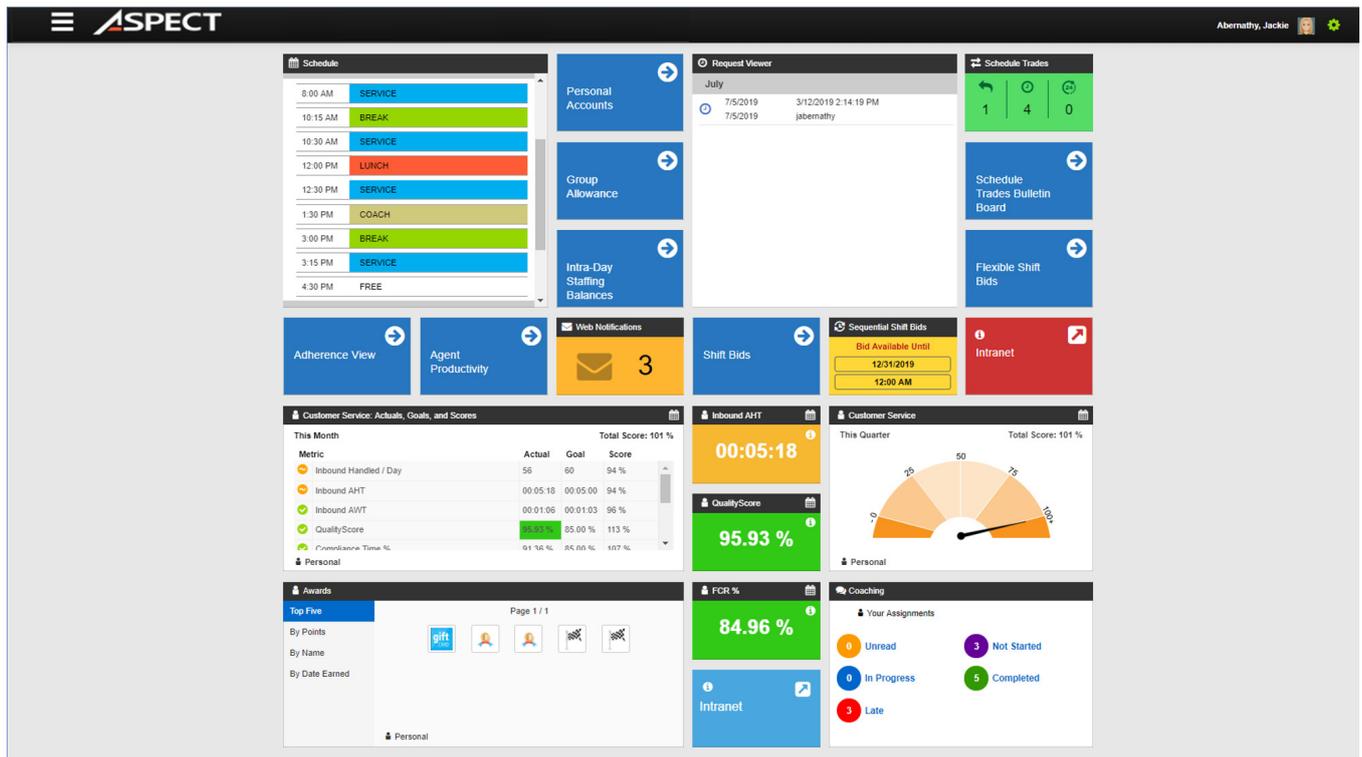
Key Features

- Modern, intuitive browser-based UI
- Inbound/outbound contact centre labor forecasting, planning, scheduling, employee self-service and real-time management
- Accurate forecasting of customer contact volumes and associated staff required
- Unlimited testing of scheduling scenarios before making schedules official
- Manage agent seats in multiple locations including outsourcers
- Easy schedule changes, schedule trades, shift bidding, trades bulletin board
- Centralised visibility into employee characteristics, preferences, schedules, and performance
- Full-time omnichannel recording and playback with pause/resume for PCI and HIPAA compliance
- Simple quality evaluations using dynamic forms, annotations, attachments and calibration
- Powerful performance management analysis, scorecards and dashboards with all agent, mentor and customer quality evaluations
- Industry-leading speech and text analytics
- Trigger coaching workflows and learning curriculums based on manual suggestions or automated KPI thresholds
- Native gamification integrated with Aspect® Performance Management™

Benefits

- Ensure that every employee is productive, engaged and working to deliver an exceptional customer experience
 - Precisely balance the competing needs of customer, agents and the enterprise while best achieving their common objectives
 - Create a positive working environment for all employees
 - Make real-time corrective staff changes to ensure SLAs are met
 - Monitor 100% of interactions for quality
 - Understand performance of individual employees and entire teams
 - Gain valuable operational insights into all interaction channels
 - Give agents a way to self-correct when their performance is poor
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- Consolidate and analyse important contact centre data from many systems
- Give agents access to highly flexible schedules
- Ensure the highest customer satisfaction at the lowest reasonable cost
- Get a fair and balanced view of all types of quality and ensure appropriate coaching happens quickly
- Minimise risk by exploring the effect of possible disruptions in demand/resources
- Shorten the learning curve of all WFO activities and improve efficiency with simple UI



Aspect Workforce Optimization Dashboard

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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>.

