



Aspect[®] Proactive Engagement Suite

Engage and delight your customers with a SaaS-based customer communication application suite that focuses on engagement vs. one-way notifications and fully automates two-way omni-channel interactions. Once notifications are sent out, customers can respond in the channel of their choice and even switch between channels as part of one seamless conversation. This easy-to-deploy suite of customisable applications is specifically designed for companies across industries wanting to proactively provide customers the information they want, when they want it and, how they want it delivered. It's all about happier customers at a time when consumers demand increasing levels of personalised service. In turn, reaching out proactively can deflect inbound calls and reduce costs.

Today, more than ever, keeping customers informed with timely and relevant information is critical. But it's no longer enough. Beyond being notified when the situation warrants, your customers are demanding that you provide them the option to respond if they so choose. Aspect Proactive Engagement Suite ensures a seamless conversation with your customers at their convenience. Where other outbound tools focus on one-way notifications, our suite focusses on engagement. You can easily develop, deploy and analyse sophisticated omni-channel engagement strategies to stay in the conversation when you are needed most. The result is exceptional proactive customer care that drives customer satisfaction, saves cost, inspires loyalty and ultimately increases revenue. Aspect Proactive Engagement Suite can help you start the conversations today, so get started now with our easy to deploy, cost effective, SaaS-based solution.

Key Differentiators for Aspect

- ✓ **Pre-configured Template Apps Following Industry Best Practices**

The Aspect Proactive Engagement Suite comes with several pre-configured applications that significantly speed up deployment and include industry best practices for outbound communications. Benefit from Aspect's domain knowledge around various verticals such as healthcare and financial services.
- ✓ **Engage, Don't Just Notify**

Without a doubt, bidirectional interactions are more productive and customer-pleasing than one-way notifications. Giving consumers the freedom and power to respond in their channel of choice, including voice, text and email, results in more profitable and longer-lasting relationships. If the customer wants to escalate an SMS conversation to voice, a simple "Call Me" reply will trigger an outbound call to the customer. As another example, a simple notification of an upcoming delivery turns into an engagement when the customer is given the option to confirm, reschedule or redirect the delivery.
- ✓ **Add Automation to your Outbound Campaigns**

Automate the entire notification process. Use automation tools to complement your agent-driven outbound campaigns without requiring additional headcount. Putting contacts on a schedule, in terms of which customers to contact and when, brings you peace of mind and less room for error.
- ✓ **Security and Compliance**

Being deployed in our mature PCI-DSS Level 1 certified data centres, Aspect Proactive Engagement solutions are inherently secure. No data passing through our systems is stored anywhere, and access is tightly restricted. Furthermore, we understand and adhere to FCC and other regional regulations around outbound customer outreach.
- ✓ **Fraud Protection**

When using Aspect Proactive Engagement Suite for adding authentication calls to your online account activation or other security-relevant processes, benefit from Aspect's dedicated fraud prevention solutions that identify and detect fraudulent activity and communicate necessary actions to both your organisation and the customer.
- ✓ **Personalised Communications**

Customer communication responses are monitored, stored and analysed to determine the best time and channel for future notifications. That means more personalised outreach for happier clients. For instance, you can personalise alerts for overdue payments or government tax reminders while sending out generic, routine notifications for topics such as the management of utility outages.
- ✓ **Reduce Cost**

Proactive consumer outreach reduces the number of inbound inquiries from customers, lowering associated resource requirements and costs.

Key Differentiators for Aspect *continued*

✓ Enterprise Integration

The Aspect® Proactive Engagement architecture effortlessly fits into and supports your current business processes so your day-to-day operations are not disrupted. We integrate with any enterprise-grade backend system.

✓ Quick Deployment

By using pre-configured template applications for outbound scenarios such as surveys and collections, and through the use of our 100% cloud, SaaS-based architecture, your business can be up and running in hours versus weeks or months for a premise-based solution. Enjoy flexibility in scaling up or down as your business needs change.

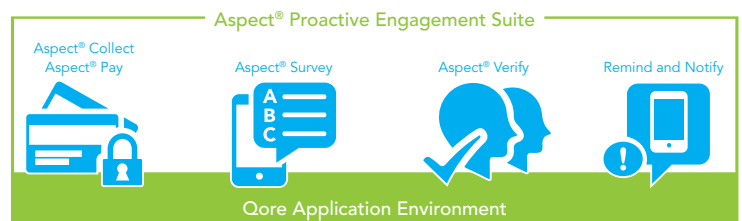
Key Components

The Aspect Proactive Engagement Suite is based on the Qore Application Environment, a powerful platform that drives all outbound campaigns and communications applications. In addition to allowing businesses to create their own, dedicated solutions, it features the following purpose-built, fully customisable applications:

- **Aspect® Survey:** Engage today's highly conversational customers with Aspect Survey to better understand consumer sentiment and then take the best immediate action for follow-up in order to head off potentially negative impacts – or capitalise on profitable upsell opportunities.
- **Aspect® Collect and Aspect® Pay:** Automate debt recovery strategies with Aspect Collect that enhance early-stage contact and improve past-due account targeting, reducing delinquencies and write-offs. Aspect Pay adds a PCI DSS Level 1 payment Gateway that accepts payments and allows the adjustment of payment card details via the automated channel of the customer's choice, without the need for agent interaction. In combination with Aspect's Advanced List Management you can further increase the opportunity to profitably interact with debtors by markedly increasing right-party contacts.

- **Remind and Notify:** It is essential for organisations to ensure their customers are kept informed. Customer retention benefits from relevant and prompt interactive notifications or reminders. This is where Remind and Notify applications can aid customer satisfaction and consequently support customer retention.
- **Aspect® Verify:** Leverage Aspect Verify for the monitoring, identification, prevention, and notification of fraudulent transactions. Notification options target both the organisation and the customer, and include system-level alerts as well as phone calls, SMS, and email. Innovative technology for fraud prevention includes detection of swapped SIM cards or diverted phone calls, resulting in a whole new level of security not achievable before.

As 100% SaaS cloud-based applications, they are all easy and fast to deploy and cost effective to implement. Discover how they can help your organisation orchestrate people, processes and touch points to deliver remarkable customer experiences.



Learn more about Aspect Proactive Engagement Suite by visiting www.aspect.com/uk/Products-and-Services/Proactive-Engagement-Suite today.

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About Aspect

Aspect's fully-integrated solution unifies the three most important facets of modern customer engagement strategy: customer interaction management, workforce optimisation, and back-office. Through a full suite of cloud, hosted and hybrid deployment options, we help the world's most demanding contact centres and back offices seamlessly align their people, processes and touch points to deliver remarkable customer experiences. For more information, visit aspect.com/uk

