



# Aspect® Mobility: Aspect® Social Self-Service™

Twitter is not only a great network for social exchange – it has also turned into a convenient platform for customer service. Deeply embedded in all major mobile and desktop operating systems, it has become a ubiquitous communications platform. Due to its restriction to 140 characters per message, consumers experience concise and to-the-point answers to simple account inquiries. More complex matters are typically moved to richer channels. Aspect Social Self-Service exploits these characteristics to offer a convenient self-service option for customers. With multi-lingual natural language support and response times of seconds, not minutes or even hours, consumers can enjoy a whole new dimension of service convenience never experienced before, without losing the human touch when needed.

**Automation on Twitter has previously suffered from poor execution and implementation that didn't have the customer experience at its core. Having seen adoption by Marketing rather than Customer Service in the early days, deployments restricted themselves to simple out-of-hours replies or 1-way marketing broadcasts without the capability to respond to customer inquiries. Consumers expect humans to respond and engage on Twitter, not only machines – let's not repeat the mistake of poorly designed, siloed IVR implementations on this social network.**

Obviously, consumers like convenient, responsive, and quick resolutions of service issues. Studies show that 70% and growing expect a response within 60 minutes – and that trend is only going to accelerate. Since Twitter is deeply embedded in iOS, Android, Windows, or Mac OS, and many apps allow “tweeting from within”, it enjoys a ubiquity like almost no other means of communication today. Also, customers have become more experienced with service options and channels available today, and know best which type of inquiry to pose on which channel – and whether a question can easily be answered through self-service or not.

Aspect Social Self-Service is an enterprise-grade solution offering self-service on Twitter with unmatched quality and accuracy. By allowing inquiries to be sent in plain English, or 15+ other languages supported today, versus rigid keywords or abbreviations only (“*how much do I owe you this month*” vs. “BAL”), it feels almost like talking to a human agent – except for offering responses within seconds, not minutes or hours. When customer questions go beyond what the automated script can provide, the conversation can be handed over to a human agent without disruption or losing context. The customer can choose to continue the dialog on Twitter, or switch to a richer channel such as phone. Any interaction that happened within the script will be populated on the agent screen to guarantee a seamless handover.

With this solution out of the Aspect Mobility Suite, Aspect helps you create remarkable micro customer experiences and “mobile moments” by giving your customers what they need - even when on the go.

If you do not yet track your customers' Twitter handles in your CRM system today, the solution can utilize 2-factor authentication by announcing a security PIN via an automated SMS or phone call and asking the customer to tweet it back. To ensure that no sensitive data is shared publicly on Twitter, the solution supports Twitter's private “DM” channel (Direct Messages). To avoid impact on your existing social service accounts, it is advisable to create a new Twitter account for self-service and market it as such – setting the right expectations is key to a successful customer self-service strategy on social channels.

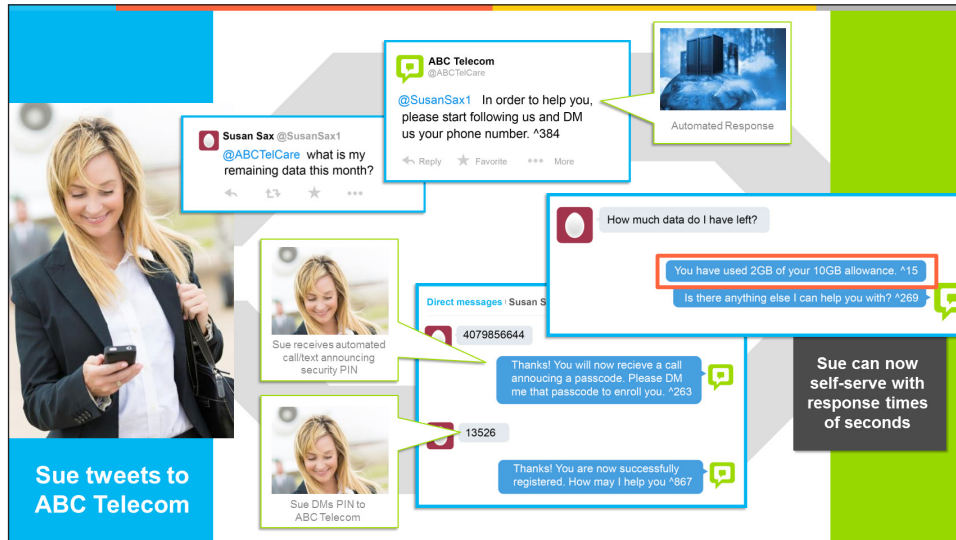
Aspect Social Self-Service is all about:

1. Serving your customers on the channel of their choice, exploiting the convenience and ubiquity of Twitter
2. Offering lightning-fast response times to simple self-service inquiries and providing an easy way to escalate to a human agent if needed
3. Improving customer experience while reducing contact center costs – a Twitter interaction is almost free for you, while a phone call with an agent can easily incur up to \$6 per interaction

The diagram on the right shows the flow of authenticating and posing questions on Twitter:

### Integration and Deployment

Aspect® Social Self-Service™ applications are built on the award-winning Voxeo® CXP™ platform. It integrates with any enterprise backend systems such as Siebel, Salesforce.com, or Oracle to allow read-and-write access to your business data, and provides out-of-the-box reporting and analytics to track and understand customer behavior and application performance.



It ties into Aspect® Social or any other social customer service platform to provide continuity of service and access to human help when needed. Furthermore, Voxeo CXP integrates with Aspect® Unified IP® to allow the escalation to a phone call or any other supported channel should the customer dialog require it.

The solution can be deployed in the Aspect cloud, or installed as on-premise software. Customers can choose to be trained on the use of Voxeo CXP to create and manage the self-service applications, much like you are managing your IVR system today, or engage with Aspect Interaction Enablement Services to provide a turn-key solution.

### Key Value Propositions

- ✓ **Reduces inbound call traffic**  
By offering a convenient self-service option on a ubiquitous communication channel
- ✓ **Integrates with existing social service strategy – Offers automation as a complement to your existing social customer service offerings**  
Integrates with Aspect Social and any other social service platform to offer human help when needed
- ✓ **Improves the customer experience – Be where your customers are and provide convenient and fast support**
- ✓ **Available in 15+ languages**  
English, Arabic, Chinese, German, French, Hebrew, Indonesian, Japanese, Korean, Malay, Spanish, Pashto, Persian, Portuguese, Russian, Thai, Vietnamese, Urdu
- ✓ **Cloud and on-premise**  
Offers deployment flexibility through SaaS and on-premise options, plus a hybrid model to complement any on-premise platforms

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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 optimization, and back-office. Through a full suite of cloud, hosted and hybrid deployment options, we help the world's most demanding contact centers and back offices seamlessly align their people, processes and touch points to deliver remarkable customer experiences. For more information, visit [www.aspect.com](http://www.aspect.com).

