



Customer Self-Service on Facebook Messenger

Your customers are active on Facebook Messenger – the platform averages over 800 million monthly active users. Engage them on this familiar channel for customer acquisition, service, and support. Aspect's unique approach, backed by Artificial Intelligence (AI) and Natural Language Understanding (NLU), routes your customers' questions to answers, no matter whether that answer is in your knowledgebase, your CRM, on the Web, or needs the expertise of one of your agents.

800 million people are active monthly on Facebook Messenger – across age groups, demographics and geographies. It's hard to imagine a more cost effective, far-reaching channel for serving, supporting and acquiring customers.

Unlock the full potential of Facebook Messenger as a self-service channel, backed with contact center integration for agent-assisted service when needed.

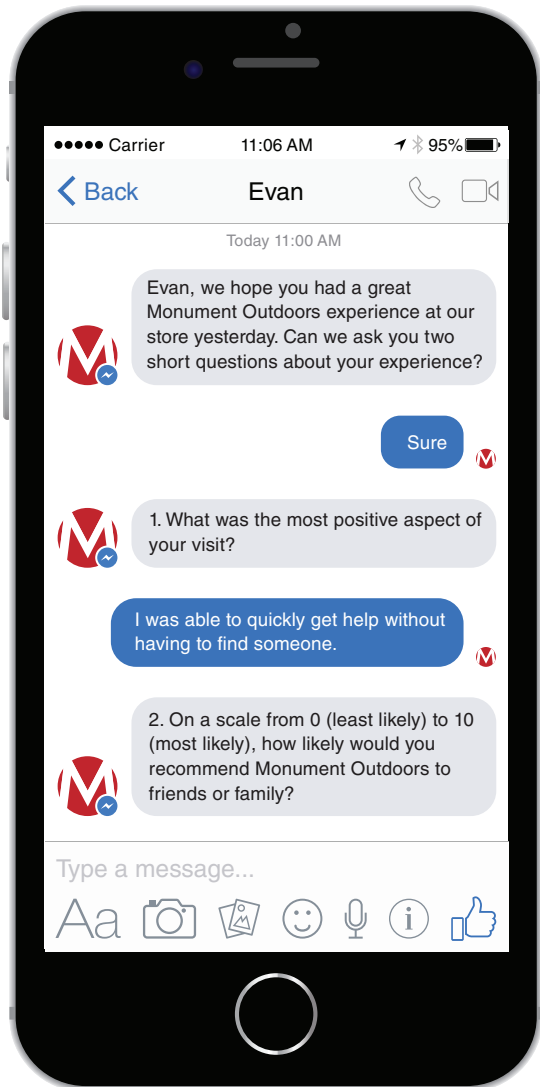
Key Differentiators for Aspect

- ✓ **Integrated**
Implement Facebook Messenger self-service alongside your existing contact center and self-service solutions, even if you aren't an Aspect customer.
- ✓ **Easy**
Customers can opt in to outbound messages like notifications, payment reminders, or sales promotions, and ask questions using natural language versus cryptic commands known from dated text services, powered by Aspect Natural Language Understanding (NLU).
- ✓ **Seamless**
Aspect Experience Continuity provides a seamless transition from self-service to agent assistance, or when customers wish to transition to or from a different interaction channel such as voice – whatever it takes to get the customer an answer.
- ✓ **Low Cost**
Self-service text interactions can be delivered at 1/10 the cost of IVR and 1/100 the cost of agent assistance.
- ✓ **Flexible**
Benefit from extremely short time-to-market through Software-as-a-Service model, or deploy the solution on your premise, behind your firewall.

Advantages of Facebook Messenger for Enterprise Self-Service

Six of the top ten apps used on a regular basis are messaging apps – and 800 million people, or 11% of the earth's population, are monthly active users of Facebook Messenger. Recognizing its potential to transform communications, Facebook even made it a standalone product that doesn't require a Facebook account. With Aspect, you can engage with your customers via Messenger to deliver robust, two-way self-service text interactions.

Just like interactions over other text-based messaging channels like SMS and Twitter, interactions over Facebook Messenger are easily delivered over mobile devices, secure with identity authentication, robust enough to handle many common tasks like order status and account balance checks, and persist on the user's device for later reference, e.g. to check back on a confirmation number.



An additional advantage of the Facebook Messenger platform is built-in eCommerce capabilities that support payments. All of these features give Messenger an edge over traditional channels like email and web chat.

Messenger is a natural fit for proactive outbound interactions as well as inbound inquiries. Use Messenger to make sales – for example, a retailer might post this season’s must-have fashion accessories to Facebook and easily facilitate orders via Messenger – and to engage with customers to set appointments, deliver in-store or online promotional info, administer surveys and handle inbound customer service inquiries.

With the power of Aspect’s Natural Language Understanding technology (NLU), you can train your automated self-service model to use Messenger to handle complex questions naturally, just like a text-based conversation with a live agent. And when agent assistance is needed, conversations can be transferred seamlessly with full contact center integration and appropriate routing to the right agent.

For increasing brand engagement, service, support, and listening to the voice of your customers, Messenger integrates into your existing self-service and contact center initiatives to provide service on one of the most popular messaging channels being used today. Contact Aspect to learn more about our vision for self-service via Messenger and how your customers can use it 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 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.

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