SOLUTION SPOTLIGHT

Interactive Text Response: The Key to Re-Imagining Customer Self-Service

Communicating with text is now second-nature. Text is conversational, convenient, familiar and fast. It includes mature forms like SMS and social media channels, as well as newer messaging applications like WhatsApp.

In a recent consumer survey, over 70% of people told us they want the ability to solve product and service issues by themselves using their preferred communication method. Therefore, text-based self-service is the foundation of a re-imagined customer service strategy. And the foundational technology to implement that strategy is Aspect® CXP™ which leverages automation and natural language understanding and unlocks the power of text for your brand.

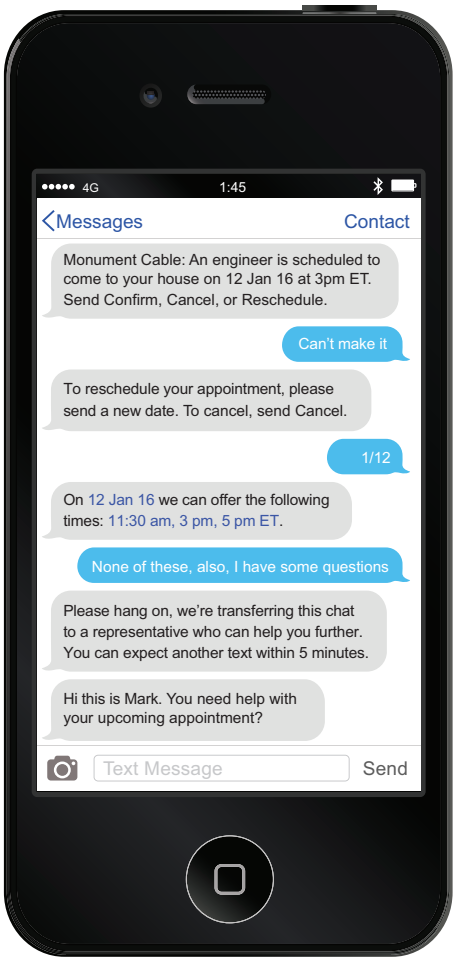
Text is the New Talk

Texting is now second-nature. We're accustomed to the many advantages that text-based interactions have over voice: we can multi-task more easily and converse at our own convenience, easily have unobtrusive conversations in noisy (or quiet) environments and we have an archive of the conversation when we need to reference important information. And because of the character limitations of texts and tweets, we also get to the point faster.

The advantages of text are just as relevant when providing consumer self-service. Instead of thinking about text channels as a way to provide one-way notifications, think of them as a way to provide convenient, personalized, relevant and to-the-point inbound and outbound self-service dialogues. *Because they are designed with the consumer in mind, these automated self-service conversations form the foundation of a modern customer service strategy.*

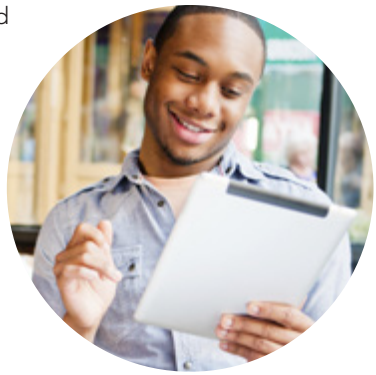
Text Re-Imagines Customer Service

The popularity of text channels underscores how enterprises must embrace consumer technologies in customer communications. There has never been a faster or easier way for customers to get answers quickly, and on their terms. And these natural-language text interactions increase the likelihood of first-contact resolution before those customers ever talk to an agent.



A typical use of Interactive Text Response utilizing SMS and natural language recognition: appointment reminders and rescheduling.

Inbound, customer-initiated uses of text self-service are usually straightforward. For example, a retail customer may want to see if an order has shipped, or a mobile phone customer may want to see how much data her plan has remaining for the current month.



Even these simple inquiries are significant engagement and conversational opportunities. For example, when a customer checks her mobile data usage, a follow-up automated dialogue could offer a promotional rate on a one-time increase to the size of her data plan. She can accept with a natural language response like "Yes please" or "Okay". The customer gets a deal that increases her satisfaction, and the provider has an easy up-sell.

On the outbound side, notifications are used extensively for appointment reminders, outage warnings, order and delivery information and many other applications. Rather than being *one-way* notifications, these outbound messages can also become an opportunity to create *two-way* conversations.

This means there's no reason to start a message with the dreaded "Do Not Reply." Interactions such as changing an appointment after receiving a reminder can be easily handled in an automated, text-based, natural language dialogue. If the interaction becomes unexpectedly complex, your live agents can seamlessly "step in" with context.

Text Delivers Amazing Results

By providing answers to questions, the results of offering self-service via conversational, automated interactive text response is nothing short of amazing. The customer gets their answer on their preferred channel, without waiting, and without an agent. When customers are happy, retention, up-sells and cross-sells are easier. And their goodwill also increases loyalty and your brand value.

Aspect has the vision, understanding and subject-matter expertise to effectively deliver engaging, automated and unified text self-service for your brand. With Aspect® CXP™, we power conversational self-service dialogues that connect your customers' questions to answers with less friction than ever before.

Aspect CXP makes it easy to deliver two-way self-service in natural language. It decreases costs, with the ability to design dialogues for one channel like SMS, and easily re-deploy them on any additional preferred channels. It even maximizes agents' value, by resolving common questions before they reach an agent. The overall result is improved customer satisfaction – resulting in higher customer retention and value for your brand.

How Text Re-Imagines Self Service

- **From Synchronous –> Asynchronous – Customer-paced communication**
- **From Lengthy –> Concise – Character limits keep dialogues focused**
- **From Limited –> Ubiquitous – Tolerant of network coverage issues, silent and ideal in quiet or noisy environments, more tolerant of network coverage issues**
- **From Temporal –> Persistent – Easy to reference conversation histories**
- **From Costly –> Inexpensive – Automated text is a fraction of the cost of IVR or agent assistance**

Corporate and Americas Headquarters
2325 E. Camelback Road,
Suite 700
Phoenix, AZ 85016
+(1) 602 282 1500 office
+(1) 602 956 2294 fax

Europe & Africa Headquarters
2 The Square, Stockley Park
Uxbridge
Middlesex UB11 1AD
+(44) 20 8589 1000 office
+(44) 20 8589 1001 fax

Asia Pacific & Middle East Headquarters
7 Temasek Boulevard
#08-02 Suntec Tower One
Singapore 038987
+(65) 6590 0388 office
+(65) 6324 1003 fax

About Aspect

Aspect helps enterprises break down the walls between people, processes, systems and data sources, empowering organizations to unite around the customer journey. Our customer engagement center offers native interaction management, workforce optimization and self-service capabilities that drive dynamic, conversational interactions and create a truly frictionless omni-channel customer experience. Leveraging all the benefits of the cloud and over 40 years of industry ingenuity, Aspect conveniently and easily connects questions to answers while helping enterprises keep service levels high and operational costs contained. For more information, visit **www.aspect.com**.

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