


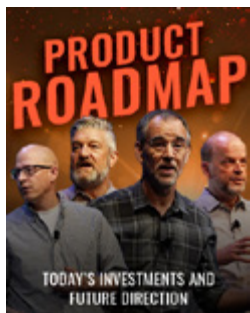

Action!

ACE 2020

September 22-24, 2020

Check back often for updates and additions

FEATURES

<p>Tuesday, Sept. 22 10:00 am - 11:00 am <u>EDT</u></p>	<p>Feature #1: Lifetime Loyalty by the Numbers <i>Starring: Patrick Dennis, President and CEO, Aspect</i></p> <p>Patrick Dennis will shed light on Aspect Software’s business strategy and details behind the mission to help enterprise organizations build and nurture a customer experience that drives lifetime loyalty among their consumers.</p>	
<p>Wednesday, Sept. 23 10:00 am - 11:00 am <u>EDT</u></p>	<p>Feature #2: Product Roadmap – Today’s Investments and Future Directions <i>Starring: David Funck, Chief Technology Officer, Aspect; Michael Harris, Chief Product Officer and CMO, Aspect; Pete Lavache, VP, Product and Program Management, Aspect & Michael Kropidlowski, Sr. Director, Product Marketing, Aspect</i></p> <p>Michael Harris will host Aspect’s product and technology leadership team in a deep dive on innovations that will match product enhancements with customer needs to deliver world-class Enterprise Contact Center solutions.</p>	
<p>Thursday, Sept. 24 10:00 am - 11:00 am <u>EDT</u></p>	<p>Feature #3: ACE Keynote Presentation <i>Starring: Robert Herjavec, Panelist on ABC’s Shark Tank, Best-selling Author, and Entrepreneur</i></p> <p>You may recognize Robert as a leading Shark on ABC’s Shark Tank. As a dynamic entrepreneur, Robert founded Herjavec Group, one of North America’s fastest growing technology companies. Today, Herjavec Group is recognized as a global leader in information security specializing in managed security services, compliance, incident response and remediation efforts for enterprise level organizations.</p>	

BEHIND THE SCENES

These sessions are open to Customers and Partners only.

<p><i>Tuesday, Sept. 22</i> 11:00 am - 12:30 pm <u>EDT</u></p>	<p>Product Directions & Roadmap – Aspect® Workforce Management™ Starring: Bob Moore, Sr. Manager - Product Marketing, Aspect & Eric Hagaman, Sr. Product Manager, Aspect</p> <p>Aspect Workforce Management (WFM) software is the most widely used WFM solution in North America because of its rich and flexible features. We will look at how contact center needs for WFM are changing (especially with the recent pandemic) and how those changes are helping to shape the product roadmap for Aspect Workforce Management software. We will also solicit your ideas about the direction of the product in this highly interactive session. If you currently use Aspect WFM, don't miss this session.</p>
<p><i>Tuesday, Sept. 22</i> 2:00 pm - 3:30 pm <u>EDT</u></p>	<p>Product Directions & Roadmap – Aspect Via® Platform Starring: Don Hudecek, Sr. Product Manager, Aspect; Tyler Hinton, Product Marketing Manager, Aspect & Jerimiah Rudden, Product Manager, Interaction Management, Aspect</p> <p>The Aspect Via Platform is the only Enterprise Cloud Contact Center solution that scales to meet the needs of large organizations and delivers proven, best-of-breed Contact Management and Workforce Optimization capabilities to help companies build lifetime customer loyalty. In this interactive session, hear from product managers as they discuss the future of our best-of-breed contact management applications as well as the Aspect Via Platform, and provide input on what capabilities could be added to better support your contact center's needs in the future.</p>
<p><i>Wednesday, Sept. 23</i> 8:30 am - 10:00 am <u>EDT</u></p>	<p>Product Directions & Roadmap – Aspect® Unified IP® and Advanced List Management™ Starring: Don Hudecek, Sr. Product Manager, Aspect; Tyler Hinton, Product Marketing Manager, Aspect & Jerimiah Rudden, Product Manager, Interaction Management, Aspect</p> <p>Hear from Aspect's product managers as they discuss current customer engagement and contact center operations trends and how Aspect Unified IP and Advanced List Management help solve these challenges, both now and into the future. Learn about upcoming release plans, platform updates and future initiatives and how they can make a positive impact on your contact center.</p>
<p><i>Wednesday, Sept. 23</i> 2:00 pm - 3:30 pm <u>EDT</u></p>	<p>Product Directions & Roadmap – Aspect® CXP™; Aspect® Prophecy™ Starring: Ricardo De Biase, Product Manager, Aspect & Zach Morrison, Product Marketing Specialist, Aspect</p> <p>AI, NLU, chat bots, voice bots... the industry is full of buzzwords about the next generation of customer engagement tools. Automated customer interactions no longer need to follow narrow dialog paths through an IVR or web page, but instead allow for intuitive, natural language-based conversations - in text and messaging channels as well as in voice-enabled channels such as IVR. In this presentation, we will explain Aspect's strategy to embrace these technical advances, show what's possible today, and our future roadmap.</p>
<p><i>Thursday, Sept. 24</i> 11:00 am - 12:30 pm <u>EDT</u></p>	<p>Product Directions & Roadmap – Aspect® Performance Management™; Aspect® Quality Management™ Starring: Bob Moore, Sr. Manager - Product Marketing, Aspect & Andrew Baker, WFO Product Manager, Aspect</p> <p>Aspect Performance Management (APM) is a valuable performance and analytics application that provides deep visibility into important KPIs and the ability to act to improve agent performance and the customer experience. Aspect Quality Management (AQM) allows you to effectively assess the quality of the service you provide to your customers, and creates more efficient and seamless processes in coaching, calibrations, and evaluation. In this session, we will discuss how these products are evolving and seek your ideas on what new features we should be building into APM and AQM. Join us for this interactive session.</p>

ANALYST ROUNDTABLES

<p>Wednesday, Sept. 23 3:30 pm - 4:30 pm <u>EDT</u></p>	<p>Analyst OPEN Roundtable: Future of the Contact Center Starring: Sheila McGee Smith</p> <p>Aspect is pleased to welcome Sheila McGee-Smith, the founder and principal analyst at McGee-Smith Analytics, a leading communications industry analyst and strategic consultant with a proven track record in new product development, competitive assessment, market research, and sales strategies for communications solutions and services. Her insight helps enterprises and solution providers develop strategies to meet the escalating demands of today's consumer and business customers.</p>
<p>Thursday, Sept. 24 2:00 pm - 3:00 pm <u>EDT</u></p>	<p>Analyst OPEN Roundtable: How The Changing Nature of Contact Center Work Can Impact You + 2021 Early Predictions Starring: Kate Leggett, VP, Principal Analyst Serving Application Development & Delivery Professionals</p> <p>Rapid technology innovations are one of the key factors that have changed the way customers expect service today. Automation and AI may help take care of the easy tasks, but are you aware that they may not actually save you money? It's important to remember that the telephone still remains the primary choice for escalations, putting more and more stress on agents. What is the best way to not only ensure you hire the right agents, but also support their needs? Kate will share recommendations and research from collaborating with hundreds of contact center leaders across the globe. Plus you'll get a sneak peek into Kate's 2021 customer service predictions!</p>

ROUNDTABLES

Please note: Roundtable Sessions are repeated in multiple time zones and are limited to 10 participants. These session will be filled on a first-come, first-served basis, with priority seating given to early ACE registrants.

ASUGA Meet and Greet

Featuring: The ASUGA Board

Open House with the Aspect Software User Group Association. Each ASUGA session will be facilitated by an ASUGA Board Member. Come to hear about the value of joining ASUGA and the activities you can participate in today.

Automating Your QA Process with Speech Analytics

Featuring: Steve Chirokas, CallMiner

Speech analytics is increasingly being welcomed as an essential tool for optimizing both the quality of agent-customer interactions and the customer experience. In this roundtable, we will discuss how users are getting value from their speech analytics solutions and how they can fully unleash the true potential for speech analytics with an understanding of best practices.

Better Strategies for Debt Collection

Featuring: Don Hudecek, Sr. Product Manager, Aspect

Customer engagement is the key to recovering more debt, and it's more important than ever to rethink the debtor experience. Keeping customers informed about overdue debt, and empowering them to take control of their financial situation provides better outcome for debtors and the organizations they owe money to. In this roundtable, we will discuss best-practices to keeping customers engaged in the debt resolution process, and how making their experiences better can lead to more recovered revenue.

Business Continuity Planning & Design

Featuring: Jason Macres, Manager, Product Management, Aspect

Business Continuity Planning is more important than ever. Virtually every contact center's business continuity plan was tested as a result of the global pandemic. Join us as we discuss how organizations adapted to face the challenges presented by COVID-19, and how business continuity plans can be improved to prepare for future outages or disasters.

ROUNDTABLES (CONTINUED)

NLU Optimization Practices

Featuring: Ricardo De Biase, Product Manager, Aspect

Best practices on how to improve NLU engine recognition and present vendor(s) that can assist customers with training data for the bots.

Self-Service Engagement Strategies

Featuring: Ricardo De Biase, Product Manager, Aspect

Join this roundtable to discuss how companies have designed and implemented omnichannel strategies for customer engagement, from speech-enabling IVR systems, to integrating them with text messaging solutions, all the way to complex scenarios including text, mobile web, and social media channels.

Taking WFM to the Public Cloud

Featuring: Eric Hagaman, Sr. Product Manager, Aspect

There is a growing consensus that the future of contact center software is ultimately Software as a Service (SaaS) delivered from public cloud providers such as Amazon Web Services and Microsoft Azure, with WFM often being the solution that is first to be migrated. But customers are divided on this issue. In this session we'll hear from members of the roundtable that have made the transition to cloud and those that think it's not likely to happen for them anytime soon. We'll try to reconcile the differences of opinion and understand what the underlying barriers and drivers really are.

The Importance of Self-Service During a Pandemic

Featuring: Ricardo De Biase, Product Manager, Aspect

With more agents unlikely to return to a traditional contact center space, let's discuss how self-service strategies can benefit your business during these uncertain times.

The Uncertain Future of the Contact Center

Featuring: Eric Hagaman, Sr. Product Manager, Aspect

We live in a time of great uncertainty about how safe it will be to return to a traditional centralized contact center model or whether we should keep the workforce at home. In this roundtable, we will discuss the realities of work-from-home vs. the office and solicit the real-world experiences of the participants.

Thinking About a Move to Cloud? Transitioning from Premise CC to Cloud

Featuring: David Funck, Chief Technology Officer, Aspect

Cloud contact center software offers organizations improved flexibility, reliability, scalability, and cost savings. Yet, many contact centers that would like to move to the cloud struggle to define a path forward. This roundtable will focus on how to move from an on-premises contact center software deployment to a cloud contact center, and what that process looks like.

Work-From-Anywhere Best Practices

Featuring: Ed Berndt, Chief Customer Officer, Aspect & Eric Hagaman, Sr. Product Manager, Aspect

Many employees are now working remotely, and we have had several months to learn what works and what does not. In this roundtable, we will discuss the real-world trials and tribulations of work-from-home contact centers and collectively identify those practices that seem to work best.

[Register now](#) for ACE Anywhere 2020!