

Do You Know the True Cost of IVR Migration?

Can you afford to migrate to a standards-based solution? Can you afford not to?

An IVR built on open industry standards delivers flexibility and functionality that is not possible with legacy voice platforms. Companies that have invested in migration are realizing a return on their investment in the form of customer loyalty, agility, lower operational costs and overall competitive advantage.

Cost Savings Include:

Capital Costs: Eliminate capital expenditures with Aspect cloud hosting and on-premise lease options for both the Prophecy multi-channel communications platform and CXP Application Lifecycle Management suite. Aspect runs the largest worldwide VoiceXML hosting platform with multiple data centers across the United States, Europe and Asia. For customers who choose to go with a traditional premises deployment, **Aspect Prophecy offers a 10x performance advantage over our competitors.** Prophecy runs on commercial off-the-shelf hardware without the need for expensive Dialogic cards, and supports Linux, Windows and Mac OSX.

Development Costs: Aspect solutions are built on open web standards, which means hard-to-find employees with specialized skills aren't required to build and maintain applications. Aspect also offers CXP, a powerful yet easy-to-use graphical user interface for creating, testing and deploying multi-channel self-service applications. With CXP, a company's IVR application, business logic and backend integrations can be reused to deliver self-service over SMS and USSD (text), mobile web, smartphone apps and social networking sites like Twitter. CXP features reusable building blocks, VUI design tools and automatic application documentation.

Operating Costs: The total cost of ownership (TCO) of aging IVR platforms and applications continues to rise. **Aspect Prophecy and our CXP Application Lifecycle Management suite ease ongoing application maintenance with centralized monitoring, deep analytics and reporting.** Aspect CXP has been proven to save customers up to 80% in maintenance and lifecycle management costs. Unlike proprietary systems, application moves, adds and changes are easily performed in-house by your existing IT staff. Additionally, hosting options and managed servers enable companies to focus on delivering a better application, not the underlying technology. With native SIP support, Aspect also facilitates migration to next generation IP and converged networks.



One customer saved over \$300M in the last 6 years by implementing Aspect-powered multi-channel self-service applications.

Opportunity Costs: Retaining a legacy environment adds complexity, reduces flexibility and limits enhancements to the customer experience. Aspect provides everything needed to deliver omni-channel self-service that drives customer loyalty and revenue. Dynamically adapt and personalize your self-service applications to remove extraneous menu options, provide targeted reminders and offers, and streamline customer access to information. You'll not only delight your customers, but also reduce transfers to expensive agents. Additionally, the ability to seamlessly automate self-service over voice, text, mobile web and social channels addresses shifting communication preferences while introducing additional low-cost, high-value interactions. Finally, a modern platform enables companies to deliver intelligent outbound IVR and text notifications, reminders and targeted opt-in offers.

Aspect Offers a Migration Acceleration Promise Built On:

- 1 Experience.** Over the past eleven years Aspect has helped numerous customers replace their aging IVR platforms and applications with a modern Unified Self-Service solution. We've been involved in the launch of thousands of applications and have developed core expertise that is naturally deeper than companies who handle IVR as an add-on. Aspect offers guidance and support through the entire migration process.
- 2 Standards.** Aspect provides 100% compliant VoiceXML and CCXML, native SIP, support for web services and more to simplify development, ease integration and speed deployment. Aspect offers the only platform that is 100% VoiceXML compliant, having passed every mandatory and optional VoiceXML certification test.
- 3 Aspect CXP Application Lifecycle Management.** CXP simplifies migration with a rich GUI development interface, reusable building blocks, and automated conversion and testing tools that ease the move from legacy environments and help ensure no future lock-in. CXP is available for deployment on premise or in the cloud with per-minute pricing and no CAPEX.

4 Automated Conversion Tools. For those migrating from certain platforms, Aspect has conversion tools and partnerships in place that make the process even more streamlined. For example, CXP Migration Manager can convert about 95% of Nortel PeriPro building blocks over to Aspect CXP, reducing the hand coding needed to complete the conversion to an absolute minimum.

5 Flexibility. Use Aspect's multi-platform support to maintain an existing IVR system or multiple systems while migrating. CXP further facilitates consolidation of disparate platforms with a standards-based application development and maintenance environment that supports nearly every IVR platform on the market. The solution has been used by large enterprise and service providers to ensure uninterrupted, seamless migration of existing services.

6 Resources and Training. Access whitepapers, best practices and our online developer community, which includes documentation, tutorials and sample apps. Plus, Aspect University delivers a range of in-depth training.

7 Unparalleled Customer Support. Aspect provides expert 24x7 support and passionate problem solving. We are serious about support and are proud to have a Net Promoter Score (NPS) that far surpasses our competitors.

Use IVR and omni-channel self service solutions to:

- **Shift IT focus from maintenance to customer-centric innovation**
- **Speed time to market with easier development, simplified integration and deployment, and in-house control over ongoing moves, adds and changes**
- **Gain the control needed to quickly address issues, opportunities, business requirements and regulations**
- **Use proactive customer care to drive loyalty and streamline interactions**
- **Personalize customer interactions to deliver differentiated service and increase IVR containment**
- **Address changing customer communication preferences with a single solution for IVR, text, chat, mobile web and social channels like Twitter**
- **Improve the customer experience with actionable cross-channel analytics and consolidated reporting**
- **Deliver a continuous customer experience when customers change channels or when they transfer from self-service to agent assistance**

Call Aspect today at 855 488 5863 or email us at sales@aspect.com for your FREE Migration Analysis.

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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.

