



SMS-enabled Toll-Free Numbers (TFNs)

Learn about the advantages of SMS-enabling your TFN with Aspect to deliver cost-effective and convenient omni-channel consumer engagement.

Today's customers want choices. They may prefer to interact with your business via traditional phone calls, mobile apps or text-based interactions. By SMS-enabling your toll-free number (TFN), customers can reach you via voice or text – on the same number.

Key Differentiators for Aspect

- ✓ **Leverage Your Existing TFN**
Streamline customer interactions by supporting voice and text interactions over the same number
- ✓ **Fast Deployment**
Unlike SMS short-codes, getting started with a TFN is fast and easy
- ✓ **Low Cost**
Far less expensive than SMS short codes
- ✓ **Scalable**
Support 50 messages per second, per phone number
- ✓ **Flexible**
Adding SMS as a self-service channel improves customer choice and convenience, and facilitates omni-channel self-service applications
- ✓ **Seamless**
When SMS self-service interactions require agent assistance, empower agents to immediately help within the SMS channel or via call-back, with continuity and context

Advantages of SMS-enabled TFNs

Increasingly, customers prefer self-service versus talking to an agent – a full 70% of customers, in our recent research, indicated they would rather be able to solve product and service issues on their own. A similar percentage indicated they would prefer to text, not talk. A SMS-enabled TFN empowers you to deliver robust, two-way self-service text interactions. Customers have the additional choice and convenience of text, over the same number they already use to contact you.

SMS-enabled TFNs facilitate easier customer experiences and omni-channel customer service, for inbound and outbound automated interactions. For example, a customer who has opted in to receive appointment reminders would receive their reminder via SMS, with the capability to reschedule via the channel of their choice – in the SMS channel, via a link to a mobile web app, or by calling your toll-free number.

With natural language understanding (NLU), customers can have natural and conversational dialogues via SMS – improving their overall customer satisfaction and resulting in lower costs when more customer inquiries are contained

and resolved via automated self-service. And when agent assistance is required, Aspect Experience Continuity empowers agents to pick up the conversation in the text channel, exactly where the customer left off – or to give the customer a call back and seamlessly continue the interaction via voice.

SMS-enabled TFNs also offer advantages over SMS short codes. Short codes can be difficult to acquire and costly to maintain service, with approval often requiring several months. SMS-enabled TFNs have a very short turn-around time – usually a matter of days – with costs similar to those of sending SMS over normal phone numbers (DIDs).

It is easier and more affordable than ever before to make SMS-based automated customer service applications a part of your overall omni-channel consumer engagement strategy. Contact Aspect to learn more about SMS-enabling your TFN and creating engaging self-service experiences.

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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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