



# 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 is on a mission to simplify and improve customer engagement. Our enterprise software is used by millions of agents every year and supports billions of consumer interactions around the world. Our best-of-breed contact center and workforce optimization applications help companies keep agents engaged while providing exceptional customer service experiences. Our flexible, highly scalable solutions for self-service and live interaction management and workforce optimization are available on-premises or in any hosted, private or public cloud environment. For more information, visit [www.aspect.com](http://www.aspect.com). Follow Aspect on Twitter at [@AspectSoftware](https://twitter.com/AspectSoftware). Read our blogs at <http://blogs.aspect.com>.

