

# Seamless Customer Service™

## Unified Communications Application for the Contact Center



**Whether you're servicing customers or selling products and services, your success depends on your ability to respond to your customers and to changing market conditions. Yet, reacting to increasingly dynamic conditions and strategies is often a struggle.**

Providing customers with voice self-service options, while ensuring that they don't have to repeat information to an agent, is a complex undertaking. Responding to inquiries that require expertise from outside of the contact center can give rise to costly, time-consuming transfers and callbacks. Managing this dynamic environment necessitates that you analyze sometimes conflicting metrics from disparate applications, each of which generates its own report. And, absorbing increasing call volumes while managing within flat year-over-year budgets, is most likely what you're up against.

Seamless Customer Service is a unified communications (UC) application for the contact center that unites inbound routing and voice portal capabilities to reduce cost-per-customer inquiry. It delivers a new way to coordinate self service with assisted service to improve first call resolution and enhance the overall customer experience.

Whether your contact center is centralized or distributed, Seamless Customer Service brings your business rules, hard-learned best practices and administration into a centrally managed platform. Unifying command and control of your contact center operations reduces costs and simplifies training for managers and supervisors.

- Orchestrate the desired customer experience with user-friendly tools.
- Transfer data seamlessly from self service to live agent with screen pop to the agent desktop.
- Engage expert agents with presence via Microsoft® Unified Communications to improve first call resolution.
- Measure customer satisfaction with automated post-call surveys.
- Gain visibility into self service and live agent contacts via real-time and historical reporting.

## Reduce Cost and Complexity by Eliminating Computer Telephony Integration (CTI) Expenses

Legacy interactive voice response (IVR) systems often fail to share information gathered from customers. Making disparate IVRs and automatic call distributors (ACDs) work together requires complex CTI, if it can be done at all. Keeping current with the latest product releases and programming interfaces becomes a full-time job for a single site, let alone when distributed across multiple sites. And, when something breaks, troubleshooting problems means deciding what product is to blame and then coordinating multiple vendors to find a resolution.

Seamless Customer Service™ unites inbound routing and voice portal capabilities to reduce your cost-per-customer inquiry, and eliminate the complexity of maintaining and integrating legacy point solutions. Capabilities include:

**Voice Portal** – deliver rich voice self-service applications, either premise-based or hosted, leveraging VoiceXML-based speech applications. When your customer needs to speak with a representative, the information gathered during the self-service session is made available to your customer service agent, enhancing the overall customer experience. Callers are managed through tools that visually script and monitor your customer's experience using standards-based speech or touch tone for self service.

**Inbound Routing** – deploy advanced routing strategies across inbound and voice portal to deliver a consistent experience for customers moving from self service to live agent assist. Apply dynamic business rules across your enterprise to respond to changing market conditions and consumer demands. Seamless Customer Service intelligently routes contacts to available agents based on the customer profile, service level goals and agent availability. Advanced features include:

- *Skills-based Routing* – match your customers with the most appropriate available agents.
- *Rules-based Routing* – route interactions based upon a robust set of contact center-defined business rules.

- *Data-Directed Routing* – prioritize, manage and route customers based on customer relationship management (CRM) or other back-office database queries.
- *Multisite Routing* – create a virtualized contact center to route and deliver your customer to the best-suited agent in the enterprise.
- *Queue Optimization* – give customers the choice to be called back based on their estimated time in queue or at a later time of their choosing.
- *Abandoned Call Recovery* – automatically capture the phone numbers of customers that hang up via a recovered call list.
- *On-Demand Agent* – empower off-site, on-demand agents to seamlessly support your customers and provide for efficient trunk usage and reduced call duration costs.
- *Controlled Call Connection* – give agents the ability to accept or decline inbound interactions.

**Unified Administration** – leverage a single administration point for managing all interaction types so your contact center managers can configure and provision inbound and outbound voice, email, Web and fax services and campaigns, all from a single desktop. Using dynamic provisioning capabilities allows you to make real-time changes to agent and system settings as you manage contact center service levels without stopping and starting systems or services.

**Unified Reporting** – obtain a comprehensive view of your contact center performance by eliminating the need to integrate reporting data from multiple point products. Gain visibility into your customers' experiences, both historically and in real time.

Leveraging either session initiation protocol (SIP)-based voice over Internet Protocol (VoIP) or traditional voice, Seamless Customer Service scales from tens to thousands of agent positions in a single site or multisite environment. Rather than requiring that you rely on dedicated IT staff to address the complexities of an integrated environment, Seamless Customer Service puts power in your hands to respond more rapidly to customers.

## Key Benefits

- Reduce cost and complexity by eliminating CTI expenses.
- Improve customer satisfaction by enhancing the experience from self service to assisted service.
- Increase first call resolution rates through data-directed routing and expert agent accessibility.
- Improve competitive distinction and brand recognition by orchestrating a desirable customer experience.

### Improve Customer Satisfaction by Enhancing the Experience from Self Service to Live Assist

Seamless Customer Service™ ensures that when a caller requires agent assistance and is transitioning from self service assistance, the information captured by the voice portal is available for the live call. As your customer service agent receives the call, they are empowered with customer information, preventing the customer from having to repeat information and therefore saving them time.

In addition, rather than dictating that customers must wait for an available agent, Seamless Customer Service gives them the choice to be called back based on their estimated time in queue. Your customers provide the callback time and number that works best for them. Call back options improve customer satisfaction by reducing or eliminating hold time and improving service levels.

### Increase First Call Resolution with Data-directed Routing and Expert Agent Accessibility

Seamless Customer Service provides advanced data-driven and skills-based routing capabilities to ensure customers are guided to the best skilled agents at the right times and with the right information. This helps your contact center resolve more customer inquiries on the first call. With data-directed routing, you can route interactions based on customer value, priority, and known or anticipated customer preferences. Combined with intelligence on agent skills and availability, Seamless Customer Service helps improve first call resolution and minimize unnecessary transfers and callbacks.

Seamless Customer Service includes an Ask an Expert feature that leverages the instant messaging and presence technology available in Microsoft® Office Communications Server (OCS) 2007. This feature enables agents to get assistance from any appropriate and available expert within the enterprise when it is required to complete a customer inquiry.<sup>1</sup>

With Ask an Expert functionality, Seamless Customer Service extends the reach of your contact center, helping you to ensure that your customer's needs are addressed on their first call. At the same time, you'll gain visibility into, control over and the ability to report on all interactions.

### Elevate Company Brand and Competitive Distinction by Orchestrating a Desirable Customer Experience

Deploying contact center applications that help agents elevate the brand perception of your organization can be a major competitive advantage. Achieving this involves leveraging contact center capabilities that give your customers options, help you respond quickly to their needs and enable you to have the right resources available at the right time. Incorporating 24X7 self-service capabilities allows customers to transact business at the time and place that works best for their schedule and meets their privacy requirements.

When customers require live assistance, Seamless Customer Service ensures that they are guided to an agent who has up-to-date information on their preferences, as well as the right skills and knowledge to help with their inquiry, leaving customers with positive and memorable experiences.

Seamless Customer Service also allows you to measure the effectiveness of your people, processes, and technology by getting direct feedback from your customers with automated post-call voice surveys. Post-call surveys allow you to gauge the level of customer satisfaction and identify areas for improvements so your center can meet and exceed customer expectations.

"I would recommend Aspect products to any company interested in providing industry-leading customer interaction management. Seamless Customer Service has changed the way we view our contact centers. With a fully functional, easy-to-use voice portal and other new features, including our well-trained agents, we have been able to implement the best practices that help us get improvements and leverage our contact center as a competitive advantage."

*Director of Call Center Strategies,  
Banking BPO Center*

<sup>1</sup> An independent survey conducted by Leo J. Shapiro & Associates at the request of Aspect revealed that an average of 10.3 percent of all contact center interactions required expertise from outside the contact center to address the customer inquiry.

Seamless Customer Service™ is a UC application for the contact center that delivers the tools needed for comprehensive call response, including coordinated self service/live service and integrated assistance to improve first call resolution and enhance the overall customer experience.

Seamless Customer Service includes:

**Voice Portal** – deliver rich voice self-service applications leveraging VoiceXML-based speech applications. When your customer needs to speak with a representative, the information gathered during the self-service session is made available to your agent, enhancing your customer's overall experience.

**Inbound Call Routing** - intelligently route contacts to available agents based on the customer profile, service level goals and agent availability.

**Ask an Expert** – enable agents to obtain assistance from experts in the enterprise to solve customer queries on the first call using Microsoft Office Communications Server.

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#### About Aspect

Aspect provides software and consulting services that turn the potential of unified communications into real business results across the enterprise and in the contact center. Applying 35 years of insight and experience, Aspect helps more than two-thirds of the FORTUNE Global 100, as well as small and medium enterprises, power their business processes with communications. For more information, visit [www.aspect.com](http://www.aspect.com).

