

Aspect® Unified IP® Platform

Comprehensive Contact Center Capabilities

Architected to help organizations execute on their unified communications strategies, Aspect Unified IP is IT-ready contact center software product built on a Web services Microsoft® .Net platform. It brings extreme flexibility to dynamic organizations by uniting all interaction management functionality for the contact center into a standards-based software platform that is easily deployed, managed, and propagated throughout your enterprise. Aspect Unified IP is a session initiation protocol (SIP)-based voice over IP (VoIP) platform product that unites inbound, outbound, voice portal and Internet contact capabilities. Aspect Unified IP allows you to recognize and leverage the investments you have made in your existing networks and technologies, giving your IT organization and your business optimal choice and control.

Unified Administration - manage inbound, outbound, email, workflow and Web interactions from one administration interface.

Unified Routing - apply unified routing strategies across ACD, Predictive Dialer and Voice Portal to deliver a consistent customer experience across interaction channels.

Unified Reporting - deliver a comprehensive view of your contact center performance by eliminating the need to integrate reporting data from multiple point products.

Inbound Routing - intelligently route contacts to available agents based on the customer profile, service level goals and agent availability. Advanced features include:

- *Skills-based Routing* - match contacts 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 CRM or other back-office database queries.
- *Multisite Routing* - create a truly virtualized contact center to route and deliver the contact 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 customer and provide for efficient trunk usage and reduced call duration costs.
- *Controlled Call Connection* - enable agents to have the ability to accept or decline inbound interactions.

Outbound Dialing - leverage the capabilities needed to make your outbound collections, sales or telemarketing strategies successful:

- *Multiple dialing options* - predictive, precision, preview, blaster, manual, agent-less and goal-based quota control.



Highlights

Moving to a unified architecture has helped Aspect customers.*

- Reduce initial and ongoing integration costs by up to 40 percent.
- Reduce annual maintenance costs by up to 30 percent.
- Increase the volume of interactions their staffs handle by more than 50 percent.
- Increase customer retention up to 20 percent.

**Assessing the Value of A Unified, All-In-One, IT-Ready Contact Center Solution, 2008.*

- *Industry-leading answering machine detection* - with up to 95% accuracy including compliance controls and reporting.
- *Outbound speech-enabled voice portal* - for automated contact collections agents, emergency messaging and proactive customer service.

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

Functionality includes:

- Speech Recognition
- Text-to-speech (TTS)
- Speaker Verification
- Standard speech interfaces to applications that support Media Resource Control Protocol (MRCP)

Web Interaction Management - offer assisted service to customers who visit your website:

- *Web chat and Web collaboration* allows customers and agents to interact and co-navigate on your Website.
- *Web Callback* gives online customers the flexibility to define a best number and best time to be contacted.
- *"Talk to a Live Agent Now"* functionality allows a customer who is on a chat session to escalate the conversation to a phone call.

Email Management - efficiently handle email volumes by providing service levels, prioritization, queuing, auto acknowledgement, auto response and reporting. Leveraging your existing Microsoft® Exchange and Microsoft® Outlook® applications, email management capabilities can be seamlessly deployed in your current environment.

Workflow Management - automate your back office tasks and deliver more efficiency to your help desk and customer service business processes with service level management and routing for work tasks, trouble tickets, faxes and other non-traditional contacts.

Knowledge Base - manage a repository of frequently asked questions (FAQs) and empower your agents with information to quickly respond to customer inquiries.

Contact Recording and Quality Management - whether for quality control or compliance purposes, Aspect® Unified IP® provides you with the tools needed to monitor, record, score and analyze the performance of your contact center:

- *On-Demand Recording* enables agents, supervisors and quality personnel to initiate voice and Web chat recordings whenever needed.
- *Automated Recording* allows managers to automate the process for recording voice and Web chat interactions.
- *Supervisor Monitoring* allows supervisors and quality control personnel to silently monitor, coach or take control of an interaction between an agent and customer, as well as record the agent screen.
- *Agent Performance Scoring* provides evaluation forms that can be used to rate the performance of the agent.

Choice of Transport - empower IT to select their transport of choice using either open source voice over IP (VoIP), closed source VoIP or traditional voice. Migrate from traditional switching technologies to SIP-based VoIP, single-site to virtual contact center, centralized to localized management or any combination thereof.

Multi-Tenancy - take advantage of the secure partitioning and SIP-based VoIP applications that support software as a service (SaaS) models to provide hosted contact center functionality to internal and external customers.

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.

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