aspect™

Benefits

- Increase collections and sales rates
- Improve right party contact
- Reduce development and deployment costs

- Maximize agent productivity
- Increase customer satisfaction
- Lower incidence of data entry errors
- Enhance security
- Comply with regulatory requirements

- Improve right party contacts
- Minimize wrong party contacts
- Maximize agent productivity
- Improve collections and sales rates

Aspect® Unified IP®
Predictive Dialing

Today's outbound contact centers must overcome formidable day to day management and business challenges. There are constant pressures to increase revenue and customer satisfaction while balancing the realities of the bottom line. Aspect Unified IP - Predictive Dialing enables organizations to effectively execute on their collections, sales and telemarketing, and proactive customer service campaigns. The product utilizes multiple dialing and advanced pacing options, campaign and call list management, all while providing industry-leading voice, modem, pager and answering machine detection. Aspect Unified IP uses your business rules to improve right party contacts, thereby improving collections and sales rates. Industry leading call progress detection allows you to maximize your agent's productivity.

Aspect understands that regulatory compliance and information security are of paramount importance to businesses and consumers. Aspect Unified IP offers the functionality to help companies meet regulatory, security and customer satisfaction goals by enabling you to customize security configurations for your unique requirements.

Outbound campaigns can achieve high-yield sales and collections success using centralized administration, flexible business rules for creating lists and campaigns, and industry leading pacing and answering machine detection to ensure agents are as productive as possible.

Pacing Options
A key factor for outbound dialing is correctly configuring the pace or speed of the dialing. Pacing in a term used to describe the speed at which contacts are dialed. There are tradeoffs between keeping agents productive and busy, complying with abandonment rate laws, effectively utilizing your telephony resources, and ensuring that there are enough agents to handle both outbound contacts and other contacts.

Aspect Unified IP addresses the demands of managing multiple collections, telemarketing, and sales, as well as proactive customer care campaigns. Agent productivity is increased through automated dialing and real-time access to customer information, while offering campaign and agent management that increase operating efficiency.

Automatic Dialing – Calls are automatically dialed based on a predefined call-to-agent ratio with the requirement that at least one agent be logged into the system. The greater the dial-to-agent ratio, the faster the pacing.

Preview Dialing – Set a time for which an agent can view an outbound call record before the system automatically places a dial. Agents can interrupt the timer to immediately dial or move to the next record without a disposition.

Predictive Dialing – Sophisticated algorithms determine the correct pacing for outbound calls, including: positive voice detection, fax, modem, pager and answering machine detection, do-not-call list management, time zone management, external table dialing and dynamic filtering.

Blaster Dialing – The dial-to-agent ratio is set very high without the requirement that an agent be logged into the system. Pacing is used to dial based on available resources, such as Voice Portal ports.

Precision Dialing - Precision dialing minimizes the number of calls waiting for an agent by adjusting the actual number of calls dialed to the availability of agents at a given time during the dialing sequence.

Manual Dialing – Directories and simple click-to-dial functions expedite the manual dialing process for agents.

Answering Machine Detection with the DCP, when configured correctly, can have an accuracy of 90 percent, ± percent. The Aspect method for detecting answering machines uses what's called the "cadence method," and refers to the pattern of the message left on the answering machine. It takes Aspect Unified IP less than 1.5 seconds from network answer detect to determine if a call was not answered by an answering machine. In fact, many times the DCP can detect whether a person or an answering machine has answered in just 0.9 seconds after the end of the called party's 'hello'.

Aspect goes to great lengths with its AMD algorithm to ensure that it does not disconnect a live answer that has been mistaken as an answering machine.

Campaign Management

Create, modify, stop or start campaigns dynamically, through a single point of administration. With the scheduling facility, you can automate when an outbound service is started, paused or stopped. You can make real-time changes to outbound campaigns that apply for the very next contact.

ODBC (Open Database Connectivity) Dialing from Tables - Connect to existing host database tables using ODBC, and through this connection, drive outbound dialing. This eliminates the need to import and export data into the dialer and offers full administrative control of your call lists.

Automatic Feed (AOD Feed) - Program what and when records are dialed. Using an Application Programming Interface (API) to your customer relationship management (CRM) system, records can be fed/trickled into the system and the call outcomes automatically delivered back to the CRM application.

Exclusion Management - Agents can populate records in an exclusion list as requests arrive. You can temporarily add customers who are on the inbound campaigns to the exclusion list to filter a record from the outbound campaign.

List Management - Administrators can manually import or schedule the import of call lists, apply appropriate filters and control the execution of outbound call campaigns.

Agent Based Recalls - Agents within an outbound campaign can schedule a customer for a callback. The callbacks can be delivered to the agent that handled the initial call or to any available agent within a working pool.

Multichannel Outbound

Outbound customer interaction encompasses more than just the phone:

Automatic Outbound Customer Contact – Deliver a message upon answer of the phone, automatically respond to a number of follow up questions and route that customer to a live agent, if necessary.

Outbound Email Campaigns – Fully integrated email management enables you to send, receive, route and auto-respond to emails, provide suggested responses to agents and manage outbound email campaigns. Distribution lists can be tracked to verify that your customers have received and read your emails. Easy to implement and deploy – your agents can use their existing Microsoft Outlook interface.

Call Blending

Aspect® Unified IP® call blending options enable you to optimize assigning agents between inbound and outbound call handling. Agents can dynamically process multiple interactions – inbound and outbound voice, email, chat and workflow. Apply a consistent set of business rules to engage and prioritize, manage and deliver your contacts.

Blending enables contacts to be prioritized based on their value and then routed by priority to the right agent at the right time. Since multimedia contact blending allows for the treatment of contacts based on value it can help improve customer service and reduce customer churn. It also results in the most effective use of your agents by reserving your most skilled agents for high-value customers. Aspect Unified IP multimedia contact blending is designed to balance the objectives of maximizing the value of each contact, minimizing agent idle time, and maximizing agent productivity. If blending is done well, it will result in excellent service and maximized agent productivity.

Key Capabilities

- **Unified administration and reporting**
- **Browser-based desktops**
- **Industry leading call analysis**
- **Highly accurate call classification**
- **Filter manager**
- **Robust security**
- **Telemarketing compliance tools**
- **Session Initiation Protocol (SIP)- based Voice Over Internet Protocol (VoIP) agent connectivity**

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About Aspect

Aspect is the only software company with a fully-integrated interaction and workforce optimization platform for enterprise contact centers globally that need to profitably (and seamlessly) orchestrate people, processes and touch points in an era when the contact center is the new center of the customer experience. For more information, visit **www.aspect.com**.