



# SEAMLESS CUSTOMER SERVICE™

## Unified Communications Application for the Contact Center

**Today's consumers - Consumer 2.0 - are hyper-connected and surrounded by sophisticated communications technology providing a user experience that makes today's customer contact experience seem antiquated. And yet, your success depends on your ability to find and engage this new consumer, and the dynamic web 2.0 world in which they live.**

Yet, doing business in this new requires a change in mindset. At the very least, your customers expect to receive voice self-service options that can be seamlessly escalated to agents without forcing them to repeat information. Many situations require agents to enlist support from key functional areas within your enterprise. And it is essential that organizations provide a consistent service experience across all channels, including voice, web portals, Internet contact channels and short message service (SMS), while also factoring in increasing demand to deliver service to customers through social networking platforms.

Seamless Customer Service provides a new way to coordinate self service with live assisted service to improve first call resolution and meet the increasing demands of today's customer. Seamless Customer Service is a next-generation customer contact solution that fully leverages Enterprise 2.0 technologies like unified communications and collaboration, to seamlessly connect contact center agents, consumers and enterprise knowledge workers through virtually any channel. Seamless Customer Service unites inbound routing, voice portal and enterprise expert engagement capabilities.

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 provides end-to-end visibility into transactions - whether they occur within the contact center, or expand into enterprise departments or social communities.

### Capabilities

- Transfer data seamlessly from self service to live agent with screen pop to the agent desktop
- Deliver a consistent customer experience across channels using common business rules
- Collaborate with contact center supervisors, peers and experts throughout the enterprise leveraging the presence capabilities of unified communications to improve first call resolution
- Track experts and their presence using sophisticated location management capabilities
- Measure customer satisfaction with automated post-call surveys
- Gain visibility and insight across interactions, regardless of where they occur, with end-to-end real-time and historical reporting
- Align your contact center stack with today's enterprise architectures
- Flexibly and rapidly respond to changing conditions by quickly enacting new business rules



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

Legacy contact center architectures can no longer meet the needs of Consumer 2.0 or align with your modern enterprise architecture.

Aspect's software-based application model supplants traditional architectures, breaking the tyranny of computer telephony integration (CTI) to simplify management, minimize integration and reduce maintenance costs. Seamless Customer Service™ unites inbound routing, voice portal and enterprise expert engagement 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 customers' experiences 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 across voice, email, chat and Instant message channels. 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, chat and Instant Message campaigns, all from a single desktop. Using dynamic provisioning capabilities allows you to make real-time changes to agent and system settings to respond to rapidly changing market conditions driven by social networking and mobility tools. This enables you to manage contact center service levels without stopping and starting systems or services.

**Unified Reporting** – obtain a comprehensive, real-time 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 IP (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 empowers you to respond more intelligently and rapidly to customers. This rapid-response capability is critical to companies engaged in monitoring and responding to social communications.

### Key Benefits

- Reduce cost and complexity by eliminating CTI expenses
- Enhance the experience from self-service to assisted service
- Dynamically respond to changing market conditions without IT support
- Increase first call resolution rates with real-time collaboration within the contact center and throughout the enterprise
- Deliver a consistent customer experience across all channels

### 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 to live assistance, the information captured by the voice portal is used to determine the best agent to satisfy their inquiry. Using the same scripting and monitoring tools, customers can be matched to the appropriate agent using criteria such as agent skills, and customer segmentation, priority or value. As your customer service agent receives the call, they are empowered with previously gathered 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 call back 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 Skills Routing and Enterprise Expert Engagement 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® Lync™. When a customer conversation requires assistance from a supervisor or a subject matter expert outside of the contact center, this feature enables agents to find available experts through expert search collaboration capabilities and assess their skills to resolve the issue in a single interaction.

With Ask an Expert functionality, Seamless Customer Service extends the reach of your contact center, helping you 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 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.

"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*

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.

Like all Aspect customer contact applications, Seamless Customer Service can help organizations realize increased productivity by leveraging unified communications capabilities including instant messaging, multimedia conferencing and screen-sharing for agent-to-agent communications, agent-to-supervisor escalations and manager-initiated process changes.

Seamless Customer Service is extensible to meet your future needs while delivering the next-generation of customer contact today.

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**About Aspect**

Aspect is a leading provider of customer contact and Microsoft platform solutions. For more information, visit [www.aspect.com](http://www.aspect.com).