

Aspect in brief:



Founded
1973

Leadership Team

Stewart Bloom
Chief Executive Officer

Jim Freeze
SVP and Chief Marketing Officer

Robert Krakauer
EVP, Chief Financial Officer

David Reibel
SVP and General Counsel

Employees
1,900

Gwen Braygreen
SVP, Aspect® Technical Services

David Herzog
SVP, Aspect® Professional Services

Spence Mallder
SVP, GM Workforce Optimization
and Chief Technology Officer

Bryan Sheppeck
SVP, Worldwide Sales

Partners
130

Manish Chandak
VP, Microsoft Professional Services

Chris Koziol
President and GM Interaction
Management

Michael Regan
SVP, Engineering and Technology

Frank Smith
SVP and Chief Information Officer

Aspect helps enterprise contact centers deliver remarkable customer experiences across every conversation and every channel – through a single, elegant software platform.

As the global leader, our unified interaction management, workforce optimization and back-office solution seamlessly orchestrates people, processes and touchpoints for today's top brands in aviation, financial services, healthcare, manufacturing, telecommunications and retail.

Putting The Contact Center at the Center of the Customer Experience

Today's consumers own the conversation, choosing when, where and how they communicate. The emergence of dynamic, web-based and very public consumer communication channels is thrusting the contact center into the leadership role for delivering an excellent experience to these highly conversational consumers. Organizations that anticipate and adapt to this "relationship revolution" will be better poised to build long-term customer loyalty and value.

Aspect equips you to serve today's demanding customers through seamless, two-way communications across phone, chat, email, IM, SMS and social channels. You can make the most of unified communications and collaboration platforms such as Microsoft

SharePoint, Dynamics CRM and Lync by uniting your contact center with these enterprise technologies for more informed, effective customer interactions.

Wherever you're looking to remove communication and workflow barriers or automate more productive business processes, Aspect solutions allow you to build on your existing customer contact, workforce optimization and enterprise technology investments. This flexible, forward-focused design approach delivers exceptional customer experiences.

Three Essentials – One Provider

Aspect's fully-integrated solution unifies the three most important facets of modern contact center management:

- **Interaction management** applies technology-driven processes for more intelligent multichannel customer communications,
- **Workforce optimization** promotes continuous performance and quality improvement of people and processes, and
- **Back-office optimization** enables superior execution for productivity and effectiveness in the back office to reduce the risk of cost-cutting measures that impact customer-facing people and processes

We help the world's most demanding contact centers seamlessly align their people, processes and touch points to deliver remarkable customer experiences. Professional services from Aspect, offering customer contact, workforce optimization and enterprise technology expertise, align your solution to your specific business needs and objectives on the timeline you choose.

Powered by the combined strengths of these modern contact center essentials, Aspect solutions have already helped thousands of organizations realize new levels of cost savings and productivity gains, and ultimately, better business outcomes.

Market Reach

Aspect powers customer contact for businesses of all sizes in nearly every industry:

- 1.5 million agent seats supported daily
- 125 million customer interactions managed daily
- Two-thirds of the Global Fortune 100
- 77 percent of the Fortune 100
 - 10 of the top 10 commercial banks
 - 9 of the top 10 general merchandisers
 - 8 of the top 10 health insurance companies
 - 8 of the top 10 healthcare companies
 - 8 of the top 10 telecoms
 - 5 of the top 5 airlines
 - 3 of the top 3 computer software companies

Sources

1. Most recent – 2012: Gartner “Magic Quadrant for Contact Center Infrastructure, Worldwide” by D. Kraus, S. Blood, G. Johnson, March 2012
The Magic Quadrant is copyrighted 2012 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the “Leaders” quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.
2. Miercom, Inc., “Performance Verified” certification based on Miercom's independent lab testing, 2011
3. Most recent – Pelorus Associates, 2011 World Contact Center Workforce Management Systems Market report
4. Most recent – CRM Magazine, 2013 Service Leader Awards, March 2013

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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.

Recognized Leader

Aspect has helped more than 3,000 clients in 50 countries build better customer-company relationships. We invest 10 percent in R&D annually, have more than 1,000 worldwide patents or patents pending and are certified in 14 Microsoft Gold and Silver competencies. This commitment to quality has consistently earned recognition from industry analysts and other independent experts:

- Recognized by Gartner as a leader in the contact center infrastructure market since 2001 ¹
- Earned Performance Verified certification from Miercom for contact center architecture in 2011 ²
- Ranked #1 by Pelorus in global market share for workforce management systems since 2006 ³
- Named by CRM Magazine as Leader for Workforce Optimization Suite each year since 2008 ⁴

As a trusted customer experience advisor, business process expert and preferred technology partner, Aspect helps you engage today's consumer throughout the customer lifecycle to increase loyalty and wallet share.

