

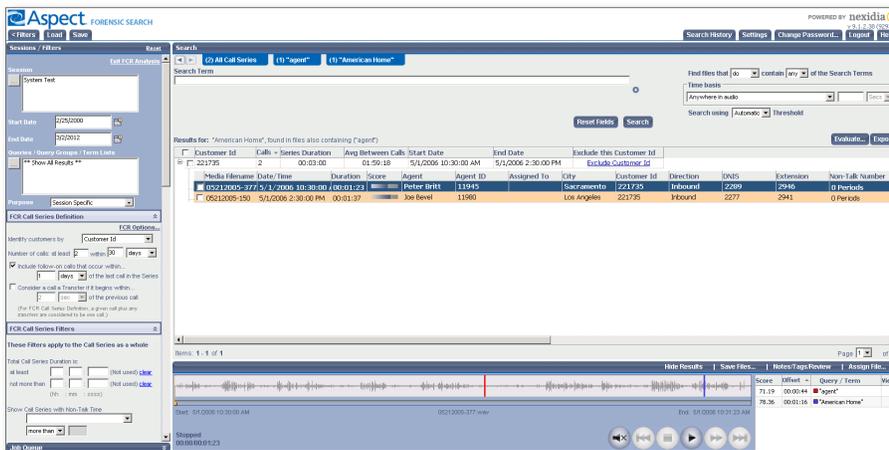
Aspect Speech Analytics

Actionable Insight into Customer Interactions

Aspect Speech Analytics empowers contact centers to quickly extract deep and meaningful business intelligence directly from recorded voice interactions for a well-rounded understanding of customer intent and experience.

Valuable information provided by Aspect Speech Analytics¹ is readily used by Aspect's full suite of interaction management and workforce optimization technologies to improve your business outcomes. Continually informed by actionable insights, your managers and supervisors can better train, schedule and manage agents and all other employees engaged in customer-facing processes.

Patented phonetic search technology equips Aspect Speech Analytics to unlock the voice of the customer by analyzing 100 percent of recorded calls. Through access to all interactions, you're able to better translate and apply information to improve call center operations and transform your business.



Collect and index hundreds of thousands of hours of recorded audio and rapidly make the audio content phonetically searchable. Create and apply search terms and queries to the audio collection

Aspect Speech Analytics: Change Begins at the Agent Level

Customer interaction analytics are proven effective as a reliable source of intelligence that drives strategic improvement at the call center operational level. To achieve corporate goals that positively impact the customer, companies must also apply the same intelligence to effect change at the agent level.

Companies are often challenged when they want to link performance to specific corporate goals but lack the enabling technologies. Aspect Speech Analytics revolutionizes this process by tracking and measuring individual agent performance against defined strategic objectives. With Aspect's speech analytics solution, you have the technology and tools you need to improve customer service and loyalty through better trained, better coached and higher performing agents.



Capabilities

- Track performance at site, team and agent levels based on business goals and thresholds
- Listen to relevant calls without extensive search time
- Use 100% of calls as base for analysis instead of random sampling
- Leverage intuitive, interactive reports and automatically consolidate speech analytics with performance metrics, survey results and more

Key Benefits

- Analyze and report on the content, context, purpose and outcome or recorded conversations
- Identify best practices and opportunities for improvement with a unified view into operational quality and performance
- Optimize quality and efficiency through automated workflows and data-driven process improvement
- Align operational results with corporate objectives



Tie Agent Performance to Strategic Initiatives

Quality monitoring has traditionally been a manual process that requires supervisors to review a small sample of calls for each agent, often as few as five per month. Hindered by an inability to set agent-level metrics against defined goals and constrained by random samples, call centers are left with a limited, inaccurate view of performance. They lack a true understanding of what specific issues or behaviors need to be addressed.

Leveraging its patented phonetic indexing and search technology, Aspect Speech Analytics solves this problem with quantitative analysis. The solution fully integrates with Aspect® Quality Management to support PCI-compliant, full-time recording.

Aspect Speech Analytics can also take advantage of alternative recording platforms for access to all recorded calls in one application. Agent activity is analyzed as it relates to strategic, corporate initiatives to ensure that team and individual performance is measured on activities that are most important to the overall bottom line.

View Result by Site, Team or Agent

Companies that have multiple call centers, or those that outsource their operations, often struggle to maintain consistent quality and performance across different sites. Aspect Speech Analytics provides a complete analysis of all call center activity with reports showing performance on key initiatives between sites, teams within a site and agents on the same team. Companies can see at a glance how well their overall operations meet corporate expectations.

Aspect Speech Analytics scores agents based on how well they meet set criteria and automatically organizes and displays interaction data by user defined skills and categories. Supervisors no longer have to guess which teams or agents need help or which calls they should listen to for a more complete performance review.

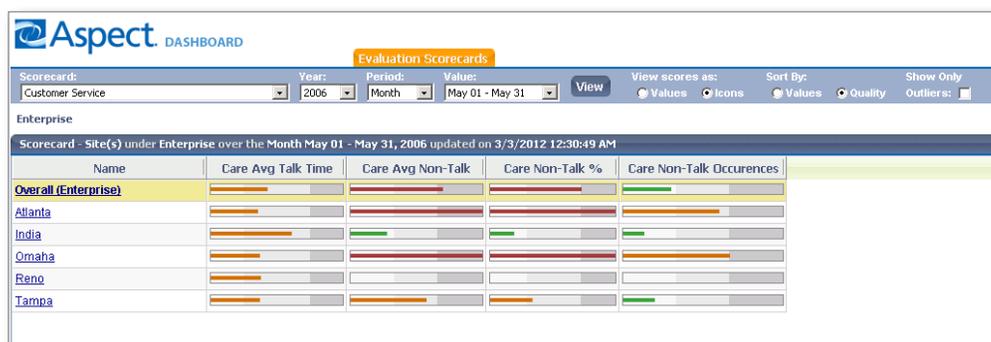
Insights from Aspect Speech Analytics can be integrated with performance and workforce management metrics such as handle times and adherence.

This full agent view surfaces best practices and exposes opportunities for improvement. Managers have the tools they need to convert insight into targeted action that continually improves business results.

Define and Manage Goals

Key performance indicators (KPIs) for quality initiatives drive Aspect Speech Analytics. Based on strategic business objectives, KPIs such as improving first call resolution, increasing upsell attempts or reducing average handle time are the foundation for measuring agent performance.

Aspect Speech Analytics presents information on each agent's total interactions, automatically measured and categorized, in a quality scorecard dashboard. Essential data is summarized in a simple view that shows performance against expectations for each quality initiative.



Dashboards let you quickly view performance across user-defined metrics at the site, team and agent levels.

"I would recommend Aspect products to any company interested in providing industry-leading customer interaction management."

Ron Perry

Director of Call Center Strategies, Banking BPO Center
CSC's Financial Services Group

Enhanced Reporting Capabilities

Easily created reports ensure immediate identification of lagging areas and struggling agents. You can quickly view performance across user-defined metrics at site, team and agent levels.

Aspect Speech Analytics offers you more ways to view results and make the most of your data. Key features include:

- Intuitive reports that allow you to drill up or down through data
- The ability to save frequently used reports and send alerts based on user preferences
- Automatic integration of metrics into Productive Workforce™

Perform Assessments and Coach Agents

After reviewing an interaction in Aspect Speech Analytics, supervisors can fill out a customized evaluation form. These forms closely fit your organization's needs because they were built around the specific categories and questions most relevant for agent review.

Other features, such as "Question Branching" that interprets an agent's response to a question and formulates a follow-up question, allow for even greater optimization. Supervisors have the option to automatically save, audit and calibrate evaluations to ensure consistent scoring. Scores can be integrated with additional data, such as performance and adherence, and used to create, automate and track KPI-driven coaching workflows.

Customize evaluation forms to target specific needs or business objectives.

Visibility into Quality Insight

Aspect offers Productive Workforce™ for organizations looking to get insight into – and control over – every customer interaction from voice recordings to social media posts. This unified communications (UC) based application brings together workforce, performance and quality management tools and processes that are essential for optimizing resource use, reducing interaction costs and improving the customer experience. Organizations can evaluate multiple staffing plans, align performance with corporate strategy while quality scoring, targeted feedback and automated coaching capabilities improve performance.

Through Productive Workforce, you can facilitate internal collaboration between employees and across departments by incorporating presence and click-to-communicate functionality. And you can enhance productivity even more with additional UC capabilities including IM, multimedia conferencing and screen-sharing for agent-to-agent communications, agent-to-supervisor escalations and manager-initiated process changes.

For more information about Productive Workforce, visit <http://www.aspect.com/Pages/Products/Productive-Workforce.aspx>.

¹ Aspect Speech Analytics powered by Nexidia

About Aspect

Aspect builds customer relationships through a combination of customer contact software and Microsoft platform solutions. For more information, visit www.aspect.com.

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