Aspect® Unified IP®

Seamless inbound engagement built on a legacy of exceptional customer connection

Your inbound contact center solution says a lot about your brand – and the stakes have never been higher in terms of what customers expect. When customers reach you, they expect highly knowledgeable agents any time of day and the ability to connect with you on multiple channels. You need an inbound contact center solution that has stood the test of time, delivering great customer connections and empowering agents to be brand advocates. Leverage Aspect Unified IP’s ACD system – which was created more than five decades ago as the first ACD system to power Continental Airlines – for intelligent and thoughtful routing, multichannel options, and context-based tools for an exceptional customer connection time and time again.

Key Differentiators

**Intentional and Multichannel Inbound Routing**
Let’s face it, customers expect to speak to an agent whenever they reach out. For more complex interactions that require a live expert, leverage intelligent and multichannel routing to help your agents shine and exceed customer expectations.

**Strategic Skills-Based Routing**
Enjoy simpler administration, greater agent productivity and deliver consistently positive customer connections with strategic skills-based routing. Utilize skills-based routing to provide faster and more efficient issue resolution by matching your customers with the right expert agent.

**Dynamic Inbound Routing**
Access increased flexibility and control over inbound contacts with dynamic routing. Reduce repeat contacts by aligning skill requirements for specific contact flows and work types with real-time system conditions to automatically connect the right agent to the right customer.

**Contextual Enterprise Routing**
Provide a consistent, positive customer connection within the enterprise using a virtual queue across the network of Aspect Unified IP systems and agents – no matter where they are. Maintain a great brand reputation and enforce business rules by leveraging this centralized contact distribution strategy to connect the right agent – wherever they may be in the enterprise – to the right customer.
Key Components and Features

Intentional, Multichannel Inbound Routing
Connect with customers quickly and thoughtfully with the ability to define how contacts enter the queue to help control wait times during busy periods.

- Multiple contact types like voice, email, web chat, IM and SMS
- Intelligently route contacts based on the dialed number (DNIS) or calling party identification (ANI) for calls, available agents, customer profiles, service levels, or other user-defined business rules
- Manage overflow routing and contact re-routing based on queue statistics, abandoned contact recuperation, and multi-site routing

Strategic Skills-Based Routing
Exceed customer expectations with strategic, skills-based routing to connect every customer with the right agent expert.

- Match the appropriate agent to each contact on multiple channels
- Leverage agent recall to connect customers to agents who have previously interacted with them

Dynamic Inbound Routing
Provide the best customer connection possible with Aspect Unified IP’s dynamic routing capabilities, which make it possible to align skill requirements for specific contact flows and work types with real-time system conditions to automatically select the most qualified resource to handle customer inquiries.

- Inbound Routing decisions based on:
  - ANI
  - DNIS
  - Estimated queue time
  - Current queue time
  - Number of calls in queue
  - Holiday flag
  - Default call priority
  - Default skill set
  - Default personal greeting ID
  - User defined data
  - System real-time statistics
  - Current date, day, and time
  - Data collected from caller
  - Data collected from other applications (e.g., database)
  - Multiple inbound services per agent
  - Multiple DNIS per inbound service
  - Attention retainers (music or on hold messages)
  - Front ending of calls with IVR and call transfers to IVR
  - Information collected within the IVR is transferred to the ACD as part of the call treatment
  - Service skill level requirements for skills-based routing
  - Dynamic inbound routing - Call flow scripts that include database access, IVR prompts, branch logic decisions and multi-site routing capabilities to redirect a call to another queue, IVR, voice mail, etc.
  - Reroute options in the event resources are unavailable, allowing for redirection of contacts: voice mail, IVR, overflow, dynamic routing
  - Different routing options for each separate ACD service: circular, terminal, longest idle and skills-based
  - Abandoned call recovery – captures ANI and places outbound call following disconnect
• Enjoy additional flexibility as any inbound service configuration elements still apply to Dynamic Inbound Services, including: answer profile, dispositions, agent settings, and schedule
• Deliver a consistent, positive customer connection with skills configuration that matches the current skill requirement of the call to the available pool of agents assigned to the service

• Leverage advanced skill configuration even further with refined queue behavior like selecting a queue type assignment of “best skilled” or “longest available” to always match with the most highly skilled agents or balance call handling across a pool of similarly skilled agents, reducing “hot-seating”
• Fine-tune routing behaviors for individual calls across the Aspect® Unified IP® system using real-time system performance and/or customer data, enabling users to: queue / de-queue calls, update call priority, update skill requirements and set a dynamic attention retainer

**Contextual Enterprise Routing**

Drive increased efficiency and better customer connections with the ability to define flexible routing strategies across the enterprise.

Key capabilities include:

- Virtual queuing across network of Aspect Unified IP contact center platforms
- Select best qualified agent resource across enterprise according to business rules
- Utilizes Dynamic Inbound Services to define configurable business rules that determine customer value and resource availability to ensure the contact is delivered to the best resource across the enterprise
- Multiple Aspect Unified IP systems can be networked together to give an enterprise view of the resource pool and system performance by utilizing Unified Command and Control for administration and reporting
- Supports enterprise-wide skills-based routing
  - Contextual Enterprise Routing includes request for specific skills from the remote location
- Multiple agent selection options supported
  - First agent to respond across the enterprise
  - Longest available agent
  - Most skilled agent (based on skills requested)
- Robust routing approach insures agent availability
  - Virtual Call to destination to determine resource availability
  - Agent resources reserved based on best skill match
  - Voice Call established with destination system on resource match
  - Incoming caller connected to the remote agent
  - Full reporting of enterprise routing interaction
- Deliver the most flexible business rules across the enterprise since Contextual Enterprise Routing leverages core capabilities of Dynamic Inbound Services, such as:
  - Conditional queuing to multiple groups of agent resources based on the real-time system conditions
  - Dynamically modify skill type/level and call priority in real-time
  - Dynamic attention retainers based on call type and system conditions
  - Dynamically defining skill requirements
  - Contextual Enterprise Routing performance reporting is available using Enterprise Routing Inbound Service Reports and Unified Command and Control – Real-Time Reporting canvases
Key Benefits

- Leverage thoughtful and powerful inbound, multichannel routing to ensure the right customers are contacted at the right time and on the appropriate channel
- Use strategic skills-based routing to connect customers with the right agents to resolve their issues
- Exceed customer expectations with advanced, dynamic inbound routing to always connect customers to the right agent in real-time
- Provide consistently positive customer connections with contextual enterprise routing so customers get the answers they need from the right agent no matter where they are within the organization
- Shrink average speed to answer and decrease telecom costs for inbound outreach