

Aspect On-Demand Voice Portal

Powered by Tellme

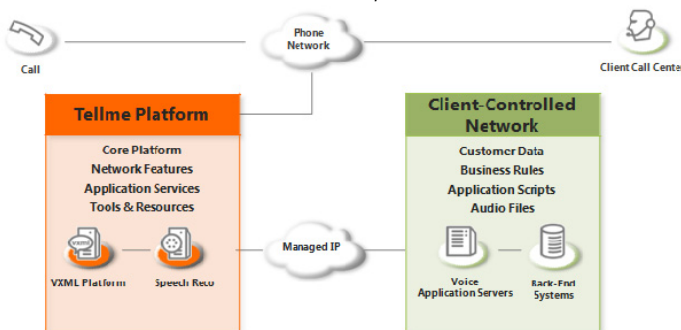
Whether you're servicing customers, selling products and services, or collecting debt, your success depends on your ability to respond to your customers and to market demands and opportunities. One of the best ways business today can keep pace with consumer demands and respond to increasingly dynamic market conditions is offering customers voice self service options.

Voice-based self service applications are increasing in both their value to the enterprise and their overall complexity, scale, and rate of change. As a result, companies are carefully evaluating the different deployment models available in the market - Premise-based, Traditional Hosted, and On-demand - when planning an investment in their voice applications. On-demand has gained in popularity with corporations looking for innovative ways to reduce or eliminate expensive equipment, maintenance and support costs.

On-demand platforms offer a different approach to voice application management. Instead of building and maintaining separate capacity and hardware for each client or application, on-demand vendors offer a service where the core application platform, telephony features, tools, and management services are available on an on-demand basis. In this model, companies continue to maintain control over their application logic, business rules, and customer data, but are not responsible for the maintenance and upgrades to the hardware in the network.

The Best of Breed Solution

Aspect has partnered with Tellme to provide on-demand advanced voice portal capabilities services to enhance the capabilities within Unified Communication (UC) applications from Aspect. Tellme is the market leader in providing on-demand voice solutions to enterprises and operates the world's largest and most extensive on-demand VoiceXML platform.



Advantages of a Tellme On-Demand Voice Platform

- Eliminates platform management costs.
- Reduces expensive equipment costs.
- Reduces on-going maintenance, support costs.
- Eliminates over-provisioning for unexpected traffic spikes.
- Voice recognition tuned on 2 billion+ calls/year from 40 million+ callers/month.
- Seamless upgrades.
- Evergreen technology.

Key Core Features of the Tellme Platform

- Open, standard-based core VoiceXML engine.
- Speech recognition.
- Text-to-Speech engine.
- DTMF processing.
- Audio serving and caching.
- Extranet reporting.
- 24x7x365 Network Operations Center.
- Anytime burst capacity.
- Multiple, redundant data centers.
- Deep carrier integration.
- Network-driven tuning.



Advantages of the Tellme Platform

Unlike traditional premise-based or hosted providers, Tellme does not build and manage islands of ports and speech resources dedicated to specific customers or applications. Instead, Tellme operates a multitenant infrastructure which provides advantages to Aspect customers as follows:

- **Pay for what you use.** Tellme charges based on network usage, offering a true pay-as-you-go pricing model.
- **Dynamic capacity allocation.** Incoming calls use any port on the Tellme platform, and ports are not assigned to specific clients. This means unexpected spikes never surpass the capacity of the network; clients do not have to invest in mostly-unused capacity.
- **Shared network improvements.** Because the Tellme platform is a shared resource amongst all clients, every upgrade to the infrastructure benefits all clients, with no downtime or additional costs.
- **Economy of Scale.** Tellme can leverage important network optimizations and improvements for its clientele that would be too costly for individual companies. For example, Tellme invested heavily to be 100% VoIP, SIP, CCXML ready, enabling new services.

Unified Communication Applications from Aspect

Tellme provides on-demand advanced voice solutions that enhance capabilities within Unified Communications applications from Aspect. These UC applications include:

Seamless Customer Service™ - helps contact center management unite inbound routing and voice portal capabilities to reduce cost-per-customer inquiry and delivers a new way to coordinate self service with assisted service to improve first call resolution and enhance the overall customer experience.

Streamlined Collections™ helps contact center management automate early-stage contact and provides an efficient past-due account targeting strategy to reduce delinquencies and write-offs and delivers a new way to simplify, bolster, and automate your collections process.

Architected to help organizations execute on their unified communications strategies, the Aspect® Unified IP™ platform strategically integrated to the Tellme platform offers contact centers features to improve customer service and collections opportunities with capabilities such as:

- Proactive contact
- Automated appointment reminders and rescheduling
- Post call surveys
- Call rerouting to self service
- Cradle-to-grave reporting between Aspect and Tellme
- Hosted outbound notification
 - Early stage collections
 - Automated proactive contact
 - Emergency notifications

About Tellme

Tellme fundamentally improves how people use the phone to get the information they need everyday. By combining web applications and a voice interface, Tellme's services let businesses deliver robust functionality on the phone to the consumers they serve. People simply say what they want and get it. Tellme's voice services platform improves automation and customer service performance for businesses across 2 billion+ calls every year. Headquartered in Mountain View, Calif., Tellme is a Microsoft subsidiary. For more information, visit www.tellme.com.

About Aspect

Aspect provides software and consulting services that turn the potential of unified communications into real business results across the enterprise and in the contact center. Applying 35 years of insight and experience, Aspect helps more than two-thirds of the FORTUNE Global 100, as well as small and medium enterprises, power their business processes with communications. For more information, visit www.aspect.com.

Gaining Business Benefits Today

Major Airline Case Study:

Callers can get to their status information 20 seconds faster, resulting in 60% faster overall task completions. The airline has realized a 26% reduction in abandoned calls, and has doubled its rate of fully automated tasks.

Leading Healthcare Services Provider Case Study:

Migration of the voice applications to the Tellme platform achieved dramatic increase in system reliability and scalability, especially during peak call times. The client realizes an approximate \$10 million reduction per year in agent costs due to increased automation and more accurate call routing.

Banking Institution Case Study:

The solution led to a 10% point IVR containment rate increase plus a dramatic reduction in average IVR call duration, driving millions of annual cost savings.

Cross-sell response rate jumped, driving millions in new revenue in the first year. The seamless caller experience across the customer-bank relationship increased the number of accounts accessed and tasks per call, reducing call-backs by 25%.

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