aspect™

ADVANCED QUALITY ANALYSIS™

Improving Employee Productivity and Interaction Quality with Advanced Analytics

Analytics-driven quality ensures that your customer-facing resources are focused on what matters to the customer and your company – driving bottom-line results through a better customer experience and minimizing risk through procedural compliance.

With Advanced Quality Analysis, you can create intelligent analytics-driven quality programs by integrating recording, quality, and performance management capabilities that identify, record and analyze the most appropriate interactions, enable precision quality monitoring practices, uncover reasons for performance shortfalls, initiate coaching and capture real-time customer feedback.

Get the Right Insight into Customer Needs and Staff Capabilities to Improve Operational Effectiveness

Advanced Quality Analysis allows you to capture interactions through voice and screen recordings, assess customer satisfaction with post-interaction surveys, and evaluate your resources' capabilities and their adherence to procedures. The solution goes well beyond basic data capture with a powerful business rules engine that simplifies the task of identifying the reasons for repeat customer calls. Using specific call completion codes, your contact center staff can implement precision monitoring and classify and evaluate recordings based on call resolution types. With this capability, recording can be graded to identify root causes and ultimately, to alter processes and behavior that increase first call resolution.

Key Benefits

- **Precision monitoring based on KPIs and performance indicators**
- **Holistic view into operational efficiency and effectiveness**
- **Integration with enterprise data about customers, employees, and business outcomes**
- **Quality and performance insight for creating more intelligent workflows**

Capabilities include:

Identify Performance Shortfalls – provide a complete, consolidated view of your contact center's operations, including both quality and performance metrics, and uncover best practices and opportunities for improvement as well as the drivers of effective interactions. Gain

a fuller understanding of contact center productivity, profitability and quality of service metrics, correlated with traditional, cost-based KPIs such as customer hold time or average handle time.

Target Interactions with Precision Monitoring – focus your quality management efforts on the interactions that matter by leveraging performance metrics, call resolution states, procedural compliance, customer satisfaction, survey results and other specific quality factors to segment your recordings. The ability to zero in on interactions using data, rather than relying on random sampling, helps you more easily identify best practices and more effectively address opportunities for improvement.

Perform Root Cause Analysis – generate a single, comprehensive management view of agent and contact center performance. By linking data across sites and platforms, Advanced Quality Analysis™ enhances root cause analysis with timely multidimensional performance data so you can quickly identify areas for improvement and take immediate action to effect change.

With the ability to tap into enterprise systems, you can link contact center performance to business objectives and identify how customer interactions can be more effective at driving targeted outcomes, such as increased revenue and reduced customer churn.

Empower Agents through Analytics – make agents partners in continuous improvement by enabling them to flag the interactions they want to record and review, and providing opportunities for self-evaluation, co-evaluation with their supervisor and validation against calibrated results. This empowerment not only fosters agent buy-in for self-improvement, but also ensures quality is not just a top-down initiative.

Let Customer Feedback Inform Improvement

It's important to make sure customer feedback is part of the quality process by using integrated survey capabilities to measure satisfaction with interactions. Leveraging your quality system to capture feedback helps ensure that interaction context is maintained, and allows you to use the results to instantly inform KPIs within reports and dashboards as well as alerts and coaching workflows.

Cross-Functionally Align with Overall Business Goals – enable a structured process with which your company can manage and improve overall performance against specific key metrics. You can easily measure and track agent, team and contact center performance against defined objectives to realize cross-functional alignment with corporate goals. The end result is resources and work activities that strongly support these goals and increase the likelihood of achieving strategic business success.

Enhance Agent Performance and Coaching for Continuous Process Improvement – ensure actions are taken to correct performance shortfalls so they don't fall through the cracks. With easy access to their own performance data, agents are empowered to take self-corrective actions. Pre-defined alerts and workflows can be set up to consistently monitor agent performance, and if targets are missed, the system can automatically notify supervisors or managers.

Aspect Speech Analytics

Advanced Quality Analysis capabilities can be extended with Aspect Speech Analytics*. This solution unlocks the voice of the customer, adding the ability to identify the potential value and success of every call so you can further sharpen the focus of your improvement efforts.

* Available separately

Coaching sessions are initiated based on pre-defined KPIs to quickly address performance issues. Information captured during coaching sessions can then be stored and used to determine the impact of the plan on agent performance.

Ensure Regulatory Compliance and Reduce Litigation Risks

Advanced Quality Analysis™ can play a vital role in your overall strategy to ensure regulatory compliance and mitigate risks. As a precaution, the solution enables recording of all customer interactions, but lowers storage costs with functionality that flexibly applies business rules for archiving only those interactions relevant to your compliance requirements.

Precision monitoring allows interactions to be targeted based on keywords, which are captured using a standard-based recording format in a secure environment. Data are easily assessed using time and date stamps along with other metadata like customer account number or agent ID.

The system automatically identifies out-of-compliance calls, allowing you to focus more time on more pressing issues. In addition, robust security and encryption features protect sensitive customer data, including the use of 256-bit encryption for transmission of all audio and screen data over the network as well as secure handling of file storage and playback.

Simplified Data Integration Reduces Total Cost of Ownership

Advanced Quality Analysis allows data to be imported from virtually any source. Data may be imported using two separate mechanisms: Microsoft SQL Server Integration Services import data into a pre-defined or customer modified schema, and the system also permits users to import metrics using a standard flat file format. The combination of these two methods preserves the flexibility to tailor metrics to your precise business needs, while providing an easy mechanism for importing common data into the application.

Outside of the contact center Advanced Quality Analysis supports integration with other workforce optimization technologies as well as ACDs and PBXs from all leading suppliers, reducing complexity and costs and providing a greater return on your investment.

Improve Results through Analytics-Driven Quality and Performance Insight

Advanced Quality Analysis™ helps ensure the entire enterprise is driving toward the same goals by providing a common definition of efficiency and effectiveness. With a full view into quality, customer feedback and operational performance, organizations can develop KPIs that reflect their desired business objectives. And, for staff that need different views on the same data, each view can be personalized to meet the requirements of each functional role.

Personalized dashboards empower all levels of your organization to maintain an integrated, coordinated focus on results by showing at-a-glance summaries of key reports with similar themes. Agents can manage their own performance against targets that have been clearly defined to drive effective behaviors. Supervisors are able to easily and efficiently manage, track and identify root causes of performance shortfalls and take timely corrective action as needed. And management can ensure that the contact center is driving organizational goals and contributing to a positive impact on bottom-line results.

For More Information:

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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**.