

# Aspect Redefines Contact Centre Analysis And Reporting With The Launch Of New Performance Optimisation Solution

New product dramatically improves workforce efficiency and optimises performance for agents, supervisors and managers

Aspect Communications Corporation (Nasdaq: ASPT), the leading provider of enterprise customer contact solutions, today announced the first in a series of analytical and reporting applications for delivering actionable, timely information and optimising operational performance for contact centre managers, supervisors and agents alike.

Integrating metrics from throughout the Aspect(r) Uniphi solution architecture in addition to third-party software, these applications deliver "dashboards" of specifically selected and predefined key performance indicators (KPIs) representing best practices in contact centre management. The first application being announced today is Aspect Performance Optimisation for eWorkforce Management (eWFM), planned for general availability in the fourth quarter of 2003. With a threefold goal of empowering agents, delivering pinpoint performance metrics to managers and supervisors, as well as providing an interactive analytical environment for root cause analysis, the new application represents a radical shift in contact centre performance analysis and reporting.

"We are constantly developing and delivering solutions to optimise performance and to make it a collaborative effort which translates into increased revenues and improved customer satisfaction," said Kazuo Imai, Aspect Communications Corporation's VP for International Sales, Japan & Asia Pacific. "With the launch of Aspect Performance Optimisation, managers, supervisors and the agents will be able to make critical workforce decisions without delay and thus contribute significantly to the bottom line."

"The ability to filter, drill, graph and analyse key performance indicators is an important component of this class of product," said Wendy Close, CRM research director, Gartner Inc. "Supervisors will actually have a chance to make corrections daily, or even intraday, ensuring peak performance while better satisfying the needs of their callers. For the agents, delivering timely feedback on their performance and empowering them to modify behaviours to better meet daily productivity and performance expectations are significant factors in boosting morale and job satisfaction overall."

An optional module for Aspect eWorkforce Management v6.2, the new offering includes the following:

- \* A dashboard of critical metrics indicative of agent and operational performance
- \* Predefined and comprehensive key performance indicators (KPIs)
  - Enables managers to identify operational inefficiencies, determine cause and take action immediately
  - Presents actual vs. target with percentage variation
  - Time, organisation and quartile analysis
  - Discovery-driven analytics enables users to drill into raw results to establish causation
- \* Delivery of performance metrics throughout the contact centre
  - Presents only the data relevant to a given user
  - Thin client requires no desktop software to view dashboards
- \* Extensibility

- Ability to extend dashboards with additional analytics packages, CRM and quality monitoring software, agent financial results or additional KPIs

Contact centre managers often find standard production reports are too generic, obscuring actual performance results. However, analytics-based performance optimisation applications, such as those from Aspect, break out those performance metrics most critical to contact centre success and present them to the user along with target goals set by supervisors and managers. In effect, they automate the activities of contact centre analysts by highlighting what's important before the information ever reaches a user. The result is targeted, timely and actionable analysis-significantly improving day-to-day business performance, customer satisfaction and profitability.

Aspect Performance Optimisation applications are set apart from similar offerings due to a focus on analytical processing as a way for organisations to identify the root causes of performance variations. Time-based analysis can be performed to determine if results decline at a specific time of day, and results can be sorted by quartile, ranking teams and agents by performance. Armed with this data, the workforce can be better managed, allocating tight training dollars to those agents most in need, for example.

Built on a set of analytical tools from AIM Technology, Aspect Performance Optimisation for eWFM is designed for rapid implementation, delivering instant productivity to the contact centre staff. With 100 pre-packaged KPIs, Aspect Performance Optimisation for eWFM can make any contact centre instantly more productive and is an extensible solution for companies that wish to integrate data from other sources such as quality monitoring software or CRM applications.

## About Aspect Communications

Aspect Communications Corporation (Nasdaq: ASPT) is the world's largest company focused exclusively on contact centre solutions, and the only one

that unifies workforce, information and communications to deliver exceptional customer service. The Aspect brand is trusted by more than 75 percent of the Fortune 50, and more than 3 million customer sales and service professionals worldwide rely on Aspect's mission-critical business communications solutions. The company's leadership is based on 18 years of expertise gained from more than 8,000 successful implementations worldwide. Aspect is headquartered in San Jose, Calif., with 24 offices in 11 countries around the world. For more information, visit Aspect's Web site at [www.aspect.com](http://www.aspect.com) or call the Sydney Head office on +61 2 8923 1300.

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