



联络中心利用UC为企业创造商业价值

Aspect 李威扬



Aspect is the Largest and Most Experienced Company
Focused Solely on the Contact Center

Aspect 全球最大、经验最丰富、最专注的联络中心提供商

- § Three+ decades of unparalleled insight built into our unified products and services 30年的技术铸造一体化产品和专业服务
- § Thousands of dedicated contact center experts 数千联络中心专家
- § Behind 1,000,000+ agents at 5,000+ customer sites managing 125,000,000+ daily interactions 5000+企业客户 一百万座席每天处理1.25亿电话量



30 Years of Innovation 30年的演变

1973

FIRST ACD

第一台排队机
Automated customer service and incoming sales
自动客户服务与电话销售

1983

FIRST CTI IMPLEMENTATION

第一个CTI实施
Integrated data and telephony
将数据与电话集成

2000

PERFORMANCE OPTIMIZATION

绩效优化
Integrated WFM and KPIs
将排班与KPI结合

2007

SIP INTEROPERABILITY

SIP 互操作性
First Guaranteed and Public SIP Interoperability Policy
安全与公开SIP互操作政策

1980

FIRST WFM

第一套排班
Agent forecasting and scheduling
座席员预测与排班

1981

FIRST DIALER

第一台拨号器
Automated collections and telemarketing
自动催收与电话营销

1996

FIRST VIRTUAL OUTBOUND

第一台虚拟外拨
Business Continuity

保证业务持续性

FIRST UNIFIED ARCHITECTURE

第一台一体化架构
Reduced Complexity
降低复杂度

2005

FORMATION OF THE LARGEST COMPANY 100% FOCUSED ON CONTACT CENTERS

最大的联络中心公司成立

What do we sell? 我们销售

“Aspect Unified Communications Solutions”

“Aspect 融合通信解决方案”

Aspect Professional Services

Aspect 专业服务

Software 软件

§ Aspect® Professional Services 专业服务

- § Unified Communications 融合通信
 - § RapidStart 快速体验
 - § Strategy and Business Case 策略与业务案例
 - § Architecture and Network Plan and Design 架构网络设计
 - § Business Process Consulting 业务流程咨询
 - § Implementation, Integration and User Adoption 实施、集成与用户使用
- § Contact Center 联络中心

§ Aspect® Education Services 培训服务

- § Contact Center 联络中心
- § Unified Communications [Future] 融合通信
- § PerformanceEdge™ Education Services
- § 绩效优化培训服务

§ Aspect® Technical Services 技术服务

- § UC [Future] 融合通信
- § Contact Center 联络中心
- § PerformanceEdge Technical Services
- § 绩效优化技术服务

§ Unified Communications Applications for the Contact Center* 联络中心UC应用

- § Blended Interaction™
- § Seamless Customer Service™
- § Productive Workforce™
- § Streamlined Collections™
- § Optimized Collections™
- § Custom Capabilities

§ Contact Center Platform Products** 联络中心平台产品

- § Aspect® Unified IP™ 一体化平台
- § PerformanceEdge 绩效优化

Today's Challenges

当前企业面临的挑战

Consumers Expect More Than Ever from the Companies They Do Business With 消费者对企业的更高期望

- § Empowered with information 提供更丰富的信息
- § Able to voice opinion in very public forums 在公共论坛上提出意见
- § *They expect companies to deliver a better customer experience* 期望企业提供更好的客户体验
- § They want:* 他们希望:*
 - § Knowledgeable agents 座席具备足够的知识和丰富的经验
 - § Immediate service 响应迅速
 - § Flexible self-service systems 灵活的自助服务系统
 - § Channel choice 多渠道可选
 - § “One-and-done” interactions 一次联络解决问题



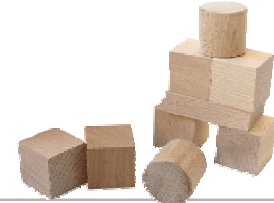
*Source: Aspect Contact Center Satisfaction Index (aspectindex.com) 来源: Aspect联络中心满意度调查

In the Future... 未来 ...

- § Customers won't be limited to just getting help from the agent who answered the phone 客户不只从应答电话的座席获得帮助
 - § Knowledge workers across the enterprise will be available via messaging, chat, and other mobile devices to assist real-time in meeting the customer's needs 企业内的业务专家均可通过短信、Chat和其它移动设备在线协助座席，协同满足客户需求
- § Employees will be able communicate how they prefer to be reached and systems will monitor their availability 员工能够自主选择通讯方式，系统监控状态
 - § Time will be saved when both information and people can be accessed more flexibly and faster 信息与人员的灵活性与快速性将节约时间成本
- § Businesses will have a method to integrate communication functions directly with business applications 为业务提供了将通讯方式与业务应用直接集成的方法
 - § Utilization of business processes – routing, reporting, queuing, workflow, scheduling, monitoring – will improve productivity and increase customer satisfaction 使用业务流程 – 路由、报表、排队、工作流、日程安排、监控 – 将提高生产效率、提升客户满意度

The Future... is Here. 未来...并不遥远

- § **Industry is moving from Transactional Communications to Real-Time Collaboration** 业务方式-从交易通信方式到实时交互方式转变
 - § Service and responsiveness is the responsibility of all associates in the enterprise, not just those in contact centers 服务与响应依赖于企业内的全部相关部门，并非仅仅联络中心
- § **Unified Communications is a direct result of the convergence of communications and applications** 融合通信是通信与应用相结合的直接产物
 - § The convergence of all communications on **IP networks** and **open software platforms** has enabled a new UC paradigm and is changing how individuals, groups and organizations communicate and collaborate 基于**IP网络**和**开放式软件平台**的通信融合，开启了全新的UC理念，是对个人、小组和企业交流与协同方式的革新。



The Future...
UC Applications & Services
未来...
UC应用与服务

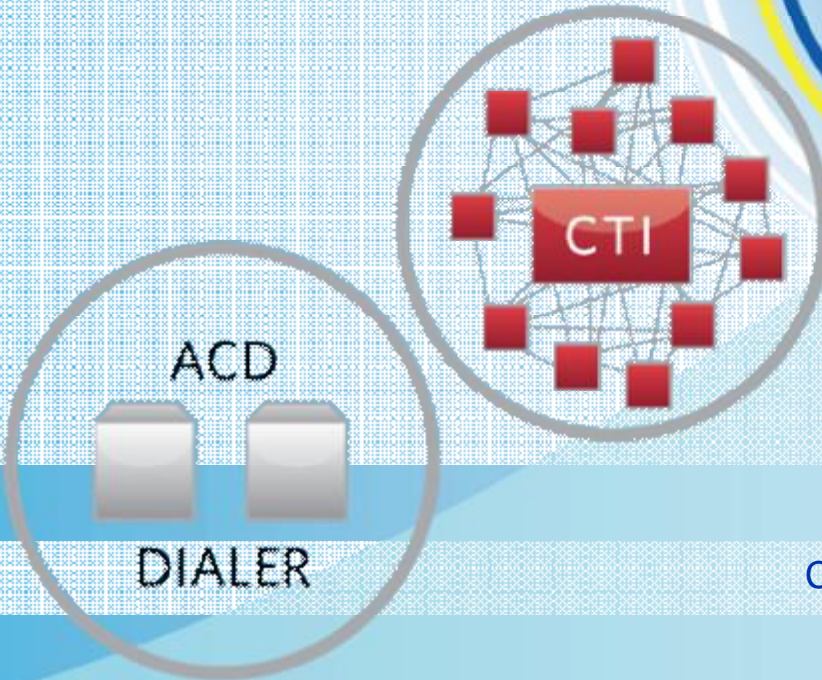
Lay of the New Paradigm Land 全新的概念

Previous technology generations are being supplanted by a new paradigm. Software-powered UC applications are the next generation technology that's required to meet the operational goals of today's contact center.

先前的技术朝代被全新的概念所替代。基于软件体系架构的UC应用是下一代技术的发展方向，它将满足当今联络中心的运营目标。

UNIFIED
COMMUNICATIONS
APPLICATIONS

Microsoft .Net based Unified Communications Applications for the contact center break the tyranny of CTI
基于Microsoft .Net 的联络中心UC应用替代了CTI的架构体系



Previous technology generations were proprietary, siloed and hardware intensive CTI architectures 过去的技术是专有的、独立的、以硬件为主的CTI架构

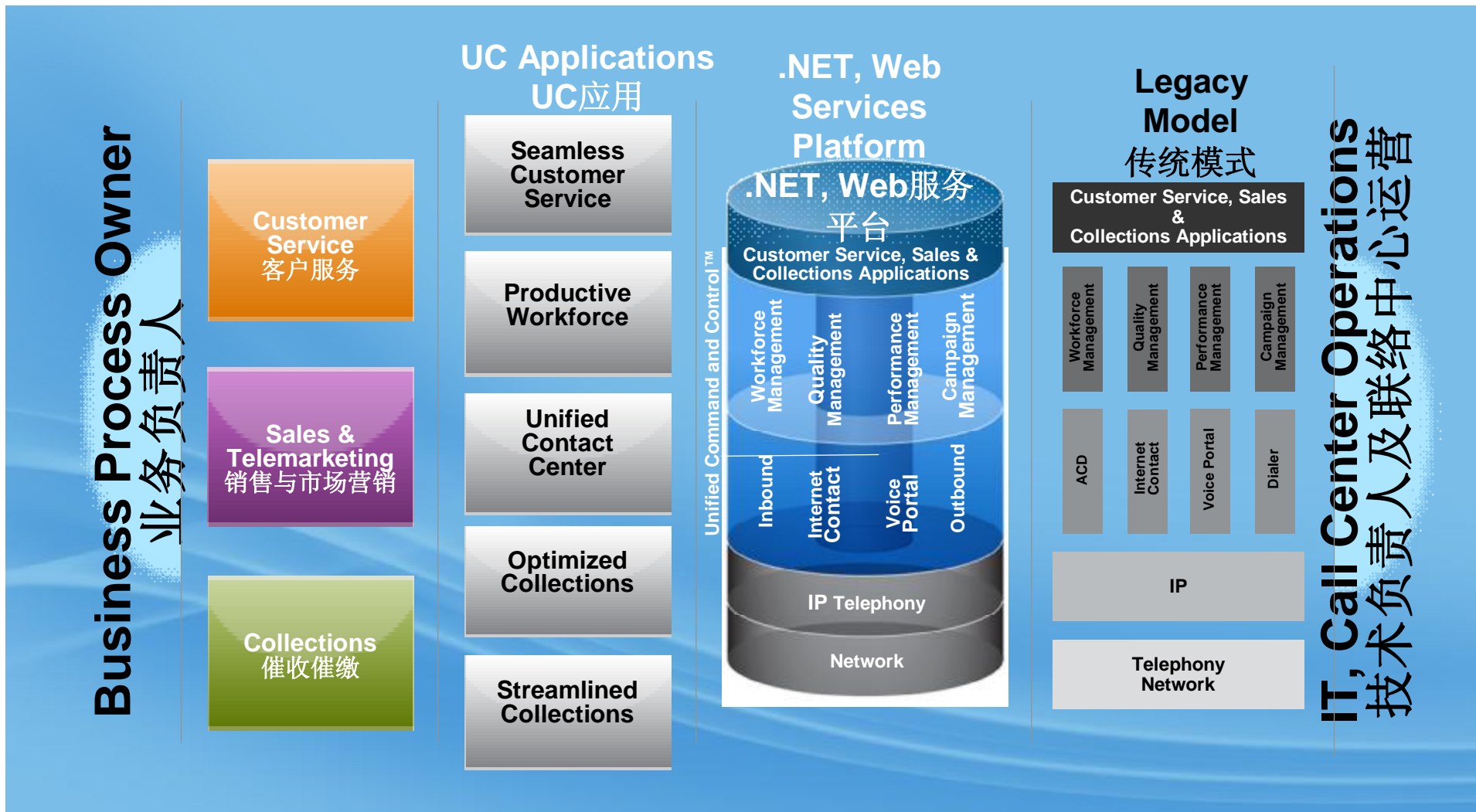
UC Applications... The New Paradigm UC应用...全新的理念

- § Enables business processes to drive company goals and objectives 加速业务处理流程以达到企业目标
- § A next-generation technology is required to help meet your operational goals but with less complexity and reduced costs than the previous generation. 新一代的技术协助您满足运营目标，同时，比原有技术降低复杂度和降低成本。
- § Fueled by our equity partnership with Microsoft, Aspect delivers UC Applications for the contact center designed specifically to improve your customer service, sales and/or collections results. 基于Aspect与Microsoft的合作伙伴关系，Aspect提供联络中心的UC应用，提高客户服务、销售与催收结果。
- § UC is not an evolution of IP telephony*; software does not require IP telephony, it uses presence as the enabler UC不是从IP电话演变而来，软件不需要IP电话，UC是以在线状态为核心。

Software powered unified communications underlies the next generation of technology to meet these requirements. It directly addresses the challenges of proprietary, siloed and hardware intensive CTI architectures.
基于软件的UC成为下一代技术的基础。UC架构直接解决了专有的、独立的、以硬件为主的CTI架构所带来的诸多问题。

Aspect Contact Center Software: A New Paradigm

Offering Aspect 联络中心软件: 全新的方式



Unified Communications Applications UC应用

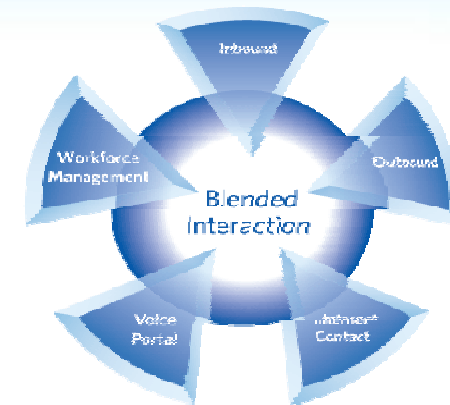


Improve customer service, while reducing maintenance by providing a more responsive customer interaction platform

提高客户服务水平，同时通过更具交互性的客户联络平台降低维护成本



Reduce the cost per collected dollar by streamlining the agent desktop and workflow, while reducing maintenance
流线性设计的的座席应用与 workflow 降低催收和维护成本



Improve operational efficiency by having the flexibility to leverage the same agent pool to manage inbound and outbound contacts, while reducing maintenance
灵活的混合式座席提高运营效率降低维护成本



Reduce agent costs by creating a more productive workforce, while reducing maintenance
增强的劳动力管理，降低座席成本和维护成本



Improve collections yield, while reducing maintenance
提高产量，降低维护成本



Reduce agent costs by creating a more productive workforce, while reducing maintenance for Aspect eWFM
增强的劳动力管理，降低座席成本和维护成本

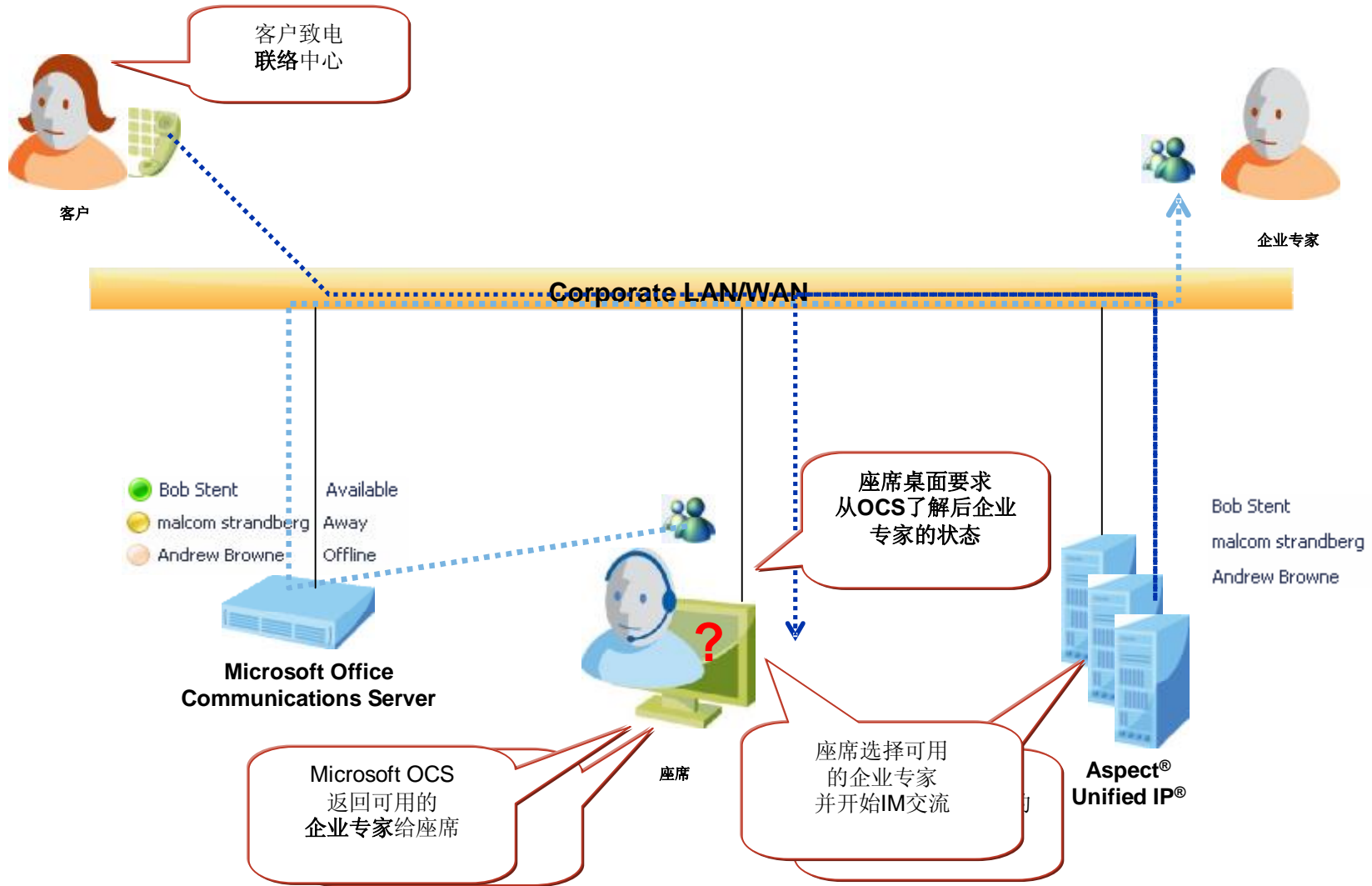
Seamless Customer Service™ Value Proposition 价值定位

- § Improve customer satisfaction by enhancing the caller's experience as they transition from self service to assisted service 在客户从自助服务转向人工服务时，通过更好的客户体验提高客户满意度
- § Improve company image and competitive distinction by orchestrating a desirable customer experience 协作式的客户服务体验，可以提高企业形象和企业竞争力
- § Reduce infrastructure costs and complexity with a Microsoft .Net web services platform which requires less technology and support resources 通过Microsoft .Net web 服务平台，减少技术支持资源需求，从而降低成本和复杂度
- § Increase first call resolution rates through data directed routing and expert agent accessibility 通过使用数据路由和专家座席服务提高在第一通电话解决问题的比率

The capabilities build your value proposition

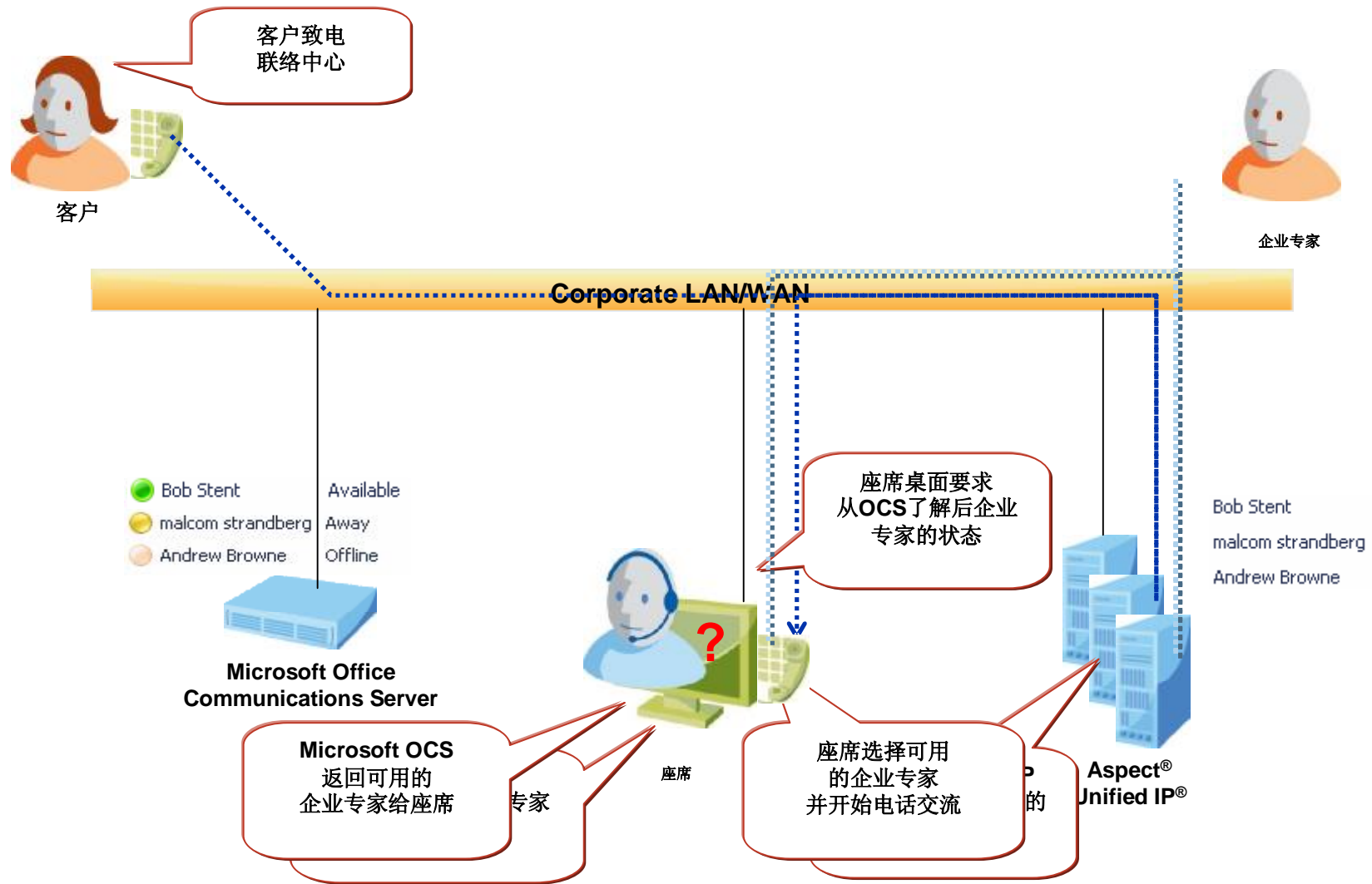
Unified Communications for the Contact Center

座席和企业专家的IM互动



Unified Communications for the Contact Center

座席和企业专家的语音互动



Streamlined Collections™ Value Proposition 价值定位

- § Reduce the cost per collected dollar by streamlining the agent desktop and workflow 流程化的座席应用和工作流降低催收成本
- § Reduce charge offs by reaching collection customers sooner 迅速联系催收客户以减少滞纳金
- § Increase collections by dynamically targeting your delinquent accounts to ensure you are reaching the right people at the right time 动态调整目标催收客户，确保在正确的时间联络正确的客户，提高催收效率
- § Reduces staffing costs by automating early stage (<30 days) collections activity with self service and pay-by-phone functionality 通过早期的IVR自动催收(30天以内)降低人力成本
- § Comply with regulatory changes through improved controls, tools and reporting 通过增强的监控、工具和报表功能，使企业实时满足法律法规要求

The capabilities build your value proposition

Blended Interaction™ Value Proposition 价值定位

- § Improve operational efficiency by having the flexibility to leverage the same agent pool to manage inbound and outbound contacts 灵活的混合呼入呼出座席提高运营效率
- § Enhance customer experience by providing timely and interactive notifications for a service, event, or appointment e.g. power outages, upcoming appointments, schedule call backs, etc. 增强客户体验 – 即时的、交互通知 (关于服务、活动、会议)
- § Reduce costs associated with anticipated inbound calling through proactive and automated outbound notifications resulting in better resource utilization 利用主动的自动式外拨通知，降低呼入成本，提高座席利用率
- § Improve workforce effectiveness while reducing costs by planning for agents at the right time based on work volumes 根据适时的工作量确定座席数量，提高座席工作效率并降低成本

The capabilities build your value proposition

Productive Workforce™ Value Proposition 价值定位

- § Reduce integration complexity, upgrade complexity, administrative overhead and vendor management through a single vendor solution 厂商唯一：降低集成复杂度、管理成本和多厂商协调成本
- § Reduce attrition by motivating and empowering agents throughout the workforce lifecycle 降低人员流失 – 在劳动力在职期间持续的激励制度
- § Reduce call handling costs (AHT and Occupancy) 降低呼叫处理成本 (平均呼叫处理时长和占用率)
- § Better informed and trained CSRs through improved coaching process 通过改进的培训流程，给予CSR更好的沟通和培训环境
- § Increase customer feedback on products and campaigns 客户对产品和服务的反馈
- § Improve dispute resolution and compliance (policy and regulatory) 提高劳资纠纷解决效率、遵守法律法规
- § Improve workforce effectiveness while reducing costs by planning agents at the right time 适时的安排座席数量，提高人工效率、降低成本
- § Improve staff effectiveness by providing performance feedback to drive self management against KPI goals 通过KPI目标实现员工的自我管理和绩效反馈，提高员工效率
- § Allow management visibility of performance versus goals 对绩效与目标的实时监控
- § Increase customer satisfaction through improved work processes 改进工作流程提高客户满意度

The capabilities build your value proposition

Optimized Collections™ Value Proposition 价值定位

- § Increase collections by improving right party contacts 提高联络准确率，提高催收效率
- § Reduce staffing costs by aligning collector staffing with best time to call contact strategy 最佳拨电时间，降低催收座席人力成本
- § Improve collector effectiveness by providing targeted performance feedback and coaching 通过绩效反馈与指导培训提高催收座席效率
 - § *Example:* Track Dollars Collected/Hour, PTP Rates to create an effectiveness KPI
- § Improve collector effectiveness by providing targeted performance feedback to drive self management against KPI goals 根据KPI目标实现自我管理和绩效反馈，提高员工效率
- § Provide increased performance visibility that reduces overhead on your agents, supervisors, analysts, administrators and executives 有效的绩效监控降低座席、班长、分析专员、管理人员和高级管理人员的投入
- § Increase collector motivation and retention through giving agents the ability to manage their own schedules 赋予座席自我管理班表的权限，提高催收座席的积极性，降低座席流失率

The capabilities build your value proposition

Productive Workforce for Aspect eWorkforce Management™

Value Proposition 价值定位

Improve customer satisfaction by providing best practices coaching of front line agents 对一线座席的指导，提高客户满意度

Reduce first call resolution costs by improving agent skill sets and confidence 提升座席业务技能、增强座席信心，降低首通电话解决问题成本

Better informed and trained CSRs due to improved feedback and coaching process 通过改进的培训流程，给予CSR更好的沟通和培训环境

Increase success measurement of product launches and marketing campaigns based on customer feedback 根据收集的客户反馈，提升产品功能和市场活动效果

The capabilities build your value proposition

What are the Components?

§ Application Components



- Aspect® Quality Management™
 - Voice Recording
 - Screen Recording
- PerformanceEdge™ Performance Management™
 - Standard

§ Complementary Applications & Capabilities

- § Seamless Customer Service™
- § Blended Interaction™
- § Speech Analytics
- § PerformanceEdge™ eLearning
- § PerformanceEdge™ Job Match
- § Unified Command & Control™ – Reporting & Administration
- § PerformanceEdge™ Performance Management
 - § Enterprise

Why are UC Services so Important?

UC 服务的重要性

Enterprise
企业用户

Lighthouse
灯塔

Voice Pilot

STRATEGY & BUSINESS CASE

ARCHITECTURE & NETWORK PLAN & DESIGN

BUSINESS PROCESS CONSULTING

IMPLEMENTATION, INTEGRATION
AND USER ADOPTION

RAPIDSTART PILOTS & PROOF OF CONCEPT

Unified Communications Applications & Services

UC应用与服务

- **Software and Services to positively impact business results** 软件与服务提升业务结果



Aspect and Microsoft Alliance

Aspect与Microsoft联盟

The New Market Equation...新的市场格局...



- § Joint investment - provides insight into Microsoft product vision/ability to tap their UC expertise 联合投资
 - § Unlike other partnerships, Microsoft has an equity stake in Aspect 风险共同承担
 - § Shared development objectives 共同的发展目标
 - § Professional services solutions are in alignment with current and future products from both companies 专业服务与两公司当前和未来产品发展方向保持一致
 - § Mutual stake in successful implementations – we provide access to resources who've been exposed to the risks and have delivered high quality outcomes (including our own deployment) 共同的成功实施目标

UNIFIED COMMUNICATIONS + CONTACT CENTER

