

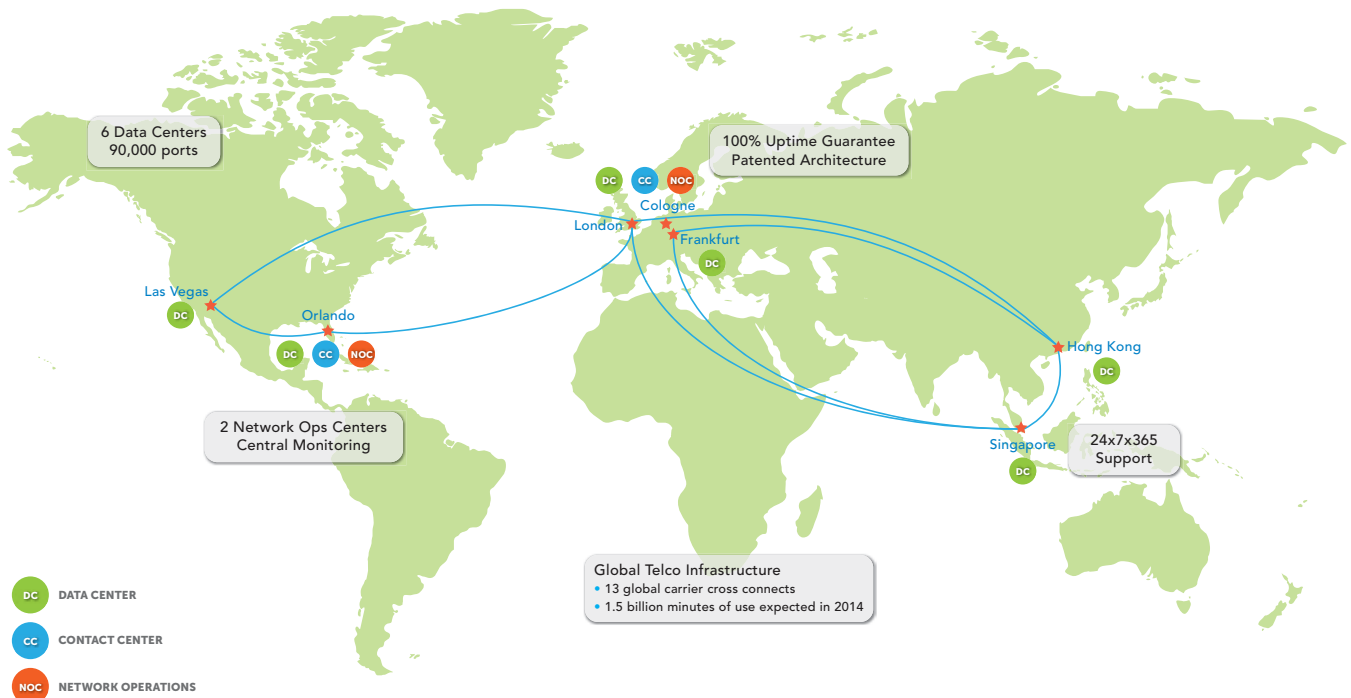
# Zipwire™ Cloud Contact Center Solution 11 Key Advantages

The flexibility of the cloud makes it easier than ever before to deploy a contact center solution that provides a world-class customer experience across self-service and agent-assisted channels. Zipwire's reliable cloud delivery brings these benefits to you – and much more. The combination of our market-leading capabilities and history of contact center expertise puts Zipwire in a class by itself.

Take full advantage of innovative features unique to our platform, such as the ability to seamlessly connect mobile applications to the contact center and the integration of powerful, real-time workforce management tools. We give your business the competitive edge of remarkable customer experiences with these 11 distinguishing features of the Zipwire service and Aspect cloud:

## 1. Reliable, Industry-Leading Cloud Architecture

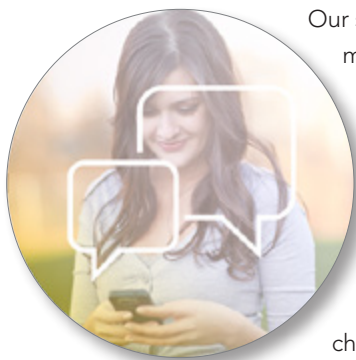
Moving to the cloud is an easy financial decision – with no hardware costs, no on-going maintenance costs and usage-based pricing that's easy to budget for, transitioning to our cloud gets your contact center up and running without the up-front investment required by on-premise solutions.



Our cloud is also reliable and secure, with multiple, completely redundant data centers architected to ensure no single point of failure, with third-party verification of Level 1 PCI-DSS compliance – the highest available standard of compliance available for sensitive credit card and financial data. The Zipwire™ cloud contact center runs on our hosted network that will deliver an estimated 1.5 billion minutes of traffic this year, and is backed by the same 100% uptime service level agreement (SLA) we've provided for over a decade. And as an independent RespOrg, we route calls across multiple carriers, ensuring your call traffic is unaffected by carrier outages.

## 2. Omni-Channel Customer Engagement

Customers – particularly mobile customers – may traverse multiple channels of engagement when seeking an answer to their question, including self-service and agent-assisted options.



Our scenario-based architecture makes it easy to deliver a consistent customer experience on voice, mobile, web and social channels. Then, we break down the silos that transform your “multi-channel” customer service into a truly “omni-channel” offering that allows customers to seamlessly continue

receiving assistance when they cross channels, including providing context to your live agents.

A fully implemented omni-channel solution creates cost efficiencies, reduced customer frustration and better issue resolution when customers can quickly resolve basic issues via the self-service channel of their choice, freeing up your agents to dedicate their efforts to resolving more complex customer queries.

## 3. Easy Deployment, In-House Expertise

Unlike elaborate hardware setups for on-premise installations, your initial contact center deployment can be completed and configured in a matter of days.

Once you're up and running, leverage the deep expertise in our professional services team and its 40+ year history of innovations in the contact center space. Our experts can help you understand your customer journey and find ways you can optimize your strategic use of inbound contact center and self-service channels, make process improvements to your outbound campaigns, ensure adherence to best practices

and compliance, implement workforce management and workforce optimization, and much more.

## 4. Scalability and Burstability

Your business isn't static, and neither is our cloud. Easily scale your number of agent seats up and down around seasonal fluctuations in your business, and take advantage of cloud capacity for sudden high volume events. When you need burstability, our cloud automatically makes capacity available to you when you experience a ramp-up – no need to wait for resources to be deployed, thus minimizing your periods of agent wait time and minimizing abandonment rates.

## 5. Connection Between Your Mobile Applications and the Contact Center

Our innovative mobile API seamlessly connects your customers from your mobile application to the contact center when they need agent assistance – routing the customer to the appropriate agent, on the appropriate channel, with context. Customers can choose a voice chat with an agent or continue in a text chat with a SMS-styled interface that's already familiar to them.

The mobile API can also leverage the camera functionality built into most mobile devices, to provide an additional dimension to agent-assisted conversations – making it easier for agents to assist with product configuration, repairs, health symptoms and much more.



## 6. Proactive Engagement

For common processes, our Proactive Engagement Suite of solutions provides automation that supports two-way dialogues, streamlining the conversation.

For all businesses, our Remind and Notify tool elevates reminders to bidirectional interactions on the customer's channel of choice, including escalations to live agents. Our Collect services empower collections agencies to ensure compliant outreach and build in best practices of campaign management. For payments, banking and other sensitive information, our powerful Verify tool supports multi-factor identification, including the ability to leverage functionality within customers' mobile devices.

## 7. Surveys

Stand-alone and post-call surveys, deployable across the voice and text-based channels your customers prefer, enable you to keep your finger on the pulse of customer satisfaction.

With two-way surveys, give customers immediate feedback on their responses, and incorporate escalation options when a response should be immediately addressed by an agent or supervisor. Use the results of post-call surveys to continuously optimize your contact center workflow and processes, ensuring you deliver high rates of first-call resolution.

## 8. Workforce Management in the Cloud

Optimize your staffing levels to maintain service levels that meet customer demands, with full understanding of your call volume, channel utilization and



agent skill levels by utilizing our cloud-based workforce management tools to forecast, schedule and track your staffing requirements.

Our multiple forecasting algorithms ensure accuracy and allow you to test unlimited trial schedules and “what-if” scenarios, then use real-time adherence monitoring and interactive dashboards to track against key performance indicators (KPIs).

## 9. Advanced List Management

For outbound campaigns, leverage our Advanced List Management capabilities to increase conversion rates. Develop, deploy and analyze sophisticated contact strategies that leverage real-time business intelligence, customer interaction history and business rules to generate refined, but flexible targeted calling lists.

In addition to optimizing your outbound calling strategy to contact the right records at the right time to achieve the most right-party connections, advanced functionality for compliance restricts calling at the phone number and account levels, and supports manual and imported exclusions.

## 10. Reporting and Analytics

Make the most of the “big data” generated by your contact center with reporting and analytics capabilities. Gain critical and actionable insights from built-in reports and customizable tracking for your KPIs. Measure and improve interaction handling time, progress toward first-contact resolution, call quality, agent effectiveness and more.

## 11. Quality Management

A 2013 Aberdeen Group study showed that cloud-based contact centers provide easy access to call recordings, call scoring and reporting that streamlines the coaching process and results in more frequent, more effective dialogues between agents and supervisors. Leverage reporting, encrypted call recordings and call scoring to create coaching opportunities that improve issue resolution, increase revenue by identifying common service-to-sales opportunities, and improve agent effectiveness. Then incorporate our workforce optimization tools to identify areas for individual agent improvement, further analyze the context, content, purpose and outcome of customer dialogues and empower agents to manage their own schedules in a way consistent with your contact arrival patterns.

From ease of initial implementation to deployment of integrated, omni-channel capabilities that enable you to deliver a truly world-class customer experience, the Zipwire™ cloud contact center solution eliminates upfront costs and technical hurdles, and helps your agents be more successful and productive.

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### About Zipwire

Zipwire is a pure cloud solution combining Aspect's 40-year contact center heritage with Voxeo's 15 years of global cloud hosting expertise. Zipwire brings scalable, reliable multi-channel contact center capabilities to organizations with needs ranging from 2 - 250 seats as well as large enterprise needs up to 500 seats. With pay-as-you-go pricing that scales with your business, Zipwire supplies the simplicity expected from the cloud along with the robust multi-channel capabilities businesses need to deliver a superior customer experience. For more information, visit [zipwire.aspect.com](http://zipwire.aspect.com).

