

# Aspect® Customer Experience Platform (CXP)

The only complete application lifecycle management suite for IVR and omni-channel Unified Self-Service™

Improve the customer experience, simplify development and deployment of customer contact applications, make changes and updates faster, and protect your investment. Aspect CXP is the only platform and toolset that supports the entire self-service application lifecycle from design to deployment to application tuning. CXP reduces the complexity of delivering sophisticated self-service applications while significantly improving the customer experience – enabling enterprises, service providers and integrators to provide more value across more communication channels at lower costs. Our customers have reported up to 50% savings in development and 80% savings in deployment and maintenance.

Aspect CXP self-service applications are 100% portable and operate seamlessly with our own premise and cloud solutions, and can also be used to offer enhanced self-service alongside other contact center platforms.



Aspect CXP Application Lifecycle Management coordinates people, processes and tools to streamline development and improve the customer experience:

- Model, design and build resilient Unified Self-Service applications across multiple customer contact channels, including IVR, text (Chat, SMS, USSD), social networks like Twitter and mobile Web apps
- Improve application delivery and lifecycle traceability from requirements through deployment with features such as integrated testing and one-button documentation

- Centrally deploy, manage and monitor your solution
- Analyze your application in real-time across all deployed interaction channels
- Use detailed reporting to continually fine tune and enhance the customer experience
- Let your business users take control through CXP's easy-to-use, Web-based Business User Interface

## Key Benefits of CXP

### **Design Once – Deploy Anywhere Architecture**

CXP's design once, deploy anywhere architecture uniquely enables one application to be deployed across multiple customer contact channels. The channels share underlying business logic and back-end access while maintaining their own unique advantages and characteristics. Supported channels include IVR, text (IM, SMS, USSD), mobile web, video, and social networks like Twitter.

The solution eliminates the need for redundant development teams, speeds application creation and simplifies ongoing maintenance, while providing a consolidated view of service usage and the customer experience across the different channels. Companies can now accommodate customers' evolving communication preferences and simultaneously

lower support costs with a Unified Self-Service solution and inexpensive text-based communication channels.

### **Group Level and 1:1 Personalization for a Better Customer Experience**

Powered by built-in integration to popular CRM systems, Aspect® CXP enables dynamic self-service across multiple channels and languages based on customer types, values, preferences, transaction histories and more.

Traditionally, it's been difficult for application developers to create a personalized IVR experience because it requires so many different prompts and complex dialog logic. With its Layer concept, Aspect CXP makes it easier to create and maintain personalized dialogs across multiple channels, resulting in streamlined customer interactions, higher self-service adoption rates and improved customer loyalty. The feature also supports targeted, revenue-generating offers and proactive outbound customer support.

Personalized service is not limited to isolated interaction points. With Aspect CXP Continuity Server, which uses Context Cookies to remember customers' previous interactions, customers can pick up where they left off even if their interactions cross multiple channels, or switch between automated and agent-based interactions, providing a seamless omni-channel customer experience.

Aspect CXP integrates out-of-the-box with "big data" tools like IBM Cognos, SAP BusinessObjects and MicroStrategy so you can use advanced business intelligence solutions to analyze and report on your customer self-service experience.

**Avoiding the cost of third-party, standalone analytics can result in savings of \$200,000 to millions depending on the size of the deployment.**

### **Integrated, Actionable Analytics for Continual Improvement**

Aspect CXP provides real-time analysis and reporting of caller behavior, application performance and transaction completion rates to help improve ROI and eliminate caller frustrations. With detailed and actionable analytics from Aspect CXP, you can make informed business decisions based on over 60 pre-built reports in the areas of Administration and Maintenance, Application Development and Tuning, and Business and Caller Analysis. Avoiding the cost of third-party, standalone analytics can result in savings of \$200,000 to millions depending on the size of the deployment.

### **Giving your Business Users Control**

Whether in the cloud or on-premise, Aspect CXP includes an easy-to-use, Web-based Business User Interface (BUI) that enables your non-technical staff to take some ownership of the customer-facing self-service applications.

Empower your business users to configure business hours, routing numbers, or marketing or service announcements without having to go through IT or lengthy deployment procedures while limiting the risk through powerful validation rules. Business users can also make live updates to IVR prompts or mobile web app images when needed. All changes are fully audited, can be reverted, and control over individual prompts and configuration items can be granted on a per-department level.



*Multiply the ROI of your IVR solution by extending your voice self-service to two-way SMS, chat, mobile Web apps for smartphones, and even social networking sites like Twitter.*

### **Create Mobile Web Applications**

Aspect CXP provides an advanced mobile channel interface, based on jQuery Mobile and HTML5. It includes a framework of drag and drop components that accelerates building mobile applications that work across all popular mobile smartphones and tablets. Use Aspect CXP to build "disposable" mobile Web apps that can be pushed as a URL to your always-connected consumers via SMS. These "micro apps" can be used for transactional purposes such as collections, appointment reminders with options to reschedule, and any other proactive outreach. With Aspect CXP, mobile apps become one component in an integrated omni-channel experience.

### **Backend Connectivity**

The Aspect CXP web services interface and connector framework provides easy, secure integration with any backend system or legacy application for existing and future investment protection. Integrations can be reused across multiple customer interaction channels. SOAP based and

RESTful web services can be integrated directly, supporting advanced security concepts such as WSS and more. Finally, Aspect® CXP Analyzer automatically provides elaborate statistics about backend availability and performance.

### **Multi-tenant, Carrier-Grade Solution**

With Aspect CXP, you can deploy multiple tenants and users simultaneously on a single infrastructure, ensuring efficient sharing of resources. Securely separate project, service, resource and user management among tenants and leverage collaborative development among corporate teams. User roles for developers, administrators, and business users provide appropriate access rights to efficiently manage large corporate and managed service environments. Finally, Aspect CXP provides central management and reporting across multi-data center deployments.

### **Aspect CXP Deployment Options**

Deploy Aspect CXP on your premise, access it on demand in the Aspect cloud, or deploy a hybrid combination of the two. Aspect CXP Hosting offers instant start up, no up-front investment and is backed by the power of our multi-site, global hosting platform. The result is proven performance, scalability and the industry's first 100% uptime service level agreement (SLA).

Built on open standards, Aspect CXP applications are portable across all VoiceXML-based IVR platforms, SMS/ USSD gateways, and mobile devices, and can be used to complement Aspect's on-premises and cloud-based contact center solutions as well as those from third party vendors.

### **Migrating Your Applications to Aspect CXP**

CXP provides a rich GUI development interface, reusable application building blocks and automated migration and testing tools that ease the move from legacy environments. Aspect has helped many customers replace their outdated IVR platforms and applications with a modern Unified Self-Service solution.

With Aspect CXP you also have access to a vast pool of partners and Aspect® Professional Services to assist in executing on your customer experience vision, with deep expertise spanning vertical markets and applications.

## **Aspect CXP Solution Components**

### **Aspect CXP Server**

Aspect CXP Server is the execution engine that supports the generation of dynamic dialogs and interfaces. Aspect CXP Server enables highly scalable, carrier-grade deployment and management of personalized self-service applications.

## **Key Features and Benefits**

- Design once, deploy anywhere architecture
- Dynamic personalization to address customer preferences and streamline interactions
- Cluster management for large enterprises and service providers
- Multi-tenancy support: Operate one platform for multiple clients
- Easy integration with third-party development and administration tools through Aspect CXP's comprehensive web service interface
- Easily apply real-time changes to live services on IVR, text, and web channels with Aspect CXP Business User Interface
- One-click hot service redeployments and rollbacks
- SNMP traps and e-mail notifications to rapidly alert operations personnel to unexpected occurrences in an installation
- Services auto-adapt to new mark-up standards (such as VoiceXML) and IVR, ASR and TTS releases
- Support for omni-channel applications spanning voice (IVR), text (Chat, SMS, USSD), video (IVVR), Twitter and mobile Web apps for Smartphones
- One-click portability across 32 leading IVR platforms including Aspect as well as Avaya, Cisco, Genesys, Holly, West, HP, Intervice, Convergys, Nortel, Nuance and Syntellect
- The ability to simultaneously run Aspect CXP applications across multiple IVR platforms in parallel

### **Aspect CXP Continuity Server**

Aspect CXP Continuity Server facilitates the seamless, omni-channel customer journey by preserving state across different customer touchpoints. Continuity Server functions as a data store for Context Cookies that enable you to personalize self-service interactions, improving the customer experience by knowing when and why they contacted your company last and whether the caller has achieved their goal or not.

### **Aspect CXP Developer – Application Development**

Aspect CXP Developer is the true multi-channel graphical development environment for creating, testing, deploying and monitoring multi-channel self-service applications. Aspect CXP uses an object-oriented approach for application development, which supports full re-use of individual objects

### Key Features and Benefits

- Preserve session state across multiple sessions
- Retain user preferences
- Track the customer's last session or call
- Find out whether the last Business Task in the previous interaction point was completed, or why it failed
- Track call frequency for individual customers
- Track the last page of your website the customer visited
- Persist any session context to be picked up in the next session – minimizing customers' need to repeat themselves and improving the overall experience

(dialog steps) and modules. Developers have the ability to automatically narrow their view to a specific channel. For example, IVR development centers around voice prompts and grammars, while mobile web development focuses on web forms, text and image content.

Aspect® CXP Developer is a rich client based on the leading open-source Eclipse IDE. It enables team collaboration based on one central repository, and also supports offline development and testing.

#### **Aspect CXP Commander – Application and Server Management**

Aspect CXP Commander provides a graphical administration interface for managing and monitoring Aspect CXP Server, enabling application updates, rollbacks, and application call tracing. With a single action, you can roll out application updates across an entire server farm with no service downtime or manual distribution of files. Hot restore instantly reverts the deployment of broken application. Aspect CXP Commander is available as part of the Eclipse-based Aspect CXP Developer IDE, or as a standalone web-based interface, and can be used to centrally control Aspect CXP Clusters across multiple data centers.

#### **Business User Interface**

Aspect CXP Developer is complemented by an easy-to-use, Web-based Business User Interface that lets your non-technical staff take control of typical configuration parameters such as IVR prompts and mobile Web application images, business hours, routing destinations for your IVR, or service announcements that need to be activated at certain times.

The BUI enables live, IT-free deployment updates that allow whole new ways to keep your self-service applications up-to-date.

### Key Features and Benefits

- Multi-tenant, role-based, powerful graphical service development
- Easy-to-use object library, no manual coding
- Reusable application building blocks and built-in best practices
- Natural Dialog Management ensures human-like, natural interaction
- Connector framework for seamless integration into existing IT infrastructure and backend systems
- Hotspot Analytics highlights weak points and bottlenecks in your applications right in the development environment, based on statistical data on automation success rates, user navigation patterns and the user experience
- Integrated Grammar IDE for creation and testing of speech grammars
- Automatic documentation creation and document updates
- Integrated testing and debugging tools
- Easy and flexible tuning supported by call tracing, logging and reports
- Centralized, role-based user management
- Team collaboration, audit trails
- Integrated project and version control with check-in/out
- Integrated management console for real-time monitoring, server and service management
- Tools for faster migration of legacy applications
- Switch between channel-specific perspectives and an omni-channel perspective, allowing for true omni-channel service development

#### **Aspect CXP Analyzer – Real-time Analysis and Reporting**

Aspect CXP Analyzer provides reporting and analysis of key business, operational and application usage and performance data. Based on data from Infostore, the integrated logging data repository of Aspect CXP Server, users can access live

information through popular Business Intelligence software such as MicroStrategy and SAP BusinessObjects. The solution collects usage and performance data on system and application levels, caller behavior, task completion rates and voice recognition success. This information flows directly into the data warehouse, eliminating time-consuming ETL (extract transform load) procedures that are typically required to migrate data and make it useful to your Business Intelligence solution, allowing for historical and near-real time reporting.

### Key Features and Benefits

- Comprehensive caller behavior analysis including Dominant Path Analysis, drop-off rates, and menu navigation patterns.
- Real-time analysis with no data load or transformation steps
- Out-of-the-box real-time logging of service usage
- Leverages standard business intelligence functionalities of common BI tools
- Integration with Google Analytics for mobile web application usage insights
- Extensible data model
- Over 60 pre-built reports for business analysts, developers and administrators
- Reports can be further tailored to meet your company's requirements
- Works with IBM Cognos, MicroStrategy and SAP BusinessObjects



### Reports for Business Analysts and Marketing Specialists

- ▶ How many unique callers do you have?
- ▶ How often do they call?
- ▶ How do usage patterns differ between different customer segments?
- ▶ Do all customers have a good service experience?
- ▶ What are the callers' major navigation patterns?
- ▶ Do users achieve their goals successfully? If not, why do they fail?
- ▶ Is personalization helping customers use the application?



### Reports for Administrators and System Operators

- ▶ What is the workload of your server cluster?
- ▶ Is the current number of ports sufficient?
- ▶ Are the servers properly sized and configured?
- ▶ What is the percentage of aborted and rejected sessions (and why do they fail)?
- ▶ What are response times and error rates of the different backend systems?



### Reports for Dialog Designers and Developers

- ▶ Where do users get lost in the service and drop out?
- ▶ What are typical usage patterns?
- ▶ Which input states require tuning?
- ▶ Are there daily/monthly trends in the use of your application?
- ▶ What are your most actively used self services? On which channels?
- ▶ Which prompts lead to an unusually high rate of No Input / No Match events?
- ▶ What are callers actually saying in the IVR?

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#### About Aspect

Aspect's fully-integrated solution unifies the three most important facets of modern customer engagement strategy: customer interaction management, workforce optimization, and back-office. Through a full suite of cloud, hosted and hybrid deployment options, we help the world's most demanding contact centers and back offices seamlessly align their people, processes and touch points to deliver remarkable customer experiences. For more information, visit [www.aspect.com](http://www.aspect.com).

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