



Key Benefits

- Decrease call times
- Increase first contact resolution
- Ensure every interaction contributes to customer value
- Improve customer satisfaction and build loyalty
- Improve contact center employee morale
- Selectively introduce new capabilities in the best way at the best time
- Consolidate disparate data and simplify customer contact architecture
- Reduce IT infrastructure costs



Microsoft Dynamics CRM for Aspect® Unified IP®

Purpose-built, adaptable next-generation applications

Powerful search engines and online peer advice, conveniently available on demand, have convinced many consumers to trust their own fact-finding efforts above the contact center for the fastest results. When they do resort to live assistance, these consumers expect agents to have customer data, product and services information, and expert resources at the ready – and to resolve inquiries effectively the first time, every time. Microsoft Dynamics CRM for Aspect Unified IP helps bridge this disconnect between customer experience expectations and the limits of what the traditional call center can deliver – with purpose-built, adaptable applications that efficiently and cost-effectively improve business outcomes.

Businesses that are able to see the customer experience as an enduring revenue driver also recognize that competitive advantage favors the ability to consistently build customer loyalty and value. Yet, 43 percent of organizations struggle to support customers' multichannel preferences, and 42 percent say they are unable to effectively manage workflow interactions from end to end¹. With Microsoft Dynamics CRM for Aspect Unified IP, your contact center is equipped to overcome business technology and process challenges, drive differentiation in a consumer-driven marketplace, reduce costs and increase ROI.

Easier Information Access and Automated Workflow

Today's consumer expects customer service that offers not only a complete choice of channels but also a consistent, valued-added experience across all media. Satisfaction also hinges on fluid information continuity – the ability to start and complete a conversation using different channels without the contact center losing content and context along the way.

"Microsoft Dynamics CRM for Aspect Unified IP has helped us improve customer care by creating a more efficient workflow for a better agent-customer experience. And our transition to this solution was seamless because Aspect took a hands-on approach from day one, using a project methodology and functionality that was a perfect fit for LifePlans. It was a highly structured process and they were very dedicated to the implementation, helping us make everything come together and work."

*Steve McIsaac
VP of Information Technology, LifePlans*

Microsoft Dynamics CRM for Aspect Unified IP takes advantage of the robust integration of these two technologies to provide a solid framework for smarter customer interactions. Through access to a complete 360-degree view of multichannel customer interactions and contact opportunities, coupled with agile contact control, the contact center can maximize customer value and retention. In addition, a single interface uses customer relationship management strategies to converge the contact center and the enterprise, supporting the best possible customer experiences.

The growing number of digitally-driven customers turns to the contact center only as a last resort after exhausting preferred self-service alternatives, looking for speedy closure on what are often complex issues. For agents, the IM, presence and collaboration capabilities of Microsoft Dynamics CRM for Aspect Unified IP improve their day-to-day contact center functions, making workflow more efficient. These capabilities are enhanced with synergies created by Microsoft tools such as Lync 2010 and SharePoint 2010, which shortcut agents' connections to the best qualified experts and related knowledge resources for faster contact resolution.

¹ Forrester. *The Next-Generation Contact Center*. October 2012.

Microsoft Dynamics CRM for Aspect® Unified IP® also supports your ability to deliver consistent service across channels through a single platform using one set of business rules. Agents no longer confront the service constraints caused by siloed systems that force them to manage a customer contact using different tools. Instead, you're able to optimize customer interactions from end-to-end by putting all relevant knowledge into the hands of your agents as well as customers, back office resources and management.

Dynamically Compatible Capabilities

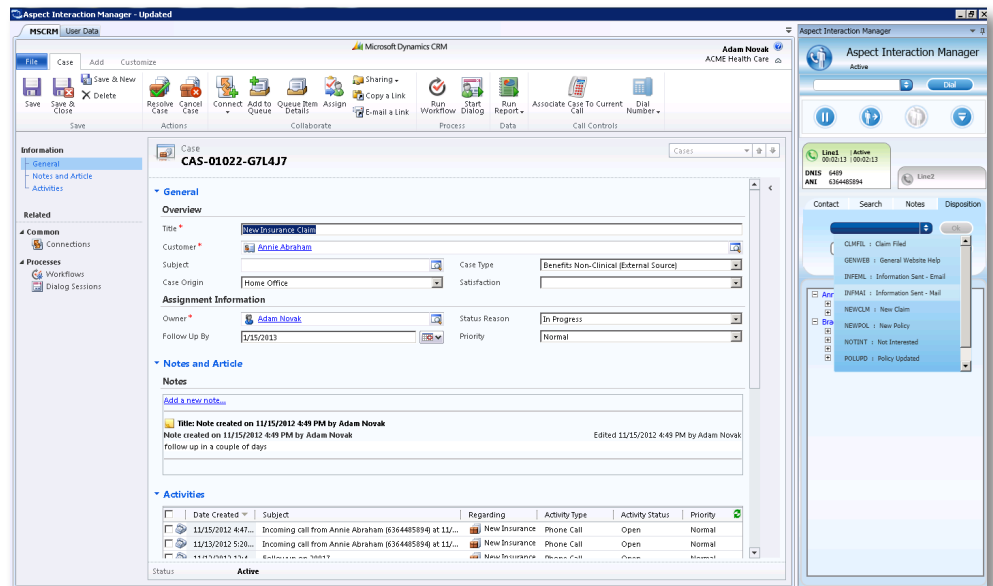
A true example of next-generation customer contact innovation, Microsoft Dynamics CRM for Aspect Unified IP leverages Aspect Applications Foundation with Aspect interaction management capabilities and Microsoft's fundamental customer relationship management technology. The solution capitalizes on the business value of Aspect's global Microsoft partnership and expertise, combined with the core agent empowerment and workflow automation strengths of a complete Unified IP solution.

Microsoft Dynamics CRM for Aspect Unified IP provides two levels of support for better customer experiences and business outcomes, through easier information access, intelligent customer interaction and workflow automation.

Only Aspect has the business and technology expertise to bring Microsoft Dynamics CRM and other Microsoft platforms together with unified multichannel communications and effective people management to enrich customer interactions. Your Aspect team leverages pre-built, foundational technologies to innovate purpose-built, configurable and adaptable business solutions such as Microsoft Dynamics for Aspect Unified IP, delivering productive interactions while optimizing operational efficiencies.

Highlights

- Create innovative applications purpose-built for your business requirements, without the expense of additional software, training or consultants
- Improve customer experiences and business outcomes through easier information access, more intelligent customer interactions and automated workflows
- Resolve business challenges inherent to the customer engagement process
- Overcome unique process challenges with self-contained but easily configurable and adaptable custom applications
- Capitalize on the integration of Aspect Unified IP and Microsoft Dynamics CRM, optimized by Aspect's Microsoft solutions expertise



Microsoft Dynamics CRM for Aspect Unified IP delivers more efficient workflow for a better agent-customer experience.

Corporate Headquarters East
300 Apollo Drive
Chelmsford, MA 01824
978 250 7900 office
978 244 7410 fax

Corporate Headquarters West
2325 E. Camelback Road,
Suite 700
Phoenix, AZ 85016
602 282 1500 office
602 956 2294 fax

Europe & Africa Headquarters
2 The Square, Stockley Park
Uxbridge
Middlesex UB11 1AD
+(44) 20 8589 1000 office
+(44) 20 8589 1001 fax

Asia Pacific & Middle East Headquarters
8 Cross Street
25-01/02 PWC Building
Singapore 048424
+(65) 6590 0388 office
+(65) 6324 1003 fax

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.

