

Aspect Software Appoints Shella Seth as Director of Aspect Global Services for South Asia and Middle East

New appointment will enhance the company's efforts to help customers maximise their technology investments

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Aspect Software, Inc., the world's largest company solely focused on the contact center, announced the appointment of Shella Seth as Director of Aspect Global Services for South Asia and the Middle East. In this role, Shella will be responsible for helping customers maximise the capabilities that Aspect Software delivers. Based out of New Delhi, she and her 28-member team will ensure smooth solution delivery, carry out audit checks of customer contact centre technology, help them achieve better return on investments (ROI) from their technological infrastructure, provide training workshops, and thus help Aspect maintain a positive relationship with its customers.

'Today, Aspect Software powers top contact centres globally and is focused on delivering personalised service that helps customers achieve their strategic goals. In relation to this, we are very happy to welcome Shella on board. Her experience in the contact centre industry, particularly in large account management, is impressive. We are confident that adding her to the Aspect Software team will further strengthen our ongoing efforts to increase customer satisfaction throughout the region,' said Steve Michaud, Vice President, Asia Pacific & Middle East, Aspect Global Services for Aspect Software.

Shella is an experienced professional with nine years in the contact centre technology space in India. Prior to Aspect Software, she managed large telecom accounts for IBM India. She was also the regional business head (North and East) at Servion Global Solution where she was responsible for generating revenue for the region and for maintaining customer satisfaction programs.

Said Shella, 'In today's competitive environment, it is not only about selling a good product that matters, but also about how you deliver the overall solution and how well you provide service to your customers with respect to their current and future needs. Aspect Software is one of the world's top contact center solutions providers and one of the reasons for its leadership status in the market is because of how successfully it has been able to maintain mutually beneficial, long-term relationships with its customers. We plan to come up with a number of initiatives for our customers in the South Asia and Middle East markets to continue to enhance that service.'

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About Aspect Software

Aspect Software, Inc. founded the contact centre industry and is now the world's largest company solely focused on providing session initiation protocol (SIP)-based Voice over Internet Protocol (VoIP) and traditional voice-based products and services for customer service, collections, and sales and telemarketing business processes. Each day, Aspect Software powers more than 125 million customer-company interactions at thousands of in-house and outsourced contact centres around the globe. Its trusted Signature product line offers automatic call distributors (ACDs), dialers, voice

portals and computer telephony integration (CTI). The company's leading Contact Center Performance Optimization product line provides workforce management, quality management, performance management and campaign management applications. And, its pioneering Aspect® Unified IP™ product delivers a comprehensive, multichannel solution. Headquartered in Chelmsford, Mass., Aspect Software has operations across the Americas, Europe, Africa, the Middle East and Asia Pacific. For more information, visit www.aspect.com

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