

Aspect Software Launches PerformanceEdge™, First Fully Synchronized Contact Center Optimization Suite

PerformanceEdge Creates New Reality in Contact Center Optimization; Helps Companies Control Costs and Align Inbound and Outbound Performance to Support Strategic Goals

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Aspect Software, Inc., the world's largest company solely focused on the contact center, today announced the launch of PerformanceEdge™, the industry's first contact center optimization suite that synchronizes workforce management, recording and quality management, performance management, campaign management, and coaching and eLearning to holistically improve business performance. By bringing critical performance optimization functionality together, PerformanceEdge enables businesses to control costs, enhance service levels and align contact center performance with strategic company goals.

'Both inbound and outbound focused contact centers are struggling to meet the growing demands of the consumer and the business due to a number of factors, including increasing transaction volumes, limited insight into real-time events, siloed systems requiring manual report compilation and too many technologies that don't support business process initiatives,' said Bob Kelly, vice president, PerformanceEdge Group at Aspect Software. 'Now, for the first time, with PerformanceEdge, managers are able to tap into historical data, evaluate real-time intelligence and plan future scenarios to gain a complete, end-to-end view of contact center performance and, with the benefit of that information, take immediate action in the face of changing business conditions.'

PerformanceEdge offers existing integrations to all leading ACDs and predictive dialers, including those from Avaya, Cisco, Nortel, as well as Aspect Software. The solution also includes integrations to customer relationship management (CRM) systems and other back office solutions allowing organizations to leverage a complete range of information about their company-customer interactions. PerformanceEdge consolidates data on agent performance, response times, average handle times, call recordings and campaign metrics, empowering managers to make decisions that lead to better operational efficiency and agent effectiveness with optimal resources.

'PerformanceEdge has enabled us to optimize our contact center workforce through better forecasting, more accurate planning and improved scheduling, all of which helps us ensure that the right number of agents, with the right skills are available across all locations. In particular, the solution's real-time adherence capability helps us leverage complex agent data to get the most from our staffing efforts,' said Aaron Jacobs, contact center section manager at VW Credit, Inc. 'We see great value in the integrated data collection and reporting capabilities offered by PerformanceEdge, and look forward to further synchronizing our performance optimization initiatives to achieve our revenue and service objectives.'

Unifying the Leading Contact Center Optimization Solutions

PerformanceEdge offers unified management, administration, data collection, workflows, reporting and data sharing across multiple applications and sites. By bringing together Aspect® eWorkforce Management™, Aspect® Quality Management™, Aspect® Performance Management™, Aspect® Enterprise Campaign Manager™ and Aspect® Campaign

Optimizer™ , PerformanceEdge provides: **Workforce Management** - enables organizations to plan and manage the performance of inbound, blended and outbound staff. **Performance Management** - measures, analyzes and communicates performance results to continuously improve business processes and ensure they are aligned with business goals. **Recording and Quality Management** - records, evaluates and analyzes agent interactions and captures real-time customer feedback to deliver insights into business issues and agent performance. **Campaign Management** - optimizes outbound and blended campaign strategies and increases productive contacts by pinpointing best time-to-call. **Coaching and eLearning** - provides needs-based coaching capabilities, as well as e-learning management and content authoring tools.

'Enterprises need to do what they can to maintain a competitive edge and that includes making sure customer service is not compromised by poor contact center performance,' said Paul Stockford, president and chief analyst of SaddleTree Research. 'With PerformanceEdge, Aspect has redefined and brought together the key ingredients for complete performance optimization to ensure the contact center is firing on all cylinders. The sheer quality and quantity of data — spanning both inbound and outbound contacts — that can be parsed, analyzed and leveraged will truly bolster an enterprise's ability to react immediately to customer demands.'

Now globally available through Aspect Software and its channel partners, PerformanceEdge quickly transforms results and metrics into actionable information, such as forecasts, schedules and key performance indicators (KPIs) that can be leveraged by a diverse array of stakeholders in the contact center. Users can also initiate manual actions or control inter-application workflows according to permission levels and business rules.

Completing the solution, PerformanceEdge also includes a dedicated group of highly experienced professional services, educational services, development and support professionals. With resources deployed worldwide, the team has helped thousands of companies align their operations and processes to improve customer service, collections and sales results.

'Providing an exceptional customer experience is paramount in today's competitive marketplace and true performance optimization requires insight into a wide range of variables and most importantly, the ability to take meaningful action from those insights,' said Kelly. 'PerformanceEdge brings together the number one workforce management, performance management and campaign management applications, along with sophisticated recording and quality management capabilities. As a result it can deliver tremendous value and change the operational reality for contact center managers by allowing them to consider everything and act immediately.'

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About PerformanceEdge

PerformanceEdge combines workforce management, recording and quality management, performance management, campaign management, and coaching and eLearning to enable organizations to holistically respond to changing business conditions. The PerformanceEdge applications dynamically interoperate to help contact center managers consider everything and act immediately, ultimately making it easier for inbound, outbound and blended contact centers to control costs, enhance service levels and align performance with strategic goals. For more information, visit www.performanceedgesuite.com.

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Aspect Software, Inc. founded the contact center industry and is now the world's largest company solely focused on Internet Protocol (IP) 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 centers around the globe. Its pioneering Unified IP®; Contact Center product line reduces complexity by uniting automated call distribution (ACD), predictive dialing, voice portal, email management, web chat and collaboration, and recording and quality management to provide consolidated administration, routing, reporting and workflow. PerformanceEdge®, the industry's first fully synchronized contact center optimization suite combines workforce management, recording and quality management, performance management, campaign management, and coaching and eLearning applications. And, the company's trusted Signature product line delivers reliable best of breed ACD, predictive dialing, CTI and Voice Portal capabilities. 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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