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Aspect Performance
Messaging Guide
DEC2024

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Table of contents

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Pain points and problem statements

Pain Points

Feedback and guidance

- Infrequent feedback: Employees lack timely performance feedback, preventing swift improvement and engagement.

- Inadequate acknowledgment: Contribution and success are not regularly or systematically recognized, impacting morale (timely and consistent acknowledgment not only fosters a culture of continuous improvement but also boosts employee morale and engagement).

Alignment and communication challenges

- Misaligned objectives: Individual goals often do not reflect broader organizational aims, leading to strategic discord.

- Communication breakdown: Ineffective communication causes confusion over expectations and decreases team cohesion (Aligning objectives and expectations across the board is key to a unified and efficiently functioning organization).

Systematic and operational inefficiencies

- Cumbersome administrative processes: Time-consuming manual processes distract managers from more strategic tasks and decision-making.

- Lack of consistency: Inconsistent evaluations due to varied standards make it difficult to measure performance objectively (Streamlining administrative tasks and establishing consistent performance metrics is essential for achieving organizational effectiveness).

Problem Statement

Organizations are increasingly challenged by ineffective performance management practices that hinder both employee engagement and organizational alignment. Infrequent and delayed feedback limits employees' opportunities for improvement and growth, reducing engagement and slowing progress. Additionally, a lack of consistent recognition for individual contributions impacts morale and may drive higher turnover rates. Misalignment between individual goals and broader organizational objectives further complicates efforts to drive cohesive strategies, leading to fragmented priorities and missed opportunities. To compound these issues, manual and inconsistent performance evaluation processes demand significant managerial time, often resulting in uneven standards across teams. Together, these challenges highlight the urgent need for a streamlined, integrated solution that facilitates timely feedback, consistent recognition, strategic alignment, and operational efficiency in employee performance management.

Solution

Aspect Performance addresses these challenges by delivering actionable insights that support a culture of continuous improvement and alignment. With advanced performance tracking, automated feedback

Page

systems, and intuitive goal-setting features, Aspect Performance equips managers to drive success at every level, fostering a unified, high-performance environment.

Messaging hierarchy

Solution name	Aspect Performance
Positioning (Shortest)	Turn data into insights that drive the success and continuous growth of each employee.
Positioning (Short)	Achieving peak workforce performance starts with encouraging your team. Aspect Performance gives you the actionable data insights to drive your team to success. With Aspect Performance, leverage unparalleled precision in performance management, harnessing years of expertise to elevate your workforce to its peak potential.
Positioning (Long)	Aspect Performance is a comprehensive performance management solution that seamlessly aligns individual and team goals with strategic objectives, empowering organizations to elevate workforce potential and achieve operational efficiency. Through data monitoring and analysis, Aspect Performance assesses and reports on data from various sources to provide a complete picture of contact center performance. This 360-degree view allows you to accurately measure performance against organizational goals, drive improvements, and foster continuous development. Elevate your organization's success by unlocking the full potential of your workforce with Aspect Performance—where performance meets precision, and excellence isn't just a goal, but an outcome.

Benefit statements

Benefit	Description
Team productivity	Set measurable objectives and use real-time performance metrics to track progress. Data insights will give you a comprehensive performance management view to build new business strategies.
Employee retention	Acknowledge your employees for all their hard work and achievements. Aspect Performance™ gives supervisors a clear look into employee workflows, providing space for acknowledgment to improve morale and retention.

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Cohesive company-wide alignment	Eliminate room for goal misalignment in your large workforce. Promote workforce performance cohesion across your business through strategic goal alignment and effective communication systems.
Clear, meaningful feedback	Create a continuous feedback loop for employees to receive immediate support. Integrate Performance with learning systems to offer employees growth and improvement opportunities with each customer interaction.

Use cases

Use Case	Description
Accelerate performance feedback	Provide timely performance feedback to improve employees' opportunities for improvement and growth.
Strengthen employee recognition	Create a structured approach to regularly acknowledge individual contributions, boosting morale and motivation.
Align objectives and expectations	Align objectives and expectations across your organization to increase team cohesion and maintain a unified workforce.
Establish consistent performance metrics	Establish standardized metrics to objectively measure performance and achieve organizational effectiveness.

Features and capabilities (by category)

Performance management and tracking	
Performance tracking	Configurable dashboards make it easy to review metrics and find areas for improvement. Set standardized performance indicators across teams to review uniform tracking.
KPI configurability	Aspect Performance integrates with your existing systems to measure KPIs against other data sources. Customization allows for customer-sourced KPI configuration.
Scorecards	Configure a set of KPIs that are weighted to allow for the generation of a total score for the scorecard. Agents can also view standard metrics.
Strategic goal alignment	Organize how individual goals and performance connect to company-wide business objectives. Visualize and track goal progress on a straightforward platform.
Data-driven insights and reporting	

Data-driven insights	Leverage comprehensive reporting and insights models to inform decision-making and future performance strategies.
Customized dashboards	Administrators are able to customize dashboards for appropriate roles in the organization. There are different data visualizations to help new users hit the ground running, where they can pick from a toolbox of data visualizations.
Tailored reports	Generate targeted reports, including pivot grids and color-coded graphs, to uncover key trends.
Coaching and development	
Performance-based coaching	Supervisors can determine specific agent skills in need of improvement and take the appropriate corrective action and implement coaching or use automated coaching workflows to assign coaching for agents specific to their capability gaps.
Continuous feedback loop	Integrate with learning tools to offer growth and improvement opportunities after every customer interaction to achieve a culture of continuous improvement.
Supervisor-employee communication	Improve team communication with a tool that provides continuous interaction. Make sure your team receives timely feedback and support from leadership.
Data integrity and connectivity	
Data integration	Aspect Performance conveniently integrates with your existing systems to deliver KPIs against WFM and other data sources.

Connectivity

Connector	Deployment Type	Notes
Callminer	On-premises | Hosted | Cloud	
Aspect Workforce	On-premises | Hosted | Cloud	*For Cloud, Aspect Performance install location must match source, i.e. Cloud > Cloud is supported, but Hosted > Cloud is not*
Aspect Quality	On-premises | Hosted | Cloud	*For Cloud, Aspect Performance install location must match source, i.e. Cloud > Cloud is*

Page
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		supported, but Hosted > Cloud is not
Alvaria Cloud (fka Via CEC)	Cloud	
CSV File	On-premises | Hosted | Cloud	Cloud: S3 bucket Hosted: WebDAV Premise: Customer Provided file share

Competitive differentiators

Comprehensive KPI Tracking and Reporting: Aspect offers robust KPI tracking and comprehensive reporting capabilities, which are essential for detailed performance analysis and decision-making.

Strong Integration Capabilities: Aspect integrates well with existing systems, making it easier for organizations to adopt without overhauling their current infrastructure.

Supervisor-Employee Communication Tools: The platform emphasizes effective communication between supervisors and employees, which can enhance coaching and performance improvement efforts.