



Aspect Quality
Messaging Guide
DEC2024



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Pain points and problem statements

Pain Points

Limited Feedback and Growth Opportunities: Employees often lack clear evaluation criteria and timely feedback, resulting in missed chances for improvement and skill development.

Recording Management Complexities: Managing, storing, and accessing customer interaction recordings is cumbersome and often lacks standardization, impacting data accessibility and quality assurance efforts.

Compliance Concerns: Ensuring that customer interactions are consistently compliant with industry standards, such as PCI, is challenging, risking potential breaches and non-compliance issues.

Problem Statement

Organizations today face multiple challenges in delivering consistent, high-quality customer service. Employees face significant barriers to growth and effectiveness due to limited access to clear feedback and developmental opportunities. Without standardized evaluation criteria and timely feedback, employees miss crucial chances to improve skills and enhance performance. Simultaneously, organizations struggle with the complexity of managing, storing, and retrieving customer interaction recordings, as inconsistent recording practices hinder data accessibility and quality assurance efforts. Adding to these challenges are heightened compliance concerns; maintaining adherence to industry standards, like PCI compliance, is not only time-consuming but also critical to avoiding costly breaches and compliance risks. Collectively, these issues impede workforce engagement, operational efficiency, and compliance assurance, highlighting the need for a comprehensive solution that addresses feedback, recording management, and regulatory compliance in a unified approach.

Solution

Aspect Quality addresses these challenges by providing a centralized, streamlined platform for recording, monitoring, and evaluating customer interactions. With Aspect Quality, organizations can ensure every interaction is up to standard, with robust compliance options and customizable evaluation tools.

Messaging hierarchy

Solution name	Aspect Quality
Positioning (Shortest)	Streamlines processes, enhances customer satisfaction, and keeps your organization compliant.
Positioning (Short)	Aspect Quality helps you elevate your quality management with cutting-edge compliance and monitoring. Embrace every conversation as an opportunity for evaluation, feedback, and growth – ensuring each engagement is a chance to elevate the art of customer service.



Positioning (Long)	<p>Aspect Quality is an advanced quality management solution that drives enhanced customer satisfaction and operational efficiency by streamlining processes, enhancing customer satisfaction, and keeping your organization compliant. By integrating powerful monitoring and evaluation tools, Aspect Quality empowers organizations to turn each customer engagement into an opportunity for growth and improvement, all while ensuring adherence to industry regulations and standards. Aspect Quality transforms customer service into a growth-oriented, data-driven process that builds trust, accountability, and continuous improvement.</p>
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Benefit statements

Benefit	Description
Continuous workflow improvement	Review advanced contact center quality assurance reports to identify areas of improvement. Make informed business decisions to simplify workflows and increase team productivity.
Employee evaluation and growth	Give your team clear goals and evaluation criteria to improve productivity. Aspect Quality includes comprehensive scorecards and evaluation tools to give your employees quick, valuable feedback.
Comprehensive recording management	Aspect Quality tackles the root of recording management issues, offering data consolidation, customizable PCI compliant recording settings, and access to historical analytics.
Customer satisfaction	Become a business known for valuing its customers and earning their loyalty. Provide top-quality contact center quality assurance and make every customer service interaction count.

Use cases

Use Case	Description
Enhance employee performance	Establish standardized evaluation criteria to improve skills and enhance employee performance.
Streamline recording management	Easily manage, store and access customer interaction recordings to improve data accessibility and quality assurance.



Maintain compliance	Ensure customer interactions are consistently compliant with industry standards.
Deliver exceptional customer service	Empower your team with the tools and technology needed to deliver exceptional customer service and satisfaction.

Features and capabilities (by category)

Monitoring and recording	
Comprehensive monitoring and recording	Record and analyze customer interactions to identify areas for improvement. Includes flexible Premise and CCaaS voice and screen recording integrations with media storage options. Record, review, score, and store ACD calls, agent-to-agent inbound direct, outbound direct, and outbound blended calls for any duration of time.
Automatic archiving	Archive call recordings on a configured schedule and a configured storage location. Search for archived recordings in the archive database or by using Aspect Quality Web Client.
Quick interaction retrieval	Search recordings from any period with simple search and retrieval functionality. Leverages metadata to facilitate easy retrieval and playback.
Evaluation and feedback	
Customizable evaluation forms and scorecards	Allows you to create flexible evaluation forms to track the quality that's important to any given team or department, which they can weigh against specific business goals.
Calibration interface	Ensures uniform measures for scoring with workflow capabilities for scheduled scoring by coaches, which are transferred to their work queues. Have multiple Mentors grade the same interaction, calibrating measurements so that users grade all resources and teams fairly and objectively. Use the Calibration option to view all Mentor responses on a scorecard in the same window for comparison on a question-by-question and section-by-section basis.
Performance markers	Feedback on interactions can be conveyed to agents via performance markers on recordings, helping skill improvement at the front line.
Agent reviews	Provide individual Agent feedback about the Agent performance on each call.
Team reviews	Share recordings across teams for training and quality purposes.
Peer reviews	Share recordings with peers to provide individual feedback about the Agent performance on each call.



Self-evaluation	Agents are given the opportunity to self-evaluate by initiating coaching sessions where both the agent and supervisor can evaluate the same interaction.
Security and compliance	
PCI compliant recording	Tailor recording requirements to your company needs while ensuring PCI compliance at all times, effectively safeguarding customer information. <i>Encryption: All audio and screen data are encrypted using AES 256-bit built-in encryption for secure transmission over the network as well as secure file storage and playback.</i>
Integration and accessibility	
Out of the box integrations	Aspect Quality integrates with Avaya, Cisco, Twilio, Ujet, Aspect Workforce, and Aspect Unified IP. It automatically recognizes agents, agent groups, and custom data, enabling immediate use for rule definition and searches.
Browser-based application	Aspect Quality is used through modern browsers so that you can access from any desktop.

Connectivity

Connector	Deployment Type
Amazon Connect	Cloud
Twilio	On-Premises
Ujet	On-Premises

Competitive differentiators

Comprehensive Quality Management Features: Aspect offers a robust set of quality management features, including voice and screen recording, real-time monitoring, and customizable evaluation forms. This makes it a versatile tool for various quality management needs.

Effective Supervisor-Employee Communication Tools: Aspect emphasizes strong communication tools between supervisors and employees, which can enhance coaching and performance improvement efforts.

Strong Integration with Existing Systems: Aspect integrates well with existing systems, making it easier for organizations to adopt without overhauling their current infrastructure. This seamless integration can save time and resources during implementation.