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Aspect Workforce Experience
Messaging Guide
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Table of Contents

Page
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Pain points and problem statements

Pain Points

Remote/hybrid work popularity: The shift to hybrid work has exponentially increased the complexity of managing a customer service team. Remote and hybrid work environments are the new normal, and the need for workforce management and engagement tools has never been greater. With a workforce of agents who could be working from a physical contact center or from their living room, the complexity of juggling all the variables has exploded. Supervisors now face the challenge of ensuring their agents are productive, engaged, and satisfied in their roles, irrespective of their physical location. This challenge is compounded by the diverse tools and platforms needed to monitor and support their team's work effectively.

Real-time feedback: The lack of direct, in-person supervision has made it more difficult to identify and address issues in real-time, so the need for real-time feedback for agents has never been more critical. Real-time feedback enables agents to adjust their approach on the fly, ensuring every customer interaction is as positive and productive as possible. This not only boosts the morale and satisfaction of the agents, making them feel valued and part of a learning culture, but also significantly improves customer satisfaction rates. Engaged agents who are equipped with instant insights are more likely to deliver exceptional service, driving the overall success of the business.

Agent turnover: Agents quit every day, and this turnover is a significant financial burden and impacts the entire organization. The loss of each experienced agent has a direct impact on the quality of customer service, increasing the chances of losing customers and revenue. High turnover also damages team morale, leading to a decline in productivity and potentially more turnover.

Complexity and user adoption: Existing WFM systems are complex, difficult to navigate, and lack proactive features, leading to inefficiencies and frustration among agents. At the same time, complex systems lead to poor user adoption, which can lead to a negative impact on ROI. Without significant and sustained user engagement, the promised efficiencies, cost savings, and service improvements evaporate, leaving management scrambling to demonstrate value. Barriers to adoption can range from a lack of proper training and support to the users' reluctance to change existing workflows, often due to comfort with familiar systems or fear that new technologies may lead to job redundancies.

Problem Statement

Current workforce management systems are often complex, outdated, and lack proactive features, leading to inefficiencies and frustration among agents and supervisors alike. The shift to hybrid work has intensified the challenges of managing a customer service team, demanding new strategies to keep remote and on-site agents engaged, productive, and aligned with company goals. Supervisors face increased complexity in providing real-time feedback and ensuring agent satisfaction without in-person oversight. High agent turnover exacerbates these issues, impacting service quality, morale, and company costs. Furthermore, existing workforce management (WFM) tools are often overly complex, discouraging adoption and reducing operational efficiency. To address these pain points, organizations need an

intuitive, flexible solution that simplifies team management, promotes real-time engagement, reduces

turnover, and enhances user adoption for improved ROI.

Solution

Aspect Workforce Experience provides a modern, intuitive user interface tailored to meet the needs of today's frontline workers. This next-generation employee application offers a streamlined scheduling experience, proactive notifications, and effortless shift management to empower employees, improve work-life balance, and reduce administrative burdens.

Messaging hierarchy

Solution name	Aspect Workforce Experience
Positioning (Shortest)	Streamline complex schedules, enhance communication, and provide actionable insights to improve decision-making.
Positioning (Short)	The new Aspect Workforce Experience is a next-generation application that unifies scheduling, predictive insights, and workforce collaboration tools in one seamless interface. By integrating with Aspect Workforce, this new agent experience helps simplify management tasks, saving time and reducing friction.
Positioning (Long)	Aspect Workforce Experience is a new, modern, and intuitive interface simplifies and optimizes the scheduling process by aligning employee preferences with business needs while addressing overstaffing and understaffing challenges. Meticulously designed to meet contemporary business needs without the burden of unnecessary features, this new application offers a simplified user interface with streamlined scheduling, proactive notifications, easy shift management, and predictive insights on shift approvals. Built with privacy in mind, this new experience gives frontline employees increased agency over their schedules, improving job satisfaction and streamlining operational efficiencies - all while protecting user privacy. The new application also seamlessly integrates with Aspect Workforce, offering a unified platform to manage schedules and preferences that foster better communication and collaboration across teams - ultimately boosting productivity. By streamlining workforce management, the new Aspect Workforce Experience enables employees to focus more on their core responsibilities, enhancing overall workforce engagement and performance.

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Benefit statements

Benefit	Description
Increased employee engagement and satisfaction	The new Aspect Workforce Experience increases employee engagement and satisfaction through streamlined scheduling, proactive notifications, and easy shift management.
Enhanced work-life balance	The new Aspect Workforce Experience empowers employees with tools that make scheduling transparent and adaptable, allowing them to align their work schedules with personal commitments.
Time savings	By simplifying and streamlining administrative tasks, this new application frees up more time for employees to focus on their core responsibilities.
Improved collaboration and workflow efficiency	The new Aspect Workforce Experience seamlessly connects with Aspect Workforce, improving collaboration and overall workflow efficiency across your workforce.

Use cases

Use Case	Description
Increase user adoption	Increase user adoption by providing a simplified experience that fits seamlessly into their daily routines, improving ROI and sustainable growth.
Accelerate training and onboarding	Accelerate the process of training and onboarding with a simple, easy-to-use platform your agents will adopt quickly and easily.
Reduce operational complexities	Simplify administrative tasks to spend more time on delivering exceptional customer service.
Improve schedule visibility	Improve visibility into scheduling to reducing guesswork and back-and-forth communication.

Features

Feature	Description
Shift Management and Self-Scheduling	An employee-focused interface that empowers shift workers to manage their work-life balance effortlessly via automated, preference-based scheduling.

Page
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Predictive approvals on PTO requests	Employees can view, adjust, and easily submit time-off requests with predictive approvals, enhancing their experience and reducing the mental load of schedule management.
Staffing Availability Overlay	Displays staffing balances within weekly or daily calendar views, enabling agents to instantly see available and unavailable times for schedule changes, reducing guesswork and back-and-forth communication.
Approval Predictions	Uses predictive analytics to provide feedback on the likelihood of approval for schedule changes based on current staffing levels, helping agents make informed decisions before submitting requests.

Connectivity

Workforce Experience Connector	Deployment Type
Aspect Workforce	Cloud

Competitive differentiators

Ease of use: Compared to competitors like NICE and Verint, which have been criticized for cluttered interfaces and usability issues, Aspect's focus on a user-friendly and intuitive interface is a strong differentiator.

Human-centered design: Aspect's emphasis on human-centered innovation and simplifying workflows contrasts with competitors like Calabrio and Genesys, which face challenges with non-user-friendly interfaces and cumbersome navigation. Cross-functional use cases, interconnected solutions, and customization provide a smoother, more efficient experience.

Integration Capabilities: While competitors like Assembled and Calabrio struggle with integration issues, Aspect's integrated solutions provide a more cohesive and efficient experience for users.

Robust, flexible features and reporting: Aspect's tools are feature-rich and capable of handling the complex needs of large enterprises. Aspect's offerings have more flexibility in terms of business rules and configurations in comparison to competitors like Nice.