



Dealing with the public can put a strain on any organisation – not just taking calls and answering queries but providing callers with the information they need to satisfy their requirements – and then being able to record and recall the information at the touch of a button. Putting it simply, a telephone is no longer the only tool needed by a professional call centre.

Aspire provides organisations with a complete CRM system, delivering complex information to operators at the touch of a button, ensuring they carry out their daily tasks efficiently and effectively. Designed with the familiar Explorer web based browsers and simple navigation, agent training is kept to a minimum.

What is Aspire?

Aspire CRM comprises a number of modules – basic CTI (Computer Telephony Integration) Customer Contact, Service Presentation, Customer Response, Customer History and Management and Reporting. This modular approach means that you can start with basic CTI, adding further features and functionality as your business grows.

Customer Contact

This is the flexible contact face of Aspire CRM – Aspire deals with all methods of communication: phone, email, fax, web call-me, SMS, letters or face to face. Using Aspire's in-built intelligence, keywords can be scanned to automatically direct a query to a specific skilled agent, or processed by the auto reply handler. *This ensures that all communication with a customer is recorded and stored for future use, significantly improving the customer experience.*



Service Presentation

This module provides agents with on screen, browser based information for both inbound and outbound activity. Customer information can be imported from an existing database to a task list, enabling agents to respond quickly to customer queries. *This module provides direct integration to existing front and/or back office systems, delivering information seamlessly to agents and speeding up the call process.*

Customer Response

In order to provide the best customer service levels, data is gathered through agent-definable forms. These include customer contact preferences (i.e. letter, email, fax) and incorporate a feedback process handling comments and complaints. *This information can be integrated into an existing workflow process, improving agent effectiveness and productivity.*

Customer History

This is where all the call/contact centre activity with a customer is stored. Aspire maintains an up to date and complete record of inbound and outbound activity (via ANY contact channel). *Users throughout the company can access this information, enhancing organisational efficiency and reducing customer churn.*

Management and Reporting

Information is your organisation's most valuable commodity. The management and reporting module provides a source of business performance metrics, detailing all the information relating to an agent, a campaign, a customer or prospect. *With its easy integration into specialised reporting tools, reports can be created and a complete picture of all activity can be retained for review and analysis, leveraging the investment in your data.*

Integration

APD's strategy is to deliver products which work from the front office towards the back office – maintaining an up to date and open platform for clients to satisfy integration needs. Aspire's integration capability ensures that multi-directional interactions can be dealt with seamlessly, guaranteeing a smooth transition period during the implementation of the system.

Consultancy and Support

Installing a full contact centre CRM solution can be a lengthy task. Our consultants can help you make the right decision, using their knowledge and experience to ensure your implementation goes smoothly and your new system is up and running quickly.

APD offers a range of specific services including:

- Programme management
- Feasibility studies and risk management
- Project management
- Implementation support
- Change management consultancy
- System consultancy
- Post implementation support

“Good customer service and accurate performance management is about clarity, transparency and accountability. The power in having an Aspire CRM system is the flexibility and efficiency it brings.”

Customer Services Network Manager,
East Riding of Yorkshire

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