



WITHOUT PERSONAL INTERACTION,

GUESS WHERE MOST WEB TRANSACTIONS GO?

GIVE BETTER ONLINE SERVICE—
THREE TRIAL OFFERS INSIDE

TWO OUT OF THREE ONLINE CUSTOMERS LEAVE BEFORE BUYING. HERE'S WHAT YOU CAN DO ABOUT IT.

It's a fact: A whopping 76 percent* of online customers abandon their shopping carts—and leave Web sites without purchasing anything. The reason? Nearly half of these customers said they needed personal assistance to complete their transactions. By failing to offer this personalized service, eBusinesses lost an estimated \$6.2 billion last year alone.*

But now, there's a comprehensive new way to give your customers the individual attention they need. It's called Aspect Web Interaction. And it helps your agents provide personalized service on your Web site, anytime—and any way—your customers need it. With Aspect Web Interaction, you can instantly improve their eLoyalty—and your profitability.

* Data Monitor.

CHECK OUT THESE FEATURES FOR IMPROVED CUSTOMER/AGENT INTERACTION



HTML Chat

HTML Chat allows customers and agents to type messages on each other's screens at any time during a transaction.

With **Application Sharing**, agents can capture screen shots, then display them on customers' screens.

Escorted Web Browsing gives customers and agents the ability to view and manipulate the same Web pages at the same time.



Page Markup

Using **Page Markup**, customers and agents can circle and underline sections of Web pages right on their screens, where they can each see what the other is writing.

Collaborative Form Completion lets agents and customers fill out forms together online, with the agent answering questions and verifying entries while the customer submits the form.

KEEP YOUR PROFITABILITY FROM GOING DOWN THE DRAIN. GET ASPECT WEB INTERACTION.

PERSONALIZED ONLINE SERVICE— ANY NUMBER OF WAYS.

Aspect® Web Interaction makes the Web an integral part of your contact center, so your agents can deliver outstanding service—and complete more transactions. This key application of the Aspect Customer Relationship Portal integrates easily with your existing technology. And it lets you offer your customers a wide range of communications options—voice, e-mail, fax, or Web—at the crucial stage of the transaction, when they're considering a purchase.

REAL-TIME CONVERSATIONS—ONLINE AND OFFLINE.

With Aspect Web Interaction, you can provide the ultimate in personal service—phone callback. Customers with separate phone lines for voice and Internet can talk on the phone with the agent—and interact with that same agent over the Web at the same time. Using Aspect Web Interaction's IP telephony feature, a customer and an agent can even talk with each other while reviewing information online together, using only the Internet connection.

Whichever way your customers choose to communicate with your agents, Aspect Web Interaction provides the one-to-one communication that can do more than complete a single transaction. It can build the eLoyalty of your current customers, help you gain new ones, and even help cross-sell and up-sell other products.

INTEGRATE YOUR eCOMMERCE AND eCRM STRATEGIES.

Aspect Web Interaction integrates seamlessly with your existing contact center, eCommerce applications, CMI software, and front- and back-office applications. So it preserves your technology investment. And it's backed by the expertise of Aspect, a company that's focused completely on CRM—with a 15-year track record of providing CRM solutions for companies around the world.

STOP THE PROFITABILITY DRAIN! GET YOUR DEMO NOW!

We've got three great ways for you to see how Aspect Web Interaction can improve your customer service—and your bottom line:

- 1 A 45-day trial of the basic Aspect Web Interaction program. This limited-time offer ends 10/31/00, so call 1-877-621-3692 or send in the attached reply card for more details.
- 2 A live online demonstration, Monday through Friday, ____ a.m. to ____ p.m. PDT. Log on to www.aspect.com/???? for more information.
- 3 A demo CD that lets you explore Aspect Web Interaction at your own pace. To order, call 1-877-621-3692, or go to www.aspect.com/????, or send in the attached reply card.

Choose one or more of these offers. Then, pull the plug on outmoded, inefficient, impersonal customer service—with Aspect Web Interaction.

I WANT MORE PERSONALIZED, PROFITABLE TRANSACTIONS. GIVE ME A DEMO OF ASPECT WEB INTERACTION!

- Call us for more information on a 45-day trial using basic Aspect Web Interaction.
- I want to see a live online demo of Aspect Web Interaction.
- Please send me my Aspect Web Interaction demo CD.

Name _____

Title _____ Company _____

Address _____

City _____ State _____ ZIP Code _____

Phone (_____) _____

E-mail _____

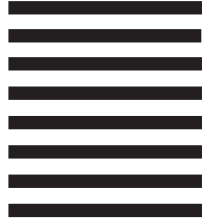


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