

Executive Summary:

Customers Tell Businesses: Deliver Quality Service – Or ELSE

To research the current quality of customer service, Aspect Communications Corporation commissioned Greenfield Online to conduct a national survey. The survey shows that consumers are so adamant about the quality of service they receive over the telephone that more than half (59%) will stop doing business with a company whose service leaves them dissatisfied, and 53% of them will make a point of telling friends and family members not to do business with the company.

The survey reveals that only 16% of customers who are dissatisfied will put in the effort to file a complaint – a far greater percentage will simply leave and let friends and family know. On the other hand, the benefits of providing excellent service over the phone are clear. An overwhelming majority of consumers – 82% – who receive good service will recommend a business to family and friends, and 78% will become repeat customers of a company based on receiving quality service.

Customers also have clear ideas on how businesses can improve service—50% of customers want representatives to have more information available, so consumers don't get passed from agent to agent before they can resolve an issue. Sixty-six percent of customers said that less time spent waiting for service would improve their level of satisfaction.

The survey shows that businesses have room for improvement when it comes to service. Almost a quarter of those surveyed, 24%, said they were dissatisfied with the service they receive over the phone, with 5% calling themselves “very dissatisfied.” These results indicate that companies can expect their fortunes to rise and fall based on the quality of their customer interactions over the phone.

Survey Methodology:

Omnibus is a weekly survey fielded to 1,000 members of the Greenfield Online Internet-based marketing research panel. The panel of 1,000 respondents is weighted by age, gender and household income to be representative of the Internet population. The margin of error is (+) or (-) 3%. For more information about the survey methodology, contact: Gary Zucker, Greenfield Online, (720) 482-9764 or gzucker@greenfield.com.

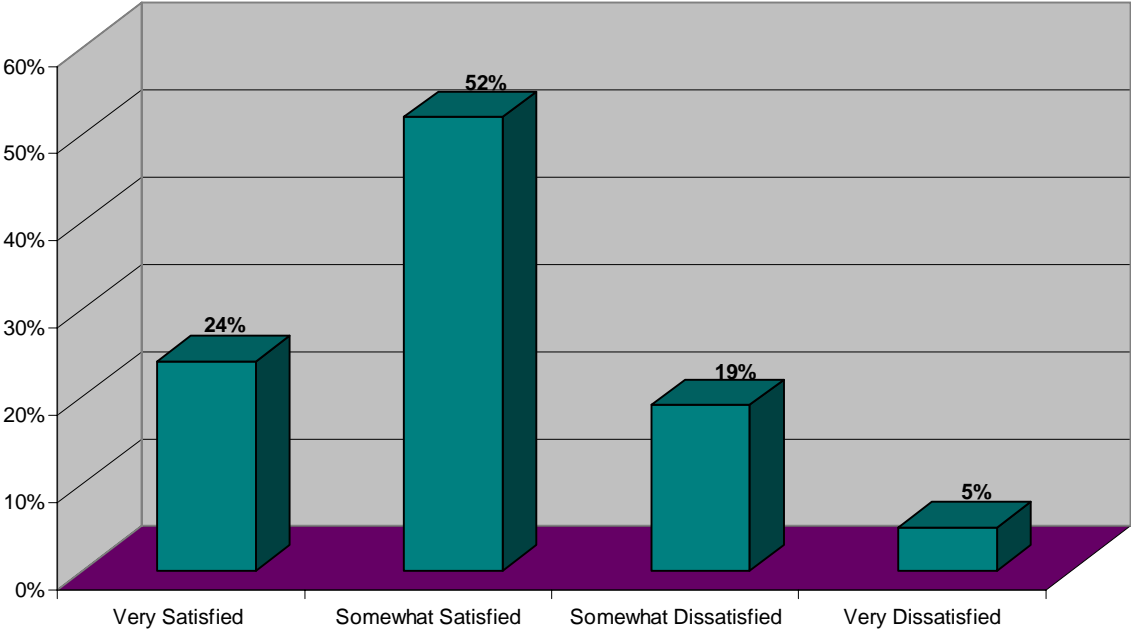
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Survey Results:

1. How satisfied are you with phone-based customer service experiences?

Very Satisfied	24%
Somewhat Satisfied	52%
Somewhat Dissatisfied	19%
Very Dissatisfied	5%

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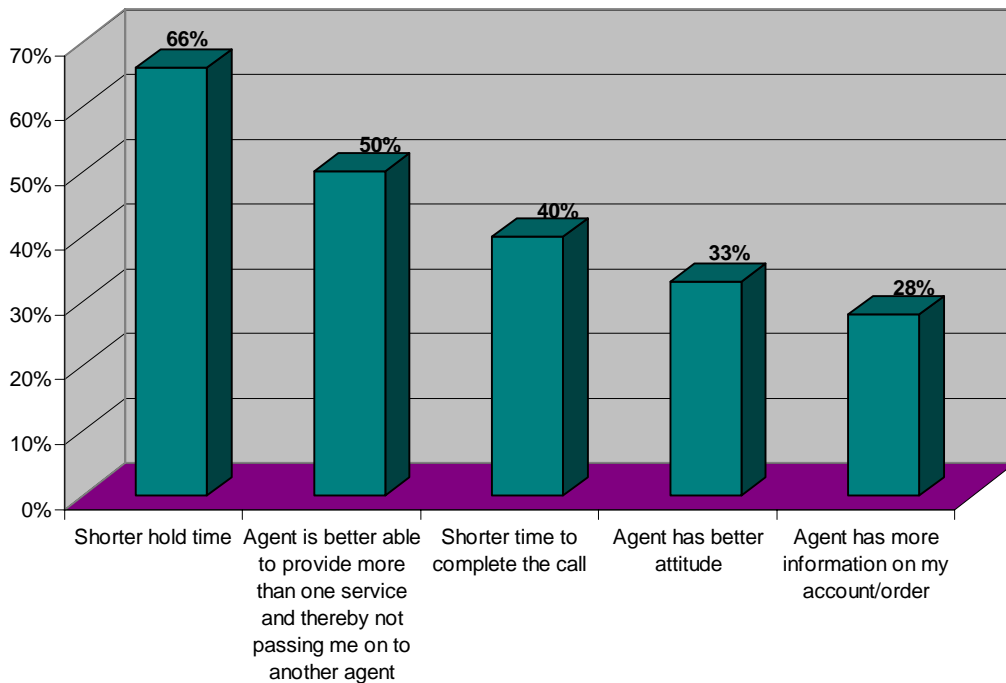


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2. What factors do you believe would improve your level of satisfaction with phone-based customer service?

Shorter hold time	66%
Agent is better able to provide more than one service and thereby not passing me on to another agent	50%
Shorter time to complete the call	40%
Agent has better attitude	33%
Agent has more information on my account/order	28%

2. What factors do you believe would improve your level of satisfaction with phone-based customer service?

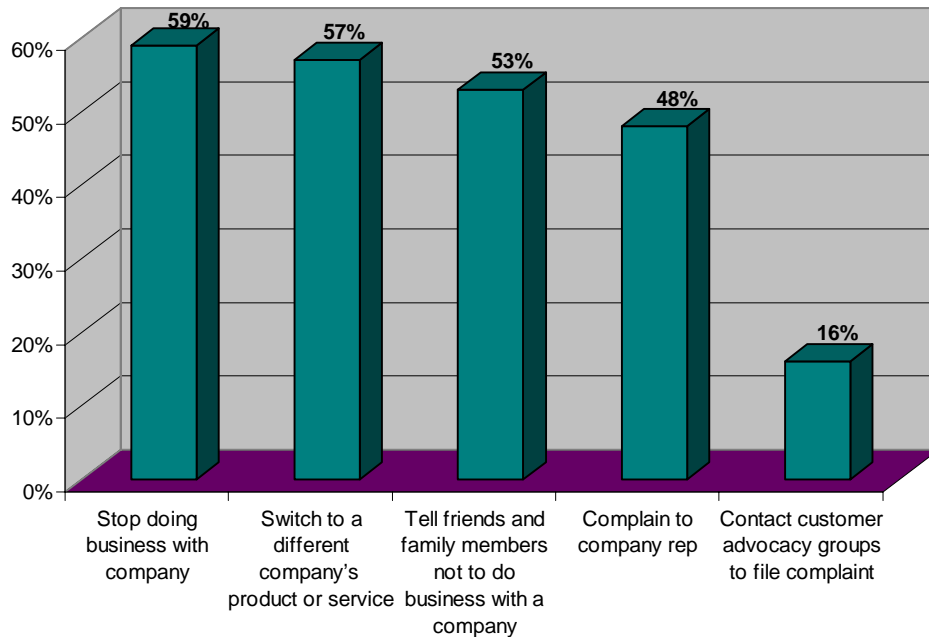


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3. What are you likely to do when you are dissatisfied with a company's customer service?

Stop doing business with company	59%
Switch to a different company's product or service	57%
Tell friends and family members not to do business with a company	53%
Complain to company rep	48%
Contact customer advocacy groups to file complaint	16%

3. What are you likely to do when you are dissatisfied with a company's customer service?



4. What are you likely to do when you're happy with a company's customer service?

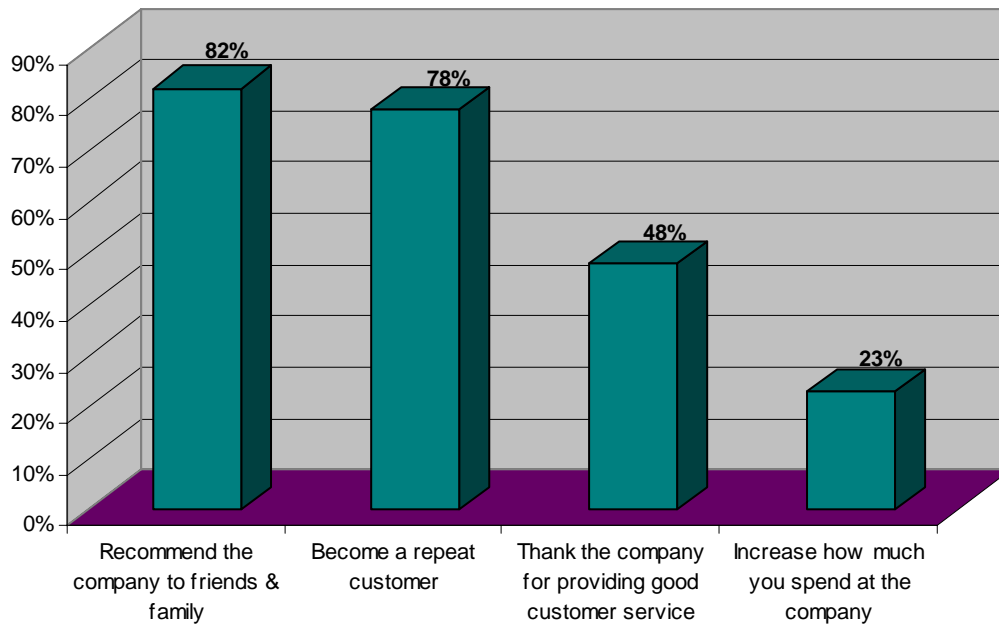
Recommend the company to friends & family 82%

Become a repeat customer 78%

Thank the company for providing good customer service 48%

Increase how much you spend at the company 23%

4. What are you likely to do when you're happy with a company's customer service?



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About Aspect Communications

Aspect Communications Corporation is the leading provider of business communications solutions that help companies improve customer satisfaction, reduce operating costs, gather market intelligence and increase revenue. Aspect is the trusted mission-critical partner of 76% of the Fortune 50, daily managing more than 3 million customer sales and service professionals worldwide. Aspect is the only company that provides the mission-critical software platform, development environment and applications that seamlessly integrate voice-over-IP, traditional telephony, e-mail, voicemail, Web, fax and wireless business communications, while guaranteeing investment protection in a company's front-office, back-office, Internet and telephony infrastructures. Aspect's leadership in business communications solutions is based on more than 16 years of experience and over 7,600 implementations deployed worldwide. The company is headquartered in San Jose, CA, with offices around the world, as well as an extensive global network of systems integrators, independent software vendors and distribution partners. For more information, visit Aspect's Web site at <http://www.aspect.com> or call 1-877-621-3692.