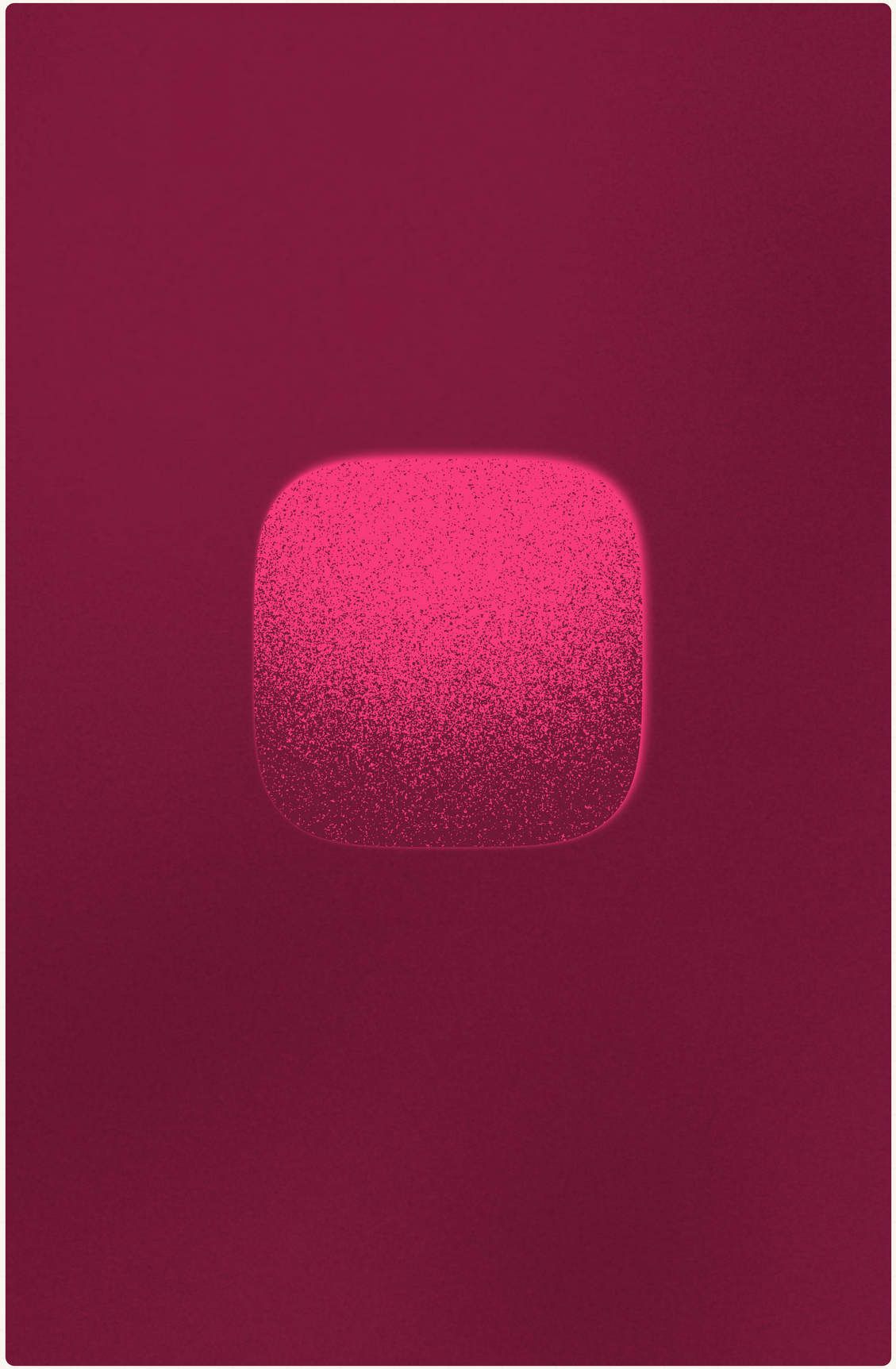
Aspect in action

Delivering innovation grounded in real workforce challenges

aspect®



Overview

Total amount saved annual by some enterprise-level clients

$9.5M

Fewer schedule change requests

40%

Hours saved annually in manual admin work

4,500

Overview

Aspect in Action is a workforce innovation report that shows how leading brands are transforming WFM with AI, cloud, and connected data. Here we introduce Aspect's human-centered approach to AI, highlighting a customer-driven roadmap that turns real-world challenges into measurable operational impact for modern contact centers.

About Aspect

At Aspect, people come first. That's why we created powerful, intuitive workforce management solutions with humans at the forefront. Built upon more than 50 years of industry-leading experience, we're shifting sights to redefine workforce management.

Our Technology

With Aspect, you will transform your contact center with our enterprise workforce management. Plan smarter and act faster with enterprise workforce management powered by real-time intelligence — unifying AI forecasting, dynamic scheduling, and performance analytics.

About Aspect Intelligence™

At Aspect, we believe AI should empower people, not replace them. Our vision for AI reflects a simple but powerful idea: technology should strengthen workforce capabilities, reduce friction, and deliver measurable improvements to every aspect of workforce engagement management (WEM) — all while maintaining the human connection that is at the heart of exceptional experiences.

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2025 was a year of extraordinary progress.

As we reflect on the past year, we're incredibly proud of these three transformative achievements:

First, we've continued to build a customer-oriented organization aligned around delivering innovation and value to the world's largest brands.

Second, we've established a culture of integrity, transparency, and accountability that enables the free flow of ideas, resulting in faster innovation and stronger execution across teams.

Third, we've positioned ourselves for 2026 and beyond by becoming a responsive organization that builds with our customers, not just for them.

We're no longer chasing the wind; instead, we're anchored in a shared identity as true builders who shape markets rather than react to them.

We're here to shape and define the future with you.

State of (01) the workforce

How the WFM landscape evolved in 2025 and what it means for workforce teams

How the WFM landscape evolved in 2025 and what it means for workforce teams

In 2025, the WFM industry didn't just evolve. It reorganized around new realities.

AI has become a trusted part of daily work, helping planners, analysts, and supervisors respond to variability with more confidence and less manual lift. **AI made forecasting more adaptive, scheduling more intelligent, and quality insights more precise**, giving teams clearer signals in an increasingly complex environment.

These human and technological transformations collided with another force: **the need for connected, accessible data**. As channels multiplied and hybrid work expanded, siloed systems became a barrier to progress.

Modern WFM demands **cloud-enabled, API-first architectures** that deliver consistent, real-time access to operational data. Without that foundation, coaching, intelligence, and operational optimization cannot reach full potential.

Layered on top of this is the growing focus on **responsible AI**. Organizations need AI they can trust, and technology environments that support safe, auditable, and regulation-ready deployments across cloud, hybrid, and on-prem systems.

Taken together, these forces defined 2025 as a year of workforce transformation **— not just toward new tools, but toward a more intelligent, connected, cloud-enabled, and human-centered approach to workforce management.**

The shift to AI-enhanced workforce management

In 2025, AI moved beyond experimentation and became an operational partner across forecasting, scheduling, intraday management, and quality assurance. For many teams, workforce management began shifting from manual, reactive processes to **predictive, adaptive, and agent-supportive AI system**s.

Leaders quickly realized this evolution isn't about replacing human skill — it's about augmenting human expertise. Without empathy, flexibility, and human judgment, AI may fall short, especially in industries where customer and employee experience drive competitive advantage.

But adopting AI came with new challenges and expectations.

As AI takes on simpler, repetitive tasks, **agents are now handling more complex, emotionally demanding interactions**. This shift requires stronger training, deeper product knowledge, and more specialized support. It also increases the risk of burnout when the remaining workload is consistently heavy.

When done right, AI frees up people to do the things only humans are capable of.

The new agent era: flexibility & productivity rebalance

Once AI began reshaping workflows and removing repetitive tasks, the spotlight shifted to the agents behind the operations. In 2025, it became clear that flexibility, well-being, and workload balance aren't perks — they're pillars of operational performance.

As interactions grew more complex and emotionally demanding, organizations learned that supporting agents effectively is now inseparable from delivering strong customer experience.

> "Customers demand the ability to self-serve before they seek a resolution from a contact center agent… [so] they naturally have higher levels of frustration and heightened expectations for quality service." ①

Agent expectations also shifted faster than many organizations anticipated, driven by a new generation entering customer service roles, rising burnout, increased pressure on mental health, and the lasting impact of hybrid work.

These new expectations became **critical factors for retaining top talent**, and WFM teams embraced new solutions like **flexible shifts, shift bidding, and self-service scheduling**.

> Employees seek workplaces that support their wellbeing and offer them flexibility and empowerment. ②

① Frost & Sullivan, KC0D-76 (November 2025), slide 6, https://www.frost.com

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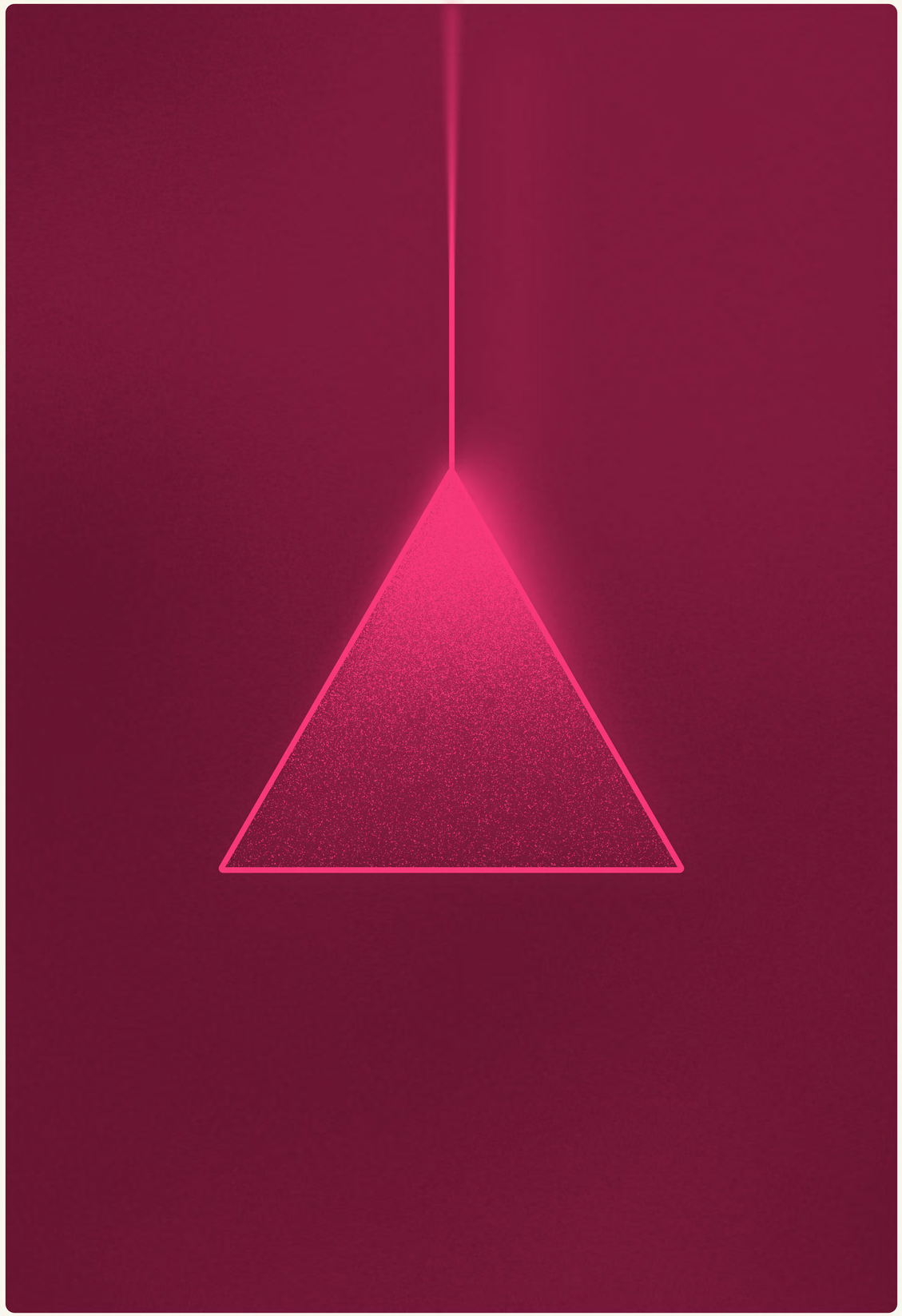
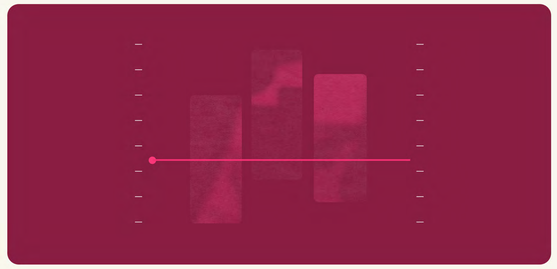


Data consolidation and the API-first contact center

2025 was the year many contact centers discovered a hard truth: you can't modernize WFM if your data is stuck in old systems.

As channels multiplied and customer behavior became more unpredictable, leaders faced growing pressure to unify data across their tech stack: forecasts, schedules, interactions, quality, performance metrics, and operational signals.

The cost of fragmentation became impossible to ignore—delayed insights, duplicated effort, and operational blind spots that prevented teams from responding with the speed and precision the market demanded.



To solve fragmentation, contact centers embraced **API-first architectures** to enable real-time data sharing between WFM, QM, CCaaS, and CRM platforms. This approach doesn't just support seamless integration; it future-proofs the operation, enabling faster AI adoption and continuous evolution without architectural lock-in. **More importantly, it shifts the conversation from "can our systems talk to each other?" to "what can we build now that they do?"**

In 2025, the takeaway was clear: **WFM technology must work across all environments.** And cloud isn't just a deployment model. It's an **enabler of innovation, agility, and employee empowerment.**

For those ready to modernize, the cloud offers scalability, access to AI-powered analytics, faster innovation, and better employee experiences through mobile-first tools. **But modernization isn't just about where systems run — it's about building an architecture flexible enough to evolve with your business, not against it.**

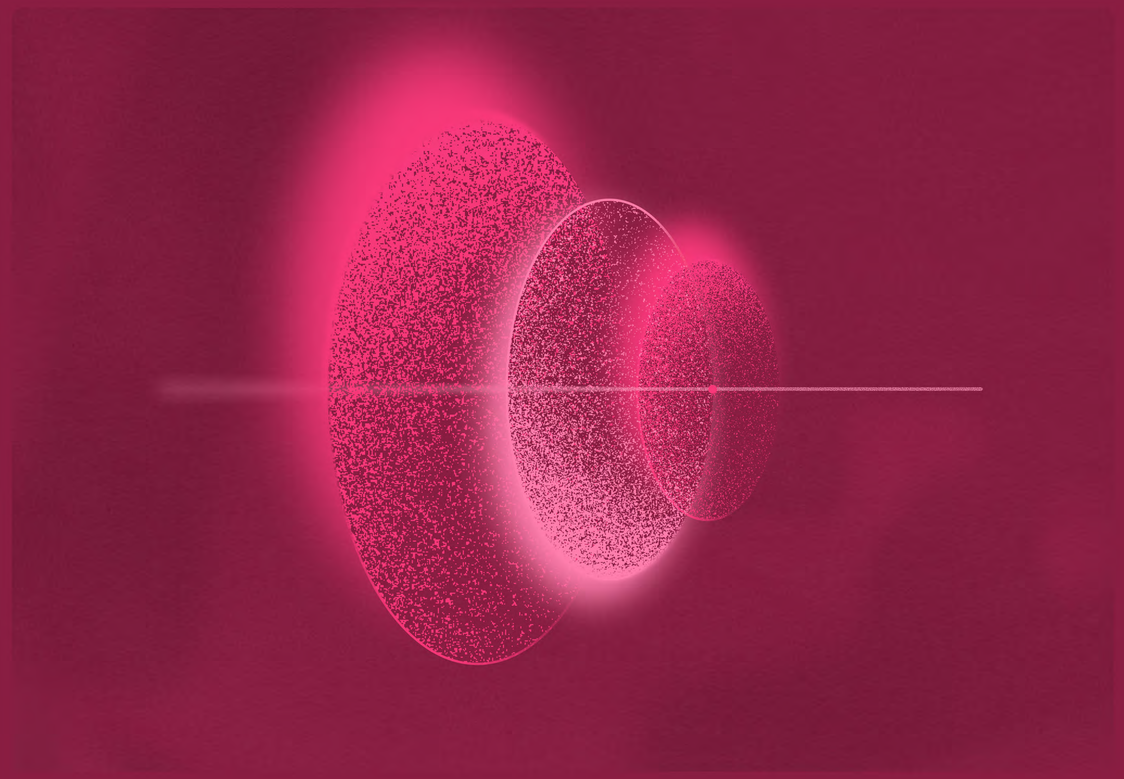
Governance as a foundation for modern WFM

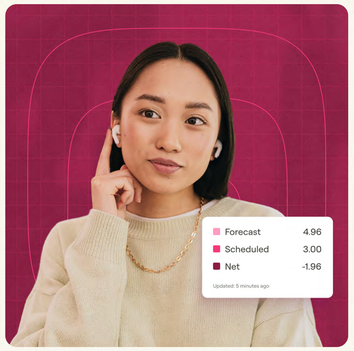
As AI has became more deeply embedded in workforce management, this shift also brought a new level of scrutiny to **data governance, compliance, and ethical decision-making.**

Organizations realized that sustainable adoption requires strong data protection across every workforce system. Leaders recognized that adopting AI isn't just a technology choice, it's an operational responsibility.

This shift marked the rise of **responsible AI in WFM**, an approach that emphasizes transparency, auditability, fairness, and human oversight.

> "Contact centers will need to ensure they understand the new technology and plan how they will adopt it while monitoring quality and data security." ③





Agents powered by Aspect, across 80+ countries and 100M+ daily interactions

2M+

Contact centers using Aspect today

400+

Compliance concerns also reshaped the conversation around **where WFM and contact center systems should run.**

While many organizations accelerated cloud adoption, others (especially those in regulated industries) needed hybrid or on-prem flexibility for data residency, security and privacy controls, and local regulations.

> "On-premises contact center application implementations continue to move to cloud implementations as organizations find ways to take advantage of the benefits while addressing issues such as data security and sovereignty concerns." ④

Footnote: ③: IDC, Worldwide Contact Center Applications Software Forecast, 2025–2029 (US53786325) (October 2025), slide/page 5, <https://my.idc.com/>

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The move toward a connected operating model

Leading contact centers are shifting toward **unified workload management** — a model where every task, interaction, and workflow across **contact center, digital, and back-office functions** is part of one integrated ecosystem.

The result: better forecasting, more strategic staffing, fewer bottlenecks, and a more stable, predictable operation.

As channels multiply and customer expectations continue to evolve, organizations encounter a recurring set of challenges:

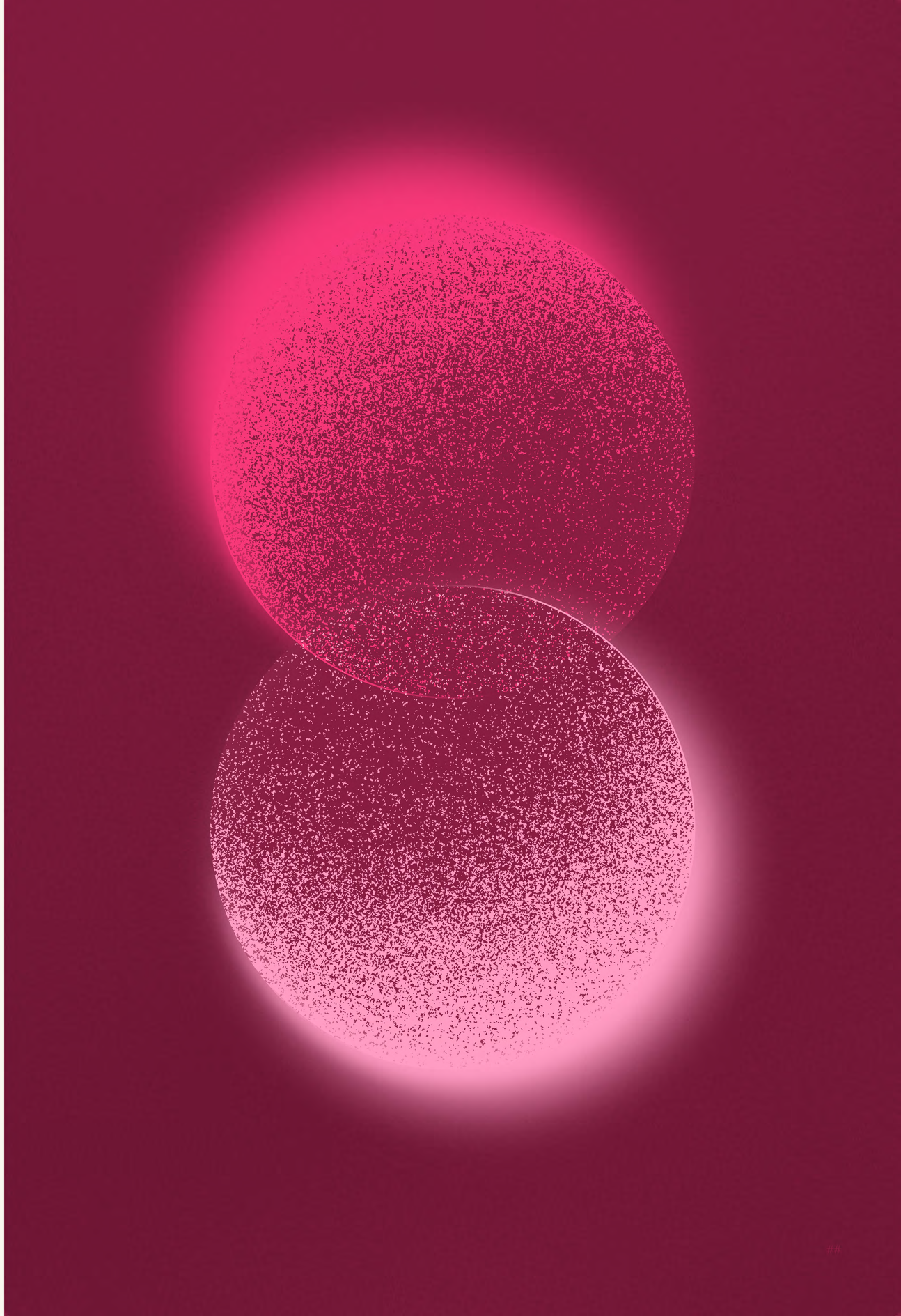
Digital channels experience unpredictable volume swings.

Back-office queues build up with limited operational visibility.

Contact center surges strain **specialized teams** beyond capacity.

A unified model gives leaders a **complete view of total demand**, not just parts of it. It becomes possible to staff intelligently across teams, anticipate pressure points earlier, and eliminate the operational blind spots that slow teams down.

> "Brands will need to continue implementing systems that break down functional silos and bring customer data together to allow for improved customer experiences where brands are seen as understanding and empathetic to their customers." ⑤



Innovation that keeps promises

(02)

How customer
feedback became
meaningful progress

”

What I see with Aspect is transformation

Executive Director, Workforce Center of Excellence;
Global Financial Services Company

How customer feedback became meaningful progress

In 2025, we focused on execution. We set clear commitments, listened closely to our customers, and delivered innovation that strengthened efficiency, transparency, and day-to-day operations for workforce teams.

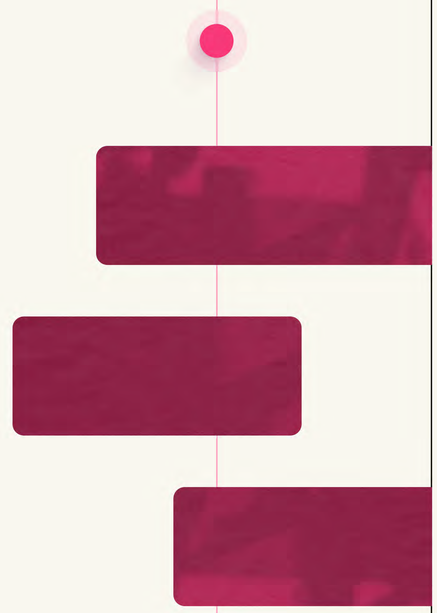
Across every release, we didn't just ship features—we shipped solutions that solved real problems and turned customer feedback into impactful progress.

Sharing our roadmap matters

Meaningful innovation starts with listening. At Aspect, we build on a foundational belief: **when we stay close to customers, we create products that make their work easier, their operations stronger, and their teams more empowered.**

Every feature we ship comes from real conversations, real challenges, and real partnership. We don't just ask what customers want — we work to understand the problems they face every day, the friction in their workflows, and the moments where technology could make a genuine difference.

> "What I see with Aspect is transformation — the willingness to hear feedback, invest in the product, and adapt to both our needs and what the market demands."
> **Executive Director, Workforce Center of Excellence; Global Financial Services Company**



Building what matters most

AI & forecasting

We invested in where AI unlocks real operational advantage: **forecasting**. We've built a dedicated AI team and laid the foundation for AI-generated forecasts that support scenario modeling and faster adjustments. This helps teams make better staffing decisions, respond quickly to changing demand, and avoid overstaffing or understaffing.

Employee performance hub

Customers said they needed clearer, actionable performance data, so we built the **Employee Performance Hub**. It gives every employee real-time visibility into their performance metrics, progress, and goals, turning transparency into growth and ownership.

Historical schedule adherence

Historical schedule adherence was developed in direct response to customer feedback. Agents can now view their performance data side by side with their actual schedule, making it easier to identify gaps, understand adherence patterns, and take ownership of their performance improvements.

Community board

Customers wanted a way to help employees manage shifts and collaborate with peers. The **Community board** lets agents post and discuss shift trade requests, offer exchanges, filter by skills, and preview how trades would look on their schedule before accepting.

Aspect Workforce mobile app

Customers needed mobility and we delivered. In just one month, we built and shipped a modern mobile app that gives agents the freedom to view schedules, request time off, pick up shifts, and manage their work from anywhere.

Developer portal

The **Developer Portal** transforms integration timelines. What once took weeks now takes minutes. With 50+ APIs, interactive documentation, sandbox testing environments, and real-time usage analytics, it removes technical friction and accelerates time-to-value.

For customers evaluating Aspect or migrating from legacy systems, it's a decisive advantage:

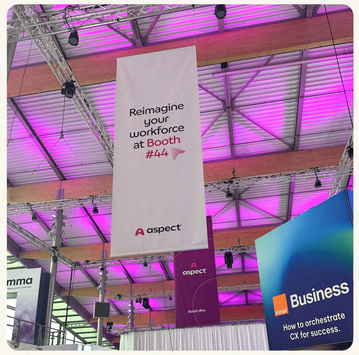
faster deployment, lower risk, and a smoother path to adoption.

Staying connected to customer needs

We stayed deeply connected to customers throughout the year through executive meetups, the Product Advisory Council, continuous research, beta programs, and always-on feedback channels. This wasn't occasional outreach — it was ongoing partnership.

Customers could see their fingerprints on our roadmap, not just in what we built but in *how* we built it. That partnership continues into 2026 and beyond, because **the best products are built with customers, not just for them.**

> "I would say the word that best captures Aspect is partnership. We felt that way since the beginning we have a partner that really cares about what problems we're trying to address and how can they help in doing that." - **Assistant Director, Engagement Center WFM; Benefits and Retirement Services Company**



Innovation that keeps promises

Learning to ship with speed, quality, and focus

This year taught us that **speed** doesn't come from rushing, it comes from *clarity*. From knowing exactly what matters and focusing our energy there.

Quality doesn't come from perfectionism, it comes from *collaboration*. From bringing the right voices into the room early and building together.

And, **focus** doesn't come from discipline alone, it comes from *purpose*. From understanding the real problems we're solving and staying aligned on why they matter.

By involving customers, engineers, designers, and stakeholders early in the process — and by shipping MVPs we could learn from — we built **stronger, faster, and smarter.**

Each iteration brought us closer to solutions we shipped. Customer feedback didn't just validate our decisions; it sharpened them, helping us refine features, prioritize what mattered most, and course-correct early in the process.

Looking ahead: A smarter, more intuitive workforce experience

In 2026, we'll be building on the foundation we set this year — deep customer collaboration, thoughtful innovation, and disciplined execution — to bring forward a more intelligent, more intuitive, and more empowering workforce.

Aspect Intelligence™: A unified layer of trustworthy AI

In 2026, we're bringing all our AI, machine learning, and automation capabilities together under a single umbrella: **Aspect Intelligence.**

It's intelligence designed to augment the people who keep operations running — managers, planners, supervisors, and agents — by giving them clarity, foresight, and support in the moments they need most.

aspect intelligence

OUR FOCUS

Intelligence that is **explainable**.
Automation that is **trustworthy**.
Insights that are **actionable**.

Automations that give teams their time back

We're doubling down on **automation that removes friction** from everyday work.

Launching early in the year, **Automatic Schedule Updates** will keep schedules accurate without constant supervision intervention. Customers will set up simple, policy-aligned rules and the system will do the rest.

Fewer repetitive corrections. More time for the work that requires human judgment.

Smarter planning and forecasting for high-confidence decisions

We're improving forecasting, powered by AI and predictive intelligence. Customers can expect:

- **Scenario comparisons** that surface risks and opportunities.
- **Clear drivers insights** leading to faster, more confident decisions.
- **Streamlined configuration** that reduces setup time and eliminates common errors.

New information architecture & role-based navigation

We're rolling out a new information architecture and role-based navigation built for how workforce teams actually work.

What this means for customers:

- **Agents** get direct access to the tools they use daily.
- **Supervisors** can navigate between coaching, scheduling, and performance insights with fewer clicks.
- **Admins** reach an operational workspace with less overhead and less training required.

Meet the AI that empowers your workforce

At Aspect, we believe AI should **empower people, not replace them**.

aspect® intelligence™

Our vision for AI reflects a simple but powerful idea: technology should strengthen workforce capabilities, reduce friction, and deliver measurable improvements to every aspect of workforce engagement management (WEM) — all while maintaining the human connection that is at the heart of exceptional experiences.

OUR CORE PRINCIPLES

- **Human-centered intelligence.**
- **Practical innovation.**
- **Compliance-first development.**
- **Transparency and trust.**

Process behind the product

(03)

How we listen, learn, and
build solutions that matter

How we listen, learn, and build solutions that matter

Every capability we deliver starts with understanding the real-world challenges workforce teams face every day.

By combining customer insight, structured prioritization, and iterative validation, we ensure that our roadmap consistently reflects what matters most: operational efficiency, intelligence, and reducing effort for the people doing the work.

This is the process that guided our progress in 2025 — and it's the process that will shape what we build next.

The Product Advisory Council is a direct, ongoing connection between Aspect customers and the teams who build the products and services they rely on every day.

- Provide updates and collect feedback on roadmap.
- Understand customer pain points, priorities and use cases.
- Inform product development priorities.
- Engage customers as key stakeholders in development process.

LISTEN & OBSERVE

It starts with gathering real feedback to understand where teams experience friction.

"Manual updates and configuration take too much time."

"Our teams are ready for more automation."

"We need documentation to guide us."

IDENTIFY THEMES

Synthesizing what we hear allows us to uncover high-impact needs.

"Help us make scheduling easier and more accurate."

"Use AI and automation to solve real problems (intraday assignments, shift bid labels)."

"Connect our data so we can make decisions faster."

IDEATE WITH PURPOSE

Opportunities are evaluated using a structured framework to focus on what creates the most value.

PROTOTYPE & VALIDATE

Testing early ideas with real users ensures the direction fits real workforce challenges.

BUILD & DELIVER

We ship with intention, knowing that every release starts a conversation with our customers and their teams.

MEASURE & REFINE

Continuous feedback tracking helps refine capabilities and improve experiences.

Building (04) for tomorrow

Keeping promises.
Today and tomorrow.

Keeping promises.
Today and tomorrow.

In 2025, we listened closely and built with purpose. In 2026, we're taking that commitment further, toward intelligence that anticipates needs, automation that removes friction, and experiences designed to empower.

But beneath every feature and roadmap milestone lies something more fundamental: **trust**.

Trust isn't built through promises alone. It's built through consistent action and through showing up, quarter after quarter, with meaningful progress that solves real problems.

It's the trust that when customers share a challenge, we'll listen. When we commit to a solution, we'll deliver. And when we innovate, it will always be grounded in the real work our customers do every day.

Thank you

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