



**With tightening financial constraints, forces need to find better and more efficient ways of dealing with their non-emergency communications – be it telephone calls, letter, emails, SMS or visits to the front desk.**

**Aspire** is in daily use in several UK forces, providing them with a proven CRM system, bringing customer history, directories, forms, location information and management reports together in an easy to use, modular solution. This, coupled with its integration to CAD Command and Control system, makes Aspire the leading Police Force CRM solution.

Aspire is a feature rich, fully configurable, modular CRM system, allowing a Force to implement an entry level solution, adding further functionality as required. It is a client-server application using web technologies to deliver the business logic to the operator.

## Integration

Aspire integrates with leading police system applications, ensuring accuracy of information and reducing duplication of data entry.

- Command and Control, Address Gazetteer, Alarm Module, CrimeFile, Lost and Found and GIS Mapping
- QAS Name Tracer providing secondary addressing if no CAD address detail is available
- Telephony Integration with a number of leading telephone systems. These include Avaya, Meridian Symposium and Siemens providing a telephony toolbar with a variety of functions including contact screen popping, call hold, transfers, ACD login and dialling. Avaya Call Monitor watches specific telephone queues and displays the number of calls waiting and how many of those calls have been waiting for longer than a preconfigured time
- BT EISEC/Call Line Identity provides subscriber information for 999 calls received from landlines and location information when calls are made from a mobile phone. This information is delivered to the Aspire operator at the time the call is answered
- Integration with CAD Vulnerable Persons information means that any information known about a property and its residents is displayed to the Aspire operator when the caller details are shown or an incident location is selected



## CRM Modules include the following features:

### Operator Features

- Contact Management and full caller history
- Steria STORM integration provides incident creation, address gazetteer lookups, GIS mapping of contact and location information, vulnerable person indicators, alarm module lookups
- Call Parking/Call Backs
- Contact and call notes
- Identity at risk and repeat callers

### Directories and Forms

- A-Z knowledgebase infrastructure
- Scripted dynamic e-forms providing multiple output dispatchers including email, Word documents, printing, XML and ODBC database updates
- Internal and External telephone directories with autodialing and messaging

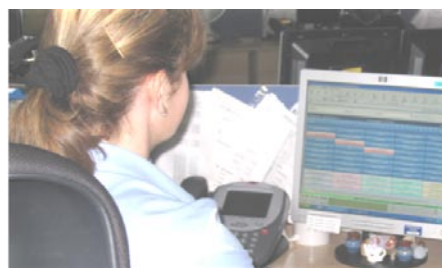
### Supervisory Features

- Intuitive Explorer based browser offers simple navigation, so that operator training is kept to a minimum
- Alert Supervisor for assistance
- Task Statistics
- Restricted View available for sensitive caller history. This information can be passed to STORM when creating an incident
- Aspire Reports providing historical business intelligence

## Benefits

Aspire provides significant benefits to Police Forces, including:

- Identification of at risk and repeat callers, allowing operators to alert relevant agencies
- Central point of contact for the general public, making the process more efficient and ensuring a greater number of calls are dealt with without the need for attendance by uniformed officers
- Consistent processes and workflows when dealing with enquiries, ensuring accuracy of information and effectively "closing the loop"
- End call statistics which can be reported on to help identify local hotspots
- Complete history for each contact, enhancing the customer experience and giving the force a clearer view of citizen interaction
- Screen popping to save time when searching, increasing service efficiency
- Proven integration with leading police applications, reducing data entry and enhancing accuracy



## Contact APD

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