

Jacada[®] WorkSpace: Proven Capabilities for the Customer Service Desktop

Jacada[®] WorkSpace is an award-winning unified service desktop solution proven to reduce operational costs while improving the customer experience.



The logo for Jacada, featuring the word "jacada" in a stylized, lowercase, cursive font. The letters are colored in a gradient from red to green.



Jacada WorkSpace: Proven Capabilities for the Customer Service Desktop

Jacada® WorkSpace is a unified customer service desktop solution. It can simplify and automate even the most complex customer service environments by bridging disparate legacy systems and call center tools and delivering only the relevant data and process flows needed for any customer interaction. With a unified service desktop, CSRs can resolve more calls the first time, improve customer interactions, be trained more rapidly and provide a consistent experience to customers. Jacada WorkSpace allows the business to concentrate on the customer interaction and process rather than the navigation of the desktop applications (systems).

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The Current Struggle for Customer Service Operations

To a customer in need, the customer service representative (CSR or agent) is the voice of an organization. However, for many businesses, this critical asset is on the verge of a breaking point. Customer service representatives are being asked to communicate more effectively, become experts on an ever-growing product portfolio and master the increasing number of complex systems necessary to complete an interaction, all while keeping interactions to manageable lengths and projecting a positive and helpful attitude to the customer. This is an almost impossible task for even the best and brightest representatives.

Given this reality, if businesses are truly serious about driving customer satisfaction, operational efficiency and revenue generation from the contact center, they must develop best practice processes and automate them in the systems used by their agents.

Today's customer service representative utilizes a wide variety of applications and tools to serve the customer: CRM systems, line-of-business applications, knowledge management systems, workflow and collaboration tools, scripting, email, chat, and the list goes on. As a result, the CSR desktop has become a chaotic maze of disjointed systems, which fosters costly operational inefficiencies and headaches for both the CSR and the customer. CSRs spend too much time logging into applications, navigating through complex screens, searching for the right answer, struggling to remember processes and dealing with redundant data entry – resulting in a poor customer experience.

A recent Yankee Group white paper, "*Improve Agility in Contact Centers with SOA*," finds that contact centers must do the following if they are to dramatically improve agent effectiveness:

- Create a unified agent desktop that operates as a veneer layer, hiding IT complexity
- Plan for the benefits of multi-channel communications aligned with a single unified agent desktop that captures and makes the complete history of interactions across channels available to agents
- Leverage business insight to drive efficiency and effectiveness
- Use thin-client applications for improved outsourced operations



The Cost of Complexity in the Contact Center

According to a recent survey¹ of 200 multi-national corporate call centers by Winn Technology Group Research, rather than a flexible and fast interaction with customers, contact center agents labor under processes that are cumbersome and unwieldy:

- More than **50% of call centers** require that a contact center representative access an average of three to five applications to service a customer.
- Even more astonishing, **33% of call centers** require agents to master more than six applications.
- More than **33% of all contact centers** require service representatives to key the same data into multiple applications, multiple times.

The painful result: **Customer satisfaction objectives are difficult if not impossible to achieve**, contact centers' training costs remain chronically high and agent productivity is stagnant or in decline.

In addition, an overwhelming 96.5% of respondents said that agent satisfaction was an essential component in providing effective customer service.

The Case for the Universal Agent Model

Many contact centers are considering adopting a universal agent model. A universal agent model is defined as any agent, being able to take any call, from any location. Companies may look for a universal agent to be one who can handle both inbound and outbound interactions, one who can handle interactions in a variety of channels or one who can handle a variety of call types, regardless of complexity, or product type.

If there is one place where greater efficiencies are needed, it's the contact center. Some industries, like telecommunications, are challenged by a rapidly-growing product set that requires agents to be able to service multiple products, such as video, voice and data services. The competitive nature of other industries, such as retail banking, requires agents to attempt to turn every service inquiry into a sales opportunity. Clearly the contact center agent is being asked to do more, and more quickly, with more complexity and less time.

The universal agent model creates obvious efficiencies, allowing agents to play a variety of roles. The model can also increase customer satisfaction as customers can receive resolution for multiple inquiry types from one agent. This also reduces communication costs, since one customer is not placed into multiple queues for different requests.

"Our key goals for this project focus on satisfaction levels among our CSRs. Ultimately, Jacada WorkSpace assists us in streamlining many of our contact center processes."

*-- Keith Lindsey,
Director of Customer
Care Application
Development, Cox
Communications*

¹ Complex Call Center Desktops Freeze Corporate Profits," Winn Technology Group, May 2005



Finding and implementing a unified service desktop solution should be considered critical path for a universal agent program. The unified service desktop is designed to present only the information and tools that are in context to the current conversation, which makes the universal agents more efficient and effective. When considering a move to the universal agent model, take into consideration these key attributes of a well-designed unified service desktop:

- Leverages existing applications
- Thin-client based
- Adaptable and customizable
- Driven by call type

Jacada WorkSpace enables “the perfect interaction” by fusing best practice processes into a unified service desktop that significantly reduces handle time while providing representatives with the necessary tools to optimize each interaction. It can simplify and automate even the most complex call center environment, and can deliver a highly agile and intelligent desktop capable of supporting the universal agent model.

Type of Systems Required to Handle a Typical Customer Interaction

The nature and number of systems have a significant impact on the efficiency and effectiveness of agents. Much of the time, agents handle customer calls that are largely unstructured, following the flow of the customer/agent conversation. Scripts, prompts and process maps can help manage the flow, but agents have to rely on their initiative to respond to the customer. Because most applications weren't developed with this in mind, agents have to navigate through many screens to find and input data while talking to customers. To make matters worse, the required fields often are embedded in different systems, making it necessary to navigate across multiple applications and re-enter data several times. The more systems and the more complicated the screens, the more the agents have to concentrate on data retrieval and input, the less they focus on the customer.

<u>Type of System</u>	<u>Percentage of Respondents</u>
CRM	58%
Business-specific	41%
Knowledge Management	41%
Instant Messaging	29%
Workflow	29%
Collaboration	23%
Scripting	20%
BPM	20%
ERP	19%
Don't Know	6%

“Enhancing the Customer Experience,” Ventana Research, May 2007



The Jacada WorkSpace Solution

Jacada WorkSpace represents the next generation of customer service desktops, using state-of-the-art technology to provide an integrated, automated and intelligent view of customer data and customer service processes. Jacada, a leading provider of desktop automation and process optimization products and services, has tailored this solution specifically for the customer service industry. Jacada WorkSpace automates workflows to align CSR tasks with the intent of the customer, to streamline the customer interaction and deliver a more efficient and effective customer experience.

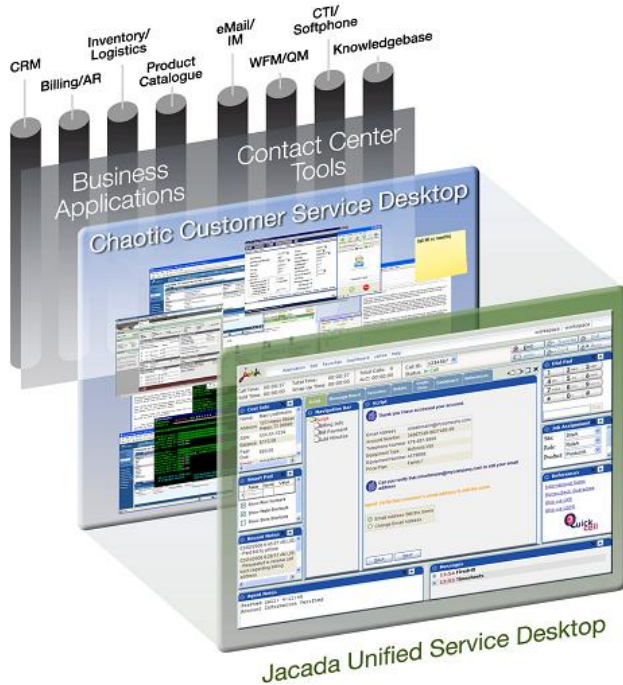


Figure 1 - The Jacada WorkSpace solution

Jacada WorkSpace has been designed to enable an organization to seamlessly combine all of an agent's desktop applications into a powerful, easy-to-use, collaborative environment that includes features such as single sign-on, dynamic call scripting, guided navigation, cross-sell/up-sell alerts, in-call intelligence, automated call wrap-up, and CTI and contact channel integration (Figure 2).

Jacada WorkSpace is...

A Unified Service Desktop – all business applications, contact center tools, tasks and channels of communication are cleanly presented within one console.

A Task-Based User Interface – a powerful and easy-to-use tool generates dynamic task flows and automates processes. The flows and rules can be developed and maintained by a business analyst without coding. A task-based user interface improves efficiency by automating task flows and provides a more consistent and effective customer experience. This also provides traceability for compliance, audit and risk mitigation.

A Universal Agent Desktop – utilizing a role-based rules engine, the interface can take on a "personality" suited to support the type of call or service being provided, including the appearance and arrangement of the data, the applications presented and the flow invoked. As a result, CSRs are equipped with the resources to handle multiple product lines and services, customized to the task they are performing.



"We selected Jacada WorkSpace to provide our CSRs a central point of activity for more expedient call handling and to streamline many of the complex processes that are presently performed in numerous disparate applications."

*-- Mike Minahan,
Customer Services
Director, Capita*

Jacada WorkSpace provides an "intelligent view" of the customer, as well as automated call wrap-up and automation of complex tasks. This intelligent view helps companies improve customer experience and reduce customer churn.

Jacada WorkSpace is well suited for contact center environments where agents are either burdened with multiple desktop applications or where complex business rules (whether regulatory or process-oriented) hamper agent productivity. Such complex environments cause agent inefficiencies, resulting in higher costs (through increased training time, increased average handling time and wrap-up time) and ultimately, in decreased agent and customer satisfaction.

Jacada WorkSpace leverages the market's leading non-invasive application integration solution – Jacada® Fusion. In many cases Jacada WorkSpace can integrate with your existing legacy systems and tools through available application programming interfaces (APIs) or web services. But for those hard to integrate applications and data, Jacada Fusion provides a proven, robust integration technique that ensures that Jacada WorkSpace can integrate with any and all of your existing business systems.

By simplifying the agent's desktop, guiding the agent through a call and removing process inefficiencies, Jacada WorkSpace can deliver a rapid and significant return on investment (ROI).

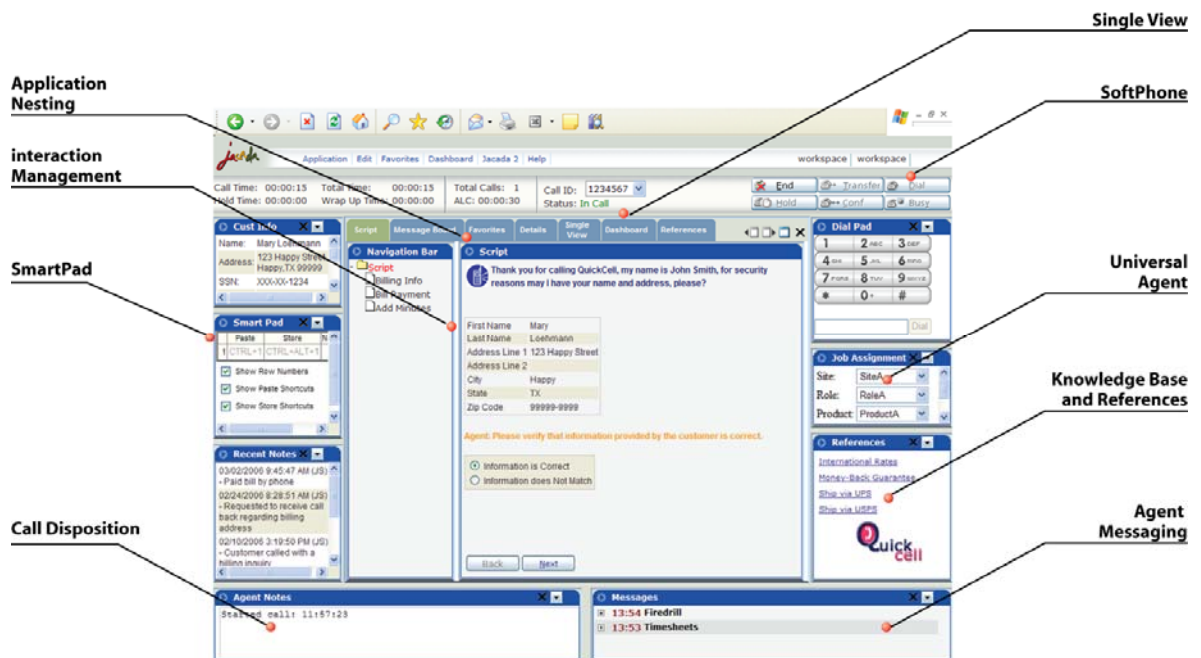


Figure 2 - Jacada WorkSpace features at-a-glance



Capabilities Overview

The following sections outline key capabilities of Jacada WorkSpace:

Automated Logon

In a typical contact center, it is not uncommon to see an agent working with multiple applications (often six or more) in order to complete a call. This requires the agent to sign on to many individual applications, typically several times throughout the day. Unfortunately, each application usually has a different User ID and password, making the sign-on process a tedious one. This results in:

- Wasted time
- Poor password security (passwords are often written down)
- Agents becoming locked out of applications due to miss-keyed passwords

Jacada WorkSpace provides a sophisticated automated logon capability, which allows an administrator to define an application group for an agent and to centrally store the passwords for all users and applications. This repository can tie into an existing LDAP server, thus preserving the current security infrastructure. Upon logging into Jacada WorkSpace, the agent can be automatically logged into all the required applications without the need to remember, or to retype, passwords in any of those applications.

Computer Telephony Integration (CTI)

Jacada WorkSpace is supported by an open and modular architecture that provides integration to a broad set of CTI servers and offers seamless telephony access for customer service agents. Jacada WorkSpace can be integrated with products from leading CTI vendors such as Avaya, Nortel and Genesys. This is accomplished either by using the native protocol and API published by the CTI provider or by using JTAPI. The Jacada WorkSpace CTI module is extendible to accommodate those organizations who have CTI servers from multiple different providers. Through an abstraction layer, the Jacada WorkSpace and the script developer are isolated from the requirement of understanding a specific CTI server protocol.

This integration provides telephony control such as transfer (warm and cold), conferencing, on-hold, etc. Multi-channel integration (email) and IVR integration (for screen pop) can also be achieved through Jacada WorkSpace CTI.

Jacada WorkSpace can provide all of the required soft phone functionality directly within the Jacada WorkSpace client, thereby eliminating the need for the agent to handle the physical phone set. The agent can access the soft phone functions at any time during the call; the smart soft phone technology allows the interaction to determine which soft phone functions are accessible at any particular point within the interaction. For example, transfer functionality should



not be available to an agent until some prerequisite step in the transaction has been reached. CTI states and availability are fully controlled by the transaction.

Jacada WorkSpace is fully multi-channel enabled, supporting voice, email and documents. Each is treated as a ubiquitous work item which arrives for processing on the agent desktop. Each work item can come from a different channel and may vary from call to call. Jacada WorkSpace can be configured in "force feed" mode where the work item is automatically "popped" to the agent, or in "prompt" mode where the agent is given the change to reject or accept that work item.

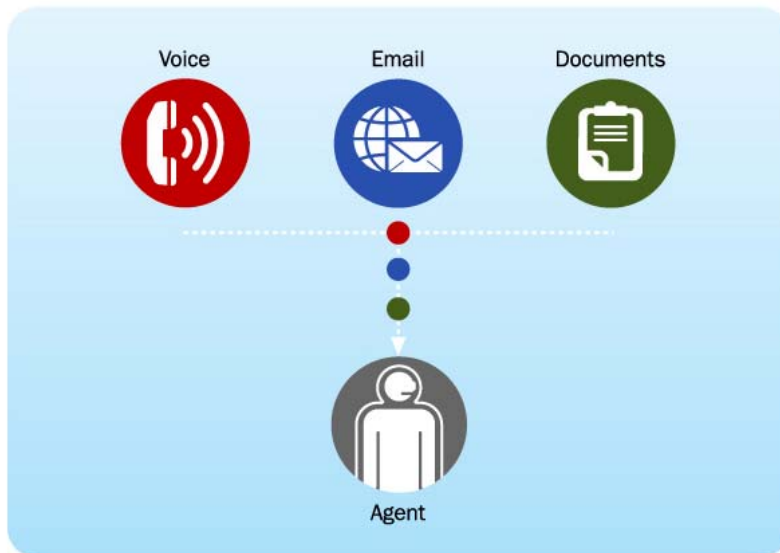


Figure 3 - Multi-channel support

Once a work item arrives and is accepted for processing, Jacada WorkSpace can invoke the appropriate handler best suited for that media type. These handlers may be changed in order to allow a customer to specify the appropriate way in which a media type should be handled. For example, a company may want all emails to be opened within the existing email client.

Additionally, Jacada WorkSpace can be configured to work in a multi-site environment so that an agent may receive and transfer calls between sites through multiple CTI servers, allowing a single agent to serve multiple physical sites.



Dynamic Call by Call Internationalization

Modern day contact centers are tasked with serving a diverse customer base and often require multi-lingual agents to meet these demands. Jacada WorkSpace supports this through a dynamic multi-level multi-language system that allows the agents desktop to reflect not only the agent's preferred language but can also adapt the call scripts and portlets on a call by call basis to reflect the customer's preferred language. In this manner, the Agent continues to see his Unified Desktop in his 'home' language whereas all the customer-facing content is projected in the customer's language.

Interaction Management

Managing your customer interactions is a dynamic and ever-changing requirement. Contact centers need to respond rapidly to changing business needs and quickly retool interactions for the customer service agents.

Traditionally, creating and managing the interaction has involved complex and lengthy IT development cycles, preventing the business from adapting to customer needs in real time. And, more often than not, the changes are minor: adjusting pricing, updating offers and improving best practices. This is something that a contact center planner or business analyst should be able to do.

Using Jacada® Interaction Manager, your customer interactions can be automated to enforce best practices, reduce training requirements and to enforce and monitor compliance requirements.

A well-modeled and automated interaction is designed to:

- Clearly explain what information should be relayed to the customer
- Highlight which questions to ask the customer
- Provide forms for accepting data input
- Define the call flow or path

In Jacada Interaction Manager, the interaction can react dynamically based on customer information to ensure that the call is handled as intended by the business. This allows business managers to control the things they should control and the company benefits from having a highly responsive and agile unified service desktop.



Figure 4 – Customer/agent interaction

"Jacada WorkSpace helps us ensure consistent call flow and call quality, especially for new agents."

*-- Wynn Obermeyer,
Vice President of
Information Systems,
West Corporation*

An interaction consists of:

- **The User Interface** – Traditional scripting component; includes the verbal text to relay to a customer, specific instructions for the agent and information displayed from underlying systems or the results of transactions.
- **The Call Flow** – Call sequencing that models the business process. Each interaction should go through a well-defined process (e.g. caller verification, then call reason, then dispositioning).
- **The Business Rules** – Business rules insert the dynamic nature into an interaction. The evaluation of business rules can affect the call flow as well as the transactions with underlying business systems (e.g. If credit limit > 500 then offer new deal...).

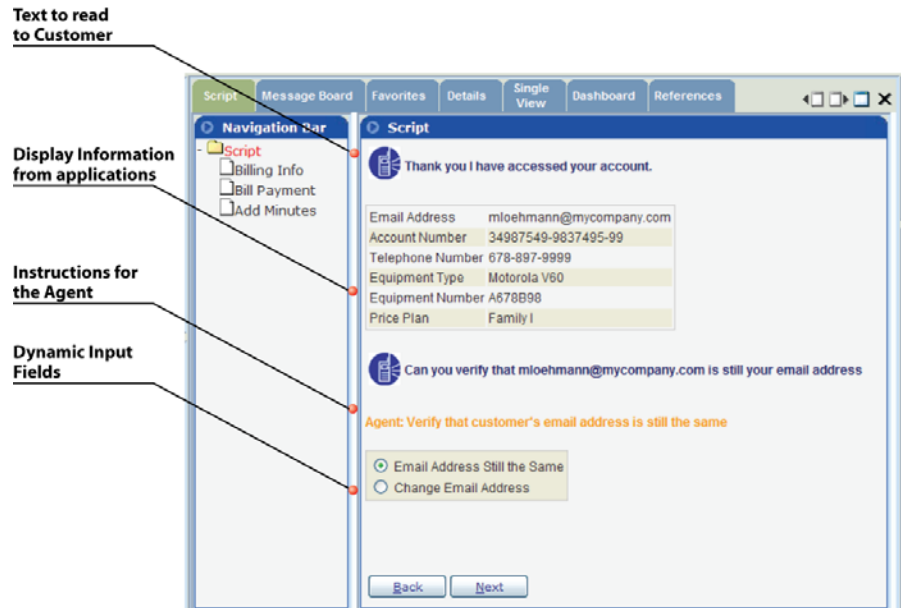


Figure 5 - Interaction flow with Jacada WorkSpace

Jacada WorkSpace is capable of hosting multiple interactions and can be dynamically controlled based on parametric data, such as data received by the IVR system or based on the agent's role and permissions.

Jacada Interaction Manager

Jacada Interaction Manager operates within Jacada WorkSpace to enable business users to rapidly create and publish rules-based interactions for contact center agents. Utilizing a graphical drag-and-drop interface, business analysts can easily create and manage all aspects of the customer service agents' interactions, map processes, decisions and calculations, and then deploy directly to Jacada WorkSpace.

Jacada Interaction Manager provides an intuitive modeling environment in which Subject Matter Experts or Business Analysts can create and model customer interactions in an intuitive manner.

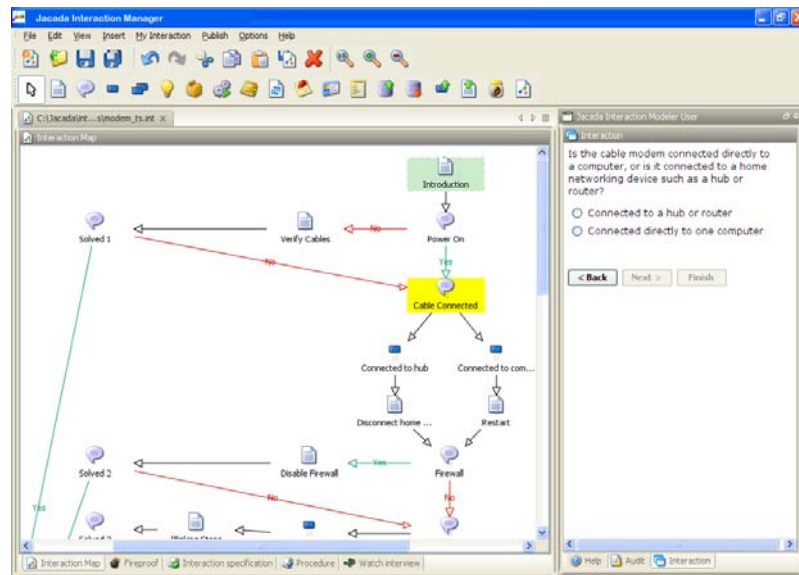


Figure 6 - Jacada Interaction Manager

With Jacada Interaction Manager:

- Contact center business analysts can build and deploy best practice-driven customer interactions, dynamic call flows, business rules and call scripts
- Call flow and compliance reports describe most frequent call types, most frequent paths through the call flow, and bottlenecks and trouble spots
- New interactions can be 'hot deployed' in real-time; no need for agents to log-off or for systems to be restarted
- No coding is required
- Minimal training required for business analysts
- Everything is accomplished through a visual drag-and-drop interface

Jacada Interaction Manager enables a new level of control in defining and managing customer interactions. Utilizing a friendly graphical development environment, interactions are easily assembled, self-documented, versioned and published to Jacada WorkSpace. Business analysts can even invoke business transactions that are built, approved and published by the IT function. Jacada Interaction Manager is specifically designed to not compromise the integrity of business data, systems architecture or application code; the scope and breadth of what can be done with Jacada Interaction Manager gives business analysts unprecedented control over customer interactions without modification to application code or data structures.

Compliance, Audits & Reports

- Maintains complete audit trails
 - User responses
 - Comments
 - Rules used to generate outputs
 - Decisions made
 - Time stamps
 - Remote IP / host information
- Reports
 - “Activity Maps” visualize users path through Interaction Map
 - Audit trail reports to view responses and decisions
 - Data exports to retrieve user entered data

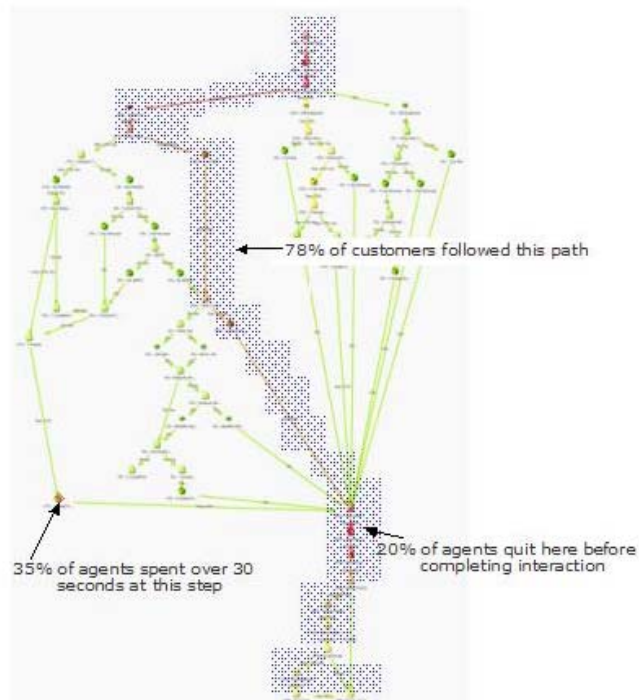


Figure 7 - Jacada Interaction Manager Audit Reports



Application Access

By hosting applications inside a tabbed environment, desktop “clutter” is reduced and access to applications can be determined by an agent’s role and privileges. This level of accessibility is essential to simplifying the agent desktop.

The tabs within Jacada WorkSpace can provide easy access to frequently used business applications, each application being conveniently nested inside a tab. Jacada WorkSpace is able to “auto-navigate” these applications based on interaction occurring within the script, such that when the agent switches to another tab, the application is at the correct point for data entry. In addition, the application screens can be pre-populated with data that has already been captured during the call.

Desktop complexity presents one of the biggest obstacles to customer service success, affecting virtually every agent and every customer call. Given call centers’ continual focus on cost reduction and hesitancy to change existing applications and systems, the problem continues to worsen.

Desktop simplification means setting up systems and applications in such a way as to support the agent. A unified service desktop, which gives agents access to anything they need to successfully complete a call within one simplified view, is the smartest way to get the agent desktop in order. A unified service desktop enables the agent to access process-specific tools and is a single point of access to all of the mission-critical applications and tools required to effectively complete a customer interaction.

Ideally, a unified desktop solution overlays current applications in a non-invasive way. Systems that support call flows can make call center agents happier, increase efficiencies and customer loyalty, and reduce costs, thereby improving performance against all of the metrics already being measured.

- Operational costs – Handle times are reduced and training more streamlined
- Customer-focused agents – Systems and applications become tools, not impediment
- Agent satisfaction – Productivity is increased and agents are retained longer
- Compliance – Process and security policy adherence is simplified



Simplified Data Entry and Data Capture

The SmartPad feature in Jacada WorkSpace is the modern approach to “copy and paste” data transfer. Any data field in any business application can be tagged as a SmartPad field. At runtime, data in these fields is automatically captured in the SmartPad (“Copy”). Data in the SmartPad can then be used to automatically populate fields in other applications (“AutoFill”) or data can be manually selected from the SmartPad to be pasted into the field that currently has focus (“Paste”).



Figure 8 – SmartPad

Using the SmartPad greatly boosts productivity by:

- Eliminating redundant data entry across applications
- Increasing data entry accuracy



Desktop Automation

Sometimes the business problem calls for automation of redundant tasks at the desktop - those tasks that are repetitive, tedious, overly complex and error prone.

Jacada Desktop Automation automates complex or repetitive navigational sequences, automates the population of data into application fields, and can force and monitor desktop behavior.

This “desktop automation” feature automatically “drives” the desktop applications and makes it possible to automatically enter redundant information. In addition to automating the navigation of the applications for the user, Jacada Desktop Automation has the ability to “listen” for predefined events and to bring up the right application at the right time to enforce a process.

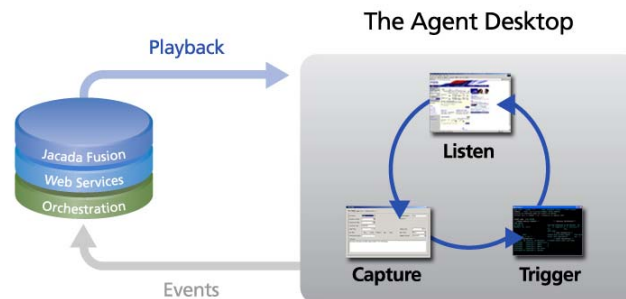


Figure 9 – Desktop automation

A valuable business application of Desktop Automation is internal governance, including fraud detection and adherence and compliance enforcement. Using the Desktop Automation functionality, Jacada monitors how applications are being used on the desktop and can drive user behavior and enforce and monitor compliance with business practices and processes.

Context Sensitive Help and FAQs

Throughout the call lifecycle, context sensitive help can be displayed to the agent in real time. This help is targeted to assist the agent with the current step within the script. This prevents the agent from having to constantly search online reference tools and helps reduce call time and customer frustration.

Jacada WorkSpace also has the ability to dynamically display a “Frequently Asked Questions” (FAQ) list, which contains the questions most commonly asked by customers during this step in the script. Thus, the FAQ will not display a billing question when the current call is related to a change of address but would instead display a question such as, “How long does it take for an address change to take effect?” By providing *relevant* help, the agent can handle the call in a professional and expedient manner.



Notifications and Alerts

Important information can be “pushed” to the agent’s desktop and will appear in the Notifications portlet within Jacada WorkSpace. Examples of notifications include:

- System notifications, such as alerting the agent of excessive hold times being experienced by customers
- Script and caller specific alerts, such as prompting the agent to up-sell this customer based on real-time information gathered during the call or based on data “mined” from other applications in the background



Figure 10 – Notifications and Alerts

These alerts are presented in real time and different icons will allow the agent to determine the importance or relevance of the alert. Alerts have been designed to be easily visible yet non-intrusive to the agent’s workflow. In addition, an administrator can create mandatory messages that force the agent to read important messages after logging in and before they continue to the unified desktop.

Personalization

Jacada WorkSpace offers sophisticated personalization and customization options, allowing the contact center to give varying degrees of autonomy to an agent. Depending on the underlying requirements of the organization, the agent desktop can be locked down rigidly with no customization options, or the agent can have a high degree of flexibility to customize or arrange the desktop.

The “Job Assignment” capability allows for a change of look and feel of the portal based on the agent’s role or job function. The user interface will display with different functionality based on the agent’s task at that particular time.



Figure 11 - Agent personalization



Agents are assigned roles, which determine basic access control, privileges and desktop layouts.

Agents may then be further assigned individual privileges outside of their role, including individual preference settings that control items such as color scheme, FAQs, application links, tab order, visible portlets and portal layout.

In-Call Intelligence

As today's contact centers strive to achieve a balance between quality service, costs and revenue, it is critical to understand exactly how agents are interacting with customers. This information allows customer service operations to perform root cause analysis, improve processes and maximize opportunities through up-sell/cross-sell programs.

While ACD and CTI systems provide data about telephony-related activity, there is precious little information available about what actually happens within the call. The In-Call Intelligence capability in Jacada WorkSpace unlocks data from "inside the call" so organizations can automatically and accurately determine why customers are calling. In-Call Intelligence also helps management ensure that agents are following the appropriate policies and procedures to ensure that compliance and service-level agreements are met.

This feature is often used to help customer service organizations automatically disposition a call without any agent involvement. Unlike manual call disposition systems or random call monitoring, Jacada WorkSpace provides a systematic, automated approach that can disposition the call based on predefined patterns and rules defined by the contact center manager.

With In-Call Intelligence, keystrokes, navigation sequences and data entry activity are all captured in real-time and can be used to:

- Alert managers about agent compliance with business rules or regulations
- Analyze why customers are calling
- Trigger activity within other systems, such as a real-time up-sell/cross-sell recommendation

Management Dashboard and Reports

Jacada WorkSpace can gather and report on agent interactions with the customer. Reports of which screens and applications are accessed can be generated since all interactions are done within Jacada WorkSpace. These capabilities can help determine how long an agent spends within an application and whether compliance standards are being upheld. Jacada Interaction Manager also provides the ability to report on the frequency of which paths the CSR chose in order to be able to make decisions about call types and workforce management.

"Using the Jacada unified service desktop will enable our personnel to validate claims faster and with greater accuracy, while heightening our staff's ability to more rapidly pinpoint overpaid claims."
-- Duffy Boyle, CIO,
Omnium Worldwide, Inc.



Jacada WorkSpace gleans information in real time from the desktop and transfers that information to a data store for reporting. Jacada leverages any existing Business Intelligence tools used by the customer to develop real-time reports and then links to those reports from Jacada WorkSpace.

The reporting capabilities utilize “in-call intelligence” to unlock in-call data, thus providing real-time call analytics. Data can be correlated across multiple sources, cross-referencing switch or IVR data with In-Call data, all in real time. Jacada WorkSpace does not mandate the use of a specific reporting engine, but rather provides open interfaces so that data may be used within an organization’s reporting tool of choice.

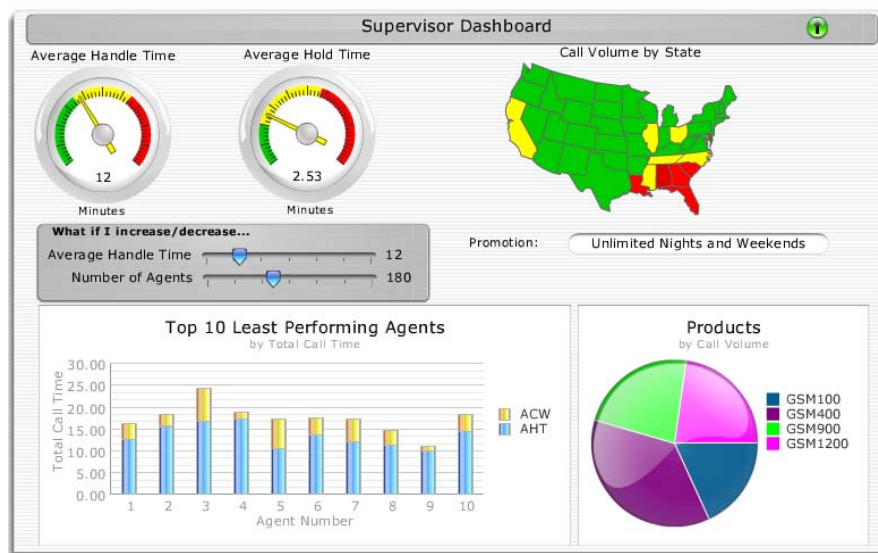


Figure 12 – Supervisor Dashboard



Powering Rapid Process Change

Jacada WorkSpace provides a non-invasive approach to simplifying processes for the agent *without having to replace or modify existing business applications*.

Using the Jacada® Fusion² non-invasive integration platform, time-consuming processes can be simplified or automated to dramatically improve agent productivity, agent morale and the customer's experience.

Process optimization can take many forms, including:

- An intelligent view of the customer
- A single view of a process
- An automated call initiation process
- An automated call wrap-up process

By simplifying the agent desktop and collapsing processes that span multiple applications into a single user interface, the agent can spend more time focusing on solving the customer's problems and less time struggling with navigating and deciphering complex business applications.

It is important to note that this is a bi-directional capability. Jacada WorkSpace can non-invasively retrieve and update data in real-time from any application. And based on the automated tools provided in Jacada Fusion, the solution will be up and running without requiring any changes to your existing business systems.

² Jacada Fusion is a process optimization platform that simplifies the contact center agent's interaction with business systems by automating and optimizing work processes, even processes that flow across disparate business systems. In order to access and interact with any and all application types, the platform employs a "non-invasive" approach to interface with different business applications.



Summary

As companies strive for continued efficiencies and the ability to offer improved customer service, it is imperative that they be equipped with the right solutions. Few companies have the luxury of adopting a “rip-and-replace” strategy and are instead looking for ways to leverage the applications that are already in place. The complex and cumbersome agent desktop results in inefficiencies and frustration that often make it impossible for any company to meet their customer service objectives.

Implementation of Jacada WorkSpace can eliminate the complex desktop environment, drastically improve call quality and efficiency and significantly reduce training costs. Jacada WorkSpace is a unified desktop for the agent, which provides relevant data and processes to support various call types, including dynamic call scripts and simplified navigation.

With a quick time-to-deploy, Jacada WorkSpace can mean substantial and rapid results, including:

- Improved customer experience
- Improved first call resolution
- Significantly reduced average handle times (AHT)
- Reduced costs associated with agent training and data entry errors

With Jacada WorkSpace you *can* deliver the perfect interaction.



Appendix A: Summary of Benefits

Improved Business Metrics	Productivity improvements will be reflected in key performance indicators. Important contact center metrics such as Average Handle Time (AHT), After Call Work (ACW), and First Call Resolution (FCR) can be dramatically improved with a solution such as Jacada WorkSpace.
Improved Agent Experience	Removing the high degree of complexity and frustration encountered by an agent in their day-to-day job translates into an improved agent experience and reduced agent turnover.
Improved Customer Service	An improved agent experience will drive an improved customer experience. By simplifying the agent desktop, all relevant information becomes rapidly accessible to the agent and conveyed to customers and interactions with business systems are performed correctly and expediently.
Reduced Training Costs	By reducing the number of applications needed to service the customer, and by simplifying cumbersome processes, agent training can be focused on the business rather than on the systems.
Enabled Universal Agent Program	Once process complexities inherent to line-of-business applications are removed agents can more easily service different types of calls. This allows a contact center to handle multiple call types and not have to maintain specialized groups of agents for specific calls.
Increased Revenues	Implementation of Jacada WorkSpace allows the agent to focus on call resolution and on increasing revenues. Jacada WorkSpace provides in-call intelligence that aids the agent in capitalizing on up-sell and/or cross-sell opportunities during the call.



Appendix B: Summary of Features

Automated Logon	Automatically signs the agent onto all required applications, utilizing a single user ID and password and can integrate with your existing LDAP infrastructure.
Computer Telephony Integration (CTI)	Fully integrates with the leading CTI Servers, including JTAPI support. Telephony functions are tightly integrated, offering complete "soft phone" functionality as well as easy telephony control from within a script.
Dynamic Call Scripting	Allows calls to be scripted with on-screen controls, automatic application navigation and dynamic flow control logic. Scripts are easily developed and maintained using a "drag and drop" visual modeling tool.
Application Access	Provides easy access to business applications by "nesting" them within tabs. Enables "auto-navigation" to these applications based on interactions occurring within the script.
Simplified Data Entry	Automates "copy and paste" data transfer. Used to "auto-fill" appropriate fields with data from other applications or data captured during the call.
Desktop Automation	Automates complex or repetitive navigational sequences and the population of data into application fields. Can force and monitor desktop behavior.
Context Sensitive Help and FAQs	Assists the agent with the current step. Provides FAQs relevant to the type of call or request. Enables better customer service by empowering the agent with more timely and relevant information.
Notifications and Alerts	Important information can be "pushed" to the agent's desktop and will appear as alerts. Used to display systems notifications and customer or call-specific information such as up-sell recommendations.
Personalization	Provides role-based management for access rights, layouts and privileges. Provides agent-level personalization options for styles, tab arrangement, portlet arrangement, etc.
In-Call Intelligence	Unlocks in-call information regarding the agent's interaction with the business applications; used to automatically disposition calls and generate analytical reports.



Management
Dashboards and
Reports

Gathers information in real time from the desktop and transfers to a data store. "In-call intelligence" provides real-time call analytics. Built-in dashboard capability provides graphical widgets that can be assembled in any custom manner.

Process Optimization

Delivers an intelligent view of the customer or a single view of a process. Bi-directional update and retrieval of data. Automates call wrap-up tasks or any complex task with no changes to the existing business applications.

Automated Call
Disposition
and Call Logs

Captures the interactions that are performed in the business applications and automatically dispositions the call, annotating why the customer called and what actions were performed.



Appendix C: Platform Overview

The following section provides an overview of the runtime and design time components of Jacada WorkSpace.

Runtime Architecture

The Jacada WorkSpace platform is a highly scalable J2EE-based service oriented architecture (SOA) featuring a modular design. The client component is a browser-based thin-client, simplifying deployment and making it easier to support remote and work-at-home agents. The “middle tier,” or server component, deploys as a J2EE application server and features open standard Java code. Interfaces to server processes are exposed as standard Web services, providing an easily accessible and extendible system.

Jacada WorkSpace can leverage existing business logic and data across all application types – Microsoft Windows, Web and Host – without requiring access to application code or modification of the existing system. Implementation is completely non-disruptive to existing operations since applications do not need to be modified.

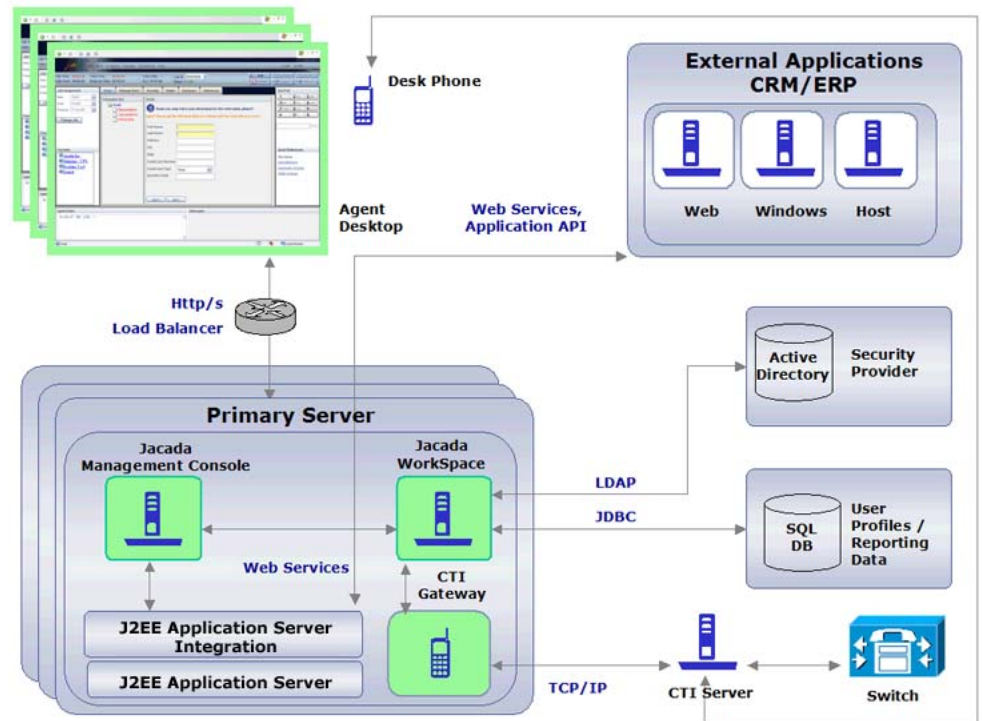


Figure 13 - Jacada WorkSpace runtime environment and communication protocols



Administrative Functions

Jacada WorkSpace provides an administration console, packaged as a thin-client web application, making administration and deployment of Jacada WorkSpace easy from any location.

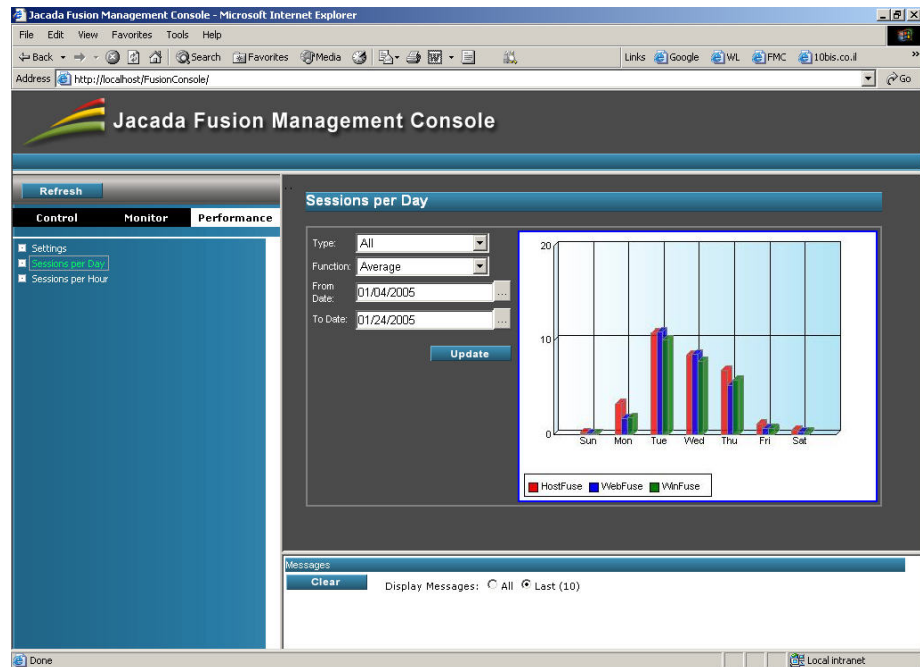


Figure 14 - Jacada Management Console

In addition to management and administration capabilities, important statistical metrics can be obtained, including traffic throughput, active sessions and peak usage. This helps administrators manage and plan for scalability and redundancy.



About Jacada

Jacada is a leading global provider of unified service desktop and process optimization solutions that simplify and automate customer service processes. By bridging disconnected systems into a single, intelligent workspace, Jacada solutions create greater operational efficiency and increase agent and customer satisfaction. Founded in 1990, Jacada operates globally with offices in Atlanta, Georgia; Herzliya, Israel; London, England; and Munich, Germany.

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