



## The Art of the Customer Interaction: Creating the Optimum Customer Experience

Jacada unified desktop and process optimization solutions help companies reduce the cost of their operations, drive customer satisfaction and provide a complete return on investment within 12 months of deployment.

“The customer is priority number one.” At Jacada, we’ve taken this philosophy to a whole new level and developed a new way of looking at customer service delivery. Our sole focus is on the customer experience, designing unique solutions that add value when and where it matters most: at the point of contact with your customer. Our passion is fostering meaningful conversations every time you and your customers connect.

Unlike most solution providers, we know that business growth and mutually beneficial customer relationships don’t hide in database schemas, they aren’t lurking in complicated customer records, and they don’t thrive on complex business processes. Satisfaction for you and your customer comes from creating compelling, consistent and efficient customer experiences that drive customer growth and profitability.

With the only true end-to-end unified desktop and customer experience optimization solution on the market today, Jacada helps organizations optimize and improve the effectiveness of their customer interactions.

### **Customer Service: More than the Sum of its Parts**

With a solid reputation as a non-invasive integrator, Jacada focuses on optimizing customer interaction processes and enhancing call center operations. Ours is a total solution, comprised of a consultative customer engagement methodology, award-winning products and business-savvy technical expertise.

And, delivery and implementation is handled by sage business analysts and solutions architects who are devoted to delivering the vision you have for your corporate success.

An array of business problems can lead to poor customer interactions. By becoming a partner and trusted advisor to our customers, we can tackle these problems with a consultative approach that invites our customer’s business and IT owners to participate in the process of answering their customer services needs with the most effective and holistic solution possible.

Our people, solutions, speed-to-market and quick-to-integrate technologies deliver



a timely payback and provide value unmatched by any other customer service solution provider.

Even with our committed approach and the inclusive nature of our solutions, Jacada is often misbranded as just another CRM or database application, just another IT or screen-scraping tool, or just another hosted or SaaS solution. Much to the contrary, our solution ties these various capabilities together, leveraging current (and often legacy) systems, and provides simplification and process-optimization for the systems that you currently use for customer service today.

### From the Boardroom to the Contact Center

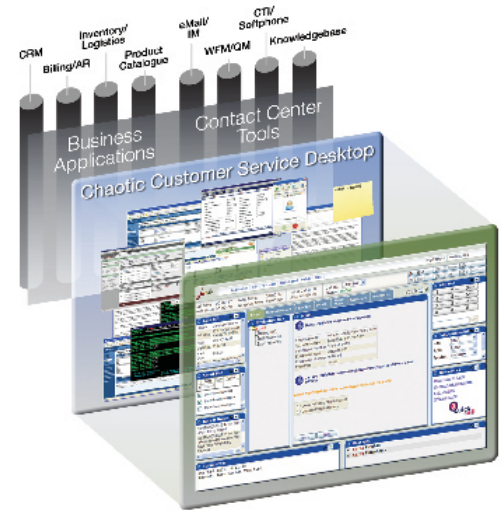
Customer service issues affect companies at two distinct levels: 1) at the corporate, or business level; and 2) at the IT or technology level. The benefits of our comprehensive Jacada solutions address both of these concerns.

Corporately speaking, Jacada solutions have a positive impact on customer satisfaction, experience, loyalty and retention, as well as providing a competitive advantage via improved customer insight and cross-sell opportunities.

For the call center, efficiency, effectiveness and productivity rates see significant improvement. Operational costs go down because call handle times and training requirements are lessened, and compliance and regulatory procedures are tightened up and strengthened.



There are significant benefits to your IT group as well. Jacada rapidly integrates to your existing applications using non-invasive technology without requiring changes to those applications. This form of integration does not require the business rules to be changed or modified.



Jacada can also support, utilize and accelerate current SOA initiatives. With Jacada solutions, you can leverage your existing technology to extend the life of legacy systems and currently deployed assets, thereby reducing IT expenditures and preserving capital for other uses. This effectively modernizes your infrastructure and adapts your investment to the current needs of your business.

### The Power Behind the Customer Interaction

We market six branded products: Jacada® WorkSpace, Jacada® Interaction Manager and Jacada® Fusion, Jacada® WinFuse, Jacada® Insight and Jacada® Advisor. The combination of these award-winning, non-invasive products, along with our expertise and approach, comprise the binding strength of our solutions.

**Jacada WorkSpace** is an optimization framework that integrates all of the critical applications and channels of communications with the customer. This unified desktop interaction hub simplifies, streamlines and automates tasks and provides a single point of access to all call center tools required in the contact center to effectively complete a customer interaction.

**Jacada Interaction Manager** enables business users to rapidly create and publish rules-based interactions

### Our customer experience solutions enable customer service operations to—

- Reduce service and process complexity
- Fix applications that are not optimized for the best customer interaction
- Provide a single, intelligent view
- Extend the life of legacy systems and reuse existing assets
- Control operational expenses
- Improve agent satisfaction
- Drive customer satisfaction

for your customer service users. This allows for enhanced management of all aspects of customer contact. The visual drag-and-drop interface provides business analysts with unprecedented control over customer interactions. Jacada Interaction Manager is specifically designed to not compromise the integrity of business data, systems architecture or application code and allows you to better adapt to customers' needs in "hot deployed" real time without requiring complex and lengthy IT development cycles.

**Jacada Fusion** is a leading non-invasive process optimization platform that simplifies navigation across, and with access to, any style of business system. From automated logon to completely re-engineered workflows, Jacada Fusion can rapidly automate tasks and optimize work processes across any number of disparate business systems without requiring changes to be made to your existing applications.

**Jacada® WinFuse** service-enables Windows client/server and web applications, exposing the functionality of those apps as open standard Web services, without requiring modification of the app and without accessing the source code. This non-invasive service enablement solution also offers HTML-compatible application bubbles, enabling in-line and in-context data feeds.

**Jacada Insight** fuses our powerful unified desktop technology with a multi-level analytics engine to allow call centers to manage performance, not statistics, in real time and across multiple channels. Jacada Insight focuses on effectiveness metrics, such as first call resolution and agent solve rates, to allow organizations to not only see the data more clearly, but also to see dimensionally *into* the data.

**Jacada Advisor** provides call centers with a proven technology-enablement solution that allows them to simplify existing applications and utilize a dynamic, rules-driven process using non-invasive, lightweight

integration methods. Jacada Advisor features: desktop automation, to reduce the complexity of the existing interface; application bubbles, which provide in-line and in-context help and content; and an embedded interaction manager enabling pathway processes for dynamic call flows, business rules and call scripts.

Redundant data entry, multiple system log-ins, and application surfing all stifle CSR productivity and overall contact center efficiency. Our products automate time-consuming and complex processes, enabling CSRs to spend less time interacting with systems and more time interacting with customers.

### Solutions for the Life of Your Customer

Jacada delivers the only true end-to-end unified desktop and customer experience optimization solution, uniquely solving a diversity of business problems which, left unchecked, can adversely affect the customer experience.

Our consultative approach means we understand our customers' call center needs and implement our solutions using technology experts and business specialists. We are as comfortable working with customer service executives and call center managers as we are with IT leaders.

Jacada solutions have proven successful in driving a rapid return on investment for our customers — typically providing complete ROI in less than 12 months — by reducing operating costs through significant cuts in handle times and training expenses and by improving the company's ability to drive incremental revenue and enhance the customer experience.

**Our mission is clear:  
create successful customer  
experiences that drive profitability  
and satisfaction.**



**"We selected Jacada due to the time-to-market advantages of their software and approach, and their expertise and success in simplifying and automating customer service processes. Their solution is very compatible with our existing infrastructure and strategic direction and should deliver a quick return on our investment. The ability to implement the solution quickly, without modifying our existing systems or infrastructure, was key in our decision to go with Jacada."**

**Srinivas Koushik, Chief Information Officer, Nationwide Insurance**



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