



For the telecommunications provider, availability, on demand services and a superb level of customer satisfaction are primary factors for success. Because the industry is highly competitive and continually evolving as technology changes, customer service is often the key differentiator.

Perhaps the most crucial customer interaction revolves around the need to retain current customers. With an ever-increasing number of commoditized products, telecommunications providers must leverage their customer contact personnel for the purpose of bundled sales and optimize their interaction with these vital customers.

Customer service desktop and process optimization solutions from Jacada drive knowledge aggregation and cross-selling potential, enabling a better customer experience.

As a trusted customer care advisor to many telecommunications leaders, Jacada delivers solutions that directly target the effectiveness of your contact center operations – which

can mean the difference between customer retention and customer churn.

Putting Customer Experience First

Jacada solutions are architected, built and implemented with the customer experience in mind. By optimizing – and leveraging – existing processes, Jacada solutions enable telecommunications providers to grow a quality customer base, one that expects a higher level of service and the best experience possible every time they deal with the provider.

Not just another siloed application, and not a CRM system add-on, the Jacada solution integrates with all levels of customer service operations to link disparate systems and processes, providing positive feedback for the customer service representative (CSR, or agent).

The Jacada solution begins with an in-depth business analysis performed by industry experts and is delivered using an integrated, consultative approach. Using this

Customer Service Challenges Facing Today's Telco Provider

- With such a host of competitive commoditized products, providers must expand their service offerings and keep customers happy.
- Disconnected systems and insufficient information makes the customer interaction a struggle for sales and tech support alike, and can lead to increased operational costs due to unnecessary onsite service calls.
- Telecommunications providers are measuring and promoting their net promoter and customer satisfaction scores as proof of their emphasis on providing the optimum customer experience.



methodology, the Jacada solution can comprehensively address many areas of a telecommunications provider's customer service interactions: providing a single view of available tools and information for technical support agents; identifying customers that are a "retention risk" and introducing call flows and offers designed to keep the customer; and delivering call scripting and call prompting to help create universal agents.

Our experience and consultative approach have led us to understand the complexity of these transactions, from the simple billing inquiry to complex technical support problem solving.

The Intelligent Approach to Customer Service

Too often the systems that run a telecommunications company are disconnected, with no way to quickly share data between the various CRM, billing, provisioning, order management and content management systems. The CSR must navigate between the distinct interfaces with each application, frequently re-keying the same customer data, all of which delays call resolution and wrap-up, and increasing the possibility of data entry errors.

As a result, call handle times are too long and each CSR handles fewer calls. Jacada solutions enable the sharing of information between systems – transparently to the CSR – to allow them to more quickly and effectively diagnose and address customer concerns. Plus, your CSRs gain a new perspective into cross- and up-selling opportunities.

This "intelligent view" of the customer – no matter their account type or entry point into the customer service system – is critical to knowing the customer and being able to address their needs in a fast and efficient manner.

The Jacada unified service desktop simplifies how the CSR interacts with existing business systems by automating work processes and streamlining workflows. The interaction

with the customer is no longer delayed while the CSR searches for the data needed to service the customer. In addition, the Jacada solution provides in-call intelligence and assisted navigation to guide the CSR through various call types.

Optimize the Process, Optimize the Interaction

Jacada solutions are founded on our tight partnership with our customers. Our consultative approach means that you participate in project design, based upon your needs and your processes. The software at the heart of our solutions – proven, trusted and reliable – is integrated quickly and cost-consciously. The return on investment of the non-invasive Jacada solution can be accelerated because of the new

efficiencies and effectiveness of customer service operations, not to mention the improvement to overall customer satisfaction.

In addition, by a two-to-one margin, when your CSR is more productive and satisfied, your customer is more easily satisfied – and loyal.

For telecommunications providers seeking to leverage their customer service procedures to drive increased revenues through customer retention and bundled offerings, Jacada provides customer experience solutions which reduce service and process complexity. CSRs are both more satisfied in their roles and more productive – and more likely to diagnose and resolve the customer issue the first time.

"Our company is very focused on continually improving the service we provide our customers, and we are always looking for solutions that will help us streamline our operations and provide our advisors with the tools they need to give the highest possible level of customer care. We are experiencing great results with the Jacada solution in our prepaid division and are very impressed with the quality of the solution and the expertise of the Jacada team."

Cheryl Black, Customer Service Director, O2 UK

"My service is out, my bill is messed up and I'm not happy about it."

This could be a contact center's worst nightmare – or an opportunity to turn a dissatisfied customer into one who will continue and even expand their service relationship.

Jacada solutions address the process behind such a customer encounter, creating an environment for the CSR where the interaction with the customer is streamlined and efficient, with all the correct tools right at their fingertips at the right time.



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