

From Customer Engagement to Solution Delivery: The Jacada Method

In delivering premier customer service solutions, attention to our customer comes first.

When it comes to optimizing customer interaction processes, Jacada is the expert. Our comprehensive, business-altering solutions have helped call centers worldwide reduce operational expenses, extend the life of legacy systems and tools, and significantly improve both agent and customer satisfaction. So what drives our success?

Jacada has been successfully integrating customer-centric optimization solutions for almost 20 years, with an emphasis on gaining and leveraging expertise in new generation technologies. Our software has received numerous industry innovation awards, but software is only part of the equation.

The soul of our solution lies in a combination of this technology and savvy business and technical experts, along with a unique engagement and solution delivery process — the Jacada Method — which addresses the customer's specific pains and opportunities for improvement.

Listen to the Customer, Invest in the Solution

In our role as valued consultant and technical advisor, Jacada approaches all customer service projects as collaborative efforts. Our initial engagement with a customer — discovery — defines the specific business goals, challenges and objectives of the customer service business. Jacada business analysts and technical consultants conduct a comprehensive analysis of your business requirements and technical environment.

The result of this analysis is a detailed project plan and approach that identifies the project deployment

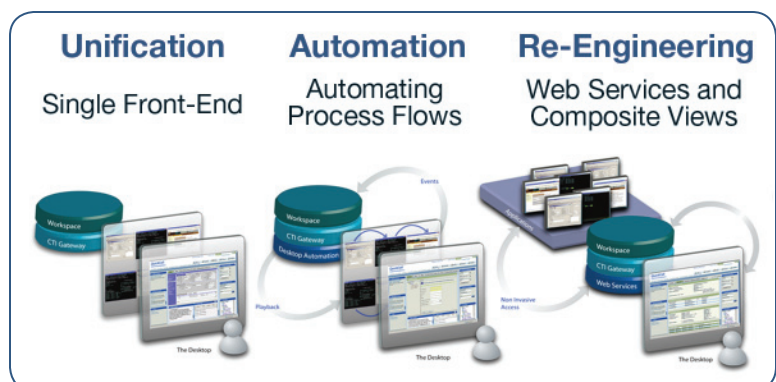
approach, deliverables, timeline and resource responsibilities.

Our experience in the call center market has guided us to develop an attentive, receptive approach that is highly customer-centric, recognizing that the solution teams will need to manage a clear and rapid realization of strategic business goals while aligning technology with priorities. We take into account existing multiple aging and diverse application platforms and complex, embedded call center practices and culture. Our approach also addresses the possibilities of multi-site and variant CTI and IVR infrastructure investments as well as currently accepted in-house and support practices.

An Architecture for Success

Jacada solution delivery teams have experience implementing projects using “waterfall” or “agile” methodologies, or a hybrid mix of both, and we can offer recommendations on the best project approach based upon project, scheduling, rollout and return on investment (ROI) expectations. In addition, the flexibility of our solution and our integration abilities mean we can tackle the solution in the way most suitable for your circumstances.

The traditional or “waterfall” delivery methodology involves a robust initial design



Methodology

phase with an emphasis on establishing all requirements and rules for development. The development cycles are performed in parallel as much as possible, geared toward extensive testing phase prior to handoff for deployment.

The “agile” (sometimes referred to as iterative) delivery methodology enables faster value delivery and additional functionality over time to reach the overall customer service goals. This agile approach allows for varying levels of project scoping, iterations and builds, robust delivery, user acceptance testing and transition to in-house support.

Building a New Interface

The solution strategy can be categorized in a number of ways. “Unification” delivers a single front-end interface through which customer service agents gain greater access to all of the applications and tools required to perform their job. A tremendous ROI is possible from simply organizing the desktop clutter for the agent and making it easier to access what they need, when they need it.

“Automation” takes this concept a step further by automating various customer service processes and call flows. This includes assisted navigation or “scripting” to support

the call type, directing the call flow based on the customer response, cross-application data sharing, and automated call dispositioning. A complete “Re-engineering” solution enables greater flexibility in designing the user interface, thereby removing dependencies between the user interface and back-end business logic that currently exists within the current state applications.

Jacada excels at a multiple-phase delivery approach. The first phase typically focuses on a quick time-to-market solution with targeted re-engineering and integrated access to the required customer service applications and tools. In addition, this phase usually includes some automation of redundant information and context sharing between applications. Follow-on phases build out scripted call flows/interactions, integration into key applications, and reporting for maintaining and tracking high-value customer interactions.

Sustainable Solutions for Exceptional Customer Service

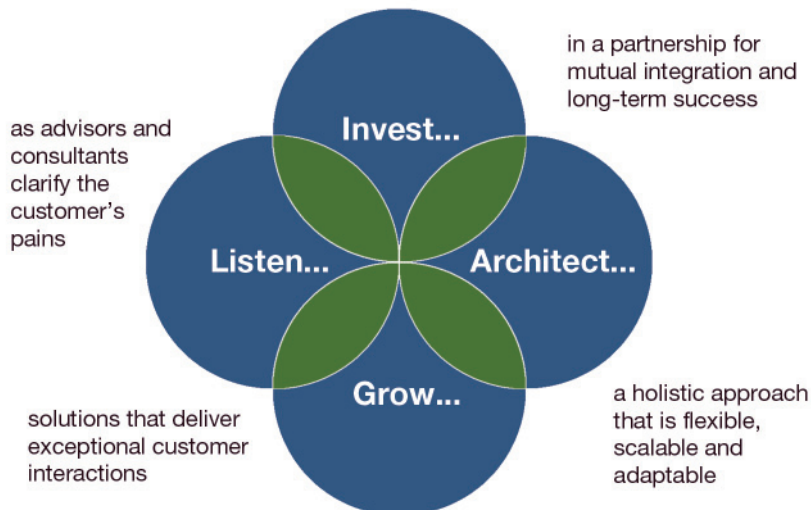
Our methodology allows our customers a great deal of flexibility with regard to the amount of direct participation they wish to have in the solution implementation. The consultative teams at Jacada work as your advocate to identify and

design adaptable solutions which accommodate your budgetary and time requirements while leveraging your existing business and IT resources. Our analysts, solution architects and developers apply upbred delivery methodologies to integrate award-winning process optimization and customer interface technology as a foundation to your customer-facing business — not as another layer of complexity.

Jacada places a higher value and higher importance on people and our interactions rather than be bound by rigid process and toolset. Documentation is important — but not at the expense of working software, project scope or quality. Similarly a well-defined contract is beneficial to both parties — but not at the expense of a close working relationship between Jacada and our customer. Our agile philosophy enables us have a solution plan that remains adaptable to changing environments and requirements.

In this manner, Jacada solutions streamline and improve the effectiveness of customer interactions, helping companies reduce the cost of their operations and drive customer satisfaction while delivering a complete return on investment within 12 months of deployment.

The Jacada Customer Engagement Method



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