



Jacada® WorkSpace Agent Desktop™

Enabling Exceptional Customer Service Experience

Today's customer service representative (CSR) 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.

With the growing number of customers connecting with the organization via communication channels other than voice – today, more than ever before, CSRs are further expected to simultaneously handle multiple customers reaching the call center through voice, chat, email and fax.

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 more time logging into applications, navigating through complex screens, searching for the right answer, struggling to remember processes and dealing with redundant data entry, than they do focusing on the customer's request.

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The Solution

Jacada WorkSpace Agent Desktop™ is a unified service desktop for the contact center that provides a single point of access to the mission-critical applications and tools required by the CSR for effective customer interactions.

It represents the next generation of contact center desktops, using state-of-the-art technology to provide an integrated, automated and intelligent view of customer data and customer service processes across all touch points, voice, chat, email and more. Jacada WorkSpace automates workflows to align CSR tasks with the intent of the customer, to streamline the interaction and deliver a more efficient and effective customer experience.



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 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 appearance and arrangement of the data, the applications presented and the flow invoked. As a result, CSRs are equipped with the resources to handle a diversity of calls pertaining to multiple product lines and services, customized to the task they are performing
- **A Multi-Context desktop** - for quick, effective and simultaneous management of multiple customers across all communication channels used by the organization. Easily switch between customer interactions without missing a beat!
- **A Multi-Channel Display** - All communication channels are unified into one convenient desktop that reflects customer-specific data and the channel being used for each and every work item. Handling voice, chat, email and more has never been easier!
- **A User Interface Delivery Model** - a key feature in Jacada WorkSpace Agent Desktop™ is an industry-first, highly innovative, user interface delivery model, called Dynamic Views. Dynamic Views replaces complex UI development with rapid user interface assembly by offering drag-and-drop interface building. It empowers the Business to take ownership and control of User Interface delivery, define call flow processes and handle UI changes with ease, dramatically reducing time-to-market.

Jacada Workspace works with:

Leveraging the Power of Web Services and Service Oriented Architecture Jacada WorkSpace Agent Desktop™ deploys as a J2EE application to deliver a composite view of your customer data. If your systems are not easily integrated or lack web services or application programming interfaces, that is not a problem. We are able to surface select functionality through our unique Jacada Integration and Automation technology, ensuring you can fully use your existing application, providing seamless integration with Jacada WorkSpace. You can deliver a simplified, unified customer service desktop without requiring any changes to your existing systems.

Improving Your Bottom Line

With a unified service desktop, CSRs can shorten calls, improve customer interactions, be trained more rapidly, take better advantage of up-sell opportunities, and provide a consistent experience to customers across all touch points.

In addition, faster implementation of new business initiatives to the agent desktop strengthens the call centers' agility and enables organizations to keep up with the fast pace of business. Jacada WorkSpace will be up and running quickly and with no disruption to the rest of the organization. Jacada WorkSpace is modular and completely customizable; you can configure the desktop with just the features you need, or use them all to achieve maximum benefit, with a look and feel appropriate for your business.



Key features of Jacada WS include

- Single sign-on to all applications and tools
- Automated logon and password manager
- Telephony integration
- Multi-Channel and Multi-Context support
- Customer interaction timeline
- Smart customer search
- Audit trails and compliance monitoring
- Real-time alerts and messaging
- Document / knowledgebase Search
- Automate agent disposition
- Unified application management
- Agent chat
- Agent task management
- Agent messaging
- Roles & privileges

