



Jacada **Mobile Agent**

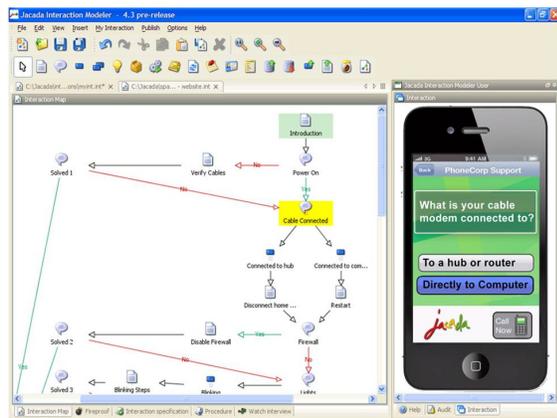
Creating Profitable Conversations

Deliver Customer-Service in a Mobile World

Jacada Mobile Agent **simplifies** and **accelerates** customer service to users of smart phones and mobile devices by providing visual self service flows that result in a substantially reduced number of calls to the call center.

Jacada Mobile Agent (JMA) bridges the gap between self service and traditional customer service contact channels. It does this by allowing the customer to conveniently connect to a live agent without having to repeat information such as their name, account number, the nature of the call, or any other details needed to resolve their question. This results in significantly reduced call handle times. Jacada Mobile Agent also allows the customer to see the current hold times or to schedule a call-back at a more convenient time.

Jacada Mobile Agent enables business users to quickly create and offer rich self-service capabilities to users of smart phones and mobile devices. Jacada Mobile Agent is the only mobile service platform that reduces inbound call volume, reduces average handle time, and enables business agility through easy to use tools and rapid deployment processes.



Benefits to your business

- Significantly reduced inbound call volume through increased self-service resolution
- Far lower interaction abandonment as customers are guided through the process

- Shorter Average Handle Times as a result of the agent having all the information already entered by the customer, and by automatically populating the agent desktop applications with the customer data
- Breaks the siloed channels and bridges from self service to customer care
- Powerful analytics for continuous interaction improvement
- More efficient call routing with smart routing technology
- Increased customer satisfaction

How does Mobile Self Service work?

Mobile is rapidly becoming the new engagement channel.

With mobile, customers can engage in a self-service session through an “app” that visually maps out the steps of your customer service process, starting with your IVR. It allows customers to visually guide themselves through the self-serve interaction and interact directly with the system to solve their problem, without the annoyance and limitations of IVR systems.

The mobile self-service interaction has full support for data entry and sophisticated self-service capabilities, including being able to proactively mine knowledge bases for information and retrieve/update customer information from underlying Line of Business applications.

For calls that do require agent assistance, however, the goal is to provide a seamless transition to the voice channel from the self-service channel. This begins by giving customers information about current hold times and offering the option of scheduling a callback. Once the call is connected to the agent, all the steps traversed by the customer, as well as any data entered, is visible to the agent. By doing so, customers won't have to repeat information. Even better, the underlying systems can be prepopulated (or data can be retrieved) with the customer information, adding a further benefit of reduced handle times.

Jacada Mobile Agent easily bridges the gap between Mobile, Self Service and Customer Care, with seamless transfer to voice channels at any place within a self service interaction

Key Features

Call back and Call Scheduling

With integration to your telephony system, JMA can conveniently present options to your customer as to their preferred way of being reached to continue the transaction. By displaying the current anticipated hold times the customer can choose to hold, or select a convenient “call me back” option. In the event of a call back, all the interaction data is retrieved for a seamless continuation of the call.



Desktop Integration

JMA breaks down siloed communication channels by ensuring a seamless transition from the mobile to channel to a more traditional voice channel. All the data entered by the customer during the self service interaction is automatically displayed on the agent desktop, avoiding the need to “ask for the account number again”. Even better, underlying line of business applications can be automatically populated or staged with the relevant call data, resulting in significantly lower Average Handle Times.

Graphical drag and drop Script Builder with Test Simulator

Mobile Self Service interactions are created in an easy to use graphical tool, providing true drag and drop script building, allowing the Business to own and control script creation. Even complex back-end transactions can be invoked without knowledge of the underlying technical details. Your mobile self service interaction can be tested by running them through our unique script simulator. The author can interactively walk through their script, modify logic and make changes, all before publishing, and without the need to involve IT or have technical knowledge

Instant deployment

New JMA self service interactions can be “hot deployed” in real-time; There is no need to deploy a new application to the app store and no need for your customers to download a new version of the application. This means you can quickly make changes to business rules or interactions and get them to customers, in minutes, not weeks. Of course, a workflow approval system is in place to ensure quality in the published interaction.

Publishing and Versioning

JMA allows multiple authors to work on authoring self service interactions, with different permission levels for publishing, reviewing, and ultimately approving an interaction for “go live”. Utilizing a workflow system allows interactions to be tested in a production environment before being made available to your customers. Full versioning allows the system operator to quickly revert to a previous instance of an interaction. This well defined workflow process allows Business to work on call process design, but leaves IT with ultimate control of what gets pushed into production.

Auditing and Reporting

JMA provides detailed level auditing and reporting. Your customer's self service sessions can be recorded down to an individual field level. Additionally, sophisticated audit trail reporting will show how interactions are performing, where bottlenecks are occurring and provide insight into where interactions may be further optimized.

CTI Integration

JMA connects with your existing telephony infrastructure, ensuring your telephony investment remains protected.

Rich Widget Library

JMA ships with a rich library of components that can be used in your scripts, providing powerful constructs including: Statements, Choices, Decision Nodes, Variable allocations and more.

Automatic Syntax and Logic checking

JMA runs complex checks in the background as scripts are configured and will warn you of any issue or problems in the logic as they are built, ensuring that only quality scripts are published for testing.

Open Integration

Complex “back-end” transactions are encapsulated in easy to use widgets used by the script author without any understanding of their technical complexity. Widgets can be developed in Java by IT to use web services and other industry standards, allowing integration to existing systems and data.

Complex Rule Evaluation

Decision trees can be drawn graphically, making even the most complex rule sets easy to understand, follow and fine-tune.

Self Generating Documentation

Self Service interactions often contain many nuanced business rules, which are often not captured in a centralized master document. As flows are modified, design documents are rarely updated, resulting in out-of-sync requirements documents.

JMA allows you to generate current specification documents at the click of a button. These specification documents include all the details you would need to reconstruct a flow, including all the business rules, use of variables and actual call flow. Never suffer from outdated documentation again!

Workflow and Approval processes

While JMA gives flexibility to the script authors to create and publish their interactions, a sound approval methodology is in place to ensure that interactions are tested before reaching your customer. JMA allows interactions to be published in a draft state, tested, and then pushed into production by an administrator with approval privileges. Of course, a full version history is also retained and in an emergency situation the administrator can at any time revert to a previous instance of an interaction.