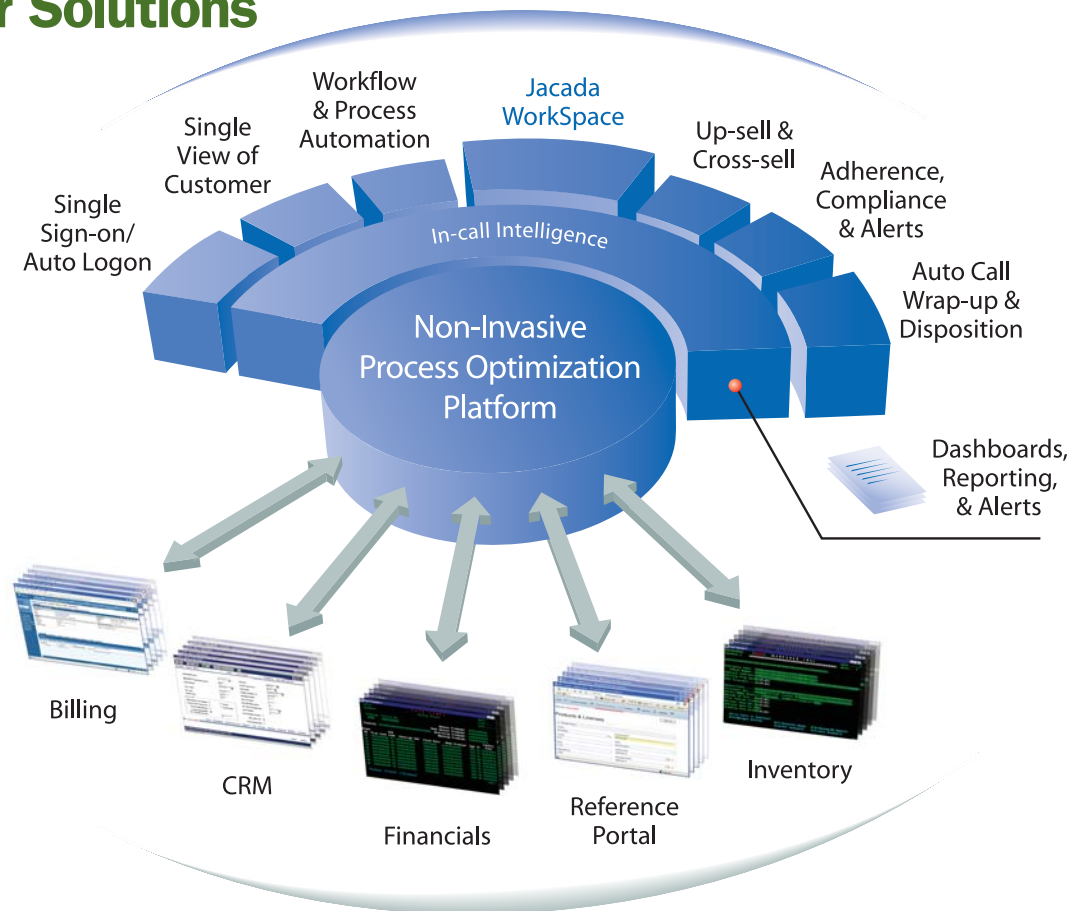


Jacada® Fusion

Contact Center Solutions



Your Applications

Improving the customer experience is a top priority for nearly every company. Yet the person responsible for delivering superior customer service – the customer service representative (CSR) or contact center agent – is ill equipped to answer the call. The number of applications the CSR must learn and navigate to answer even a simple inquiry is staggering. Their environment is so complex they become more focused on the desktop chaos than they are on the customer interaction. This is not a formula for customer service excellence.

Jacada addresses this chaos with Jacada® Fusion. Jacada Fusion contact center solutions are designed to increase agent productivity and improve the customer experience - all without requiring any modifications to existing business applications.

Jacada Fusion is a non-invasive process optimization platform, which means it works with any existing business application to automate processes

and improve workflows. For the agent, Jacada delivers process simplification, workflow automation, call scripting, and an enhanced ability to up-sell and cross-sell. For managers and supervisors, Jacada offers a vast array of dashboards, reports, and alerts that help manage the business more effectively.

What makes Jacada Fusion unique is its ability to rapidly deliver solutions by non-invasively working with, not replacing, your existing business applications. In other words, you do not need to rewrite, replace, or otherwise spend millions on re-architecting business applications to improve your contact center. Unlike the expense and failure typically associated with a 'rip-and-replace' approach, Jacada Fusion solutions are delivered within weeks or months with guaranteed success.

Jacada solutions are deployed in hundreds of contact centers worldwide, and to millions of users through customer self-service applications designed to off-load contact center activity.



Single Sign-On/Auto Logon

Agents often waste valuable time launching and logging into sometimes as many as 10 or 15 different business systems, several times a day. The time and aggravation adds up, costing you more than you think. Jacada Fusion provides a sophisticated single sign-on capability, which enables an administrator to centrally store passwords for all users and their mission-critical applications, eliminating the need to remember and type various IDs and passwords.

Single View of the Customer

With Jacada Fusion, you can deliver a 'single view' of the customer, or a single view of a process, all without modifying or replacing any existing business systems. Using a non-invasive approach to integrate your business systems at the desktop, you can provide agents with a more comprehensive view of the customer that can be used to simplify or automate time-consuming processes and dramatically improve agent productivity, agent morale, and most importantly - your customer's experience.

Jacada® WorkSpace

Extend the benefits of Jacada® Fusion with Jacada® WorkSpace.

Jacada WorkSpace is a unified desktop for customer service representatives that provides a single point of access to all the mission-critical applications and call center tools required by the agent to effectively complete a customer interaction. Jacada WorkSpace represents the next generation of contact center desktops, using state-of-the-art technology to provide a platform for hosting and integrating all tools and applications required by the customer service representative - now, and in the future.

Jacada WorkSpace is, in essence, a desktop interaction hub that integrates all tools and channels of communications with the customer.

Jacada WorkSpace can benefit from all of the solutions delivered by Jacada Fusion to create a powerful, seamlessly integrated working environment for the contact center agent.

Workflow and Process Automation

Using Jacada Fusion, you can simplify or automate time-consuming processes to dramatically improve agent productivity, agent morale, and your customer's experience. By streamlining and automating processes that span multiple applications, the agent can spend more time focusing on solving the customer's problems and less time struggling with navigating and deciphering complex business applications.

In-call Intelligence

Jacada Fusion provides 'in-call intelligence' by tracking agents' interactions with their desktop applications in real-time, so organizations can automatically and accurately determine why your customers are calling and what your agent is doing. By monitoring any screen, any field, any cursor movement and all the data that the agent sees, touches or enters, Jacada Fusion provides a first-of-its-kind ability to drive real-time processes. Whether it is deciding the next best action, documenting the call, or enforcing compliance to business or regulatory practices, Jacada Fusion can provide unparalleled access to real-time data and activity. And all without modifying or replacing any of your existing systems or procedures.

Up-sell/Cross-sell

Jacada Fusion unlocks real-time data associated with agent activity and the agent's interaction with the business systems they use. This 'in-call intelligence' provides real-time data for decisioning engines to help determine the next best action. This greatly improves your ability to conduct up-sell and cross-sell activities, delivering highly targeted analysis and recommendations directly to the desktop of each contact center agent. By gathering real-time data during the agent-customer interaction, and non-invasively mining historical data from your business systems, you can drive more effective offers and actions during the call.

Adherence, Compliance & Alerts

Jacada Fusion provides 'in-call intelligence' and desktop automation technology to drive adherence, compliance and alerts. The solution automatically logs, alerts, and enforces service-level compliance rules and regulations across all agents and applications. Using Jacada Fusion, you can monitor agent activity in real-time, notifying supervisors when certain activities have occurred, or when limits or standards have been exceeded.

Auto Call Wrap-up & Disposition

Using Jacada Fusion, contact centers can automatically disposition a call and provide all the relevant documentation, based on the agent's interaction with the applications on his or her desktop. Unlike manual call disposition systems or random call monitoring, Jacada Fusion provides a systematic, automated approach that can disposition the call based on predefined patterns and rules related to the activity of the agent during the call.

Dashboards, Reporting & Alerts

You probably already receive hundreds of reports from your ACD and IVR. But do you really know what is going on *during* the call? Jacada Fusion provides reporting capabilities using in-call intelligence to provide real-time interaction analytics. Data can be correlated across multiple sources, cross-referencing switch or IVR data with in-call data, all in real-time. Data can also be fed in real-time to any business intelligence or decision support system. Jacada Fusion provides pre-packaged dashboard software that does not require an external reporting engine. This dashboard provides a multitude of graphical widgets that can be assembled in any custom manner to report on data in real-time.



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