

Jacada Insight

A Better Way to Understand and Manage Your Call Center Business

In their efforts to improve both call statistics and customer satisfaction, call centers typically have access to an overabundance of data, measuring everything from queuing to hold times, call types to transfers, net promoter scores to resolutions. The issue isn't in the data itself, but in how you leverage the call center data and take advantage of what the metrics reveal.

Data warehousing is essential to most organizations, and analytics and reporting functions allow call centers to evaluate their operations and personnel according to those metrics. If accurate — which is not always the case — these numbers can tell you what actions a customer service representative performed, or what a customer did during or after the call.

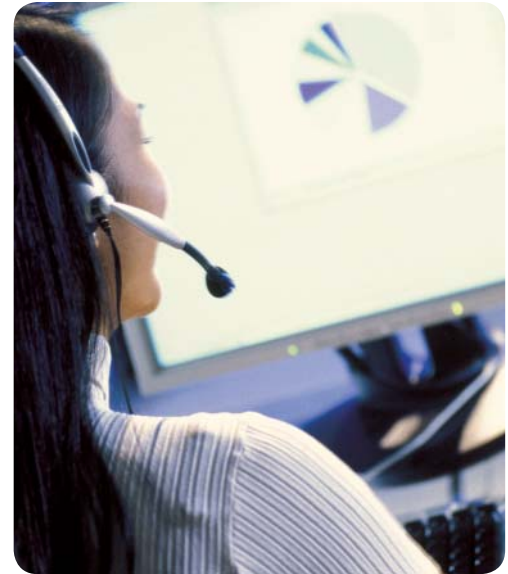
But what if you could tie these vital statistics together, in real time and across all channels, and visualize your customer service endeavors in a multi-dimensional way that would allow you to identify opportunities for growth and improvement?

A Strategic Analytics and Modeling Solution

The Jacada® Insight solution combines the proven Jacada unified desktop approach with the ability to feed accurate call reason and disposition data into an existing data warehouse, adding significant value to the perception and use of those statistics, compared to typical analytics solutions.

While customer satisfaction is the mantra of the call center, resolution is the true goal, and Jacada Insight enables a right-data, right-now way of thinking to determine your best path for improvement, re-engineering and optimization of key customer service processes across your operations.

Jacada Insight goes well beyond the mass metrics of first call resolution, allowing call center managers to see how long the resolution took and more accurately establish the reasons and action behind the resolution.



Instead of managing processes and personnel to improve a number — first call resolution — these capabilities mean that managers can more explicitly see into the data and clarify the true solve rate of their CSRs.

And that means the ability to manage performance, not statistics. No longer does a call center supervisor have to guess about why a CSR has poor customer satisfaction ratings, or takes too long on a call, etc. Jacada Insight provides a real-time view into any particular area of concern, so that the CSR can be coached about handling specific calls instead of just a generic fix.

The same approach holds true for the processes that deliver call performance. Jacada Insight creates an intuitive environment so that misaligned or non-optimized processes are brought to light more quickly and more clearly, enabling more efficient management of those processes.

Data by Design

Jacada Insight is comprised of a multi-level analytics engine with pre-built reporting, robust CTI enablement capabilities, integration tools, and dashboarding and



data warehousing accessibility options. These components can be customized as needed for virtually all existing infrastructures across all customer contact channels, allowing any degree of data granularity as required.

This design, which collects direct CTI data and first-hand information from existing integration systems as well as PBX, IVR, ACD and other call center devices and equipment, eliminates the need for costly and expansive PBX implementations.

Leveraging non-invasive Jacada technology, Insight implements with minimal impact on existing infrastructure load. The analysis toolkit is supplied and non-restricted.

As a business intelligence resource, Jacada Insight contains a wide variety of out-of-the-box analytics tools, enabling call centers to gain an immediate business advantage via value-rich data streams.

Vastly more cost-effective than standalone data warehousing or ETL projects, Insight delivers latency-free data sourcing directly into the data mart. This “real-time, right-time” metrics and modeling approach provides a truly comprehensive look into complete customer interaction detail.

Transform the Call Center into a Customer Service Business

With a typical implementation of only two months, Jacada Insight combines the value of optimized business processes with efficient analytics and reporting tools. The call center can now measure not only cost per call, but also revenue (and value) per call.

Built on patented Jacada technology, the Insight interface provides accurate access to otherwise missing or misused call center data, enabling the CSR to know the customer history and intent, in context with the business process at hand.

Jacada Insight delivers the complete customer service picture — how the call center is operating, how the CSR is performing and how the customer is experiencing the interaction — unlike most IVR/ACD call center reporting systems that collect discrete pieces of data without linking them together.



With Jacada Insight, call centers have all of the advanced analytics, reporting and modeling tools necessary — from initial point of contact to issue resolution — to run their operations as efficiently and possible, and in the process create a visionary customer service business intent on delivering excellent customer experiences, at each and every interaction.

“We want every contact to be a positive experience for our customers, as we are in a very competitive industry and we understand our customers have choices.”

Andreas Demel, CIO, Kabel Deutschland

Key benefits of Jacada Insight include:

- Standard and/or custom reporting
- Multi-channel integration
- Comprehensive FCR, channel and customer analysis capabilities
- Enhanced performance management
- Inherent CTI monitoring components work in conjunction with existing systems
- No additional business intelligence, data warehousing or ETL project necessary



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doc. # 27.100.0210*