



The Jacada® WorkSpace unified desktop solution simplified tasks for the agent, reduced new hire training time, and automated workflows and redundant processes.



In Touch in the Digital Age: A Satisfied Agent Means a Satisfied Customer *Desktop Unification and Agent Empowerment*

“Our key goals for this project focus on satisfaction levels among our agents. By delivering an intuitive, customizable desktop environment, our agents will have the resources they need to deliver superior customer service to our customers.”

As one of the largest cable corporations in the country, widely regarded for its reliable and high-capacity broadband network, this communications company operates over two dozen customer service contact centers staffed by more than 5,000 agents. With six million customers, this full-service provider of telecommunications products knows full well the value of superior customer service. Its agents provide account management as well as technical support for a variety of residential and commercial customers.

As a true innovator in the world of digital delivery, the company has always kept a keen eye on maintaining a very high level of customer satisfaction. But it also understood that agent satisfaction was a major part of their corporate success. With this in mind, the digital services provider implemented an enterprise initiative designed to maximize the customer service agent’s work experience by providing a simplified desktop. In addition, the company was ready to pave the way to a universal agent model, enabling knowledge aggregation and cross-selling potential across all agent segments and all contact centers.

The Industry

Telecommunications

The Customer

- Major Cable Communications Provider
- More than 5,000 agents in more than two dozen call centers

The Solution

- Jacada® WorkSpace
- Jacada® Fusion
- Jacada Professional Services

The Project

- Implement a Universal/Virtual Agent strategy
- Facilitate call center consolidation
- Improve quality, service levels and consistency across centers
- Reduce cost of operations and bring outsourced business back in-house
- Enable personalization and agent empowerment



The Problem

In order to turn their strategic goals into reality, the company had to take an in-depth look into their agent processes. Budget-wise, a total overhaul of current systems was out of the question and operational expenses needed to be reduced. What the agents needed was a way to use the existing applications – which were segregated, redundant and somewhat disconnected – and use them more intelligently and more efficiently. The bottom line: the agent had to be empowered to better service the customer through a more automated and streamlined system.

Additionally, to achieve a “Universal/Virtual Agent” capability, the desktop needed to be extremely intuitive and be able to display data and processes associated with call types and customer types. For example, to be able to allow calls to flow from an overloaded center on the West Coast to an available center on the East Coast, the East Coast center would need to receive the West Coast desktop and be able to support the customer using the data and processes relevant for that market.

The Solution

Jacada, a leading provider of unified service desktop and process optimization solutions for customer service operations, was selected to design and deploy the agent-based solution. Jacada® WorkSpace simplifies tasks for the agent, reduces new hire training time and keystroke errors, and automates workflows and redundant processes. A dynamic scripting environment provides guided navigation for agents, and “in-call intelligence” helps automate tasks such as call disposition and wrap-up. As a result, agent satisfaction and performance have improved, which leads to sustained customer satisfaction.

Jacada WorkSpace assisted the communications provider in streamlining many of their contact center processes. The open standards-based architecture, together with the fact that the Jacada Fusion platform can work with any of

the existing applications – and do so non-invasively – were key to the selection of Jacada WorkSpace and Jacada® Fusion.

The Jacada approach to personalize the desktop helped overcome the challenge of user acceptance across disparate centers. Plus, the company can now deploy a thin client, IP-based desktop to compliment their newly acquired VoIP solution. The Jacada solution met these challenges and enabled true virtualization.

The Results

Jacada was able to deliver the complete solution, including software, business analysis and implementation services, something which competing vendors could not do.

Once the project definition workshop was completed, the first phase of the unified desktop solution was in place in less than 16 weeks.

According to the customer, “Jacada provided the technology and the call center expertise required to make this project a success. They gave us every confidence in their abilities and their commitment to be there in the future as our needs evolve.”



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