



## The Unified Service Desktop for Contact Centers

**T**oday'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.

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.

### THE SOLUTION

**Jacada® WorkSpace** 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. 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 Task-Based User Interface** — a powerful and easy-to-use tool generates dynamic task flows and automates processes. The flows and rules can be developed and maintained by a business analyst without coding. A task-based user interface improves efficiency by automating flows and provides a more consistent and effective customer experience. It also provides traceability for compliance, audit and risk mitigation
- **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 the appearance and arrangement of the data, the applications presented and the flow invoked. As a result CSRs are equipped with the resources to handle multiple product lines and services, customized to the task they are performing



## STATE-OF-THE-ART THIN CLIENT DESKTOP

Jacada WorkSpace deploys as a thin client, browser-based solution and takes full advantage of Web 2.0 technologies including AJAX and RSS. As a completely thin client customer service desktop, it is deployable to any desktop, anywhere, giving you the flexibility to embrace new contact center concepts such as “virtualization” and the “universal agent.”

## LEVERAGING THE POWER OF WEB SERVICES AND SERVICE ORIENTED ARCHITECTURE

Jacada WorkSpace deploys as a J2EE application, and leverages the power of web services and SOA to deliver a composite view of your customer data. If your systems are not easily integrated or lack web services or application programming interfaces, it's not a problem. Utilizing Jacada® Fusion you can rapidly web service-enable any of your business applications, 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. And, when needed, Jacada Fusion can eliminate costly, risky and time-consuming integration work. 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.



## THE NEXT GENERATION CONTACT CENTER DESKTOP

Key features of Jacada WorkSpace include:

- Single sign-on to all applications and tools
- Integrated softphone
- Application nesting (applications managed inside tabs)
- A task-based user interface providing assisted navigation
- Audit trails and compliance monitoring
- Business analyst view of tasks and flows
- CTI support
- Real-time alerts and messaging
- SmartPad (automates copy-and-paste between screens and applications)
- Desktop personalization (CSR can customize desktop personality)
- Desktop Transfer – provides seamless customer transfer
- BPEL Integration – for rapid integration with existing BPM systems
- Help on Hand – In-context CSR assistance
- Industry / Vertical Intelligent views out-of-the-box
- Document / Knowledgebase Search
- Customer Search

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