

Jacada® Interaction Manager



Managing your customer interactions is a dynamic and ever-changing requirement that needs constant attention. Jacada® Interaction Manager enables a new level of control in defining and managing customer interactions. Contact centers need to respond rapidly to changing business needs and quickly retool interactions for the customer service agents. Traditionally, creating and managing the interaction has involved complex and lengthy IT development cycles, preventing the business from adapting to customer needs in real time. And more often than not, the changes are minor such as adjusting pricing, updating offers and improving best practices. This is something that a contact center manager or business analyst should be able to do quickly and as often as the business requires. Using Jacada Interaction Manager, your customer interactions can be automated to enforce best practices, reduce training requirements and to implement and monitor compliance requirements.

A WELL-MODELED AND AUTOMATED INTERACTION IS DESIGNED TO:

- Clearly explain what information should be relayed to the customer
- Highlight which questions to ask the customer
- Provide forms for accepting data input
- Define the call flow or path

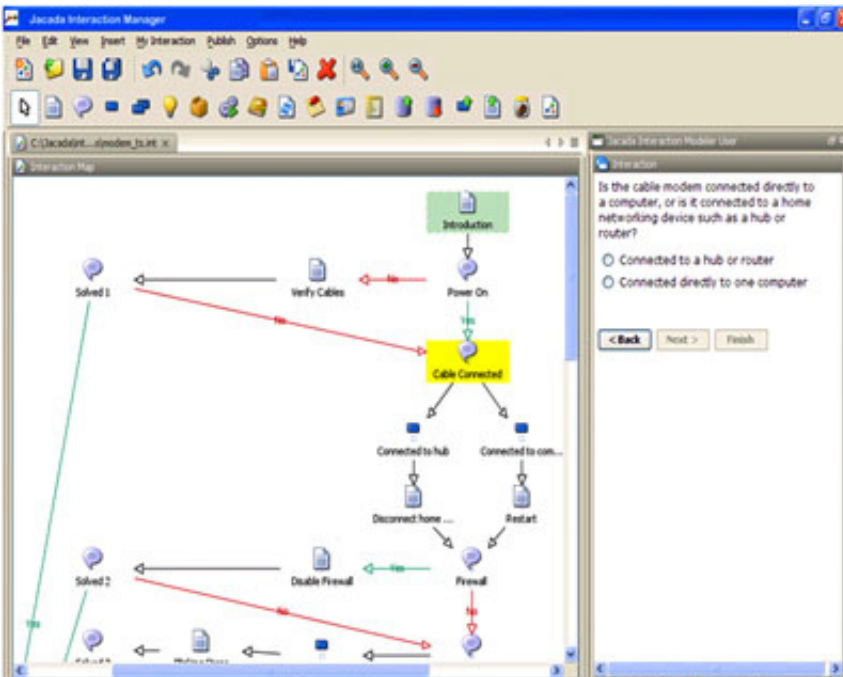
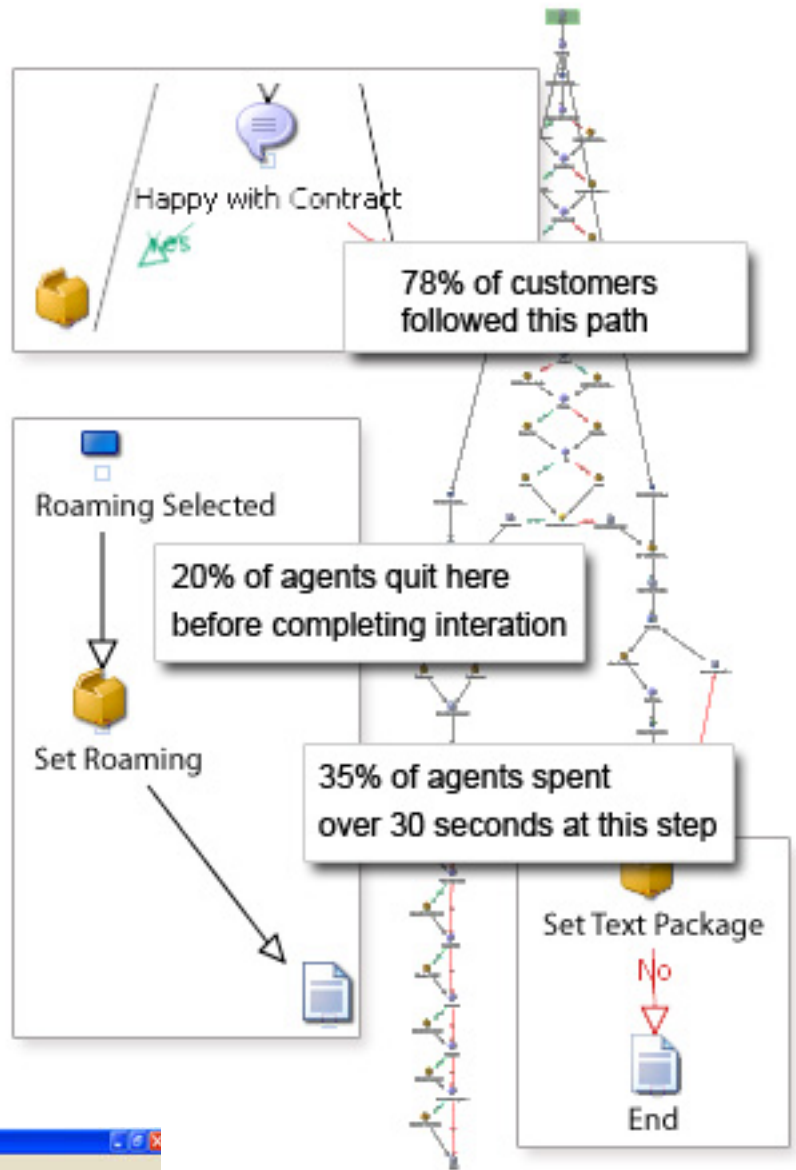


WITH JACADA INTERACTION MANAGER:

- Build and deploy best practice-driven customer interactions, dynamic call flows, business rules, and call scripts
- Call flow and compliance reports describe most frequent call types, most frequent paths through the call flow, and bottlenecks and trouble spots
- New interactions can be “hot deployed” in real-time; no need for agents to log-off or for systems to be restarted
- No coding is required; complex back-end transactions are easily encapsulated in reusable graphical components
- Minimal training required for business analysts
- Everything is accomplished through a visual drag-and-drop interface

Utilizing a friendly graphical development environment, interactions are easily assembled, self-documented, versioned and published to the agent for the next call. Jacada Interaction Manager provides an intuitive modeling environment in which subject matter experts or business analysts can create and model customer interactions in an insightful manner.

And Jacada Interaction Manager is specifically designed to not compromise the integrity of business data, systems architecture or application code.



COMPLIANCE, AUDITS & REPORTS:

Maintains complete audit trails

- User responses
- Comments
- Rules used to generate outputs
- Decisions made
- Time stamps
- Remote IP/host information

Reports

- “Activity Maps” visualize user path through Interaction Map
- Audit trail reports to view responses and decisions
- Data exports to retrieve user entered data

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