

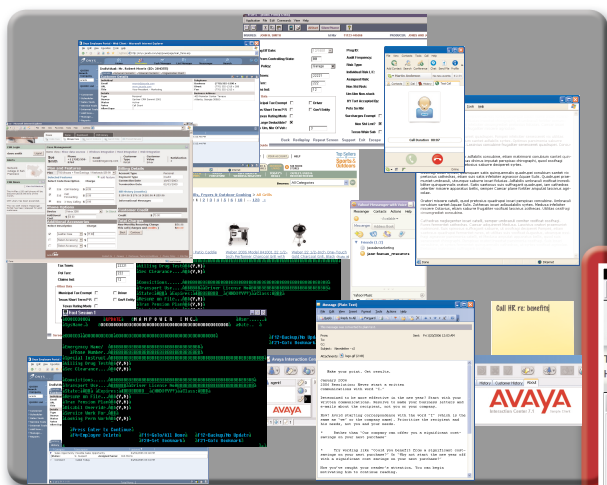
A Unified Service Desktop Solution for Your Customer Service Environment

Today's customer service representative (CSR) is tasked with doing more than ever — from handling basic customer service inquiries to performing complex sales transactions. To this end, enterprises are demanding tools that enable agents to effectively work across different customer interaction channels and to take advantage of the company's different business applications and customer knowledgebase to provide superior customer service. Legacy systems and multi-channel environments pose even more daunting challenges, as CSRs must bounce from system to system, which creates costly

operational inefficiencies and headaches for both the agent and the customer.

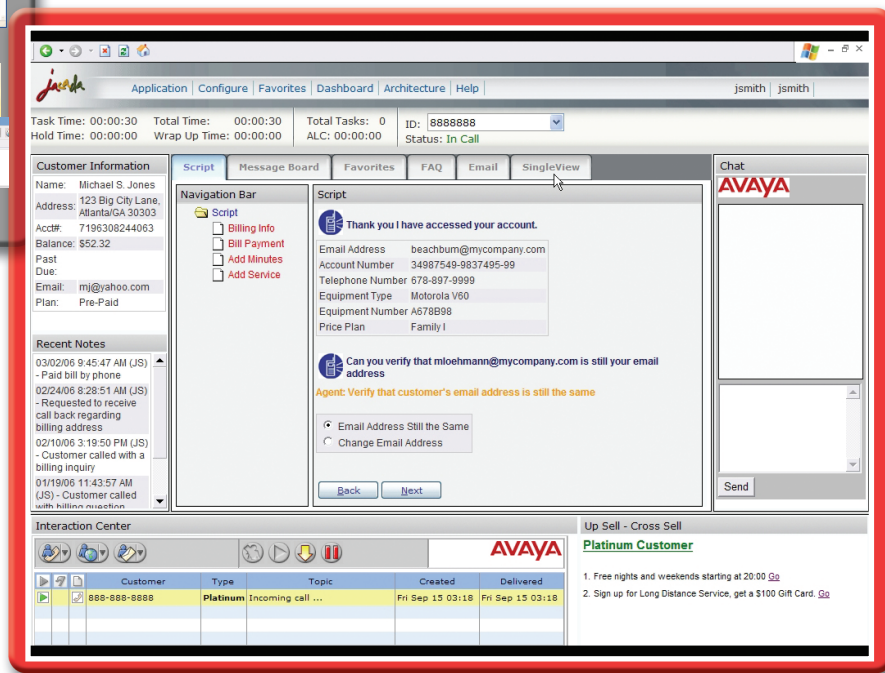
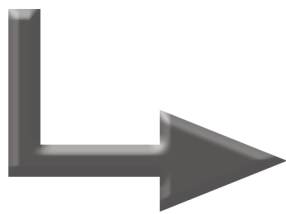
Jacada is recognized as a leading provider of unified service desktop and process optimization solutions for customer service operations. Jacada solutions simplify, automate, and optimize work processes across disparate business systems, eliminating inefficiencies and boosting productivity. Jacada® WorkSpace is an intuitive, unified service desktop that seamlessly integrates Avaya's product offerings with the many applications and tools on your agent desktop.

Chaotic Customer Service Desktop



Jacada® WorkSpace augments all Avaya contact center solutions by:

- Providing unified customer contact management and service desktop solutions
- Linking multi-channel interactions to all applications and business process flows
- Adding real-time application integration value to IVR and voice portal solutions



Unified Service Desktop



A Unified Service Desktop Solution for Your Customer Service Environment

Jacada® WorkSpace

Jacada seamlessly integrates the applications at your agent's desktop to:

- Provide an "intelligent" view of the customer
- Reduce or eliminate time-consuming call wrap-up processes
- Reduce average handle times (AHT)
- Improve first call resolution (FCR)
- Eliminate redundant data entry
- Significantly reduce agent training costs
- Improve agent morale, productivity, and the customer experience
- Create new up-sell and cross sell opportunities

Business Benefits

Using a unified service desktop, agents can shorten calls, improve customer interactions, be trained more rapidly, take better advantage of up-sell opportunities, and provide a consistent experience to customers.

- Differentiate on customer service
- Improve customer satisfaction and customer retention
- Drive incremental revenue
- Extend value of existing CRM investments

Technology Benefits

Jacada harnesses the benefits of SOA and the resultant speed and flexibility of composite applications with a low-risk approach for rapid, cost-effective development.

- Average project delivery in 60-90 days
- Existing applications are reused, not replaced
- Non-disruptive to existing applications, across ANY platform (Web, Windows or Host)



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