Customer Service in a Mobile World

Jacada® Mobile Agent

Jacada Mobile Agent (JMA) **simplifies** and **accelerates** customer service to users of smart phones and mobile devices by providing **visual self-service flows** as an alternative to the traditional IVR experience. Customers can engage in a self-service session through a mobile app that visually maps out the steps of your IVR. It allows customers to interact directly with the system to solve their problem, without the limitations of IVR systems.

For a richer customer service experience, JMA provides full support for data entry and sophisticated self-service capabilities, including being able to proactively mine knowledge bases for information and retrieve or update real-time customer information from underlying Line of Business applications.

JMA also allows the customer to seamlessly transfer from the mobile to the call center agent when needed, without having to repeat any information. The result? Significantly reduced call handle times and happier customers. JMA also allows the customer to see the current hold times or to schedule a call-back at a more convenient time.

For organizations, JMA enables business users to quickly create and offer rich self-service capabilities to their mobile customers.

JMA is the only mobile service platform that reduces inbound call volume, reduces average handle time, and enables business agility through easy to use tools and rapid deployment processes.

With supporting Jacada technologies, JMA mobile interactions can be easily duplicated across other channels such as Voice, IVR, Chat, Web Self Service and Social, further eliminating the siloed channels phenomena and bridging the gap between self service and customer care.

Benefits to your business

- Significantly reduced inbound call volume through increased self-service resolution

- Far lower interaction abandonment as customers are guided through the process

- Shorter Average Handle Times as a result of the agent having all the information already entered by the customer, and by automatically populating the agent desktop applications with the customer data

- Fast time to market for new customer service initiatives

- Powerful analytics for continuous interaction improvement

- More efficient call routing with smart routing technology

- Increased customer satisfaction

Key Features

- **Call back and Call Scheduling** - With integration to your telephony system, JMA can conveniently present options to your customer as to their preferred way of being reached to continue the transaction.

- **Desktop Integration** – Data entered by the customer during the self service interaction is automatically displayed on the agent desktop, avoiding the need to repeat information. Even better, underlying line of business applications can be automatically populated or staged with the relevant call data, resulting in significantly lower AHT.

- **Graphical drag and drop Script Builder** - Mobile Self Service interactions are created in an easy to use graphical tool, providing true drag and drop script building, allowing the Business to own and control script creation.

- **Instant deployment** - New JMA self service interactions can be "hot deployed" in real-time; There is no need to deploy a new application to the app store and no need for your customers to download a new version of the application. This means you can quickly make changes to business rules or interactions and get them to customers, in minutes, not weeks.

- **Publishing and Versioning** - JMA allows multiple authors to work on authoring self service interactions, with different permission levels for publishing, reviewing, and ultimately approving an interaction for "go live".

- **Auditing and Reporting** - Your customer's self service sessions can be recorded down to an individual field level. Additionally, sophisticated audit trail reporting will show how interactions are performing, where bottlenecks are occurring and provide insight into where interactions may be further optimized.

- **CTI Integration** - JMA connects with your existing telephony infrastructure, ensuring your telephony investment remains protected.

- **Rich Widget Library** - JMA ships with a rich library of components that can be used in your scripts, providing powerful constructs including: Statements, Choices, Decision Nodes, Variable allocations and more.

- **Automatic Syntax and Logic checking**- JMA runs complex checks in the background as scripts are configured and will warn you of any issue or problems in the logic as they are built, ensuring that only quality scripts are published for testing.

- **Open Integration** - Complex "back-end" transactions are encapsulated in easy to use widgets used by the script author without any understanding of their technical complexity. Widgets can be developed in Java by IT to use web services and other industry standards, allowing integration to existing systems and data.

Jacada Inc.
Headquarters
5901 Peachtree Dunwoody Rd.
Suite 550-B
Atlanta, GA 30328   USA
Tel 770-352-1300
Fax 770-352-1313

UK & ROW
Jacada Europe Limited
81 Oxford Street, Suite 210
London, W1D 2EU
Tel +44 20 3627 4614
Fax +44 20 3355 6672

Germany
Jacada Deutschland GmbH
Pilsener Straße 9
Augsburg   86199
Tel: +49-89-3853929379
Fax: +49-89-3853929398

Israel-Middle East
11 Shankar St. Entrance 4,
PO 12175, Herzliya Pituach
46725, Israel
Tel +972 (0)9 952-5900
Fax +972 (0)9 952-5959