

Avaya and Jacada

Providing a Unified Customer Contact Management and Agent Desktop Solution

Customer service representative tasks have become increasingly complex. How can companies help their employees perform these tasks – from handling basic customer service inquiries to performing complicated sales transactions – with ease?

Jacada, a Gold-level member in the Avaya DevConnect program, provides two solutions that help customer service representatives carry out their varied responsibilities. Jacada WorkSpace is a unified desktop for customer service representatives and Jacada Fusion is a process optimization platform.

The Jacada solutions work with the following Avaya products:

- **Communication Manager** – An open, scalable, and highly reliable telephony solution that provides centralized call control for a resilient, distributed network of media gateways and a wide range of analog, digital and IP-based communication devices.
- **Application Enablement Services** – An enhanced set of Application Programming Interfaces (APIs), protocols and web services for application developers, ISVs and system integrators providing a new, open platform that supports existing applications and next generation applications and solutions.
- **SoftPhone Features** – Provides agents with call control features from the desktop such as availability, call transfer, conferencing and call holding.
- **Application Nesting** – Provides a universal workspace that acts as a hosting environment and single point of access to existing business applications.
- **CTI Integration** – Enables screen pops of customer information as well as automatic script and offer selection based on customer ID or inputs.
- **Single Sign-On** – Eliminates redundant log-in activity by enabling agents to enter a single user ID and password for all applications used to support their tasks.
- **Alerts** – Offers fully customizable alerts to communicate critical information about customers, up-sell/cross-sell offers or corporate information, before and during the interaction.

Features

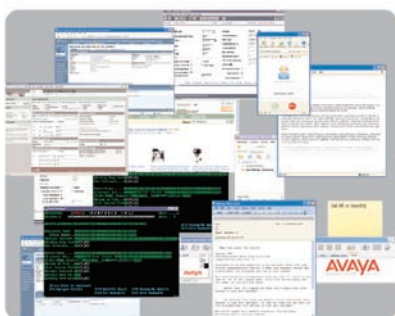
Jacada WorkSpace: A unified customer service desktop environment that provides a single point of access to all mission-critical applications and call center tools an agent needs to effectively complete a customer interaction. Features include:

- **Universal Agent Desktop** – Jacada WorkSpace is role-based, meaning the appearance and arrangement of the desktop can adapt based on the specific function the agent is performing.
- **Dynamic Call Scripting** – A powerful and easy-to-use call scripting tool that generates dynamic scripts.

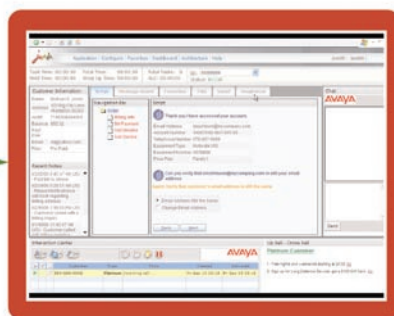
- **ScratchPad** – Eliminates redundant data entry and increases data entry accuracy.
- **Knowledge Management** – Provides agents with easy access to pre-existing help systems, knowledge bases, information portals, frequently asked questions and other reference materials.
- **Desktop Personalization** – Managers can empower each agent, if desired, to change the color, font and layout of the desktop to fit personal tastes.

Jacada Fusion: A process optimization solution that leverages patented technology to enable customer service centers to improve customer satisfaction and increase revenues by providing customer service representatives with more time for customer care and revenue-generating activities. Jacada Fusion can rapidly deliver a variety of high-impact solutions for the contact center, including:

- Single Sign-on
- Single View of the Customer
- Dynamic Call Scripting



Chaotic Customer Service Desktop



Unified Service Desktop

- Up-sell and Cross-sell
- Adherence, Compliance and Alerts
- Auto Call Wrap-Up and Disposition
- Dashboards, Reporting and Alerts
- In-Call Intelligence
- Workflow and Process Automation

Benefits

Jacada seamlessly integrates the applications at the 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

Jacada uses service oriented architecture (SOA) and composite applications, enabling the company to provide rapid, cost-effective development and quick time-to-market solutions. In addition:

- The average project is delivered in 13+ weeks
- Existing applications are reused, not replaced
- Solutions are non-disruptive to existing applications across any platform (Web, Windows or Host).

ABOUT DEVCONNECT

The DevConnect Program is a comprehensive set of innovative sales, support, marketing and services programs through which Avaya works with members to develop and promote their products and solutions that interoperate with Avaya solutions.

For more information, visit DevConnect at www.avaya.com/devconnect.

ABOUT JACADA

Jacada is a software company and leading provider of unified service desktop and process optimization solutions for the customer service and support industry. Jacada solutions help businesses rapidly simplify and improve high-value business processes without the need for long and expensive systems replacement projects.

Founded in 1990, Jacada has customers worldwide, including many Fortune 1000 corporations and government organizations. Jacada operates globally with offices in Atlanta, Georgia; Herzliya, Israel; London, England and Munich, Germany.

Notable achievements include:

- Call Center Magazine, Product of the Year 2006 – Jacada WorkSpace
- Gartner Leadership Quadrant for Programmatic Legacy Integration, 8 consecutive years
- Kinetic Information Process Innovation Award
- TMC Technology Innovation Awards

For more information, visit www.jacada.com

About Avaya

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve marketplace advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony, Unified Communications, Contact Centers and Communications Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large.

For more information visit the Avaya Web site: <http://www.avaya.com>.

