

# Service Experience Management Adaptive Desktop



## SEM Adaptive Desktop Advantages

- ☑ Rich interactive UI dynamically changes to provide the right information and actions at each point in the interaction for targeted, personalized service experiences.
- ☑ Inter widget communication in Adaptive Desktop, eliminating the need to constantly re-find information.
- ☑ Supports multiple channels, such as email and phone calls, making it easy to cross-train agents and easing the issues of workforce management between channels.
- ☑ Displays any type of information that is available such as data, scripts, customer history, and corporate knowledge.

## Dynamically Adapting Agent Desktop to Deliver Focused, Customer-Centric Service Experiences

Cookie-cutter responses to customer inquiries, multiple screens to “alt-tab” between — for agents and customers alike, finding the right answer to a service inquiry can be a time-consuming and frustrating experience. It is because agents do not have a simple, easy way to gain access to the information they need to quickly and precisely respond to each customer’s unique question. The result is costly service, inconsistent service, greater customer dissatisfaction, and high training costs.

### **Align the Agent Desktop with the Inquiry Context**

Service Experience Management (SEM) delivers the solution with the Adaptive Desktop. The Adaptive Desktop dynamically responds to the needs of your agents during each service interaction. Channel-agnostic and context-driven, the Adaptive Desktop provides access to all of the contextual knowledge, applications, and tools needed to resolve an inquiry. It delivers an interactive experience that leads agents and customers to satisfactory resolution by providing the right blend of process, data, and knowledge at the right moment.

The Adaptive Desktop offers service managers full control over the service experience. It changes based on each step in the experience process flow designed for the interaction and on the context of the current inquiry. For example, the desktop can respond to the customer segment, such as first-time customer, occasional customer, or gold customer; the reason the customer is contacting the company; and general information applicable to the experience, such as a new product or conditions affecting service. Each of these factors can dynamically adjust and change the information that is displayed to the agent, whether it is transactional information about purchases, customer profile data, product details, company policies, scripts, or the agent’s to-do list.

As service managers build experience flows to model their essential service processes, SEM automatically creates a baseline Adaptive Desktop to conform to each step in the experience flow and provides access to the tools needed for each step. The look and feel of the desktop can conform to corporate standards and can be updated quickly. The baseline desktop can be customized easily using the Screen Designer.

## Match the Service Experience to the Customer and the Interaction

- 1 A complete customer history helps agents understand the context of the inquiry and eliminates the need for the customer to re-explain.
- 2 Model driven experience flows guide agents through complex processes. Scripts can also be generated dynamically for a particular interaction and combined with transactional data.
- 3 Relevant knowledge is easily available with an ability to use the inquiry's context to automatically display the appropriate information, saving time and frustration for the agent and customer.
- 4 The agent's work Inbox can be configured for different agents, populations, and abilities.

**KANA Adaptive Desktop** | Inbox | Active Work | Change Process | Settings | Sign Out

Incoming Call: (815) 867-3445 | Pick Process | Process: Claim Dispute

**Claim History**

Select a claim:  Search

Date	Description	Provider	Total Cost	Amount Covered	Patient Responsibility
10/12/09	Office Visit	Dr. Steve Smith - Palo Alto, CA	\$156.72	\$104.48	\$52.24
10/09	Prescription Refill	CVS - Menlo Park, CA	\$90.00	\$90.00	\$10.00
10/09	Lab Services	Quest Diagnostics	\$26.89	\$26.89	\$0.00
8/09	Prescription Refill	CVS - Menlo Park, CA	\$90.00	\$90.00	\$10.00
8/09	Prescription refill	CVS - Menlo Park, CA	\$90.00	\$90.00	\$10.00
8/10/08	Lab Services	Quest Diagnostics	\$47.11	\$47.11	\$0.00
8/10/08	Office Visit	Dr. Steve Smith - Palo Alto, CA	\$90.63	\$60.42	\$30.21

Information | Contact | History | Benefits

**Customer Information**

Name: Deb Jones | Sex: Female  
 Address: 181 Constitution Drive, Menlo Park, CA 94025 | Height (in): 65  
 Phone: 650-555-2328 | Weight (lb): 196  
 DOB: 05/18/1972 | Blood type: A  
 Eye color: Blue  
 Hair color: Brown

Comments:  Submit >>

**KANA Adaptive Desktop** | Inbox | Active Work | Settings | Sign Out

Incoming Call: (815) 867-3445 | Pick Process | Process: Claim Dispute

Claim | Customer | Search

**Claim Detail**

Date: 10/12/09 | In Network Provider: No  
 Description: Office Visit | Preferred Provider: No  
 Provider: Dr. Steve Smith | Services Details: Standard evaluation for patient diagnosed with Type II Diabetes  
 Total Cost: \$156.72  
 Amount Covered: \$104.48  
 Patient Responsibility: \$52.24

**Claim History**

Date	Description	Total Cost	Amount Covered	Patient Responsibility
10/12/09	Office Visit	\$156.72	\$104.48	\$52.24
10/12/09	Prescription Refill	\$90.00	\$90.00	\$10.00
10/12/09	Lab Services	\$26.89	\$26.89	\$0.00
10/09	Prescription Refill	\$90.00	\$90.00	\$10.00

**Claim Dispute Status**

Accept Dispute - Proceed to claim adjustment  
 Reject Dispute - No action on claim required  
 Escalate Dispute - Send claim dispute to Dispute Resolution

Next

**Related Knowledge**

Search

- Out of Network Provider has Higher patient responsibility 9/1/2009
- Claim dispute due to Annual Deductible Not Met 10/3/2009
- Exceeded Annual Benefit Accumulation Allowance 6/4/2008
- Invalid Dx Code Submitted 3/2/2009
- Case Medic 8/12/2009

Comments:  Submit >>