

Service Experience Management Screen Designer



Gain the Agility Your Service Organization Needs with an Automatically Generated User Interface

SEM Screen Designer Advantages

- ☑ Reduces time and costs for user interface development with business-level control.
- ☑ Enables immediate modification for rapid response to changes in business conditions.
- ☑ Precisely reflects each step in a service process to support best practices.
- ☑ Provides drag-and-drop tools to easily modify the automatically generated interface.

Customer service organizations must be able to adapt quickly to new products, sudden events, policy changes, and competitive pressures. But all too often, making even small changes to a user interface can take weeks or even months because most service organizations depend on overburdened IT departments for technical assistance.

In addition, user interfaces are typically custom coded and isolated from underlying processes, which means that any process change requires extensive recreation or modification of the interface. It all adds up to a slow and costly change that negatively impacts an organization's ability to consistently deliver high quality or efficient customer service experiences.

Form Designer: Quickly Define User Interaction

The zero install web based Form Designer is an integrated component of the Experience Flow Modeler. It allows business users to quickly create the user interface components for any activity in their process. Form Designer provides the OOB list of business objects and related objects to quickly drag-and-drop information from the palette to create forms. The information can be rendered in various layouts using tabs, grids, etc. Each control in the form comes with an extensive list of properties that can easily be modified by the user.

Automatically Create a Complete Service Interface

A key component of SEM, the Screen Designer works seamlessly with the Experience Flow Modeler to provide a highly adaptable and flexible solution for modeling service processes and generating the user interface required for each one. The SEM Screen Designer enables service organizations to adapt immediately to changing business requirements.

Using the experience flows developed by business users, the Screen Designer automatically generates a user interface that contains all of the elements required to support the process. Each screen is tied to a specific step in the process. Service managers can then easily modify the interface using drag-and-drop tools to reflect the specific needs of the organization, including corporate look and feel and visual elements such as tabs, layers, spacing, colors, tab order, and a host of other properties.

Deliver the Service Desktop that Reflects Your Brand and Best Practices with the SEM Screen Designer

- 1 The SEM Form Designer is an easy to use tool that allows business users to drag-and-drop pre-defined business objects to create rich user interfaces for agent interactions.
- 2 The SEM Screen Designer automatically recommends the best layout, which can then easily be easily modified to meet particular requirements.
- 3 Each screen is built to support a particular step in the service process modeled in the KANA Experience Flow Designer.
- 4 Changes made to the interface are visible in real time using templates that can be modified.
- 5 User-friendly drag-and-drop tools make it easy to change layouts, text, widgets, tabs, spacers, and other screen elements.

