

Service Experience Management Visual Experience Designer



Increase the Agility and Flexibility of Your Customer Service with Business-Level Control of Service Processes

SEM Service Experience Modeler Advantages

- ☑ Delivers business-level control of service process design, development, and deployment
- ☑ Facilitated collaboration between the business and IT
- ☑ Facilitates immediate changes to processes to increase the agility of service organizations.
- ☑ Enables rapid implementation of service experiences with a comprehensive set of out of the box components.
- ☑ Provides familiar visual interface and drag-and-drop tools that simplify development of complex service processes.

Customer service organizations need agility – rapid changes to products, policies, business goals, competitive strategies and more require quick response. But because most service organizations must rely on IT departments struggling with backlogs of requests, it is difficult – if not impossible – to change service processes in a timely manner. It can take weeks and even months to get changes into production, which negatively impacts an organization’s ability to help customers.

Quickly Create Business Processes and Immediately Adjust to Changing Business Conditions

The Visual Experience Designer offers business-level control for planning, designing, managing resources, and testing each business process. Business owners use web based graphical tools to define the service process, and when it needs to change they can quickly modify and republish the new version.

Because business owners can easily design and communicate their vision of a service experience using a visual flowchart-like interface, the Modeler is a “no waiting” solution to changing the environment. This makes it easy & quick to adjust the process to accommodate new products and promotions and quickly assimilate new procedures to ensure service is complying with new regulations.

The modeler provides a palette of components that are core to customer service, including email, knowledge, and case management. Simply drag-and-drop the components for human or system steps onto the workspace to quickly build complete service processes without coding. In addition to the pre-built components, the Modeler can use any services that are integrated with the SEM SOA platform, such as services from CRM, ERP or billing systems, allowing IT to easily integrate and leverage the existing investments.

Rich User Experience For Agents and Customers

The integrated Form Designer within the Experience Designer allows business users to quickly create the UI components for any human activity in the process. Based on business users’ flow the Screen Designer automatically generates a UI that contains all of the elements required to support the process.

Combined with the other key components of SEM, the Service Experience Modeler provides the agility you need to deliver the quality of service your customers demand at a cost that benefits your business.

Modify Your Customer Service Processes in Minutes, Not Months

1 The Service Experience Modeler provides a single visual interface for creating workflows and building business process logic.

2 Pre-built components provide core customer services including email, knowledge, and case management.

3 A familiar flowchart interface and drag-and-drop tools make it quick and easy to build complex processes.

4 Experience flows can contain integration points to external systems to leverage enterprise data in service processes.

5 Business users can also define the user interface for the human activities by simply dragging the business objects onto the form designer. Various forms can be meshed into one screen using the Screen Designer.

