

Service Experience Management Adaptive Desktop



SEM Adaptive Desktop Advantages

- Rich interactive UI dynamically changes to provide the right information and options at each point in the interaction for targeted, personalized service experiences.
- Inter widget communication in Adaptive Desktop, eliminating the need to repeatedly look for the same information.
- Supports multiple channels, such as email, chat and phone calls, making it easy to cross-train agents and facilitating workforce management between channels.
- Can display any type of applicable information such as data, scripts, customer history, and corporate knowledge.

Dynamically Adapting Agent Desktop Delivers Focused, Customer-Centric Service Experiences

With no direct path to information or consistent process to resolve customer issues, agents spend the bulk of their time navigating resources – alt-tabbing between applications, databases and systems looking for information. The result is costly and inconsistent service, dissatisfied customers, and high agent training costs.

Align the Agent Desktop with the Context of the Inquiry

Service Experience Management (SEM) delivers the solution with the Adaptive Desktop. The Adaptive Desktop responds dynamically to the needs of your agents during each service interaction. Channel-agnostic and context-driven, it provides access to all of the contextual knowledge, applications, and tools needed to resolve an inquiry. Agents and customers are guided to resolution through an efficient, interactive process that delivers the relevant options and information right in the desktop throughout the service process.

Dynamic updates to the desktop are driven by the service manager’s process design and the context of the inquiry. Contextual information can include customer segment, the reason for the call, relevant product information, specific conditions affecting service and many other factors—each one dynamically changing the information that is displayed to the agent.

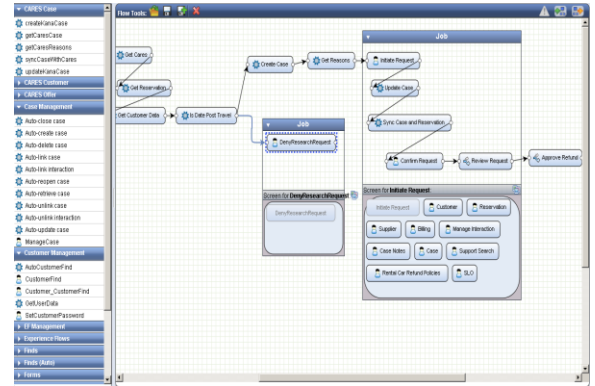


Match the Service Experience to the Customer and the Interaction

Your agent's in-box can be configured to meet the individual needs of different groups of service representatives. A complete customer history and case history helps agents understand the context of inquiries and eliminates the need for the customer to restate issues and explain the status of their inquiry.

Visual Experience Designer

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™. The baseline desktop can be customized and modified easily using the Screen Designer and given the look and feel of the corporate brand.



Integrated Chat

SEM Chat enables agents to help online customers through interactive text messaging right in the Adaptive Desktop. Customer requests are routed to agents based on business rules and a rich queuing model. Agents can manage multiple chat sessions at once.

Integrated Co-Browse

KANA's patented co-browse technology allows agents and customers to view the same web pages jointly. A highlighted cursor makes it easy to clarify areas of interest. Objects clicked on and changes made on one screen are simultaneously visible to each viewer. Security features ensure compliance with both corporate and legal privacy requirements.

Experience Analytics - Direct & Social

With SEM Experience Analytics enterprises can detect customer sentiment and identify emerging trends and issues in social media. Agents are alerted to problems so they can take immediate action and respond directly to important social media posts.

