

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 process that negatively impacts an organization's ability to consistently deliver high-quality, efficient customer service experiences.

Automatically Create a Complete Service Interface

The zero-install, web-based Screen Designer automatically generates the user interface for every step in the service process. A key component of Service Experience Management (SEM), the Screen Designer works seamlessly with the Visual Experience Designer to provide a highly adaptable and flexible solution for designing and implementing service processes in a rapidly changing business environment.

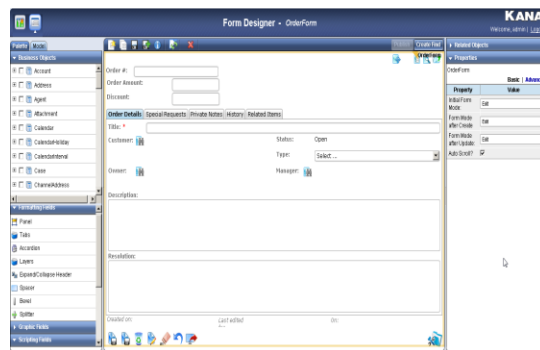
Each screen is tied to a specific step in the customer experience or agent workflow, and to the underlying processes. Service managers can easily modify the interface using drag-and-drop tools to reflect the specific needs of the organization, including the look and feel of the brand and other visual elements such as tabs, layers, spacing, colors, and a host of other properties.

Form Designer: Quickly Define User Interaction

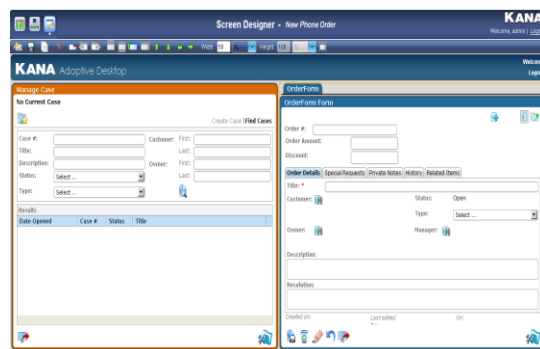
The web based Form Designer enables business users to create the components of the user interface for any activity in the service process. The Form Designer works with the Screen Designer to enable a rich user interface by providing users with a wide range of business objects to choose from. Business users can simply drag-and-drop controls and data objects from the palette to create forms. Each UI component can be rendered in various layouts using tabs, grids, and more and can be modified in any number of ways to achieve the desired results.

Create an Experience that Reflects Your Brand and Best Practices with the SEM Screen Designer

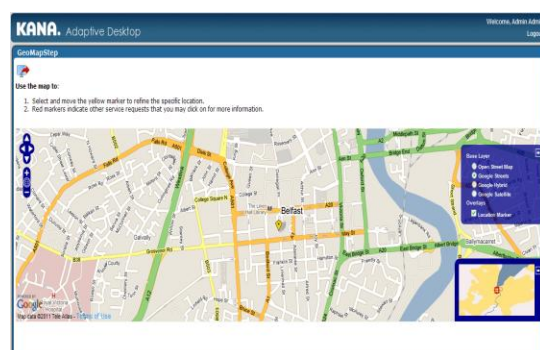
The SEM **Form Designer** is an easy-to-use tool that allows business users to drag-and-drop pre-defined business objects to create rich user interfaces for agent interactions and customer experiences. The forms are reusable and can be used in many experience flows, reducing the time to develop solutions.



The SEM **Screen Designer** automatically recommends the best layout, which can then easily be modified to meet particular requirements. Each screen is built to support a specific step in the service process as modeled in KANA's SEM Visual Experience Designer. Changes made to the interface are visible in real time using templates that are easily modified. User-friendly drag-and-drop tools make it easy to change layouts, text, widgets, tabs, spacers, and other screen elements.



A **Geographical Information System (GIS)** capability allows users to incorporate mapping into process steps. Maps and satellite imagery can be displayed to provide context, help agents track case locations, and denote the specific geo-coordinates of service calls.



Visual Modeling takes another step towards replacing all code using **Visual Event** mapping and triggers. Designers can conveniently implement desired behavior in agent and customer-facing user interfaces by easily linking various events from controls to the desired actions.

