

Service Experience Management Service Experience Orchestrator



Enterprise Class Service Experience Applications Ensuring High Availability, High Performance and High Scalability

SEM Service Experience Orchestrator Advantages

- ☑ Powerful standards based process server
- ☑ SOA platform to integrate and leverage enterprise legacy systems
- ☑ Easy one click deployment of applications
- ☑ Enables rapid implementation of service experiences with a comprehensive set of out of the box components.
- ☑ Provides a recognizable visual interface and drag-and-drop tools that simplify development of complex service processes.

The Service Orchestrator enables automated business processes to unfold across systems and data in a complex environment. Uniquely, KANA SEM Orchestration assembles an infinitely varying set of inputs from the key components in the service process to produce an optimum experience for the active customer.

An Experience Flow™ is more than just a flowchart. It consists of a sequence of human and system activities, participants, data, rules and UI. Once a manager designs an experience, the system orchestrates the process within the context of the customer's input. The SEM orchestration engine makes sure that the service flow is processed in the right sequence, tasks are delivered to the right people at the right time, the correct rules are invoked and the right systems are called at to fetch or update information.

Smoothly scaling with spikes in the volume of users and activity, the SEM Orchestrator is built for high performance in the high-speed environment characteristic of service organizations.

Experience Orchestration

KANA SEM allows you to create customer Experience Flows™ and agent workflows visually, by specifying the order of human and system activities connected together in a model driven architecture. The sequence of steps in the workflow determines the next activity in the process as well as the owner of that activity. KANA's high-performance process engine evaluates each step in the workflow and determines the next step in the process. It can manage the high volume of transaction in your customer service center. This process engine is based on open J2EE and web services standards.

KANA SEM provides an extensive set of out-of-the-box customer service business objects. You can use the predefined objects, such as customer, case, address, etc., or create your own. These objects can persist internally or externally to SEM application. Business objects are rendered on the user interface as determined by the experience flow.

Some steps in your workflow may require information from external systems, such as credit scores, or may require outside systems to perform an activity, like sending an email. The SEM engine connects seamlessly to external systems and orchestrates processes across systems to perform such activities. Integration developers can use multiple options to integrate service processes with legacy systems, IVR, CTI, email or applications, regardless of vendor or platform.

Deliver On Your service Objectives! Design Service Experiences to Align With Customer Context

Standards-based, high-performance architecture delivers high scalability and availability with no single point of failure.

Pre-built components provide core customer services including email, knowledge, and case management. You can easily create rich user interfaces using the integrated Form Designer. A recognizable flowchart interface and drag-and-drop tools make it quick and easy to build complex processes. Integration points to internal and external systems are easily incorporated into **Experience Flows™** to leverage enterprise data in service processes.

Truth Tables are a powerful tool for applying business rules to automated customer service processes and important component of orchestration. Truth Tables help meet the challenges of a fast-paced business environment: Rules can be created, maintained and changed independently of the process flow, bringing added agility to support processes and convenience to the task of designing individual Experience Flows™.

At runtime, the Orchestrator delivers the right task and right experience to the user (agent or customer) via KANA's **Adaptive Desktop**. You can specify assignment rules for skill based routing of tasks to various agents or groups.

With **SEM Experience Analytics**, enterprises can detect customer sentiment and identify important issues emerging either in social media or direct channels. It can tap into Facebook, Twitter, etc. to detect emerging trends or issues and show those in a dashboard for service managers to take proactive actions.

