

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 Designer Advantages

- ☑ Delivers business-level control of service process design, development, and deployment.
- ☑ Facilitates 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 a recognizable visual interface and drag-and-drop tools that simplify development of complex service processes.

Service organizations need to adjust business processes in step with changing business conditions. Frequent changes to products, policies, business goals and competitive strategies require quick response, which in turn demands business agility. The IT infrastructure of most organizations, however, do not have agility built in. And as a result, IT departments struggle with backlogs of requests, making it difficult – if not impossible – to change service processes in a timely manner. It can take weeks and even months to put changes into production, negatively impacting an organization’s ability to help customers.

Quickly Create Business Processes and Easily Adjust them to Changing Business Conditions

The Visual Experience Designer provides business-level control for managing resources and planning, designing, and testing business processes. Business owners use web-based graphical tools to define the service process, modify it as needed and immediately publish new versions.

Using a visual interface with the familiarity of a flowchart, business owners can easily design and communicate their vision of a service experience. Because graphical objects on screen relate directly to the underlying processes, the Designer is a “no waiting” solution to process change. This makes it fast and easy to adjust processes in order to accommodate new products and promotions and ensure that service procedures comply with new regulations.

The Designer provides a palette of components that are core to customer service, including email, knowledge, and case management. Users can 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 Designer can use any services that are integrated with the Service Experience Management (SEM), SOA platform, such as services from CRM, ERP or billing systems, allowing IT to easily integrate with and leverage existing IT investments.

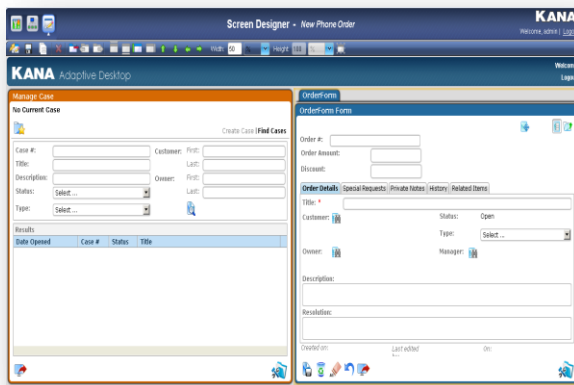
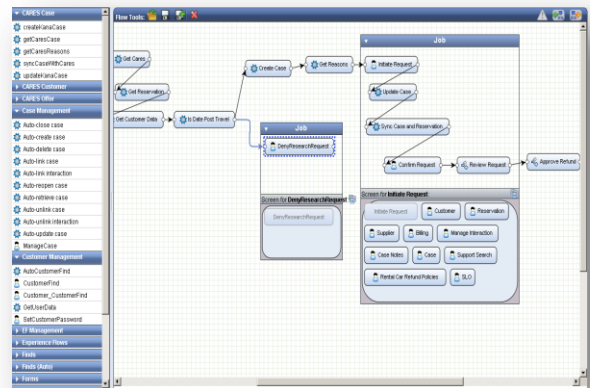
Rich User Experience For Agents and Customers

An integrated Form Designer within the Experience Designer allows business users to quickly create the UI components for any human activity in the process – such as forms for customers to fill out. Similarly, an integrated Screen Designer automatically generates a UI that contains all of the elements required to support processes in the workflows that the business user designs.

Combined with the other key components of SEM, the Visual Experience Designer 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

The **Visual Experience Designer** provides a single visual interface for creating workflows and building business process logic. Pre-built components provide core customer services including email, knowledge, and case management. A familiar 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™ – the steps in the agent workflow and customer experience – to leverage enterprise data in service processes.



Truth Tables are a powerful tool for applying business rules to automated customer service processes. 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™.

With the Visual Experience Designer, visual modeling takes another step towards replacing all code using visual mapping of events to desired actions via tools like event mapping and **Decision Navigator**. UI events can trigger changes to the screen and data by drawing a simple visual connection between an event and its outcome in the designer.

Business users can also define user interfaces by simply dragging business objects onto the form designer. Multiple forms can be automatically meshed into one screen using the **Screen Designer**.

