



## Major Retailer Transforms Customer Service With Jacada Integration and Automation Solution

The third largest ecommerce retailer in the U.S. serves consumers and businesses of all sizes. Headquartered near Boston, the company operates stores throughout the world as well as a robust online retail operation. With thousands of associates worldwide, the company makes it easy for customers to shop when they want and where they want, in one of its stores, online or from a mobile device.

### The solution for this retailer includes:

- Jacada Integration and Automation, a robust data integration and desktop automation solution that facilitates process automation, enhances existing workflows and eliminates redundant data entry while simplifying lengthy navigation sequences.
- Avaya one-X Agent, a desktop application built specifically to meet the needs of contact center agents and supervisors. With a dynamic, streamlined user interface, it delivers rich features that give contact center agents the tools they need to be more productive whether working in a headquarters location, a branch or home office.

### Challenge

The retailer was aggressively growing its online business, part of a transformational shift from a brick-and-mortar business to a new omni-channel retailing model. As the company moved forward with its transformation, it needed a cost-effective solution to allow its customer care representatives to quickly access critical customer data stored in several disparate back-end systems. Agents were spending valuable call handling time retrieving customer account and order information from the different systems and manually uploading the data into the order management system (OMS). It was imperative that the retailer significantly reduce average call handle time by automating these steps.

### Solution

Jacada provided the retailer with a custom implementation based on the Jacada Integration and Automation (JIA) solution to improve data transfer between its back-end systems and automate navigation for agents. The customized JIA application, purchased through the Avaya DevConnect Select Product Program, integrated with the retailer's existing Avaya one-X® Agent

solution. Avaya one-X Agent is a desktop application built specifically to meet the needs of contact center agents and supervisors. With a dynamic, streamlined user interface, it delivers rich features that give contact center users the tools they need to be more productive regardless of their location.

JIA seamlessly transferred and processed caller information from the Avaya IVR to the OMS, displaying the data for customer care associates via screen pop in the Avaya one-X Agent. The integrated solution efficiently processes additional information from the retailer's customers by tying in multiple back-office systems. Screen pops automatically display relevant information to agents (including customer intent, order, and account information) at the appropriate field or page. Automating these complex navigation sequences spares customer care associates from manually searching through multiple screens and entering the same data a number of times. In addition, because JIA's non-invasive service-enablement process surfaces existing application functionality as open-standard Web Services, the retailer can confidently reuse applications within its larger service-oriented architecture.

## About DevConnect

DevConnect is Avaya's developer and technology partner program. Through a free Registered level membership in DevConnect, members are able to access a wide range of developer resources, including APIs, SDKs, technical support and training. Enhanced Membership options offer higher levels of technical support, compliance testing and co-marketing benefits. To learn more or register for membership, visit [www.devconnectprogram.com](http://www.devconnectprogram.com)

## About Avaya DevConnect Select Product Program

The DevConnect Select Product Program (SPP) offers a powerful portfolio of compliance-tested, Avaya-compatible products and services from established DevConnect Technology Partners. SPP products are handpicked for the SPP portfolio based on their strategic value and interoperability with Avaya technology. SPP products eliminate the hassle of managing multivendor relationships and are easy to order through the standard Avaya order processes.

---

The solution simplified contact center agent efforts, which reduced average call handle time by 45 seconds.

---

### Results

The successful integration between Avaya one-X Agent, the intuitive Jacada Integration and Automation application, and the company's three disparate back-office systems was deployed faster than expected with better than expected operational savings. The solution simplified contact center agent efforts, which reduced average call handle time by 45 seconds. With a 40% adoption rate, the retailer's customers have readily accepted the new IVR options. In addition, the 80% hit rate and OMS population on the relevant screen has helped improve the overall customer experience.

### Learn More

To learn more about Avaya solutions and DevConnect Technology Partner Jacada, contact your Avaya Account Manager or authorized Avaya reseller. Or, visit us online at [www.devconnectmarketplace.com](http://www.devconnectmarketplace.com)

### ABOUT JACADA

Jacada is a leading global provider of customer service technology designed to simplify the interaction between businesses and their customers. Jacada helps organizations deliver effortless customer self-service and agent-assisted interactions by implementing cutting-edge mobile, smart device, and web-based visual IVR solutions, as well as optimized agent desktops and business process optimization tools.

Headquartered in Atlanta, Jacada has offices throughout the world.

For more information, visit [www.jacada.com](http://www.jacada.com)

---

## About Avaya

Avaya is a leading, global provider of customer and team engagement solutions and services available in a variety of flexible on-premise and cloud deployment options. Avaya's fabric-based networking solutions help simplify and accelerate the deployment of business critical applications and services. For more information, please visit [www.avaya.com](http://www.avaya.com)

© 2015 Avaya Inc. All Rights Reserved.

Avaya and the Avaya logo are trademarks of Avaya Inc. and are registered in the United States and other countries. All other trademarks identified by ®, TM, or SM are registered marks, trademarks, and service marks, respectively, of Avaya Inc. 09/15 • CC7771DEV