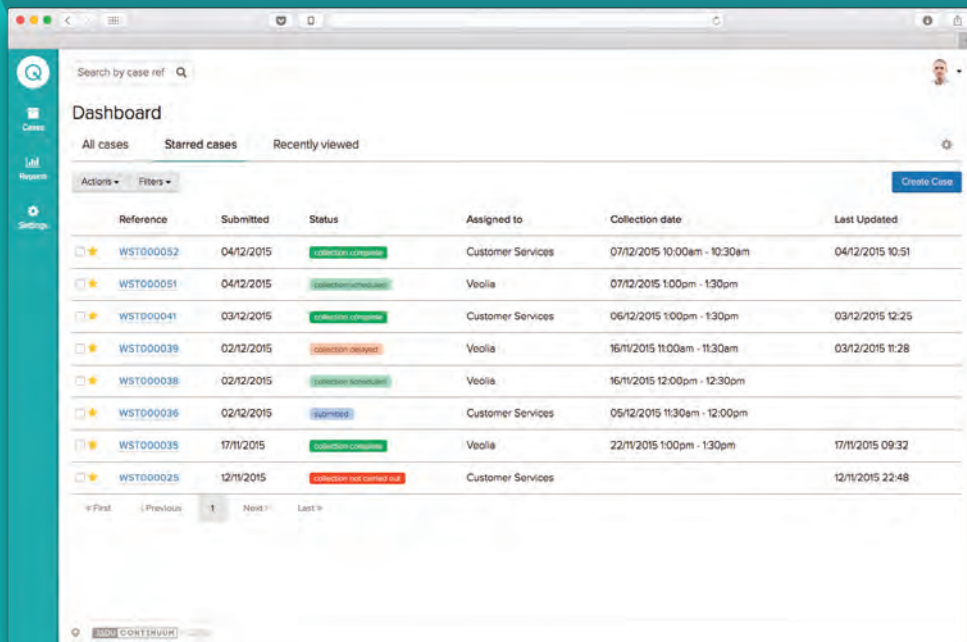# CLOUD BASED CRM 'LITE'

Manage customer cases in real-time through chat, case management and collaboration with partners.

CONTINUUM CXM

COLLABORATE WITH CUSTOMERS, PARTNERS AND YOUR TEAMS TO SOLVE CUSTOMER PROBLEMS

Create and manage customer interactions and expectations in real-time, keeping your customers informed and up to date.

Make it easy for your customers to solve their problems by connecting them with your contact centre, teams, experts and service providers in real-time.

For organisations that want to provide better online customer service, Continuum CXM is a cloud based solution for creating and managing customer conversations, transactions and interactions.

CXM provides a seamless, intuitive and consistent experience for your service teams and customers.

We enable your teams to resolve customer cases through conversation and messages between your back office systems and service providers, keeping customers informed with case updates and real-time interaction with your teams.

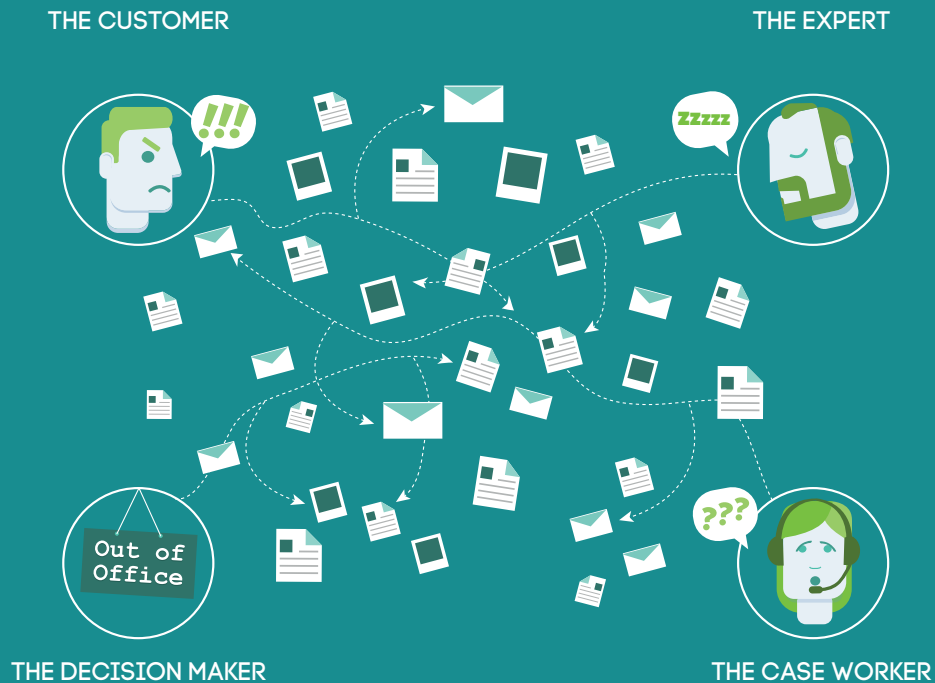Unlike other CRM systems CXM is easy to use and requires no installation or upgrades.

CXM provides your customers with a 'timeline' of activity, which is updated by your teams, service experts and even your suppliers, contractors or third party organisations.

Your customers can raise cases from your website simply by starting an instant chat.

CXM handles all notifications by email and SMS, telling you and your customers whenever there is a change in case status or when something important happens.

Integrate CXM with your key back office systems, such as payment services, workflow systems and ERP and you can provide automated updates to cases in real-time.

Free your contact centre from costly phone and face to face contact with CXM, a simple, clear and inexpensive way to engage and retain your customers.

THE CUSTOMER

THE EXPERT

THE DECISION MAKER

Out of Office

THE CASE WORKER

THE CUSTOMER

THE EXPERT

Q CXM

THE DECISION MAKER

THE CASE WORKER

THE OLD WAY VS THE NEW WAY

Non-integrated systems, multiple contact records. No single view of all transactions.

Sound familiar?

CXM provides a single view of a case via a web portal for customers, staff and third parties to review the facts and make the right decision.

Because you care about your customers.

DELIVER AN 'AMAZON-LIKE' EXPERIENCE WITH REAL-TIME SERVICE TRACKING
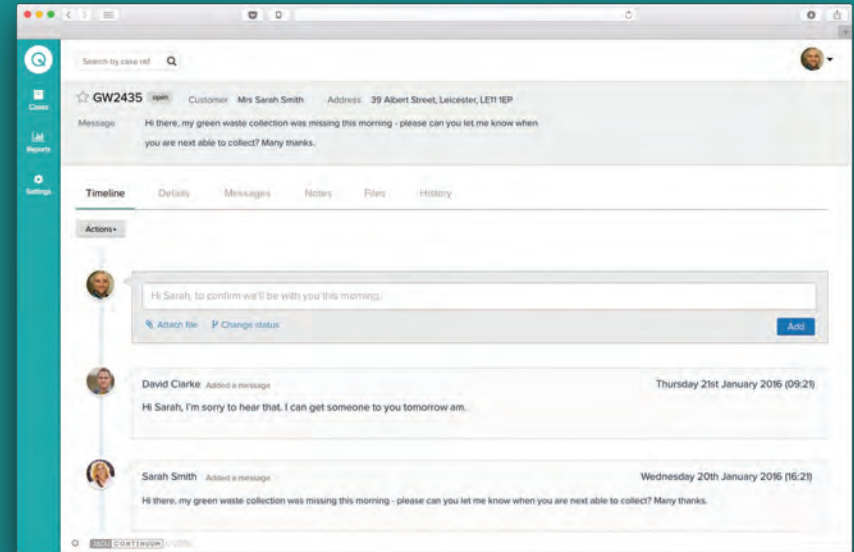
LITE CRM

Replace legacy large-scale enterprise CRM deployments with lighter, agile and cloud based 'lite' CRM that enables you to connect with cusotmers in real-time.

REAL-TIME COLLABORATION

The intersection between Instant Chat and Case Management, Continuum CXM provides your customers with easy access to reporting issues and raising cases from any area of your website, whatever CMS you use. CXM also integrates with your eForms product and you can easily build forms inside of CXM for embedding on your website.

KEEPING CUSTOMERS UPDATED

Continuum CXM keeps you and your customers informed by a range of notifications features.

When a case is updated by your teams, your partners or even your back office systems, CXM will send email configurable notifications and alerts.

TIME SENSITIVE, SLA DRIVEN

When things need to be time sensitive or SLA driven, CXM workflows can be set up. Service requests can be timed so that alerts are sent when an action is not performed or no response has been given within a set timeframe, ensuring you can monitor and be proactive about response times.

INTEGRATION

With an integrations dashboard and a growing number of integrations with key back office products, CXM can connect your organisation together, removing silos and providing a consistent customer experience.

Continuum CXM will enable you to:

- Provide your customers with updates at every stage of a case, keeping them informed and reducing the number of calls to your customer services team.

- Provide a single view of a case via a web portal for customers, staff and third parties to review the facts and make the right decision.

- Makes it easy for business users to set-up in days and provides the tools to manage cases with maximum efficiency.

- Configure workflow that adapts to your organisation. Define the steps of your customer interactions, sit back and watch them flow.

- Work across all devices to put you in control of your information wherever you are.

- Create an 'instant chat' like experience for customers to easily raise cases and for your organisation to respond.

- Define the key metrics for measuring performance and track them across all of your customer interactions.

- CXM tracks every customer interaction and enable files to be attached to a case with audit trails.

- Safeguard your customer data. All data stored in safe harbor at highly secure data centres.

- Rules engine for case routing and automation. Define thresholds for escalations and exceptions.
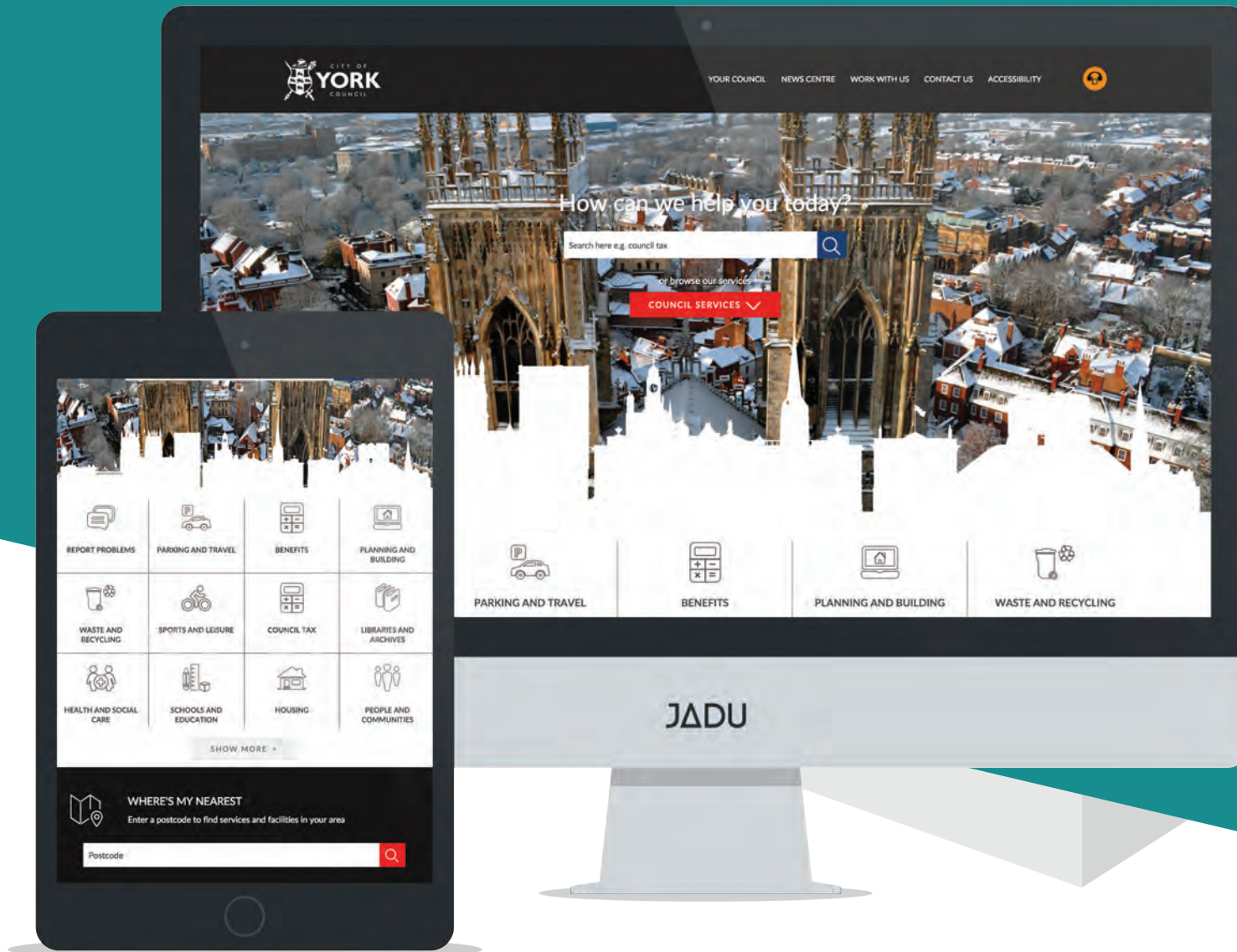
"The Jadu platform has quickly grown to lead the local authority market and we see an opportunity in our customer service contact centre to deliver on-time, customer driven tasks through innovative design and technology."

Simon Donnelly,
Web Architect for York City Council.

Connect and automate with the
Integrations
HUB

We provide free standard connectors as well as enterprise connectors (where costs may apply) through API integration to a number of cloud and back office systems via the Jadu Integrations Hub, a framework for integrating common back office and cloud based services.

With Integrations Hub, it's easy for you to 'swipe' to enable integrations including Outlook 365, ESRI maps, PCA Connect, GoCardless and many other cloud and back office apps.

REGULAR RELEASES

Jadu's Integration Hub framework means that we will develop connectors to most common back office and cloud systems.

We push these connectors and integrations to Jadu customers through Continuum releases in the CMS, XFP and CXM products through a 2 weekly release process. So you get the benefit of integrations continually.

OPEN AND TRANSPARENT ROADMAP FOR INTEGRATIONS

We publish our roadmap to all our customers, who collaborate with us by directly contributing their ideas and integrations suggestions to the roadmap.

G **Google Custom Search Engine**
Use Google custom search engine for your site search

Google reCAPTCHA
Use Google reCAPTCHA for your site spam protection

Swiftype site search
Use Swiftype for your site search

SinglePoint
Allow address lookup by postcode

NLPG Anywhere
Address lookups via PCA Predict

Office 365
Access Outlook calendars within your CMS

AssureSign **AssureSign DocumentNow**
Allow document electronic signatures

GC **GoCardless Direct Debits**
Use GoCardless to take Direct Debit Payments in PayBridge

ESRI LocatorHub
Address lookups via ESRI LocatorHub

BARTEC **Bartec Collective**
Push updates to Bartec Collective on form submission

First **First Capital Cashflow**

Securely connect your Jadu cloud platform to the back office with
HUB$_{IS}$

Jadu Hub Integration Server (HUBis) is a middleware application that provides secure messaging between Jadu Integrations Hub and back office systems.

WHEN WOULD YO NEED HUBis?

The Jadu HUBis application is required in cases where you have an externally hosted and managed CMS/XFP environment or a CXM account either of which needs to integrate with a back office hosted system behind your firewall.

SECURE INTEGRATION

In such cases, HUBis provides a common interface for securely integrating with these third-party products.

As HUBis is only required under certain customer scenarios, it is a separate optional product. It is provided on a subscription basis either hosted by Jadu or hosted by you in your own data centre.

CMS
CONTENT MANAGEMENT SYSTEM
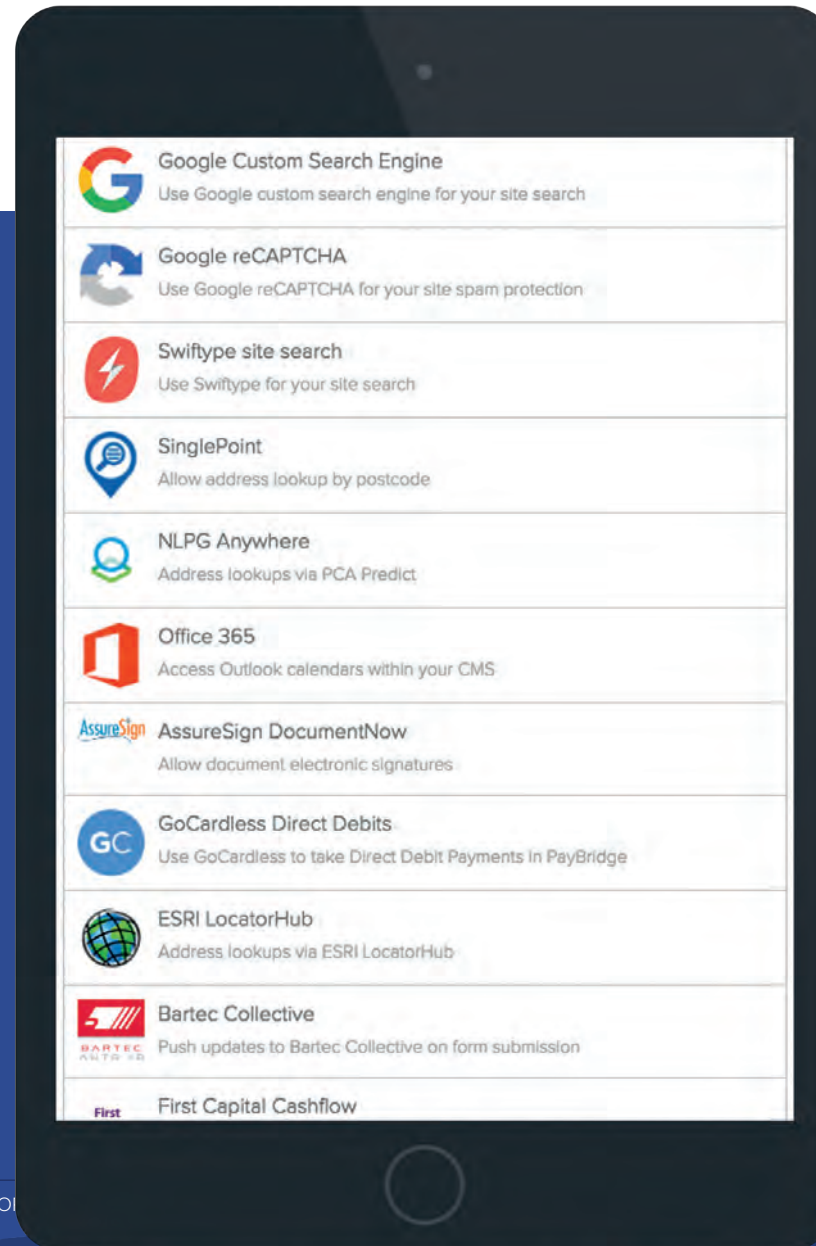
POWERFUL TRANSACTIONS COMMERCE & PAYMENTS

PAYBRIDGE FOR SECURE TRANSACTIONS

Provide your customers with a commerce-grade, secure facility that engenders trust. Along with provision of payment histories and receipts, PayBridge opens the door to provide your customers with a multitude of online payment facilities.

PayBridge is a fully integrated ePayments management system that provides total control over ePayments and online billing for organisation's services.

Providing a 'shopping cart of services' to facilitate online service payments, billing and balance displays, PayBridge has been designed for integration with many leading back office systems to help organisations provide accessible (WAI AA compliant) means of payment 24/7.

The PayBridge module is managed from the Continuum Control Centre.

Features of PayBridge include:

• Integration with back office CRM systems and leading payment merchants.

• Management of billed and billable items – services can be 'billed' (requiring reference number entry) or 'upon request' items.

• Publication of balances.

• Full control of accessible services that conform to official metadata standards.

• Services can include fixed amounts or variable payments.

• Full digit validation manager – check digit routine creation/maintenance. Test single check digits at a time, or bulk file upload in order to test proper setup for all your reference numbers, ensuring 100% accessibility of 'billed' payments.

• Quick find utility for viewing all related actions regarding a particular reference number with one click.

• Self-configuration of all fund/account numbers.

• Saved histories of payments stored in customer's account homepage.

RETAIL

Jadu Retail is a powerful sales engine that delivers non-technical management of enterprise level online stores.

Jadu Retail has been developed in line with internet ordering standards to make customers' order and purchasing experience as straightforward as possible without compromising your ability to process orders in an economical and effective manner.

RETAIL MODULE

Feature	Benefits
Unlimited product database	Enjoy full support of your product inventory no matter how extensive.
Unlimited product database	Easily add to and update your online catalogue.
Guided search	Make your customers' ordering routines as simple as possible and include a delivery cost calculator.
Secure ordering	Secure ordering and credit card processing with optional integration with online payment providers.
Stock control	Show online stock availability and integrate with back office stock management or sales order processing systems.
Advanced reporting	View reports detailing sales activity and customer order histories.
Email notifications	Send email receipts to your visitors and back office staff.
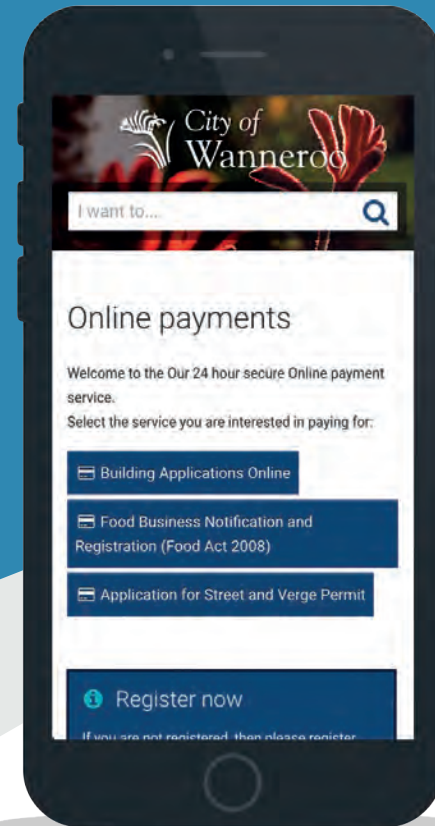
JADU LIBRARY

Why start from scratch when someone else has already created a template or carefully designed a solution?

The first thing many of us do when starting any new project is reach for the search bar and look for previous examples, successes and lessons. This should be no different if your project is digital transformation or digital services channel shift.

The 'Jadu Library' is a place where you can share, reference and collaborate on your digital projects. Even better, doing so with your colleagues from other organisations undertaking the same challenging journey themselves.
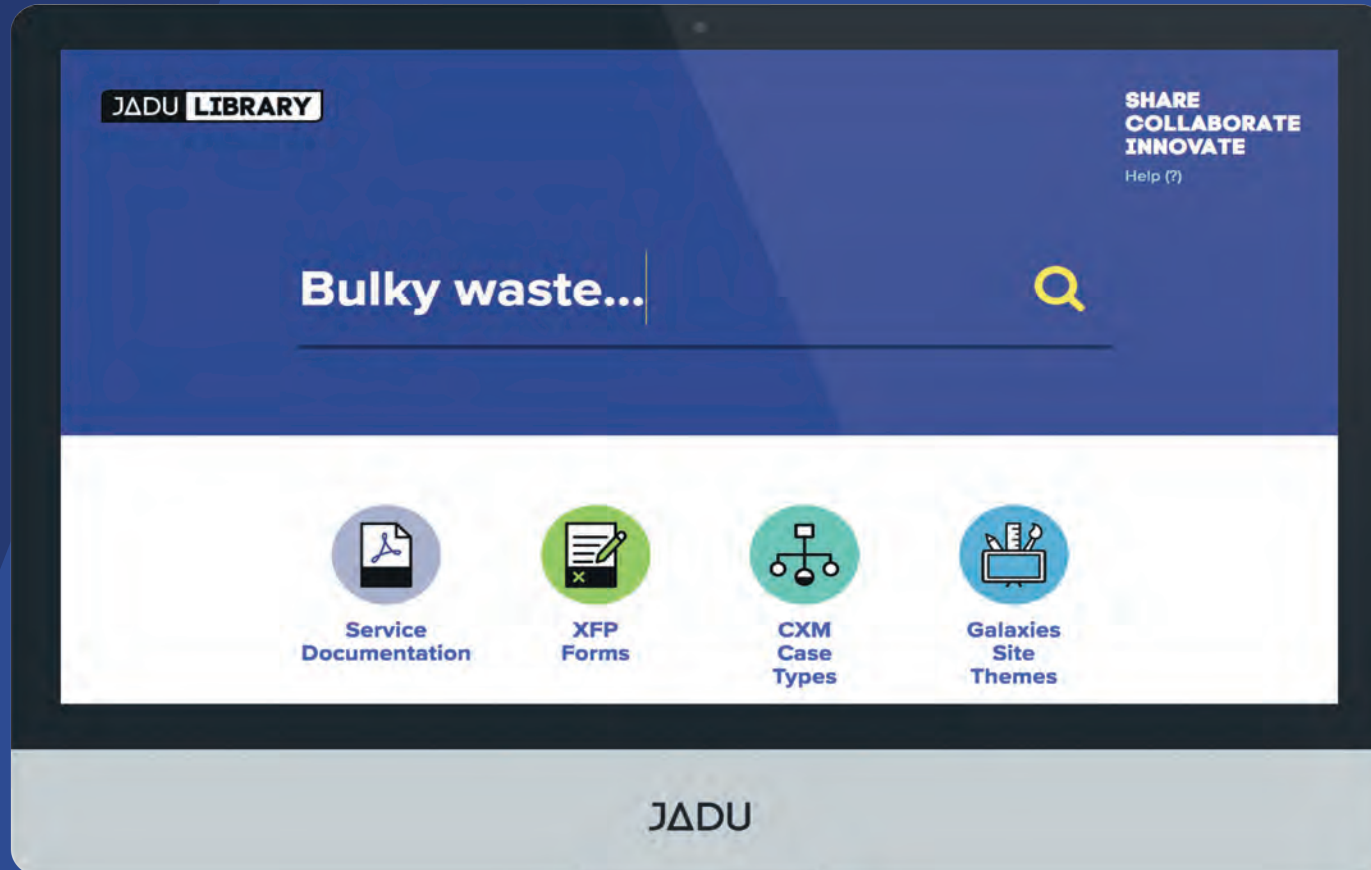
We see the Library as an extension of the collaboration we see at our Academies.

It has become apparent that this type of cross organisational sharing has great economic and efficiency benefits to you, to your users and also to Jadu, in being able to develop our platform based on your experiences.

We want this to be a community-first driven project where you can upload and download items such as CXM workflows, business processes, XFP forms, CMS widgets & Jadu CMS Galaxies themes.

We hope that you will soon reap the rewards and get involved. As always, we welcome your feedback to help us make this new digital collaboration tool a success.

www.jadu.net/library

SHARE
COLLABORATE
INNOVATE

Help (?)

Bulky waste...

Service Documentation

XFP Forms

CXM Case Types

Galaxies Site Themes

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EVERYTHING / POSSIBLE