

First Designs

Multichannel Design

Over 78% of our customers use multiple channels like WhatsApp, SMS, and Voice for support. So, we designed the queue UI to handle that reality, showing real-time tasks across channels in one view.

This multichannel setup helps agents respond faster (cutting FRT by 10% improves resolution odds), boosts First Contact Resolution, and reduces cognitive load by making it easier to triage at a glance.

The screenshot shows a user interface designed for managing customer interactions. On the left, there's a sidebar with icons for globe, person, phone, and gear. Below these are sections for 'Urgent task' (with a red alert for Darrell Floyd), 'Next task' (Darrell Floyd, 1h43m), and 'Currently assigned to you' (sander@message..., John Doo, Owen Caldwell). The main area has a dashed border and contains a card for 'Owen Caldwell' (Assigned to: Michelly) with a 'Create ticket' button. Below this is a detailed customer profile for Owen Caldwell, including his photo, title (Sales Manager - Hoolie Inc), and priority status (Priority Customer). The profile includes links for 'Profile', 'Call', and 'Email'. Under 'Customer details', it lists User id: 123456789, Email: Owen.caldwell@hooliemail.com, Phone: +310612345678, Account: Hoolie Inc, Title: Sales Manager, Address: 554 Wade Motorway Apt. 529, and Country: Gibraltar. There are 'Edit' and 'Merge' buttons at the bottom. At the bottom of the main area is a reply box for 'Owen Caldwell' with tabs for 'Messenger' and 'Enterprise', and buttons for 'Reply via Messenger', '+ Add tag', and '+ Add note'.

First Designs

Urgency Driven UI Queue & Calls

We added a dedicated “Urgent Task” section to highlight incoming voice calls, since *they’re 3x more likely to be abandoned if not answered within 20 seconds*.

Delayed calls can drop NPS by up to 25%, and customers waiting over a minute are 40% more likely to leave poor CSAT scores. To avoid that, we pinned voice tasks to the top of the queue with red alerts, timers, and quick actions, helping agents act fast without losing focus.

Early usage showed agents responded to calls 17% faster than before in comparison with their baseline tools.