

The screenshot shows the Hoolie Marketing dashboard. On the left, a sidebar lists various modules: Contacts, Numbers, Insights, SMS, Voice, Conversations, Channels, Flow Builder, Contact Center (marked as 'New'), Integrations, Developers, and Admin. The main area is titled 'Dashboard' and contains several sections: 'SET UP YOUR WORKSPACE' with 'Numbers', 'Contacts', and 'Users and sub-accounts'; 'TRY OUR BUILT-IN SOLUTIONS' with 'Contact Center' (highlighted with an orange bar at the bottom), 'Flow Builder', 'Campaign Builder', and 'Conversations'; and 'BUILD WITH OUR POWERFUL REST-APIS' with 'SMS API', 'Voice API', and 'Chat API'. A 'Welcome, Ullie!' message is displayed on the left side of the workspace.

First Designs

Dashboard Placement

We placed the Contact Center module in a key spot on the dashboard, *where 83% of users discover new products—spending just 4.8 seconds on their first visit*. By using that short window wisely, we increased visibility, improved discovery, and boosted adoption potential.

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.