



The bridge to possible

Proactive, smart personalized customer interactions.

Webex Contact Center and Webex Connect

Pete Brown, Customer Engagement Expert

<https://www.linkedin.com/in/peterbrown12>



PSOCOL-1312

Customer experiences have changed

Retail

Banking

Healthcare

From



Physical stores



Physical banks and paper checks

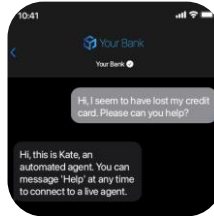


Face to face appointments

To



Buy online & pick up in store or curbside pickup

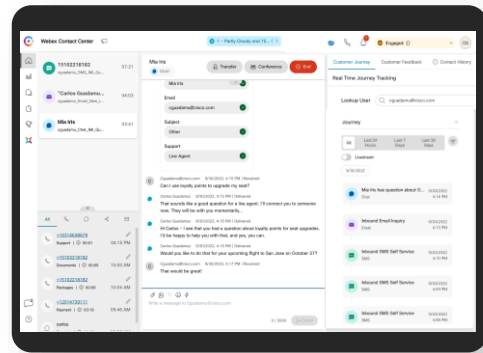


Digital transactions & notifications



Telehealth appointments

The omnichannel contact center



Contact center agent desktop

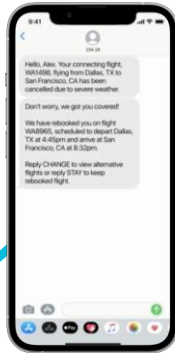
Putting it all together with Webex

A connected customer journey across digital and human interactions

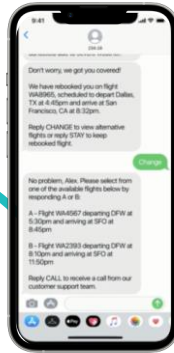
Digital automation and self-service

Human engagement and support

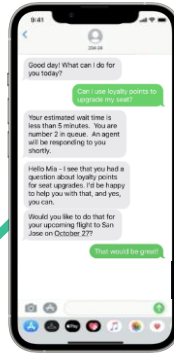
Feedback and marketing



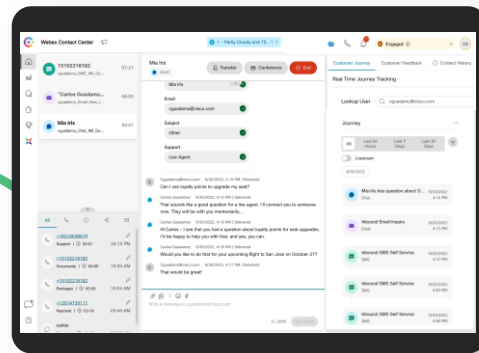
Proactive notification



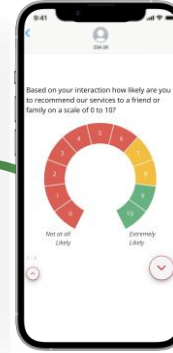
Self-service options



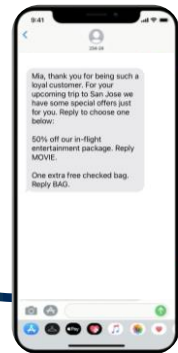
Handover to human agent



Contact center agent desktop with full customer context



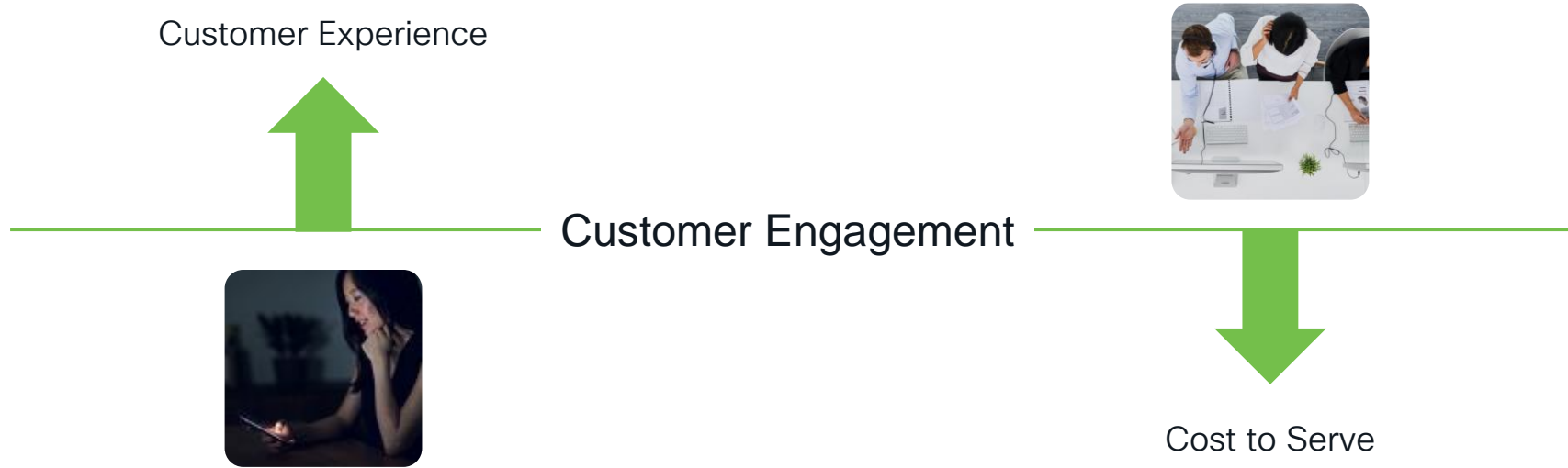
Experience survey



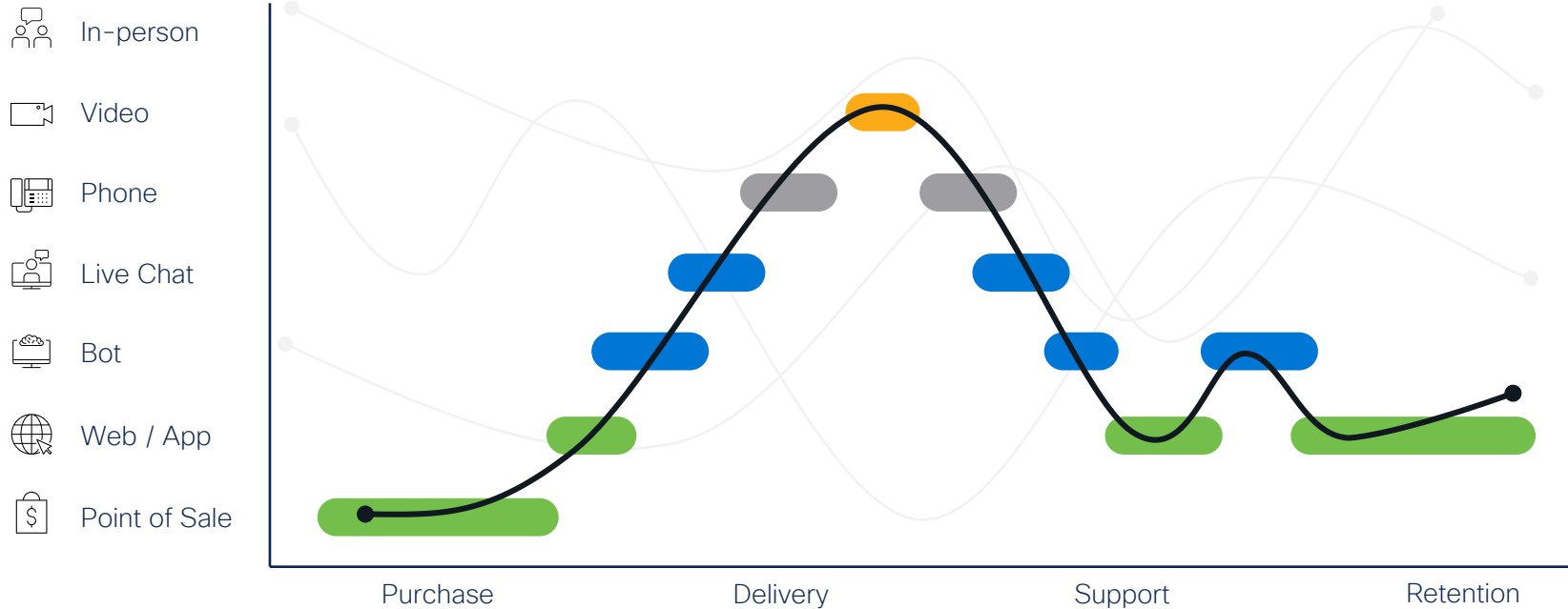
Personalized offer

Customer Journey

The customer engagement balancing act

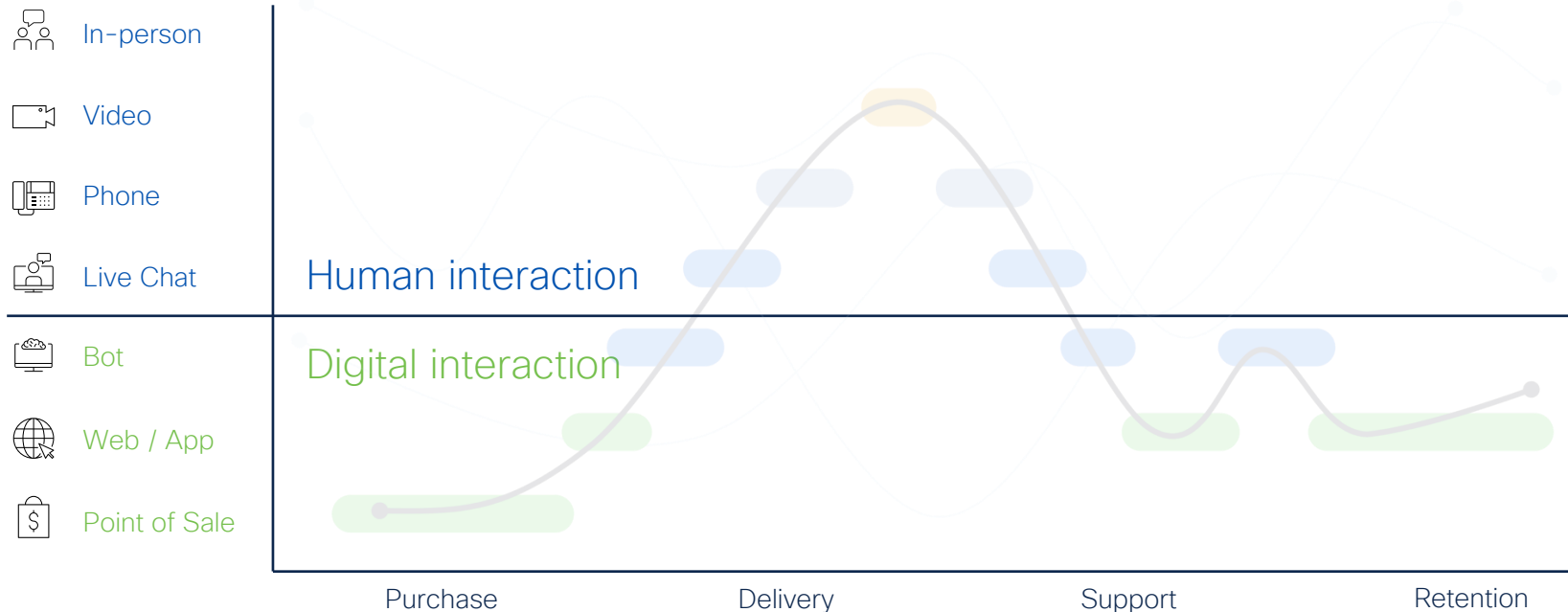


Customer journeys span multiple channels



Blending digital and human interaction

Reduce cost and improve business outcomes



Consumers are telling us customer experience important

- **72%** want to choose their preferred channel to engage and interact with a business.
- **75%** believe good CX is a reason to be a repeat customer with a business – as important as the price.
- **55%** would change brands for a better customer experience.

Be proactive,
stay in touch
and keep
promises

Connect
my way,
give me
control

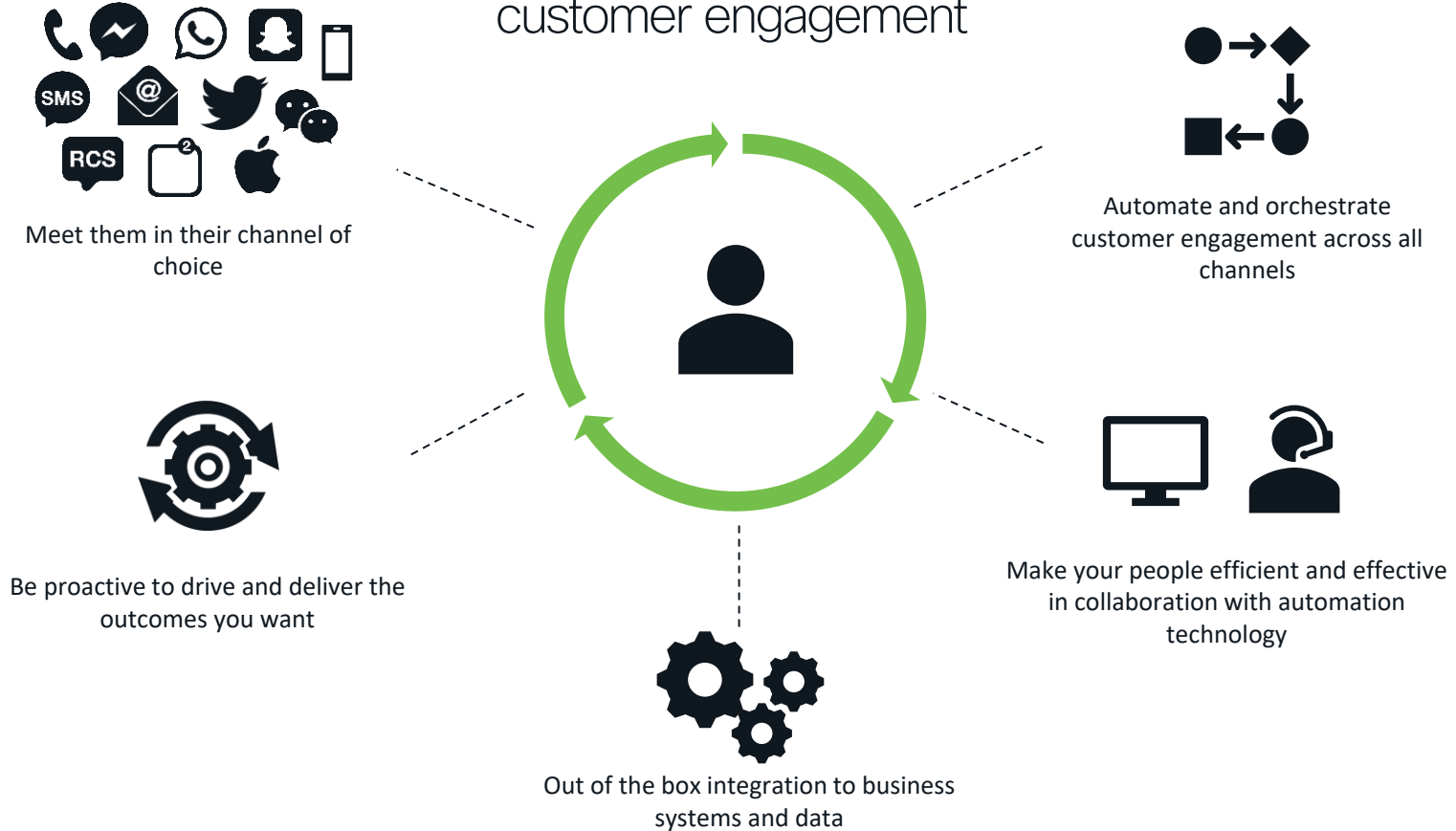
Don't make
me wait,
but go at
my pace

Don't make
me repeat
myself

Know who
I am and why
I'm in touch

Empower
your people
to solve
my problem

A digital first approach to customer engagement



Be the answer in their pocket, anytime, anywhere.

- Always on service
- On the go engagement
- Personalized conversations
- Self-serve culture
- Live assistance if needed
- Frictionless interaction



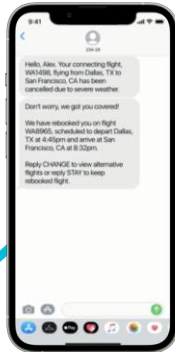
Putting it all together with Webex

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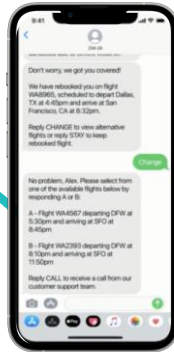
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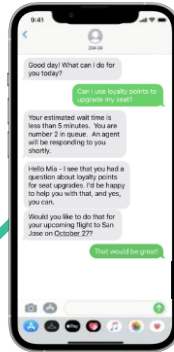
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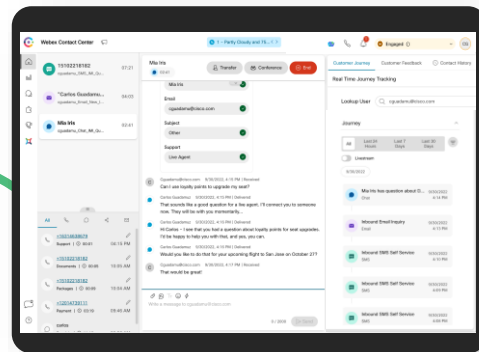
Proactive notification



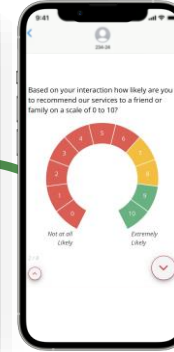
Self-service options



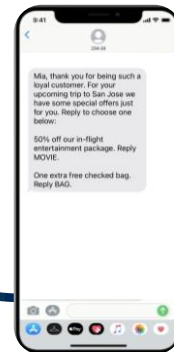
Handover to human agent



Contact center agent desktop with full customer context



Experience survey



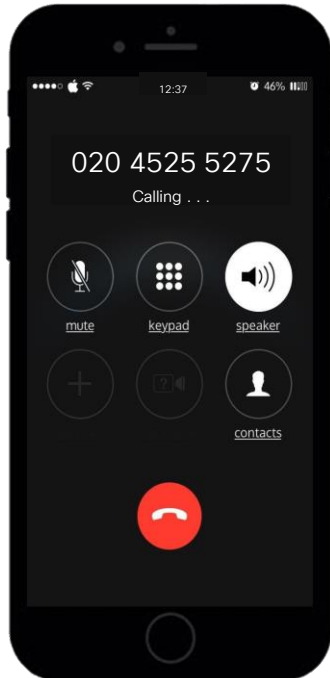
Personalized offer

Connected Customer Journey

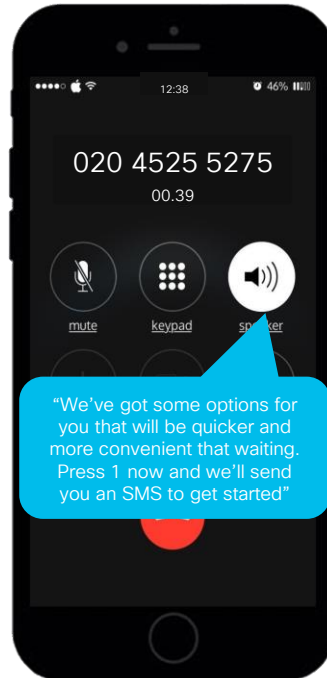
IVR Deflection

Manage Demand – Widen your Service Window – Drive Adoption of Digital Assets

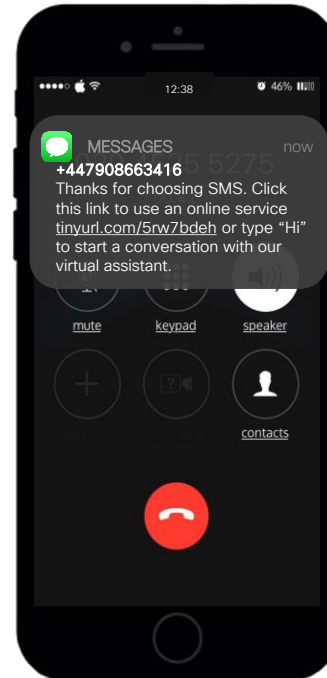
Call volumes are high or out of hours



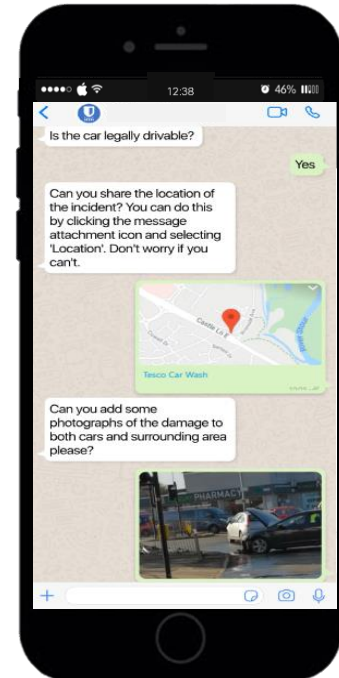
Digital offers are made in-queue based on dynamic rules



An SMS sign-posts the appropriate digital asset



The caller clicks to self-serve at their chosen time, place and pace

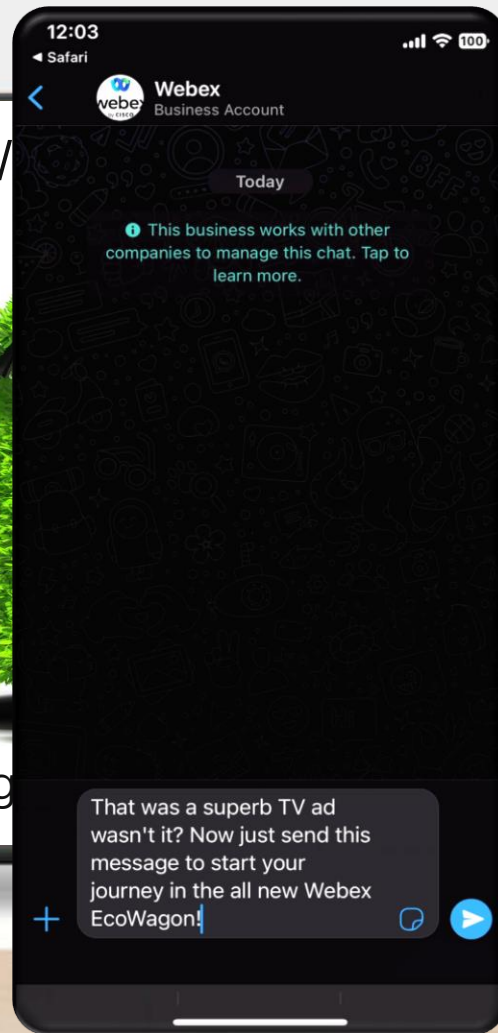
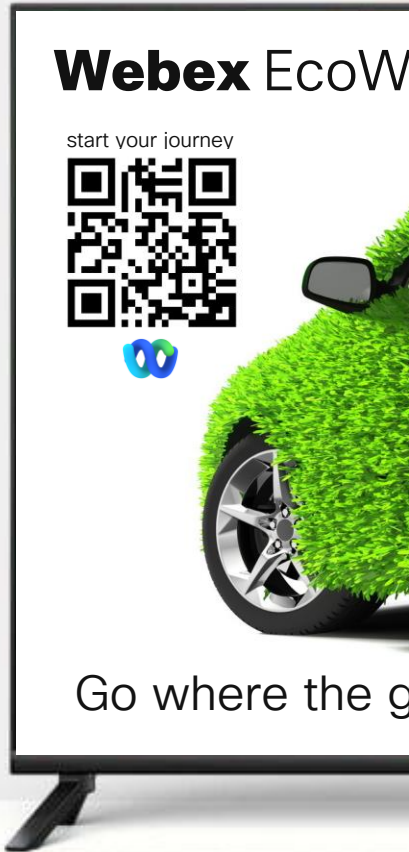


Starting digital engagement

- IVR deflection from your contact center voice queues
- Live sign-posting from the joined-up agent desktop
- Links and URLs in traditional communications
- From your website and apps
- QR codes

It must be easy for a customer to start an engagement at their point of need.





Re-imagining the motor insurance experience

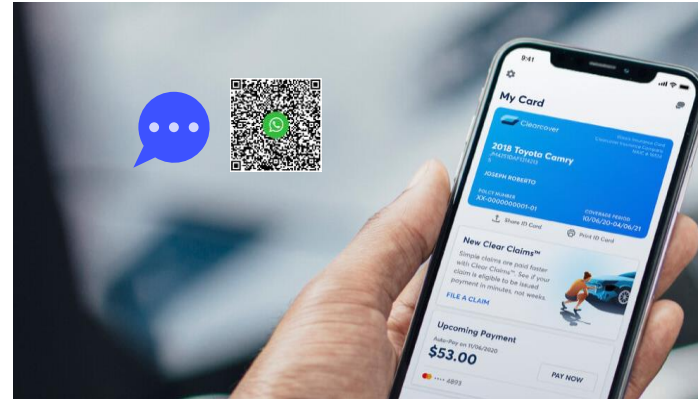
Traditional approach . . .



- Customer receives hard/softcopy documents when they start their policy
- Information about what to do in the event of an accident is in the documents
- Maybe you get an online portal for information and policy administration

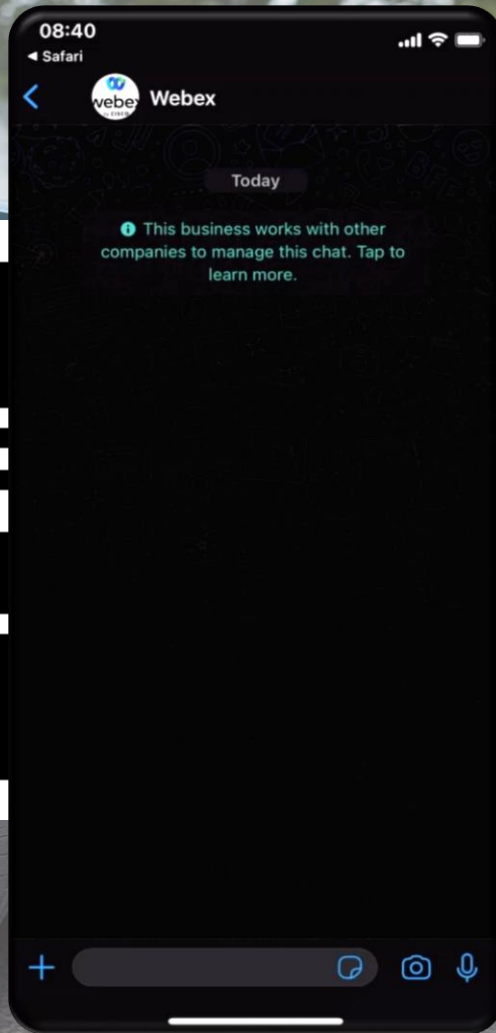
Customer needs to be organized and proactive,
conversations typically start hours or days after the event.

Just add digital . . .

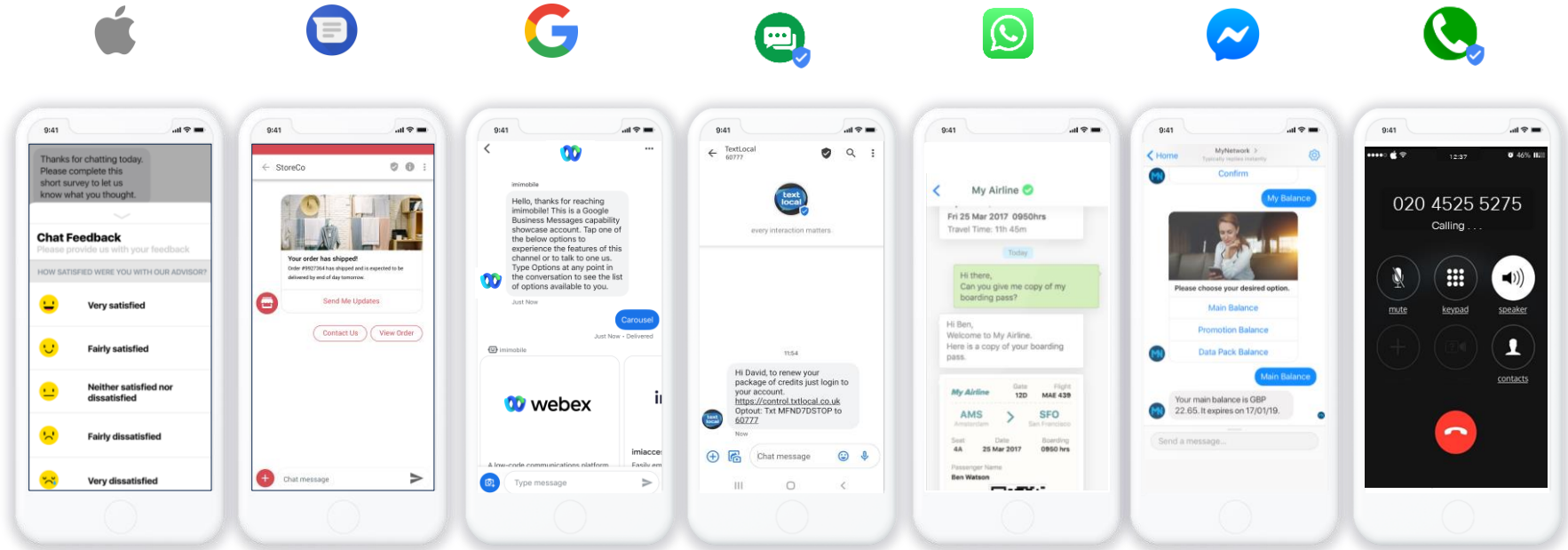


- Send an SMS inviting the customer to join you on a messaging channel
- Send the customer a small QR code sticker that they can put in their car
- Use messaging to request missing information or photo evidence

The customer is a tap/click/scan/ away from help and
assistance at the time of need.



The possibilities are endless . . .



Orders - Appointments – Payments – FAQs – Notifications – Surveys – WisMO – Balances – Offers – Changes - Fraud

Outbound – Inbound – One Way – Basic Two Way – Complex Conversations

We power the customer engagement transformation



Core Business Systems

CRM & case management

Transaction processing

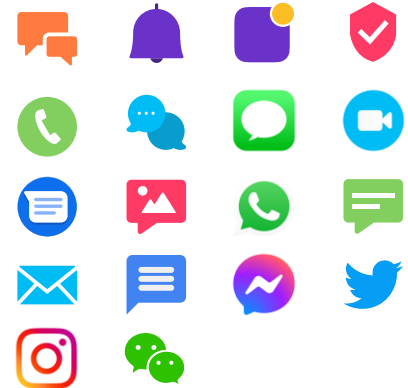
Order & appointment management

E-commerce & billing platforms

Industry systems
e.g. Healthcare

Webex Contact Center (CCaaS)

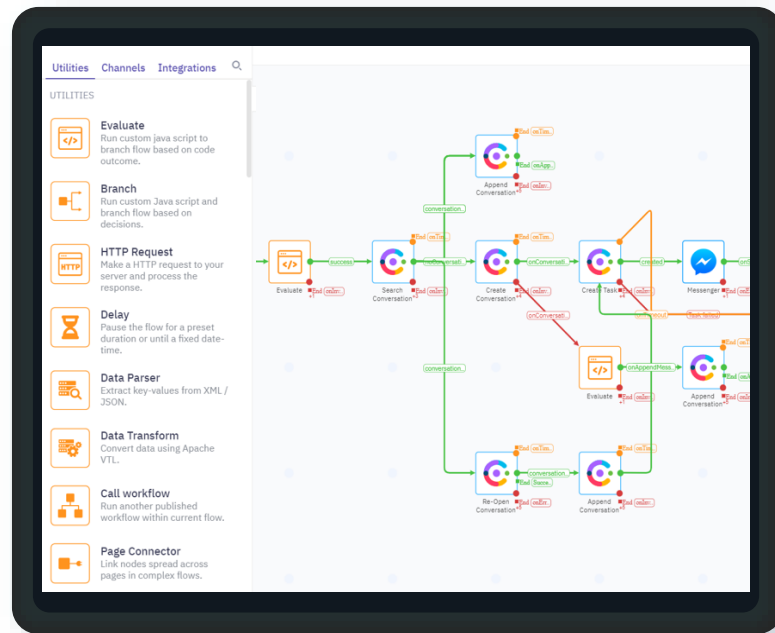
Webex Connect (CPaaS)

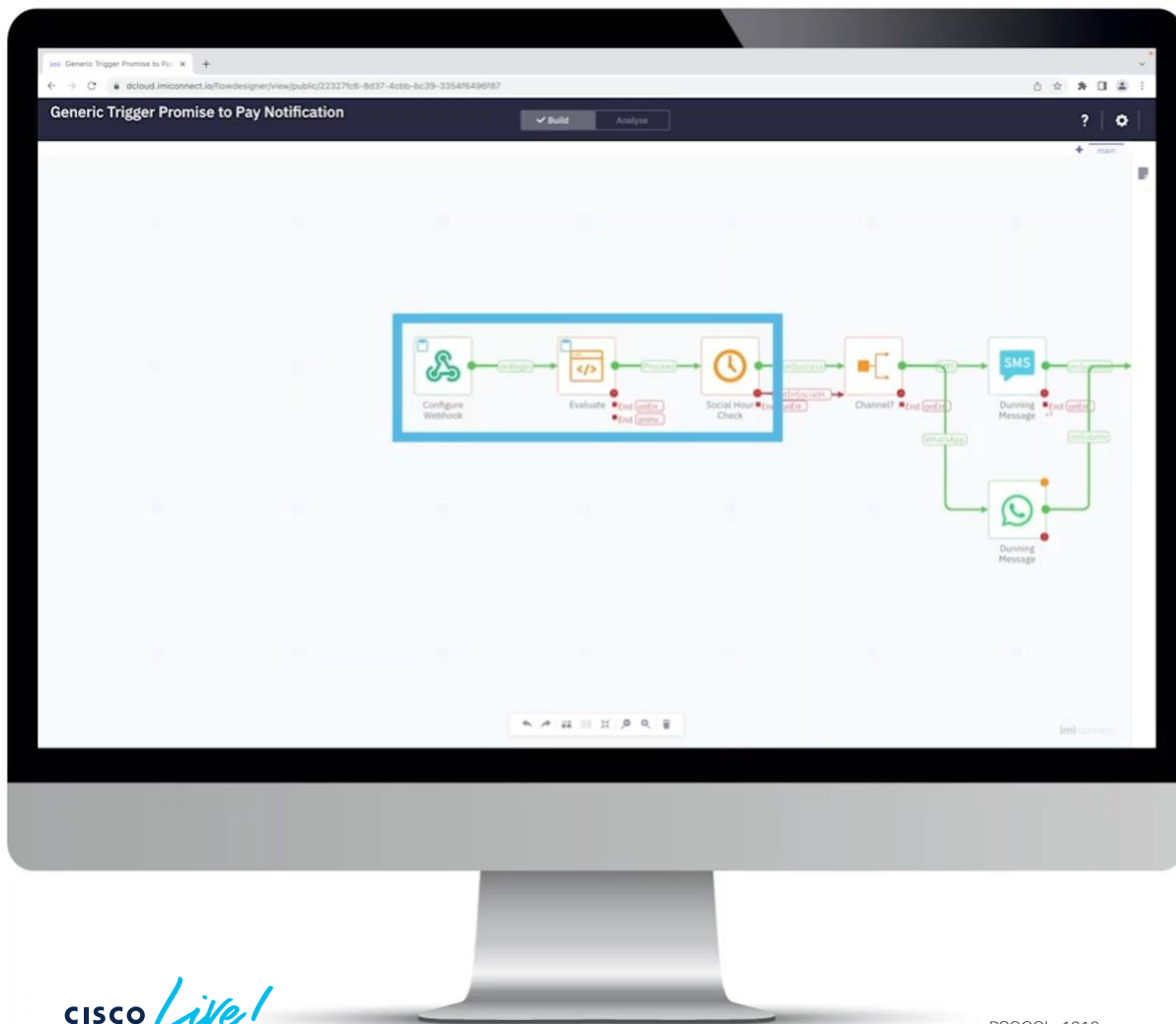


Webex Platform

Webex App (Calling, Messaging, Meetings) | AI · Insights and Analytics · Journey data

- Connect communication flows across all channels
- Incorporate content & intelligence from business systems of record
- Low-code so you don't need an army of developers





Collaboration

Cisco Contact Center

Learn about Webex Contact Center and transitioning from premise contact center to the cloud. Understand how digital channels and customer interaction automation can optimize the customer engagement experience for both cloud and premise solutions.

START

Feb 6 | 08:45

TECCCT-3001

Webex Contact Center Workshop:
Differentiating your Customer Experience

Feb 7 | 08:30

BRKCCT-2460

Next Gen Contact Center using CCAI

Feb 7 | 14:00

LTRCCT-2011

Webex Contact Center Analyzer
- Data and Analytics Lab

Feb 8 | 08:30

BRKCCT-2724

Exploring Webex Contact Center
functionality and use cases

Feb 8 | 16:45

BRKCCT-3735

Intelligently Handling Call Traffic
Between Premise & Cloud
Contact Centre

Feb 9 | 10:45

BRKCCT-2722

Understanding Webex Connect as
the platform for customer engagement
using digital channels

Feb 9 | 14:00

LTRCCT-3001

Webex Contact Centre New Digital
Channels Bot Capabilities

Feb 9 | 14:15

BRKCCT-2027

Contact Center Enterprise (CCE)
digital channels integration powered
by Webex Connect

Feb 10 | 11:00

FINISH

BRKCCT-2723

Demystifying voice connectivity and
real-time media handling in Webex
Contact Center

If you are unable to attend a live session, you can watch it [On Demand](#) after the event

CISCO *Live!*



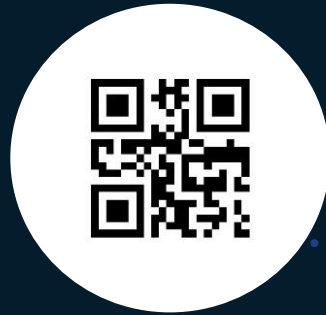
The bridge to possible

Thank you



Are you playing the Cisco Live Game?

Scan the QR code and earn your
Cisco Theater points here



CISCO *Live!*

ALL IN