



# Possibilities

#CiscoLive

# Taking Cisco's Contact Centers to the Next Level

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A decorative graphic on the left side of the slide, consisting of a dark blue background with a dense cluster of small, colorful squares in shades of blue, green, yellow, and orange, arranged in a pattern that suggests a signal or data flow.

# Agenda

- Core Challenges
- Taking Cisco's Contact Centers to the Next Level
- 3 Key Outcomes

# Core Challenges

# Contact Center leaders agree that:

The contact center is one of the most *mission critical* customer-facing business functions

These are the most significant problems to their contact center that keep them up at night

1

## **Security policy management/enforcement and customer privacy**

The contact center is one of the most mission critical customer-facing business functions and is often deemed “low hanging” fruit for fraud. Because contact centers process and store a great deal of customer information, in the cloud, contact center executives are challenged with staying on top of the latest security and privacy technologies and policies.

2

## **Difficulty analyzing data**

Organizational data siloes continue to inhibit exposure to the full customer journey, making it impossible for contact centers to understand what their customers are experiencing. The need to consolidate customer journey data from all digital touchpoints and systems of records – in real time, is critical to improving customer loyalty, CES, NPS, and CSAT scores.

3

## **Agent turnover**

Overwhelmed with too much information, technology and process issues, multiple disconnected applications, and lack of context about the customer has led to an increase in agent turnover resulting in time-consuming and costly onboarding costs.

4

## **Fragmented customer experiences**

Poorly designed omni-channel experiences, unintelligent routing, and the inability for contact center staff to have convenient access to experts across the organization has resulted in fragmented customer experiences that result in high churn.





# Role of Cisco's Contact Center Manager

- HR
- Logistics
- Budget
- Metrics
- What's missing?



# Using the same old tools

- Average Time in Queue
- Call Abandon Rate
- First Call Resolution
- Average Handle Time
- Average Speed of Answer
- Calls Handled
- Customer Satisfaction



# Traditional Role of Contact Center IT

- Circuits, Toll-free numbers
- Call routing
- Agent extensions
- IVR scripts
- Break-fix







# Taking Cisco's Contact Centers to the next level

# Becoming a Business Partner

- Continued engagement with every contact center and advice on industry best practices
- Awareness of evolving business objectives, pain points, and where technology can support the requirements
- Creation of Innovation Work Center that proactively research where innovative solutions can be applied to improve experience
- Shared interest in the success of the contact centers



# Top capabilities for contact centers

Over 90% of contact center leaders agree that the **3 most important capabilities** are:

- 1 Intelligent routing**  
Precisely routing customers to the right resource with the right skills
- 2 Integrated omni-channel**  
Allowing customers to reach us over the channel of their choice any time of the day
- 3 Intuitive agent interface**  
Integrated tools that simplifies processes and minimizes screen-switching



# Improve Experience with Integrated Channels

- Callback from Voice Queue
- Callback from Web
- Conversational IVR
- Visual IVR
- Virtual Chat Assistant



# Data Analytics Insights

Overwhelming majority of companies believe data-driven insights are central to the business



Consider customer journey data analytics an important function of the contact center



Say that inability to track customer journey/history of interactions is a significant problem for the contact center



Consider end-to-end real-time and historical reporting an important function of the contact center



# Cisco IT's initiatives to meet business demand

- Speech Analytics
- Text Analytics
- Customer Journey Analyzer
- Webex Experience Manager





# Augmenting the Contact Center with Artificial Intelligence

Data, when combined with **artificial intelligence**, provides a powerful tool to enhance how contact centers engage with their customers proactively.



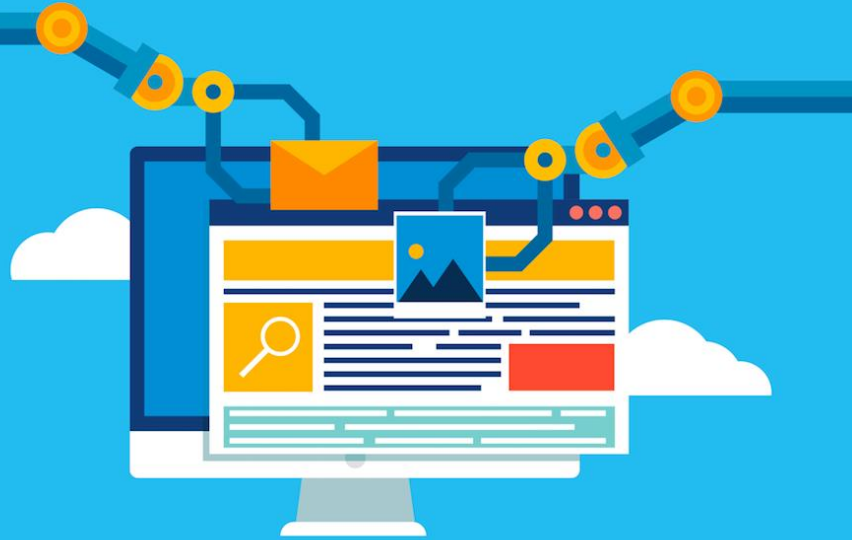
AI amplifies a contact center's performance, solves common problems, and **creates efficiencies** by automating repeatable tasks

Chatbots, conversational IVRs, and intelligent agents improve agent-customer experience, helps to minimize agent burnout, contributing to **improving quality of interactions** between human agents and customers

Source: <https://www.cisco.com/c/dam/en/us/products/collateral/contact-center/cc-global-survey-ebook.pdf?ccid=cc001193&oid=ebkco020889>



# AI, Automation, Proactive Engagement



Conversational IVR

Virtual Assistants

Agent Enablement

Toll-free Number Testing

UCCE Platform Monitoring

# Cloud adoption brings clear benefits

## Top 3 reasons for transitioning your contact center to the cloud

- 1 Simplification of administration and scalability
- 2 Keep software current at all times
- 3 Continuous feature delivery of advanced capabilities



Source: <https://www.cisco.com/c/dam/en/us/products/collateral/contact-center/cc-global-survey-ebook.pdf?ccid=cc001193&oid=ebkco020889>



# Cisco on Cisco Cloud

- Webex Contact Center
- Customer Journey Analyzer
- Voicea Call Transcription
- Webex Experience Manager



# Cisco Cloud Contact Center

## Considerations for Cisco's internal transition to cloud contact center

- 1 Complexity involved in transitioning to cloud
- 2 Existing global implementation of on-premises contact center infrastructure (UCCE)
- 3 Availability of customizations to meet business requirements



# A Hybrid Model



## Cisco IT transitions to cloud contact center

- 1 Maintain on-premises contact center infrastructure for contact centers that have large agent count, require customized integrations, or have presence in India
- 2 Move smaller contact centers with less demanding requirements or those currently using hunt groups to Webex Contact Center
- 3 New contact centers will be provisioned on Webex Contact Center
- 4 Take advantage of Cloud Connector in UCCE v12.5 to provide Customer Journey Analyzer and other cloud features to on-premises contact centers
- 5 Migrate on-premises contact centers to Webex Contact Center as feature parity becomes available



# Cisco's Contact Center Environment & Business Continuity Planning

# Cisco Global Contact Center

6700+ Agents



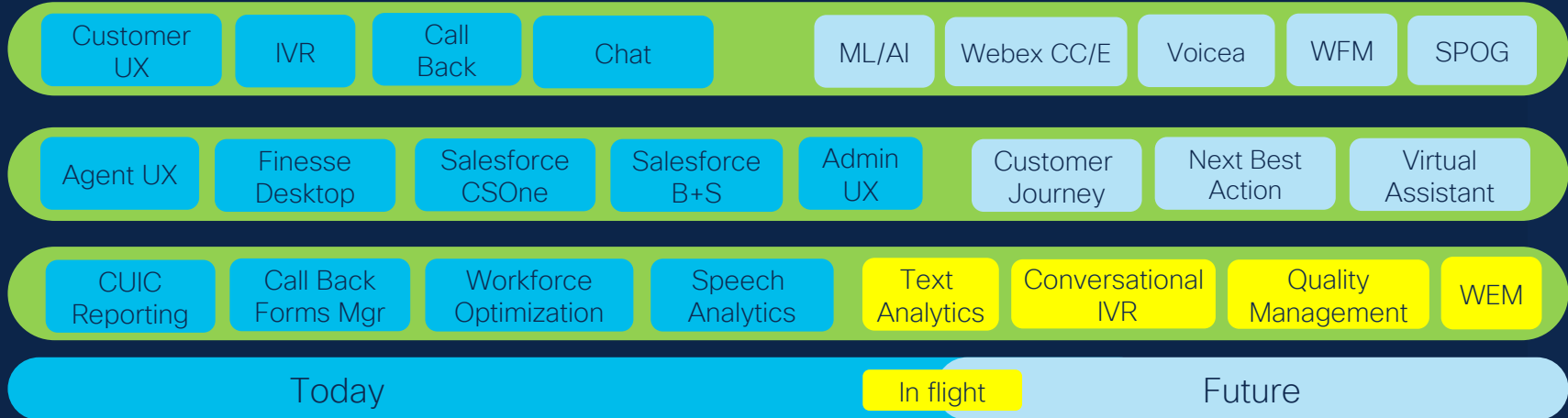
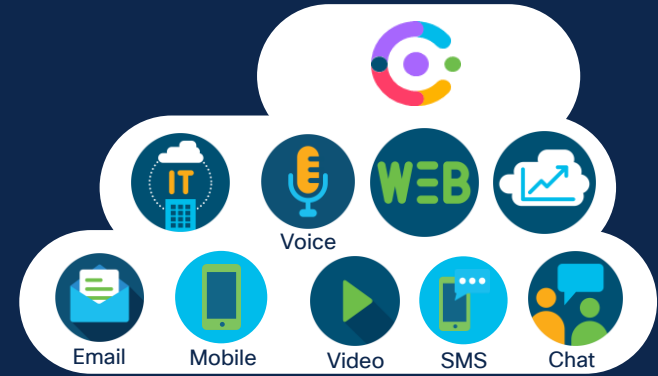
90+ Countries served



8M+ Calls



6 UCCE Nodes  
(AMS, BGL, HKG, RTP, SJC, SYD)



# Cisco's Contact Center Infrastructure Distribution



# Business Continuity Planning



**ARE YOU  
PREPARED?**

# Keep in mind...



## Are you using desktops?

### Response:

- Desktop as a Service
- Virtual Desktop infrastructure (VDI)
- Availability of laptop devices



## Employee transition to WFH

### Response: Employee best practices web page:

- Monitor timing of PC backups
- No streaming services
- Use only essential software



## Employee Remote Location

### Response: Employee home location:

- Speed Test
- Home use (other family members use of ISP)
- Availability of keyboard, monitor, etc



## Speed to deliver

### Response: Service delivery

- Corp Network access
- Client requirements
- New agent on-boarding

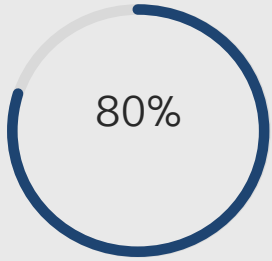


## Business Continuity planning

### Response:

- What's next
- Future alternatives
- Fully defined client requirements

# Work From Home Enablement



Preparedness



Enablement



Tools



Support



WFH in India

**Agent  
community  
awareness**

**Remote  
Access, VPN &  
Extranet**

**Jabber  
Multi-line**

**Global support  
availability, real  
time resolution**

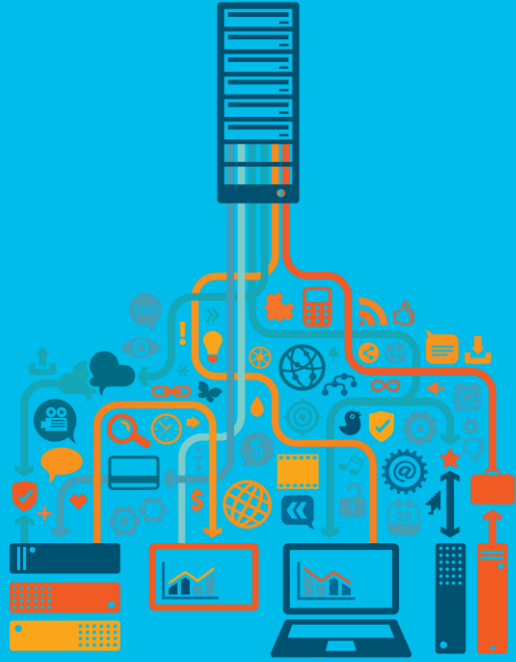
**DOT exception  
Agent Training**



# 3 Key Outcomes

Foundation for  
further transformation

# On-premises Infrastructure



# Cloud-connected Applications



# Voice & call metrics



# Channel diversity & data analytics



# IT as a Service



# IT as a Business Partner



# Questions?

We welcome any questions or opportunities for further dialogue

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Thank you





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