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CISCO *Live!*

Let's go

#CiscoLive



The bridge to possible

Unlocking Connected Digital and Human Customer Engagement

with Webex Contact Center and Webex Connect

Courtenay Godshall
Director, Product Marketing, Webex
PSOCCT-1011

cisco *Live!*

#CiscoLive

Cisco Webex App

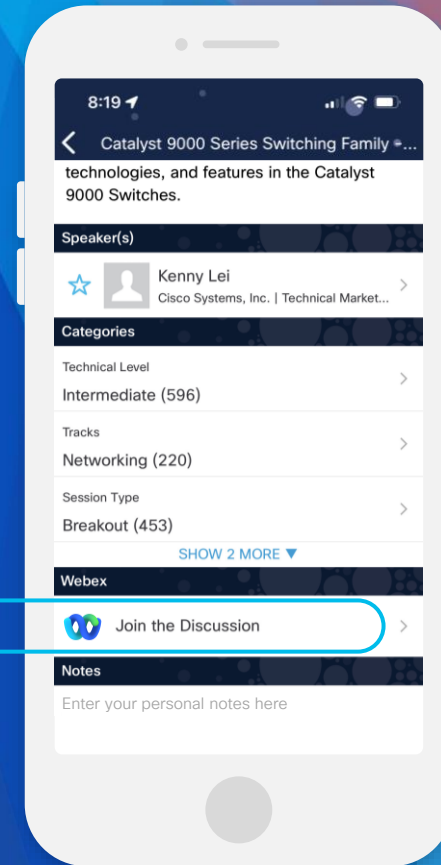
Questions?

Use Cisco Webex App to chat with the speaker after the session

How

- 1 Find this session in the Cisco Live Mobile App
- 2 Click “Join the Discussion”
- 3 Install the Webex App or go directly to the Webex space
- 4 Enter messages/questions in the Webex space

Webex spaces will be moderated by the speaker until June 9, 2023.



<https://cicolive.ciscoevents.com/cicolivebot/#PSOCCT-1011>

Agenda

- The new bar for customer experience
- Interview with First Horizon Bank
- How Webex connects the end-to-end customer experience across:
 - Automated digital messaging
 - Self-service
 - Human engagement

The new bar for customer experience

From

To

Tell us when you need something

Reach out before I need it

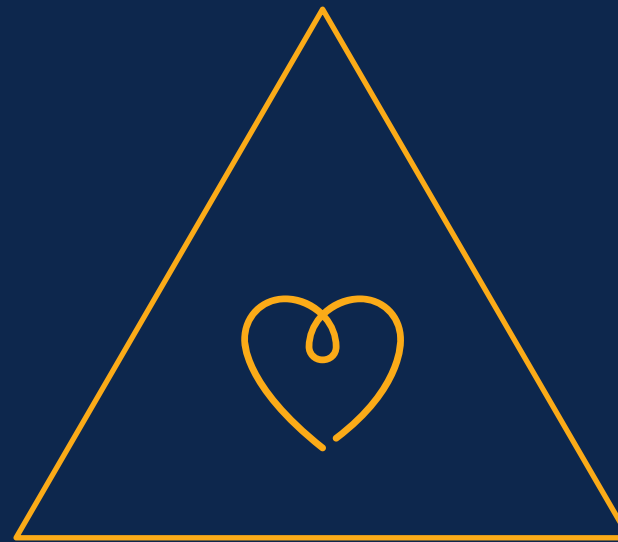
Waiting on hold

Solve it now

Repeating yourself

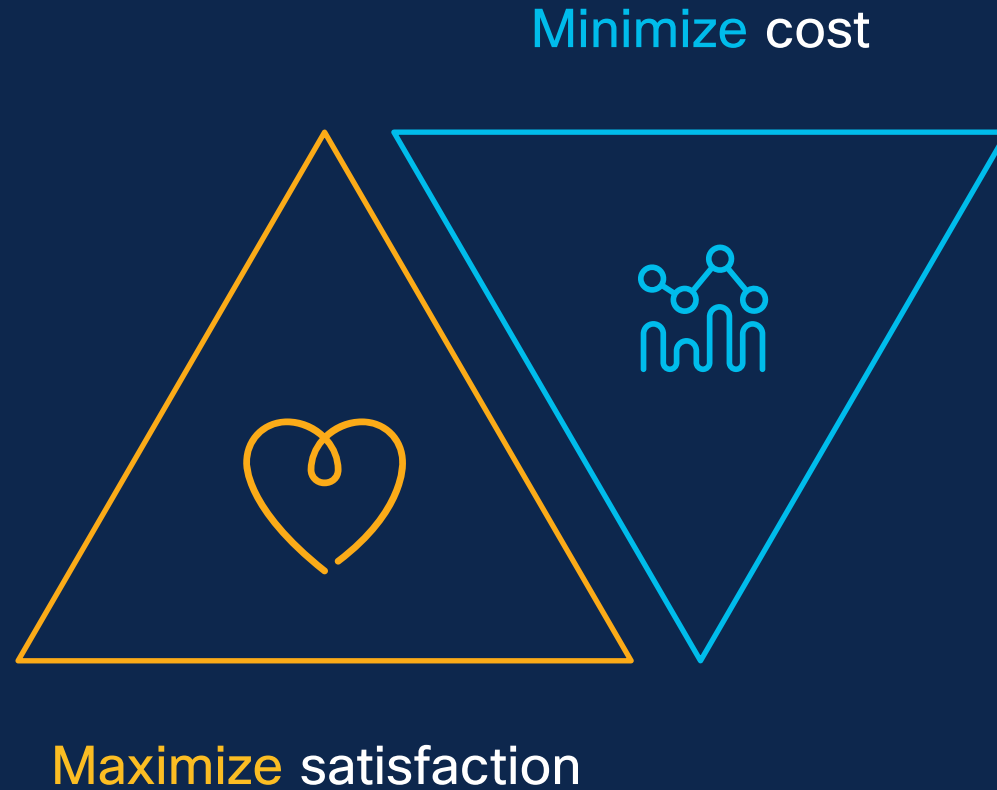
Know you & your history

The answer is not
to infinitely scale
human agents



Maximize satisfaction

Webex helps
achieve the ideal
balance for both
customers and
the business



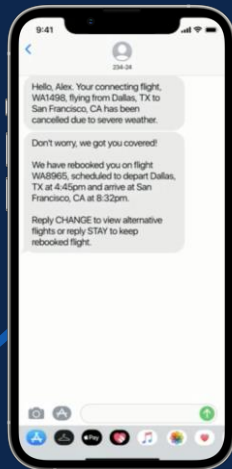
Webex delivers a fully connected journey

Across digital automation, self-service, and human engagement

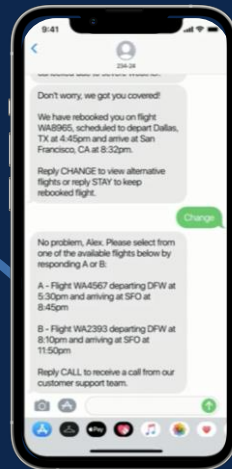
Digital automation and self-service

Human engagement

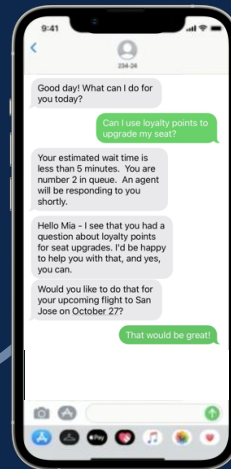
Digital automation follow-up



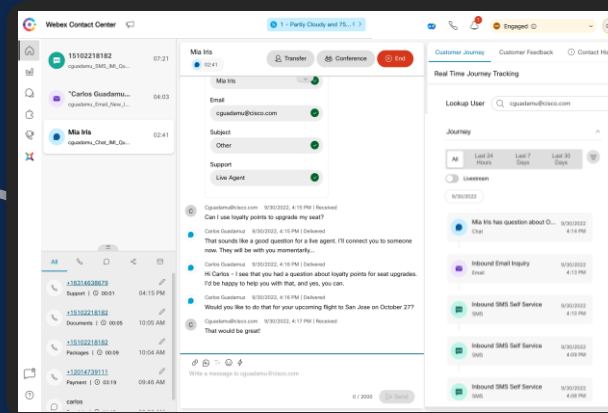
Proactive notification



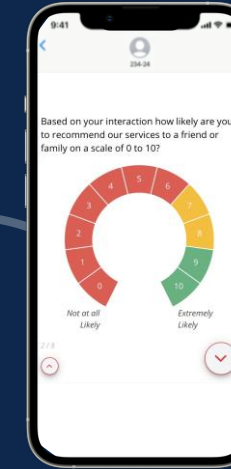
Self-service options



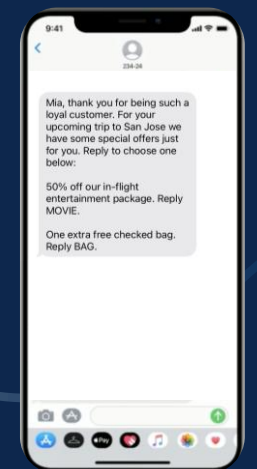
Handover to human agent



Contact center agent desktop with full customer context



Experience survey



Personalized offer

Webex Platform
AI, Security, Manageability

Jason O'Dell

VP, Voice Services
First Horizon Bank



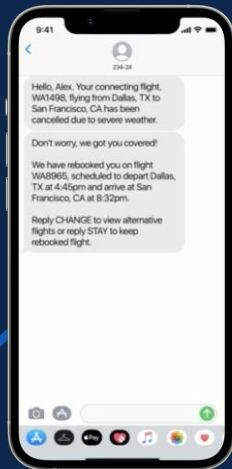
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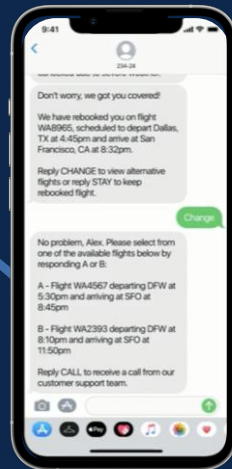
Digital automation and self-service

Human engagement

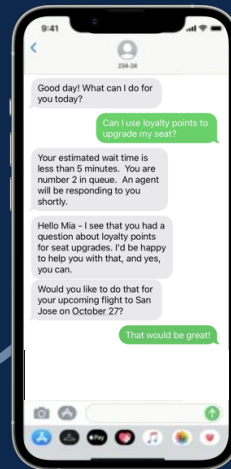
Digital automation follow-up



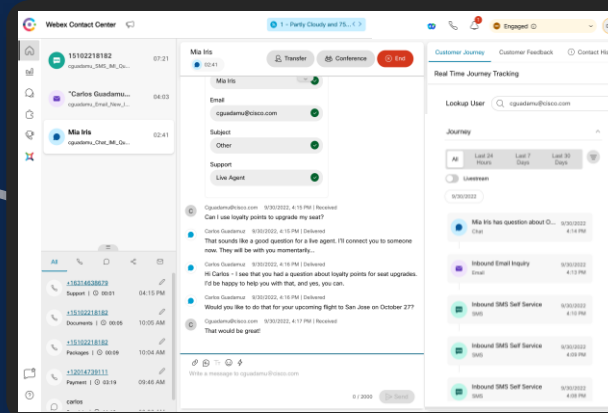
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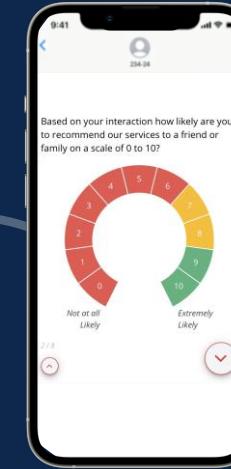
Self-service options



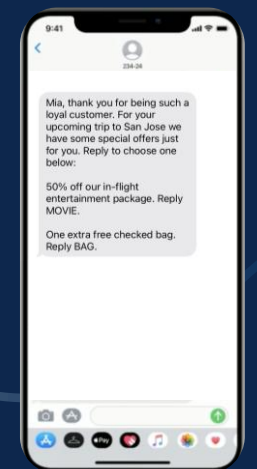
Handover to human agent



Contact center agent desktop with full customer context



Experience survey



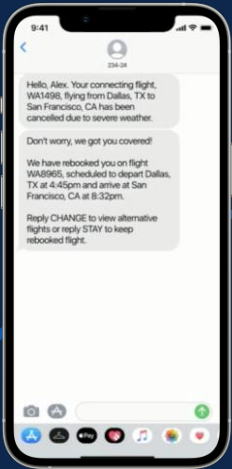
Personalized offer

Webex Platform
AI, Security, Manageability

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Across digital automation, self-service, and human engagement

Digital automation and self-service



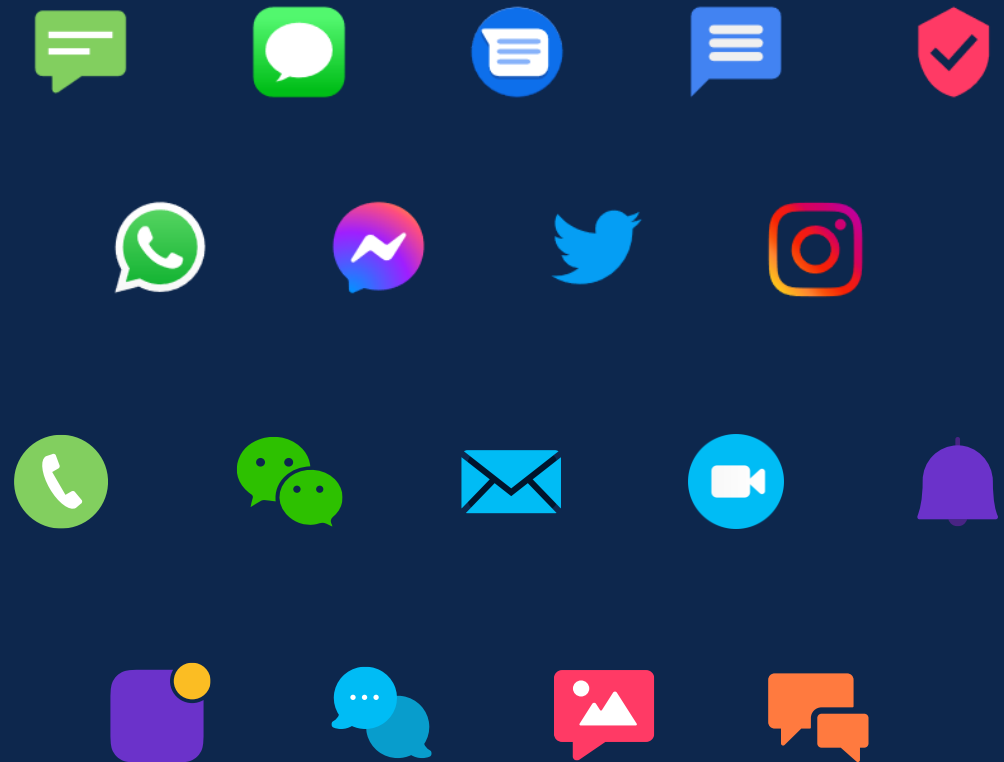
Proactive
notification

Proactive outbound communications

Engage customers on their channel of choice with personal, in-the-know communications to keep them informed and engaged.

25B+

Interactions per year

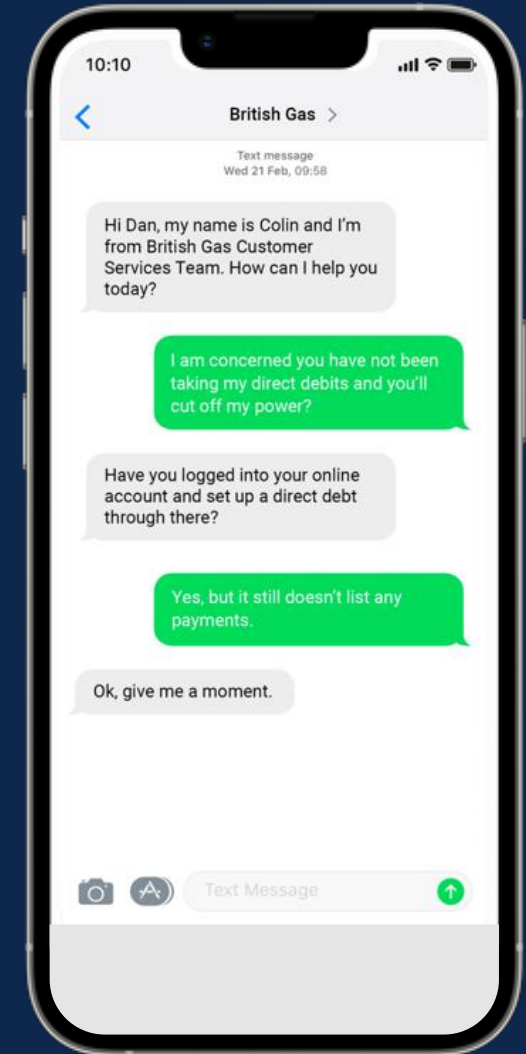


Inbound call deflection

- Automatically send a text link to chat directly with an agent
- For one customer, 20–30% of callers opted to chat, allowing for faster, more cost-effective service

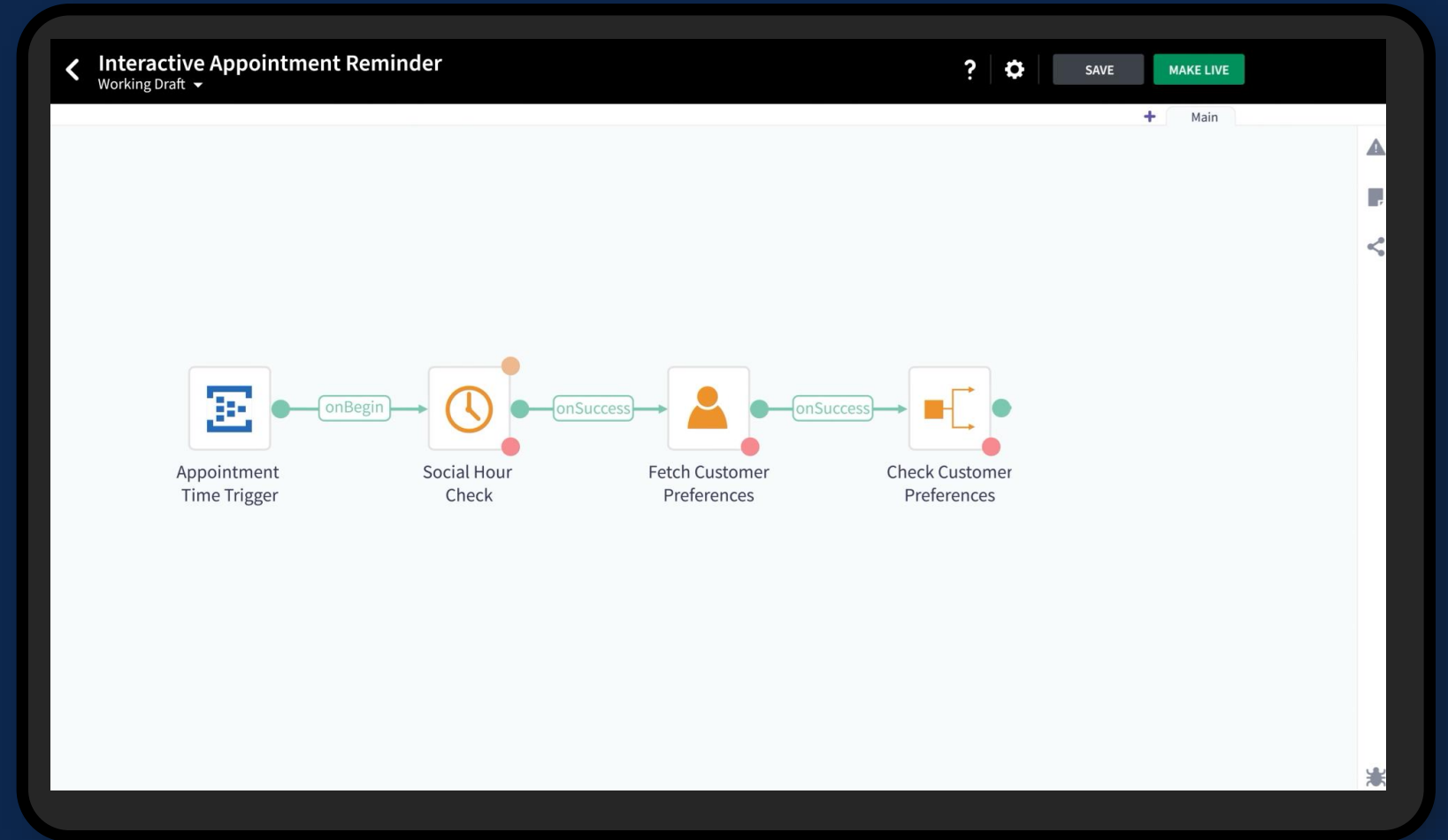


Webex Connect sends an outbound SMS to the customer's mobile



The agent begins to serve the customer over SMS via contact center desktop

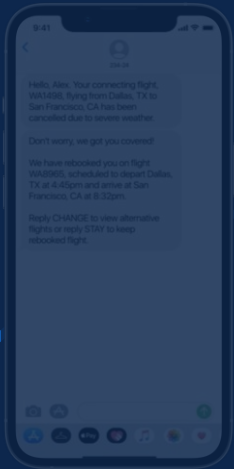
Orchestration for proactive, personalized customer journeys



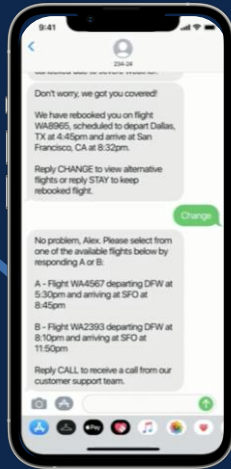
Webex delivers a fully connected journey

Across digital automation, self-service, and human engagement

Digital automation and self-service



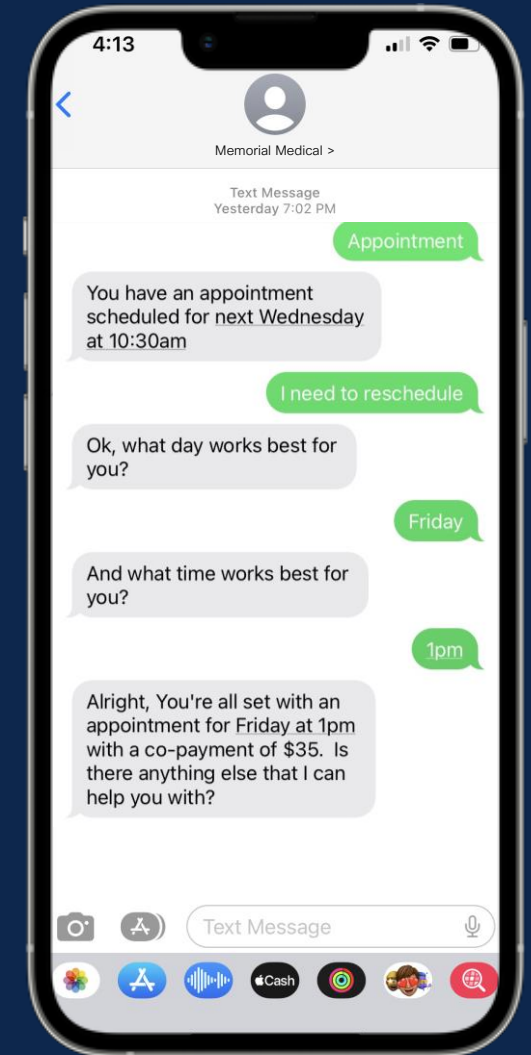
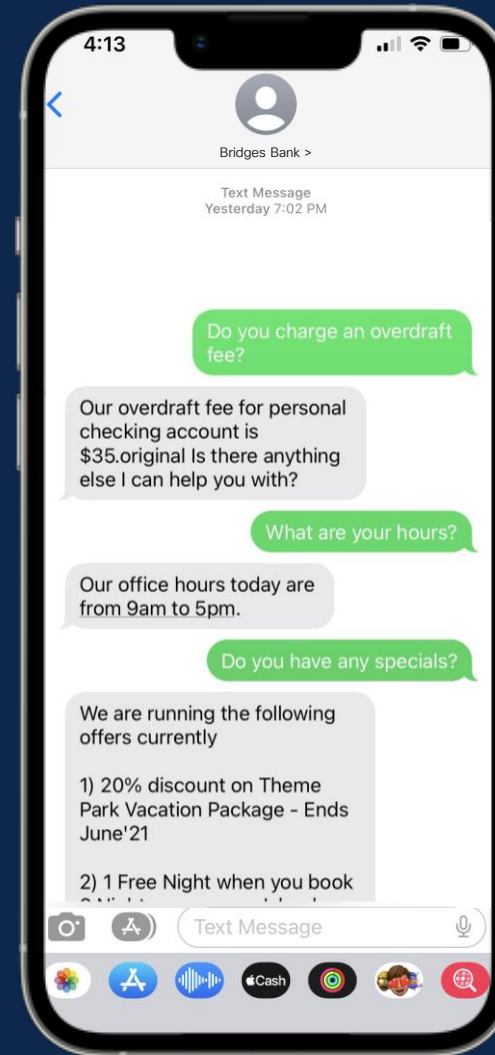
Proactive notification



Self-service options

Self-service with smart, conversational virtual agents

Any time, any where access for common questions and tasks with seamless escalation to a live agent if needed.



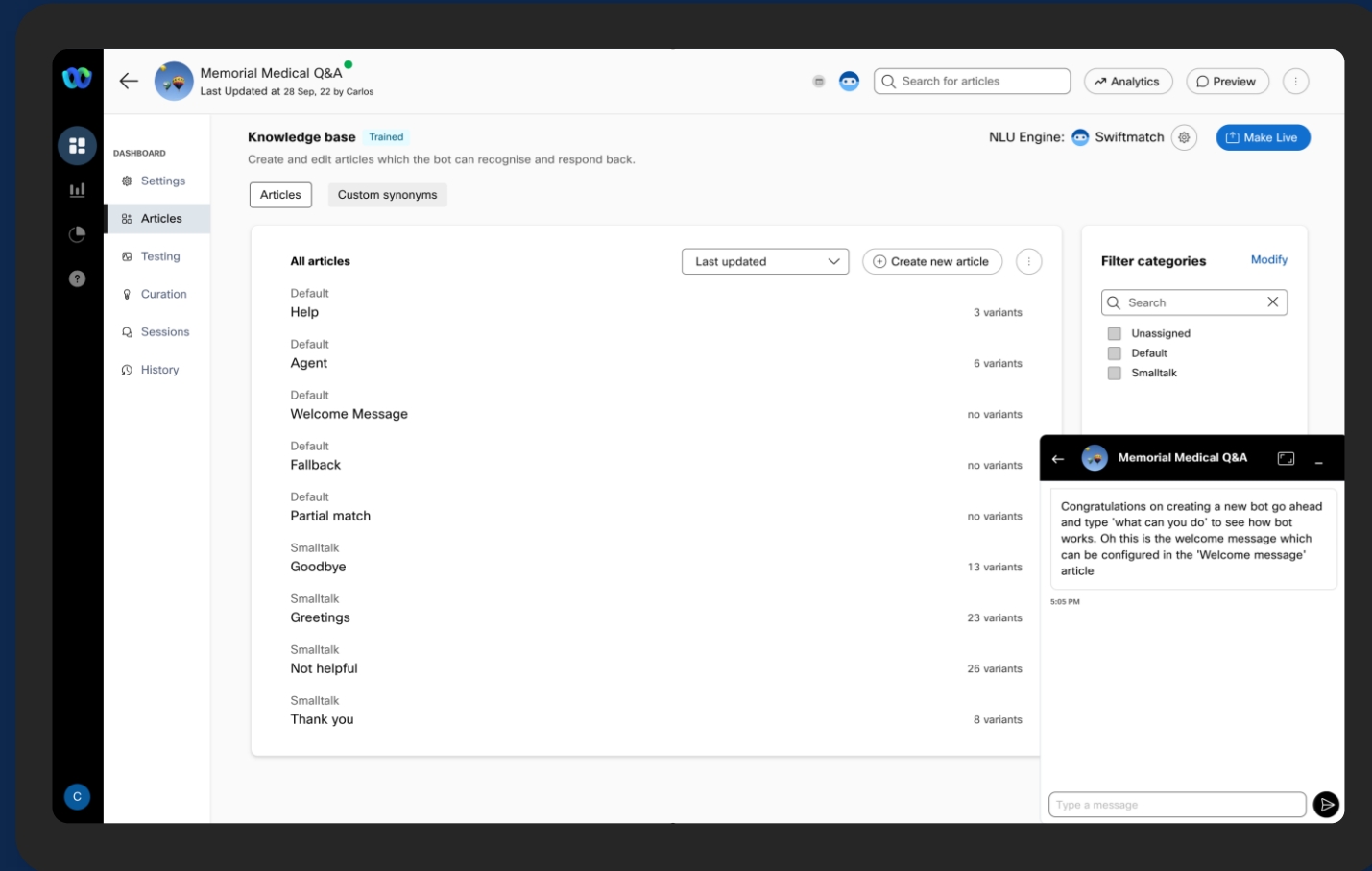
Manage and customize self-service with ease

Q&A Bots:

Use natural language understanding (NLU) to match customer questions match against a customizable FAQ knowledge base

Task Bots:

Sophisticated engine that obtains relevant data from users to guide multi-turn conversations



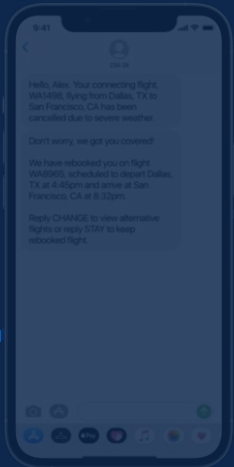
Customers can also use a Google Dialogflow node to integrate directly to their Google account

Webex delivers a fully connected journey

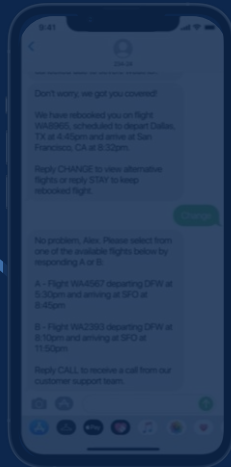
Across digital automation, self-service, and human engagement

Digital automation and self-service

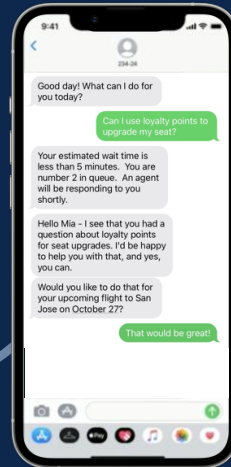
Human engagement



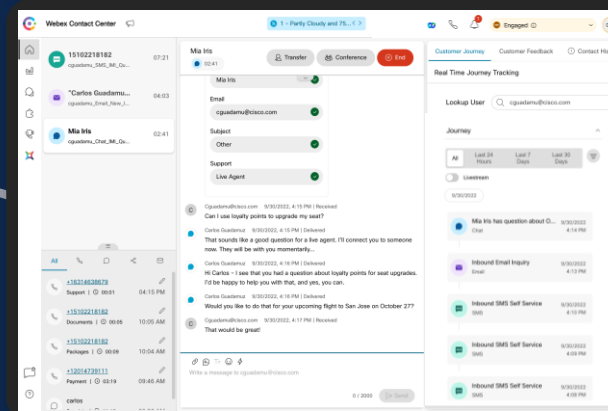
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Self-service options

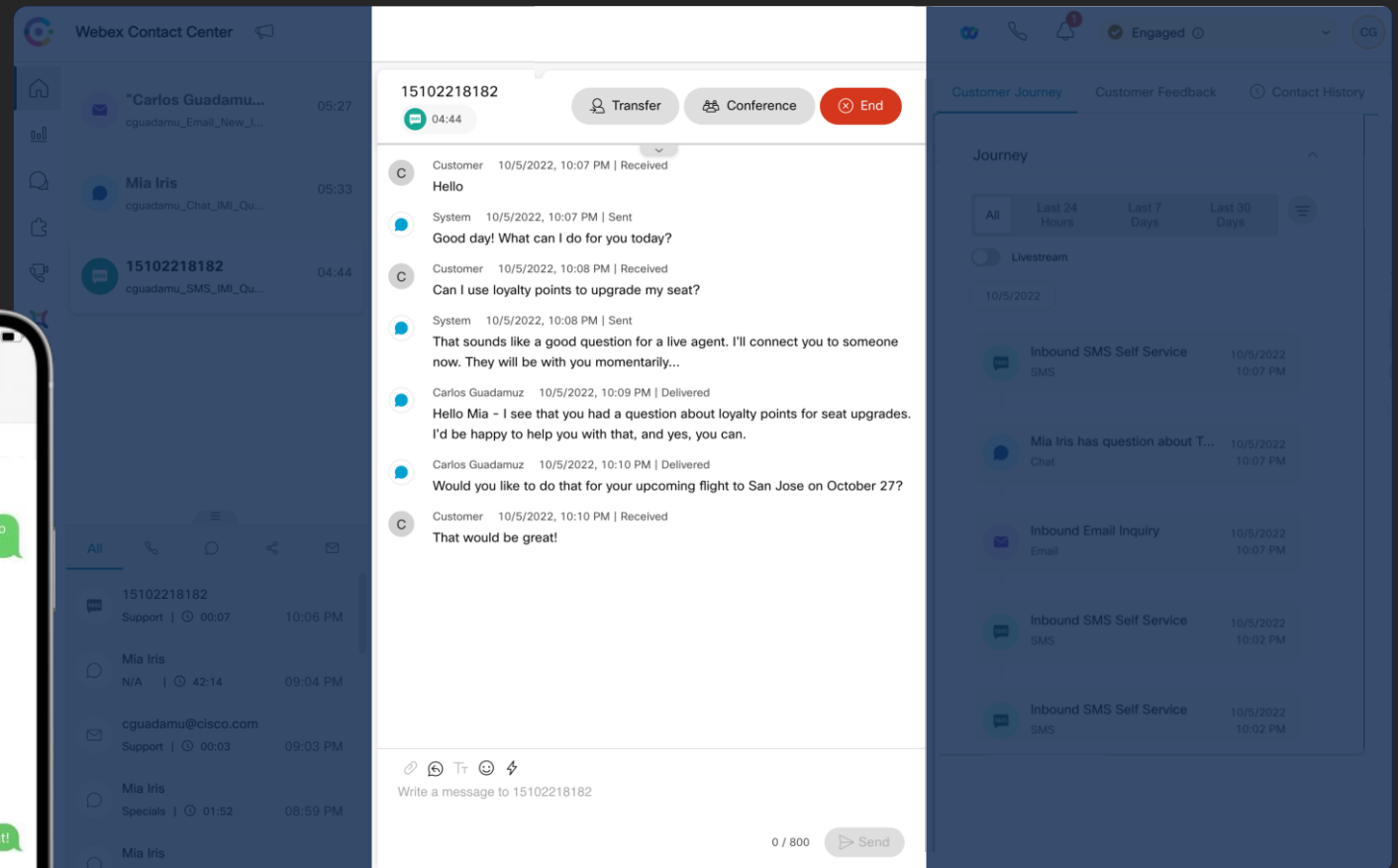
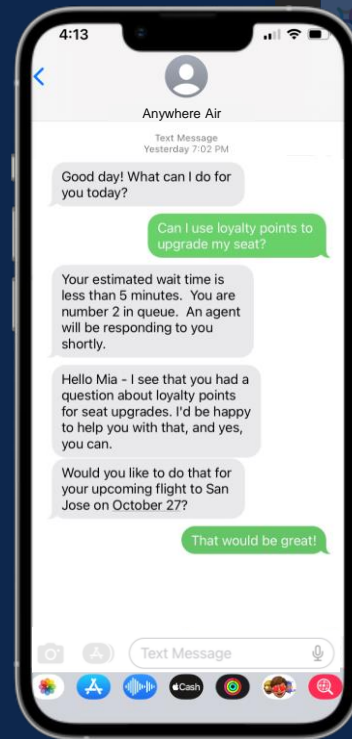


Handover to human agent



Contact center agent desktop with full customer context

Customer interaction history



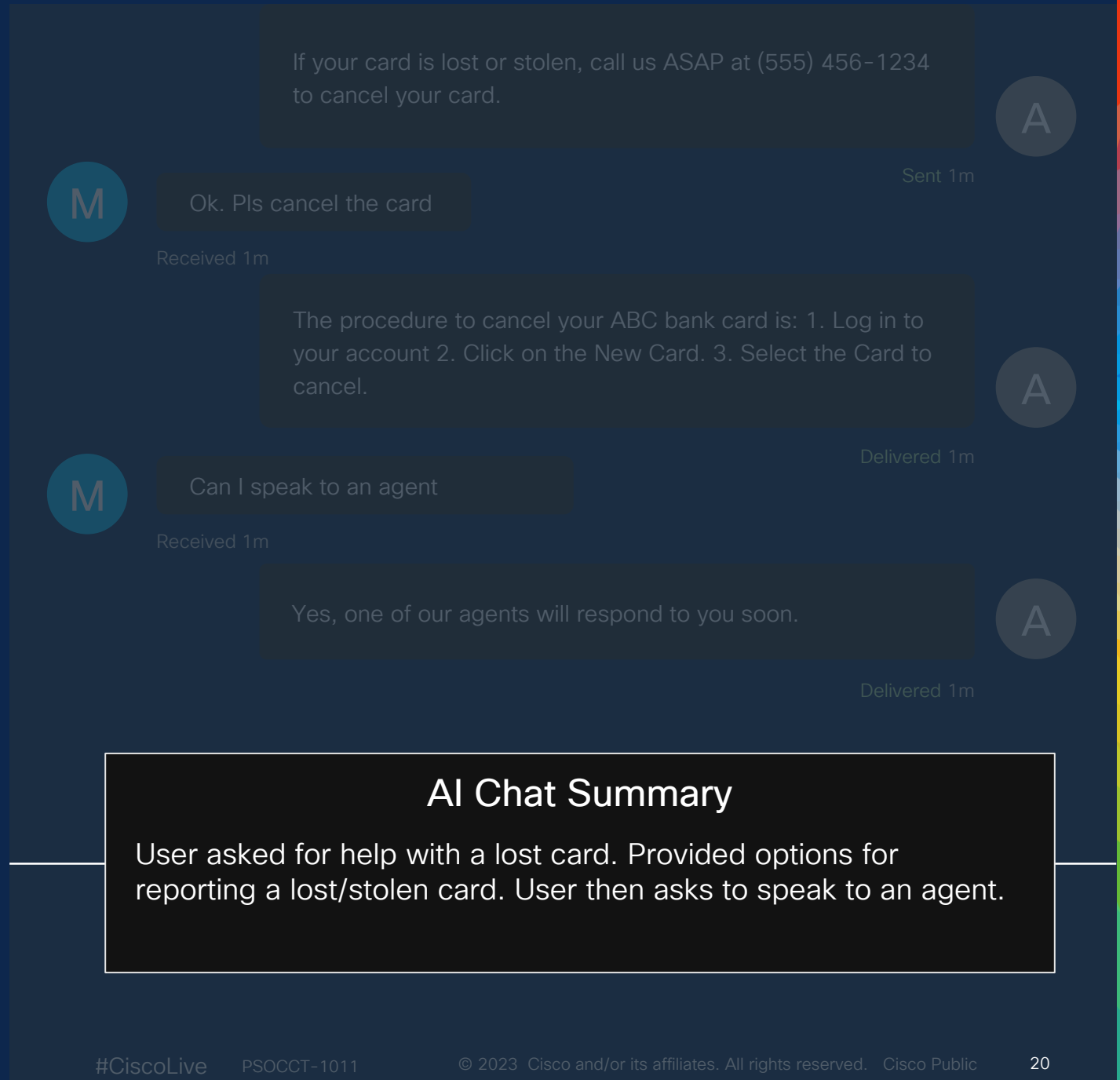
Complete
interaction history

Customer
journey data

COMING SOON

Conversation summaries

AI-generated chat and voice summaries to improve agent effectiveness



If your card is lost or stolen, call us ASAP at (555) 456-1234 to cancel your card.

Sent 1m

M

Ok. Pls cancel the card

Received 1m

The procedure to cancel your ABC bank card is: 1. Log in to your account 2. Click on the New Card. 3. Select the Card to cancel.

Delivered 1m

M

Can I speak to an agent

Received 1m

Yes, one of our agents will respond to you soon.

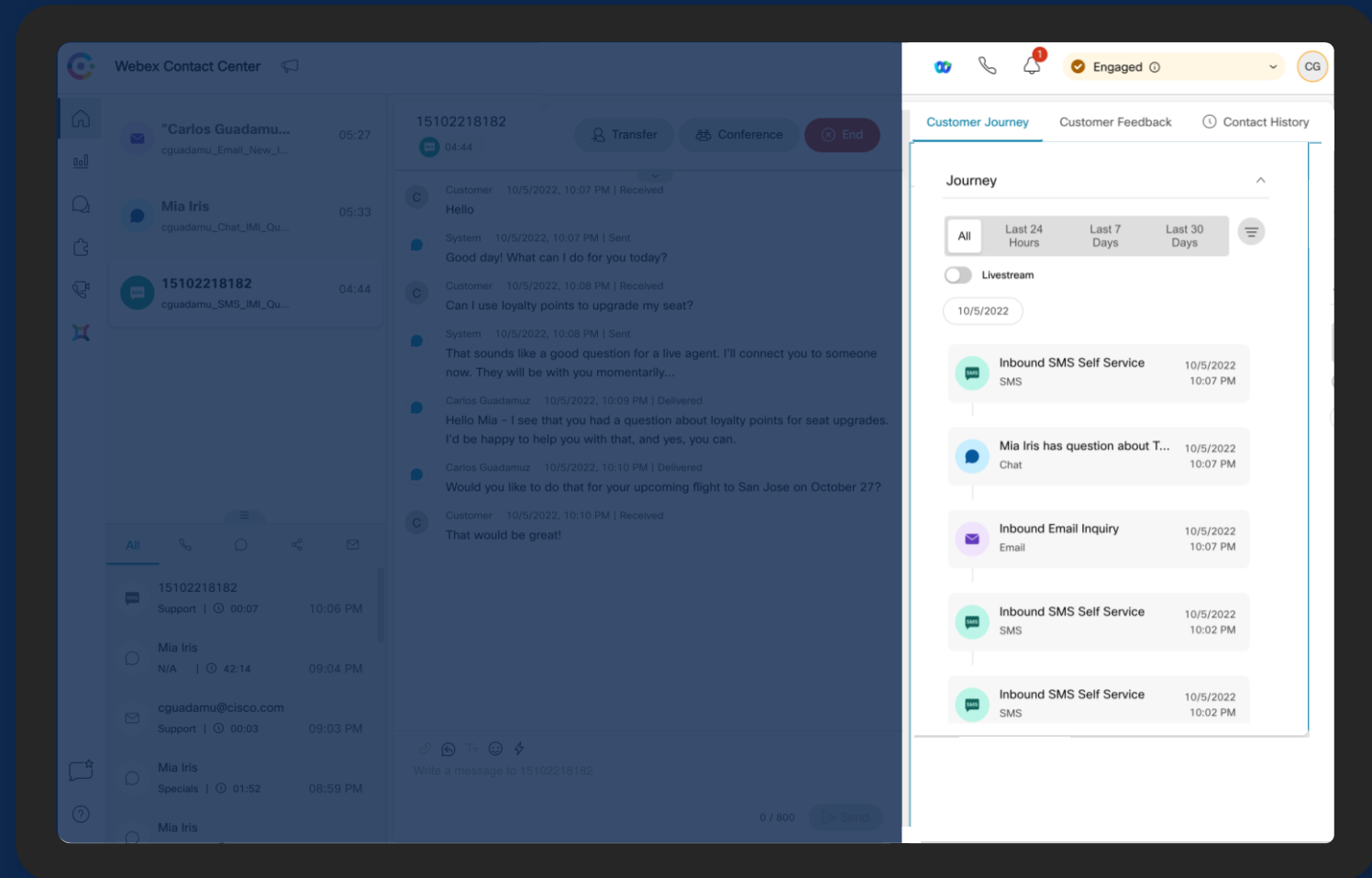
Delivered 1m

AI Chat Summary

User asked for help with a lost card. Provided options for reporting a lost/stolen card. User then asks to speak to an agent.

Real-time customer journey data

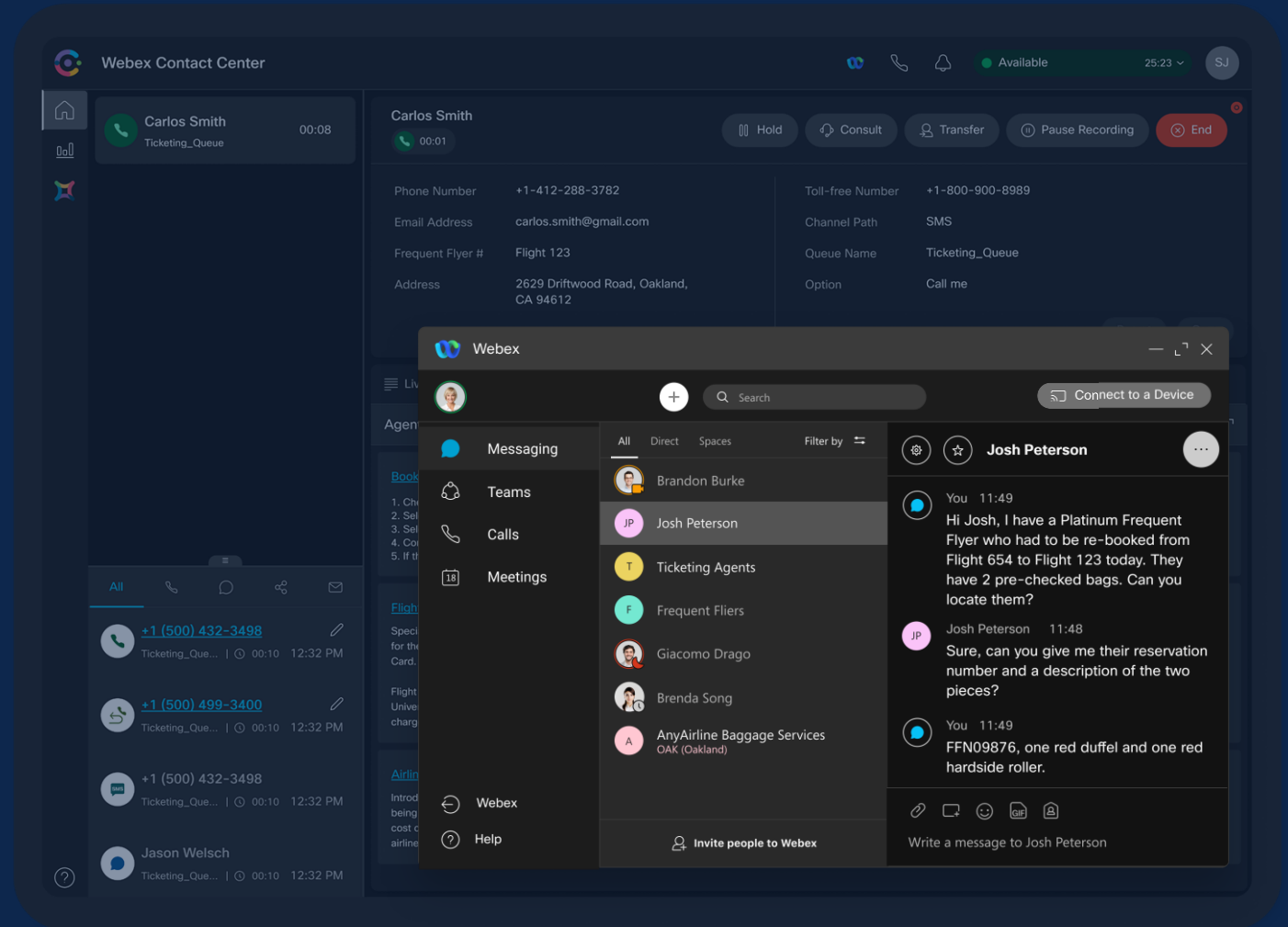
Relevant context from activities such as website engagement or order history.



Complete
interaction history

Customer
journey data

Access experts with integrated Webex App

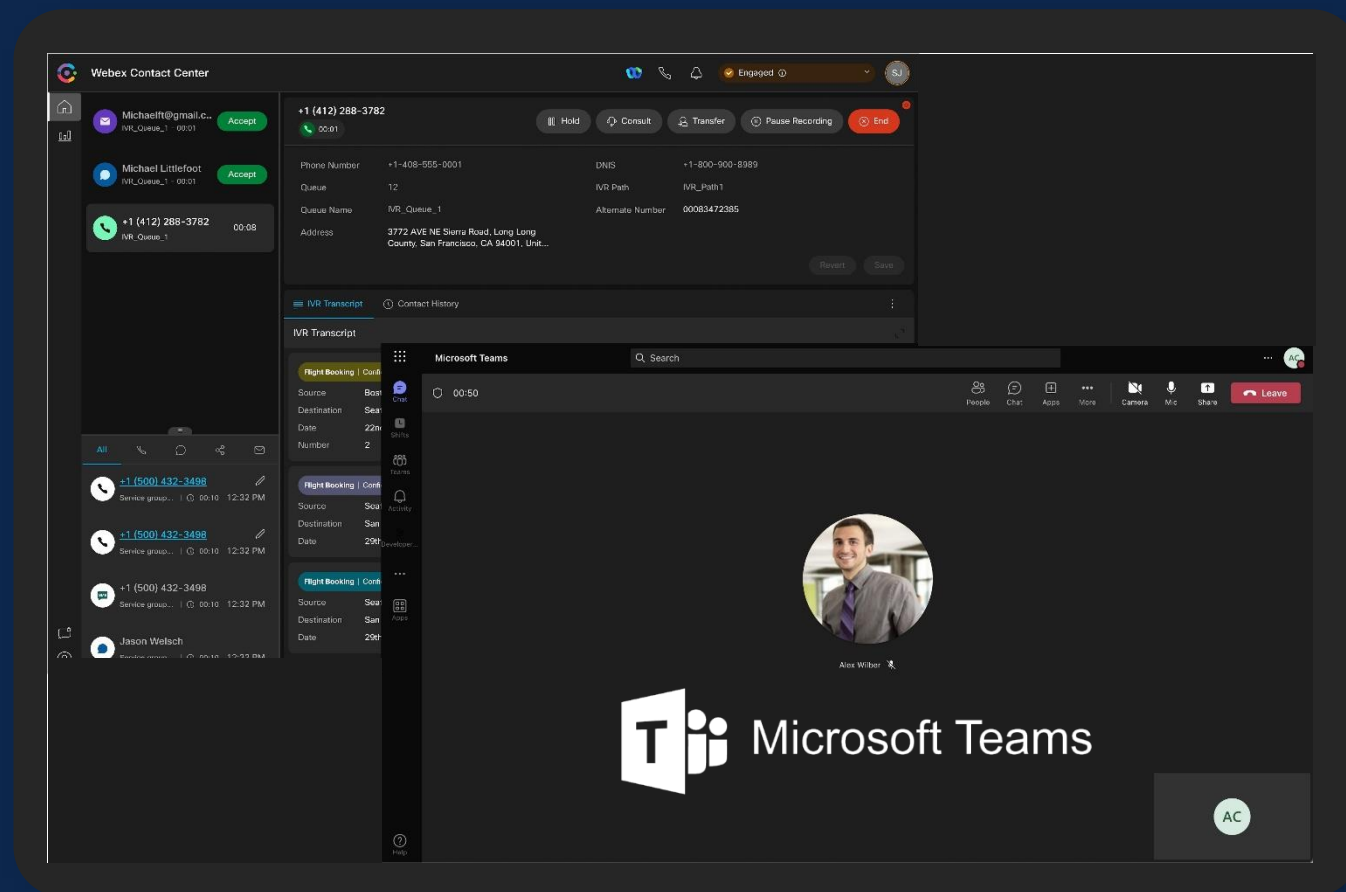


Microsoft Teams interoperability

Engage Teams-based experts with consolidated Azure directory and presence.

Conference or transfer to Teams users.

Skills-based routing of inbound calls from Microsoft Teams.



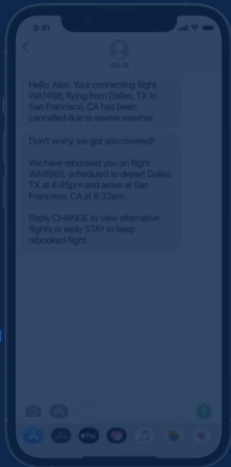
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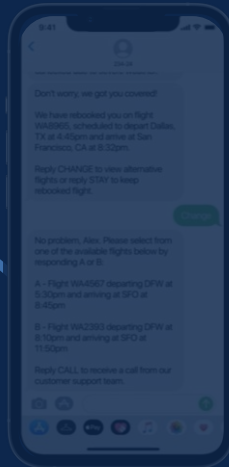
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Human engagement

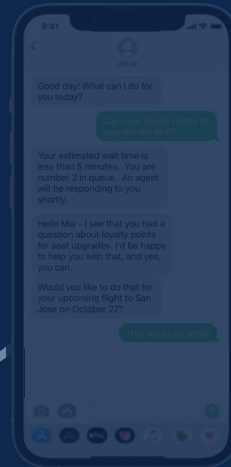
Digital automation follow-up



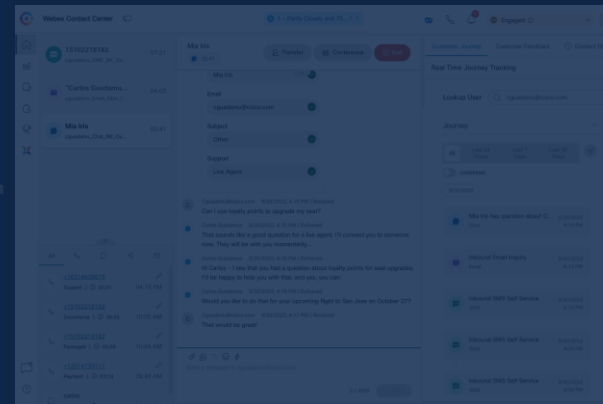
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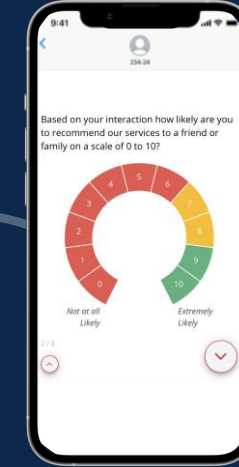
Self-service options



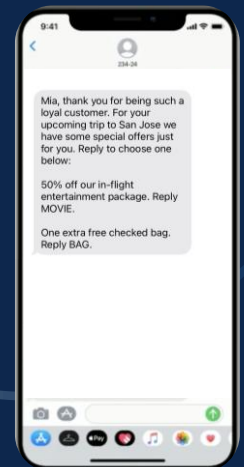
Handover to human agent



Contact center agent desktop with full customer context



Experience survey



Personalized offer

Webex Platform
AI, Security, Manageability

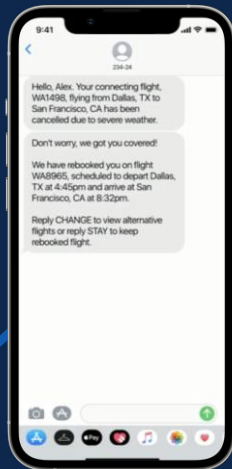
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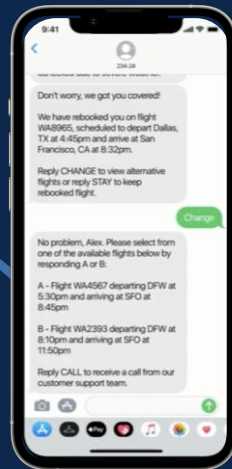
Digital automation and self-service

Human engagement

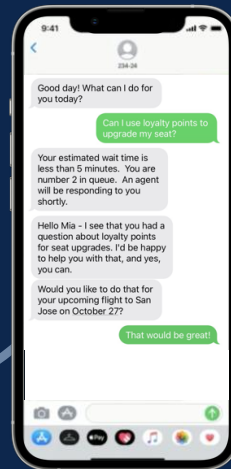
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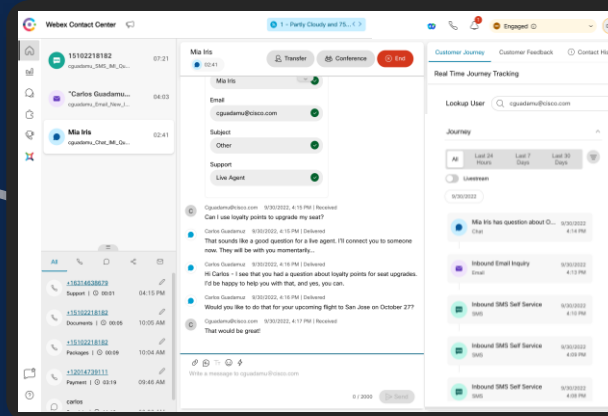
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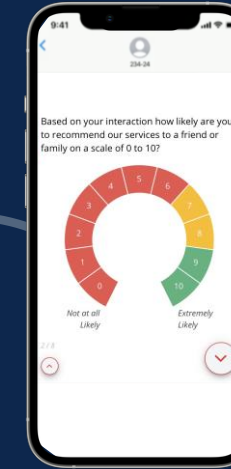
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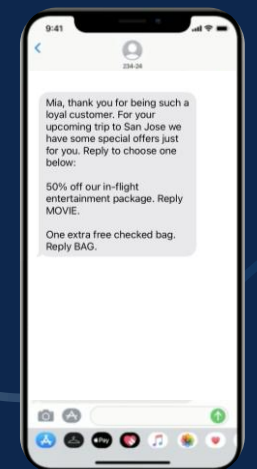
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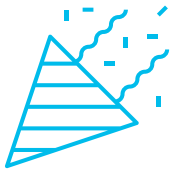
Experience survey



Personalized offer

Webex Platform
Security, AI, Manageability

Fill out your session surveys!



Attendees who fill out a minimum of four session surveys and the overall event survey will get **Cisco Live-branded socks** (while supplies last)!



Attendees will also earn 100 points in the **Cisco Live Challenge** for every survey completed.



These points help you get on the leaderboard and increase your chances of winning daily and grand prizes

Continue your education

- Visit the Cisco Showcase for related demos
- Book your one-on-one Meet the Engineer meeting
- Attend the interactive education with DevNet, Capture the Flag, and Walk-in Labs
- Visit the On-Demand Library for more sessions at www.CiscoLive.com/on-demand



The bridge to possible

Thank you

CISCO *Live!*

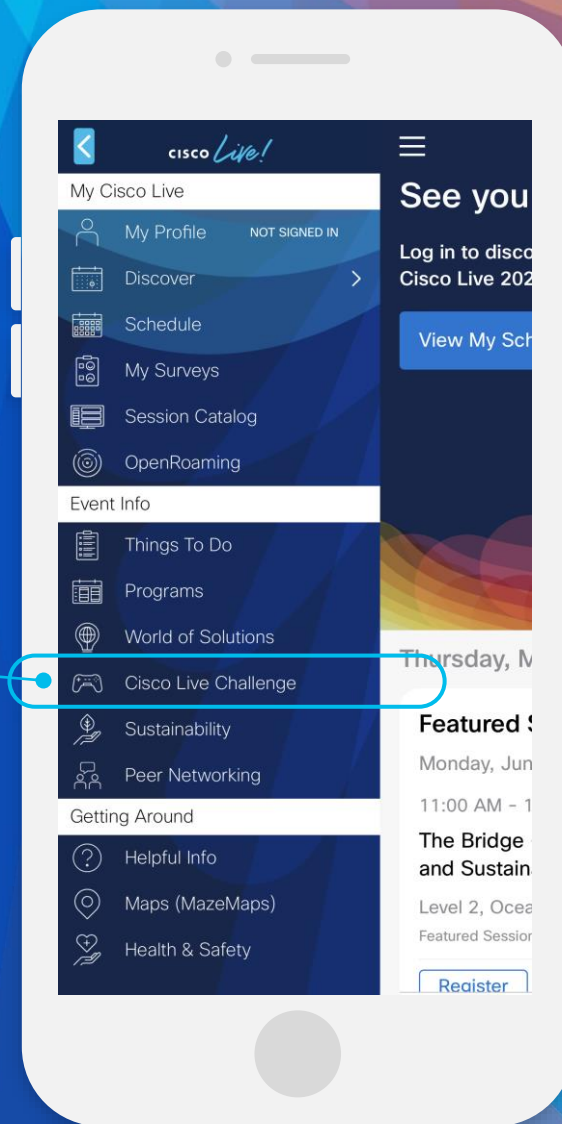
#CiscoLive

Cisco Live Challenge

Gamify your Cisco Live experience!
Get points for attending this session!

How:

- 1 Open the Cisco Events App.
- 2 Click on 'Cisco Live Challenge' in the side menu.
- 3 Click on View Your Badges at the top.
- 4 Click the + at the bottom of the screen and scan the QR code:



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