CISCO *Live!*

Let's go

Orchestrating & automating customer interactions with Webex Connect

Brian Heikes
Director, Product Management
PSOCCT-1009

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://ciscolive.ciscoevents.com/ciscolivebot/#PSOCCT-1009

Agenda

- Introduction

- The Experience Challenge

- Webex Connect Introduction

- Platform Capabilities

- Roadmap

- Conclusion

Customers have unique journeys...
...that they expect to be connected

CHANNELS

- In-person
- Video
- Phone
- Live Chat
- Bot
- Web / App
- Point of Sale

HUMAN INTERACTION

DIGITAL INTERACTION

Time

Purchase   Delivery   Support   Retention
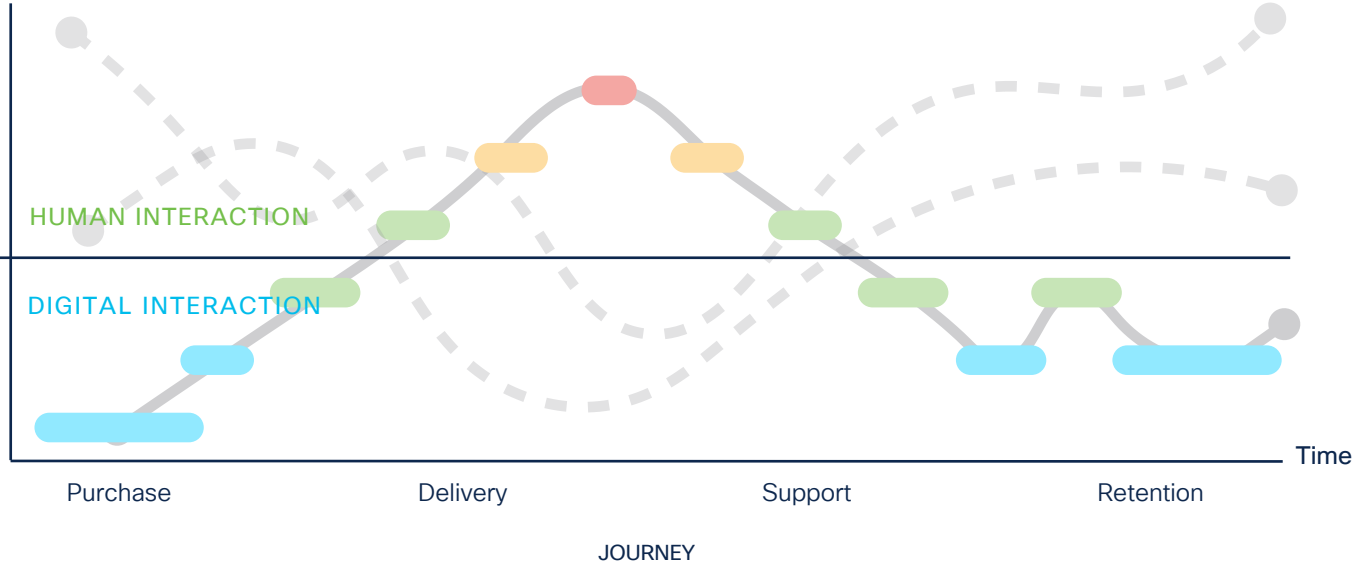
JOURNEY

Connected customer journeys

Digital automation and self-service

Human engagement

Digital automation follow-up
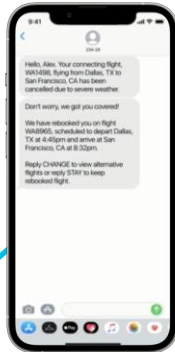
Proactive
notification
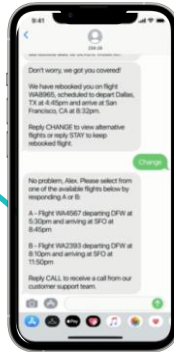
Self-service
options
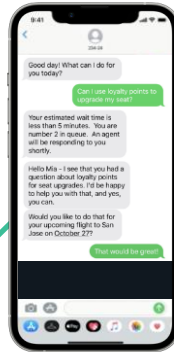
Handover to
human agent
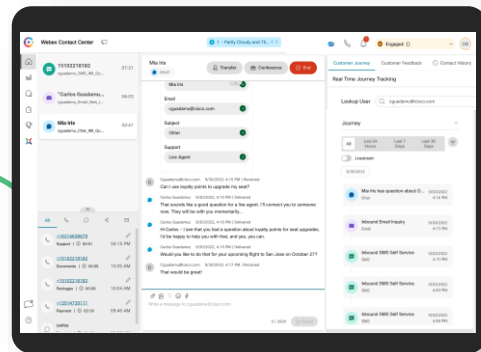
Contact center agent desktop
with full customer context
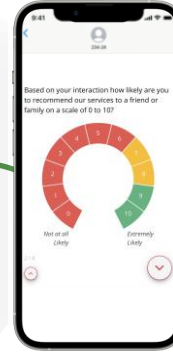
Experience
survey
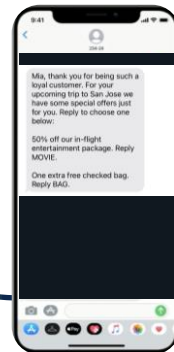
Personalize
d offer

Customer Journey

6

An ever-evolving landscape
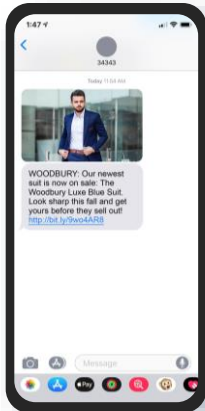
SMS/MMS
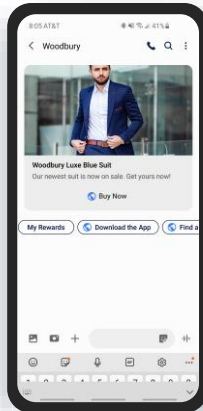
RCS
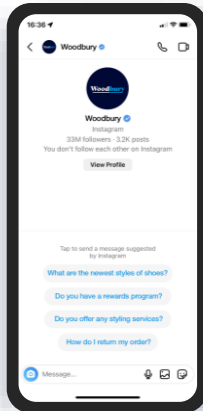
Instagram
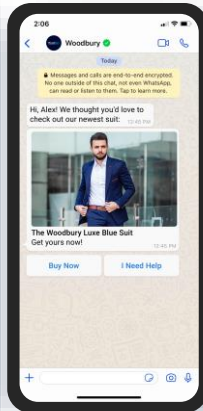
WhatsApp
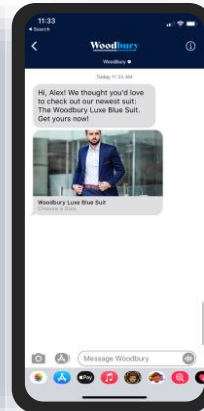
Apple Messages for Business
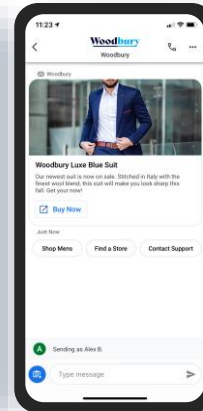
Google's Business Messages
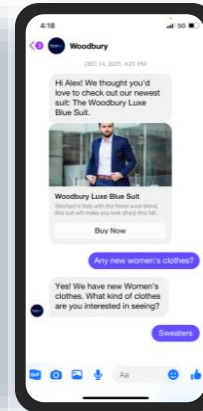
Facebook Messenger
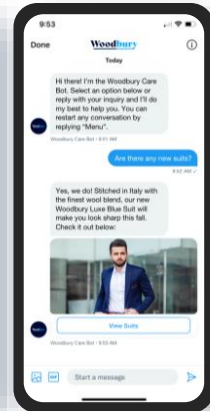
Twitter Direct Messages

Enterprises have many journey to orchestrate

Core business systems <--> <--> <--> Channels
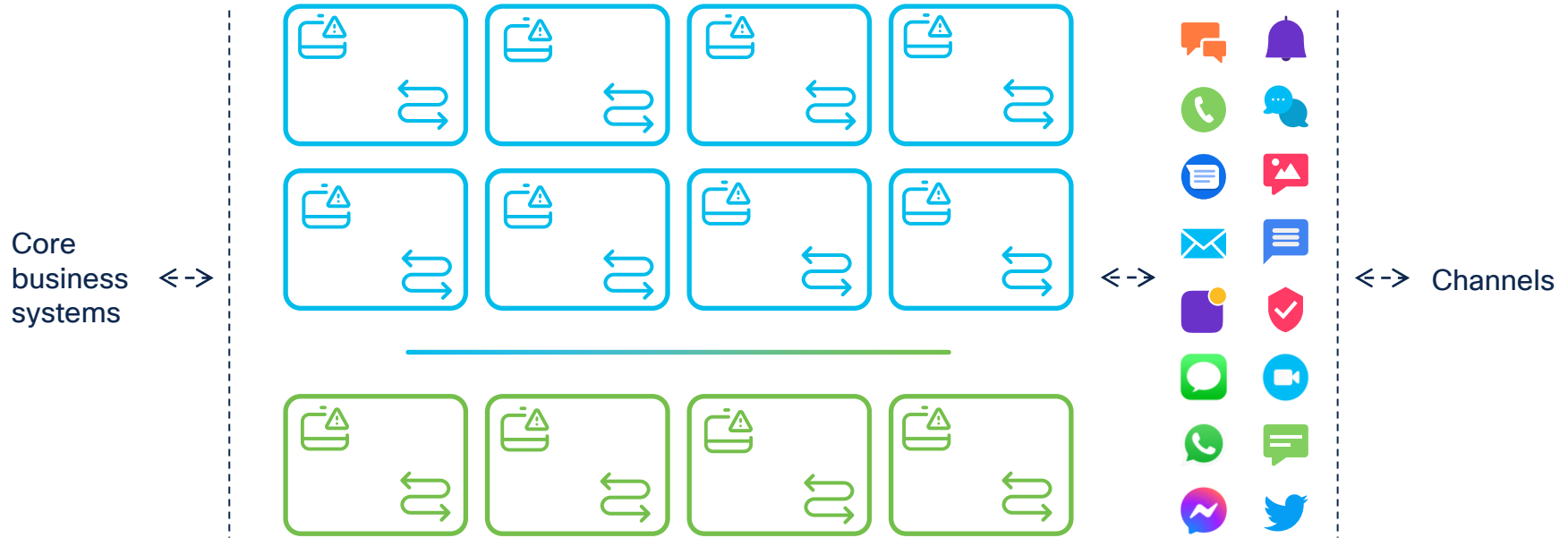
Centralized cloud communications platform for connected, omnichannel customer journeys

Core business systems <->

Cloud Communications Platform (CPaaS)

webex Connect

<-> Channels

Webex Connect is a flexible CPaaS platform to meet enterprise needs

Messaging APIs and SDKs

"I need a **single API** for SMS and Push messaging"

"I want to send out alerts & notifications **at scale**"

Solutions to specific problems

"I want to provide **pro-active notifications** for order status"

"I want to provide more **granular appointment notifications** for my customers"

Platform / Product sale

"I want to ensure my customers have a **multi-channel experience**"

"I want to **centralize all digital communications**"

APIs and SDKs for enterprise developers
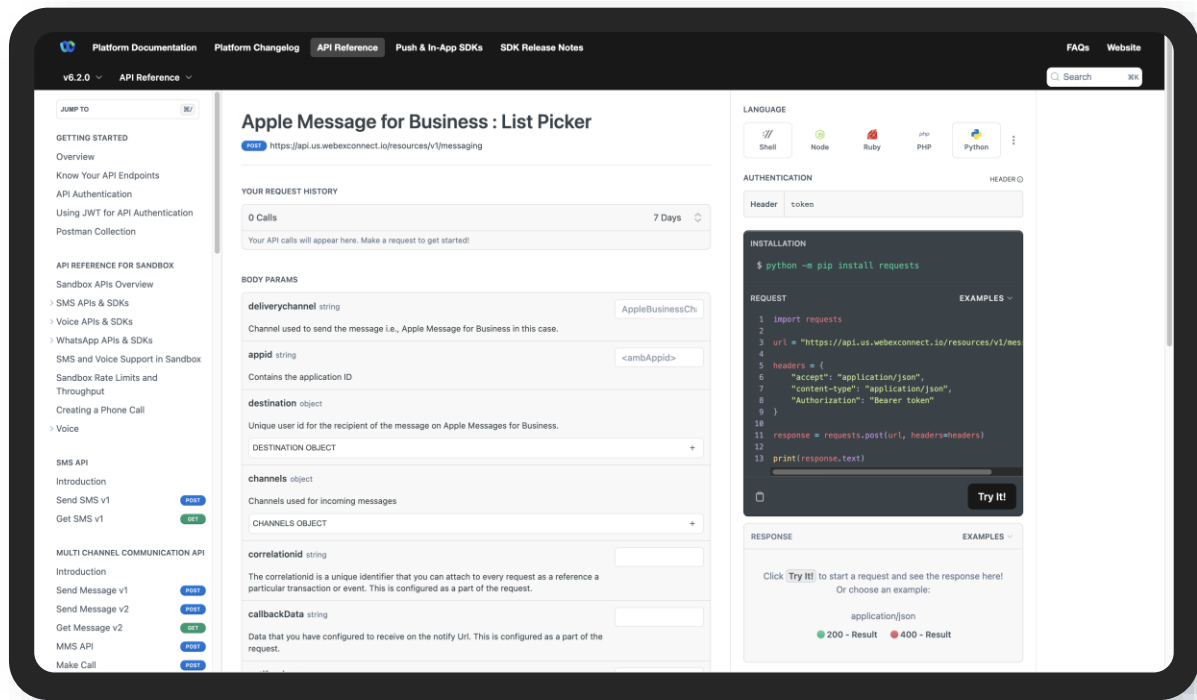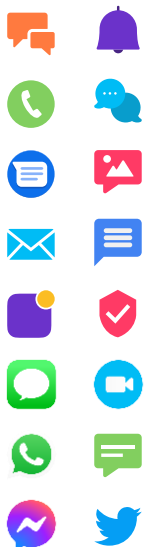
Low-code 'configure' approach for IT and line of business
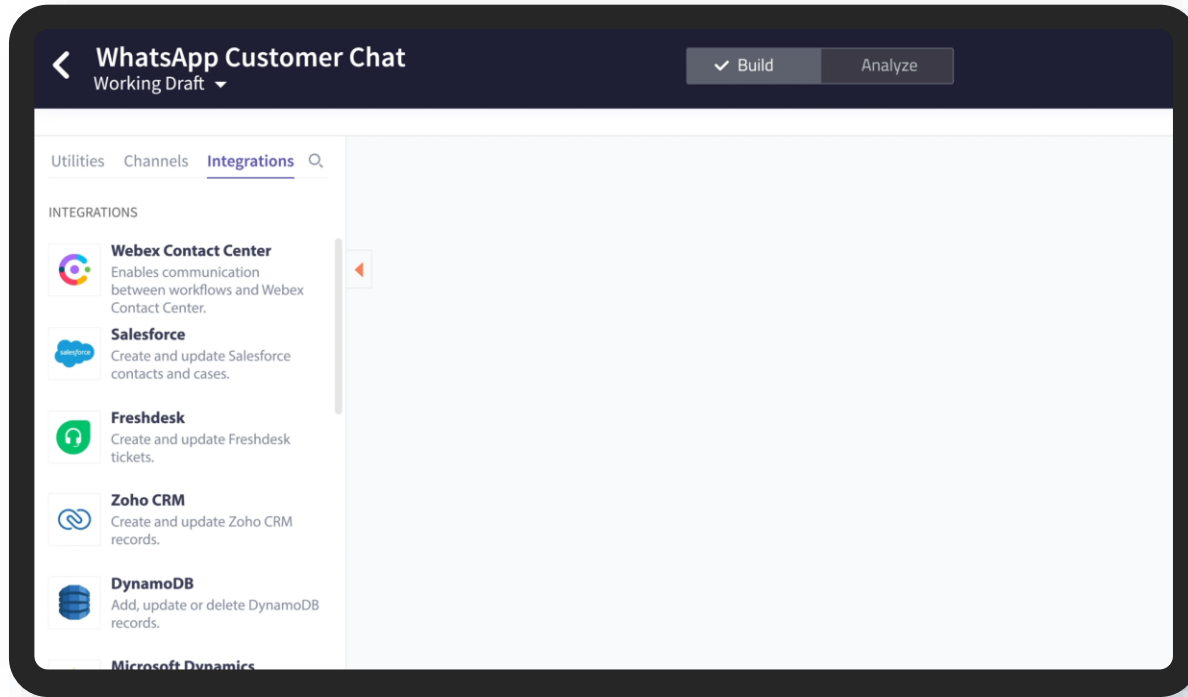
Tools to support
enterprise developers

Developer Sandbox & API Collections
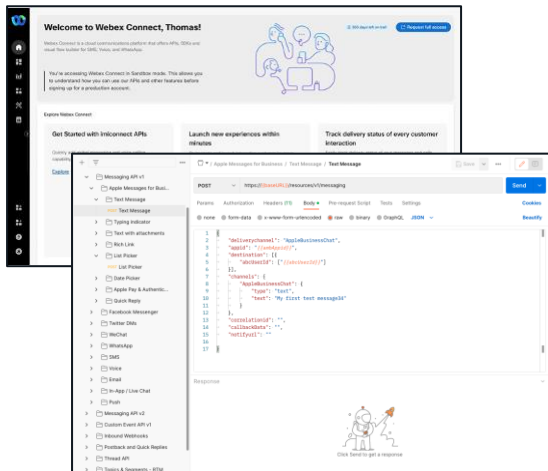
Training & Library self-help
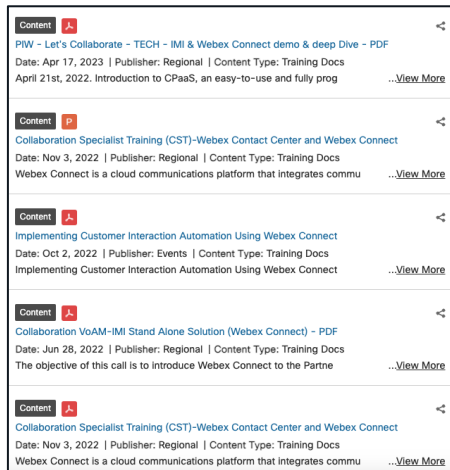
Community Forum
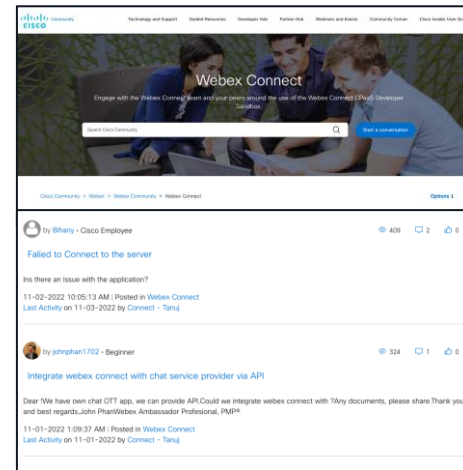
Recent Recognition

- Cisco recognized as a **<u>Leader</u>** in IDC MarketScape for CPaaS 2023

- Recognized for a range of CPaaS solutions, reliable and scalable platform, and extensive experience

- IDC notes: *"consider Cisco when you are a large enterprise company with diverse customer engagement requirements"*

Future Digital Awards

Gold Award

CPaaS Provider of the Year & Best RCS Initiative

Telco Innovation Awards 2023

presented by
JUNIPER RESEARCH

Webex Connect is a low-code, fully programmable enterprise CPaaS offering

Delivering six key capability areas for richer, smarter experiences

webex Connect

INTELLIGENT ENTERPRISE CONTROL CENTER

Core business systems

<!-->

Integrations setup & management

Business logic & flow orchestration

NLP, NLU & AI powered conversation automation

Communication channel management

SERVICE ASSURANCE & INFRASTRUCTURE MANAGEMENT

< - >

< - > Consumers
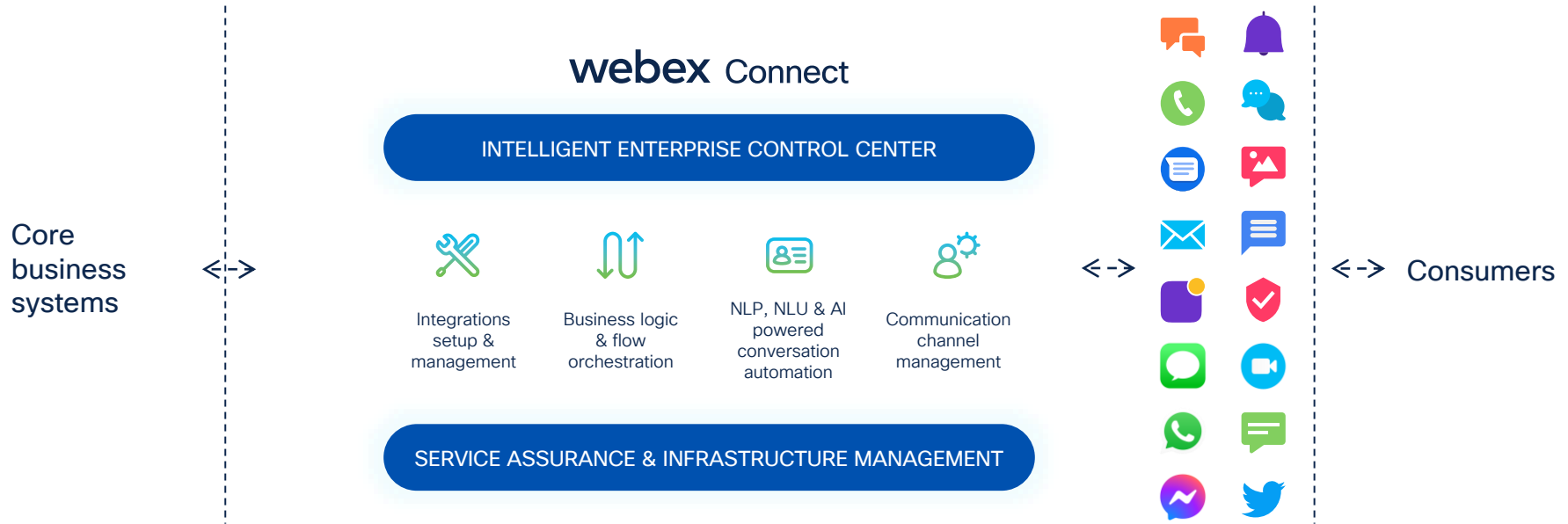
Building blocks for great customer experiences

- Escalate to customer support agents when required

To continue using your service on +1 348 758 9770 after 8 days, top up your account by $35 + taxes $2.50 = $37.50. To use your saved credit card ending 4321, simply reply YES to this message. Reply STOP to opt-out of messages.

- Customer preferences
- Customer authentication

- System/database look ups
- Data persistence

- Send/receive messages
- Make/receive calls

- Understand customer intent
- Converse in natural language

- Invoke partner services

- Fulfil customer requests

Social Hour

Database

Send SMS

NLP

Webex Contact Center

HTTP Request

Salesforce

Validate OTP

Data Parser

Receive

Sycurio

Drag-and-drop building blocks

Quickly configure business logic and workflows for digital communications

Custom business logic
Add custom code using the Evaluate node.

Variables
Store information and share between flow nodes using variables.

External Connections
Make HTTP requests to external API services and process the response.

Evaluate
Run custom java script to branch flow based on code outcome.

Branch
Run custom Java script and branch flow based on decisions.

HTTP request
Make a HTTP request to your server and process the response.

Delay
Pause the flow for a preset duration or until a fixed date-time.
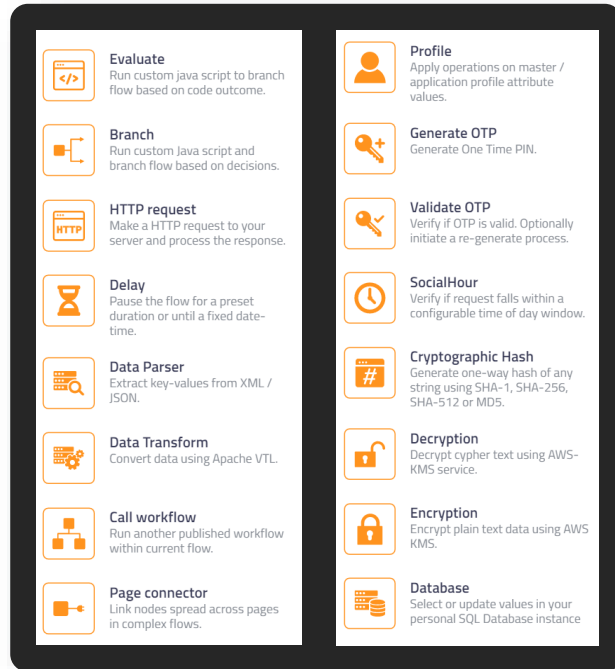
Data Parser
Extract key-values from XML / JSON.

Data Transform
Convert data using Apache VTL.

Call workflow
Run another published workflow within current flow.

Page connector
Link nodes spread across pages in complex flows.

Profile
Apply operations on master / application profile attribute values.

Generate OTP
Generate One Time PIN.

Validate OTP
Verify if OTP is valid. Optionally initiate a re-generate process.

SocialHour
Verify if request falls within a configurable time of day window.

Cryptographic Hash
Generate one-way hash of any string using SHA-1, SHA-256, SHA-512 or MD5.

Decryption
Decrypt cypher text using AWS-KMS service.

Encryption
Encrypt plain text data using AWS KMS.

Database
Select or update values in your personal SQL Database instance

Multi-factor authentication
Generate and validate one-time passwords using OTP nodes.

Social Hour node
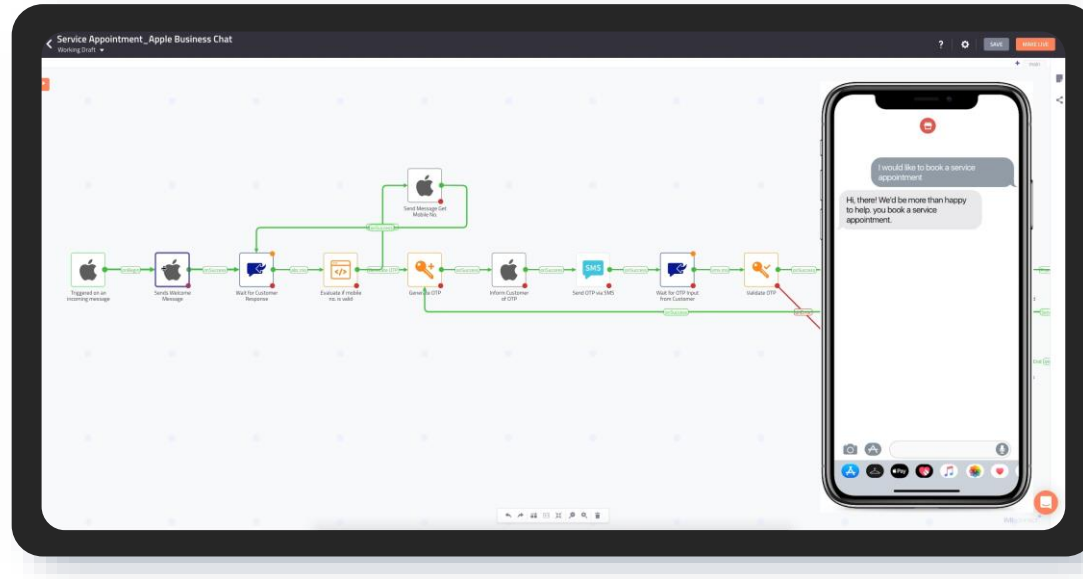Configure working hours for your business, holidays, special days, and set exceptions.

Interaction Detail
Store and track contextual information.

Orchestrating a typical customer journey

Core business systems <->

Building blocks for business logic workflow and channel management

Prebuilt integrations with enterprise systems

Drag-and-drop for fast solution creation

Workflows orchestrate interactions between business systems and mobile channels

Immediate updates. No long coding and build cycles

Committed to our platform values

Future-Proof

- Channel choice
- Protection from channel complexities
- Advances in AI

Interoperable

- Leverage existing IT investments
- Orchestration across business systems & channels
- No rip-and-replace

Composable & Extensible

- Integrated platform
- Quick time-to-value
- Democratize IT
- Reduce DevOps costs
- Full lifecycle management

Secure & Scalable

- Designed for business-critical use cases
- Security, privacy and regulatory compliance
- Seamlessly handle peaks and troughs in volumes

Enterprise Level Controls

- Centrally manage costs and compliance
- Actionable insights
- Brand and legal compliance for customer comms

Webex Connect Roadmap

Product Module	Planned for Short Term	Planned for Long Term
Communication Channels	• Google Business Messages as a native channel (Beta) • AMB – Forms, New Auth, iMessage Apps & other enhancements • SMS messaging via SMPP • 10DLC Brand and Campaign registration enhancements • WhatsApp Cloud API integration • WhatsApp Template Categorization changes • Voice – Call Transfer	• SMS – Carrier info in Webex Connect; Priority, ExpireAt, multipart counts and other enhancements • Voice multitenancy and CPS controls • OTT Channels Upkeep (AMB, GBM, WA, other) • Push and In-App SDK – Distribution via Standard Tools, Modularization
Integrations Set-up and Management	• Sycurio - Payments-provider integration	• Auth support for Outbound Webhooks • Flow Builder Nodes enrichment for multiple channels • Resilience enhancements for Export Logs
Business Logic and Orchestration	• Dynamic message template config in SMS Send Node • Addition of a new Call Transfer Node • Flow concurrency controls • Contact Policy Nodes • Database Node (for Webex Connect AWS Prod Sites) • Core logging enhancements	• Contact Policy Module - GA • Database Node (for Webex Connect Azure Deployment) • Nodes for Wallet Builder • Logging and Debugging enhancements • APIs for Service and Flow Creation

Webex Connect Roadmap

Product Module	Planned for Short Term	Planned for Long Term
Intelligent Enterprise Control	• Improved reporting for Smartlinks • Usage report enhancements	• Debug Console enhancements • Descriptive Logging enhancements
NLP, NLU, and AI	• Multilingual support for Q&A and Task Bots • LLM integrations (beta)	• Improved analytics • Agent assistants GA • Intent conflict detection • Training data generation • Q&A bots from Knowledge base (vs articles) • Support for additional channel message types
Service Assurance	• Channel level throughput controls • Custom data retention policy for Live Chat and In-App Messaging	• Export Logs enhancements such as test option for SFTP connectivity

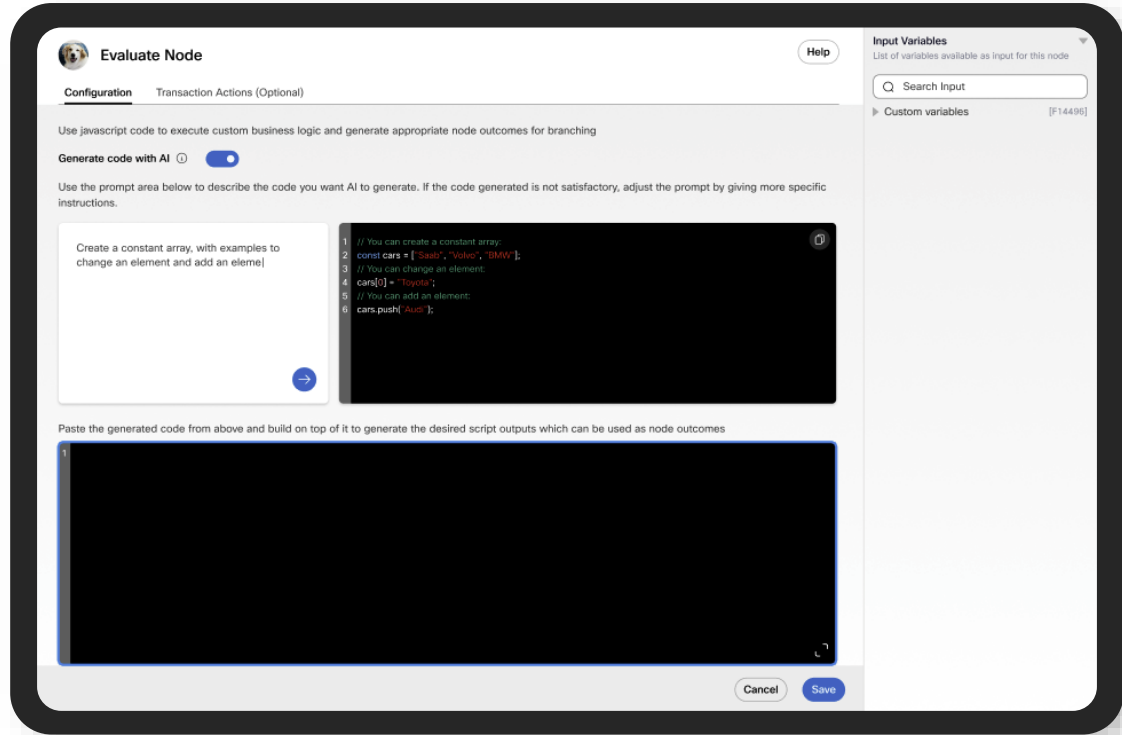# LLM powered summarization at bot to agent handover

Chat Summary

The user asked for help with a lost card. The bot provided options for reporting a suspected fraud or a lost/stolen card. The both then explained the procedure for blocking the card. The user then asked to speak to an agent.

LLM driven developer acceleration

LLM driven bot development

Collaboration

CPaaS

Agenda

START

PSOCCT-1009
Orchestrating & Automating Customer Interactions with
Webex Connect (Brian Heikes)
Monday, June 5, 12:00-12:30PM

BRKCCT-2027
Contact Center Enterprise (CCE) digital channels integration
powered by Webex Connect (Robert Rogier)
Monday, June 5, 3:00-4:30PM – Level 2, Reef CF

IBOCCT-1002
Managing the Customer Engagement Story of the Future
(Arvind IYER)
Tuesday, June 6, 2:30-3:30PM – Level 2, Lagoon D

PSOCCT-1011
Unlocking connected human and digital customer engagement
with Webex Contact Center and Webex Connect
(Courtenay Godshall)
Tuesday, June 6, 2:30-3:00PM – World of Solutions, Theater 3

BRKCCT-2956
Implementing Customer Interaction Automation using Webex
Connect (Stefan Zeidenberg)
Tuesday, June 6, 2:30-3:30PM – Level 3, South Seas J

IBOCCT-1001
The Future of Customer Engagement (Daniel Jonathan Valik)
Wednesday, June 7, 10:30-11:30AM – Level 2, Lagoon D

BRKCCT-2722
Understanding Webex Connect as the Platform for Customer
Engagement using Digital Channels (Ramy Riad, Devon
Meerholz)
Thursday, June 8, 1:00-2:30PM – Level 2, Oceanside G

FINISH

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
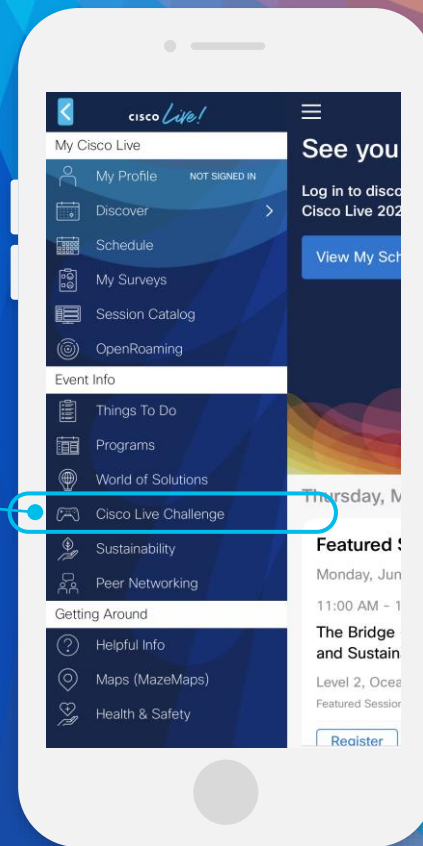
Thank you

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:

CISCO Live!

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