

CISCO *Live!*



#CiscoLive



The bridge to possible

# Webex Connect

Orchestrating & automating customer interactions with  
Webex Connect

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PSOCCT-1007

# 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 17, 2022.



<https://ciscolive.ciscoevents.com/ciscolivebot/#PSOCT-1007>



# Agenda

- CX is changing
- Enterprise CPaaS
- Webex Connect platform

# Consumers are telling us customer experience is important

75%

Good customer service is a reason to be a repeat customer with a business – as important as price (76%)

55%

Would change brands for a better customer experience

72%

Want to choose their preferred channel to speak with a business

77%

Young Millennials who are comfortable using social media channels to interact with a business

# Consumer expectations have changed

“Everything at my fingertips”

“Fast, real-time communications just for me”



“Give me the tools to serve myself”

“I want a frictionless messaging-based experience”

# But there is a disconnect between business and their customers



of businesses believe  
they deliver a superior  
experience...



8%

of their customers  
agreed

\*Source: Bain & Company "Keeping up with your customers"

# Historically reactive and manual processes that focus on the business, and not the customer

Business-owned channels

Point and click

Reactive

Manual

Customer acquisition



Consumer preferred

Natural language conversations

Proactive

Automated

Customer service and retention



# Move to proactive interactions driven by the customer, any time, on their terms

Business-owned channels

Point and click

Reactive

Manual

Customer acquisition



Consumer preferred

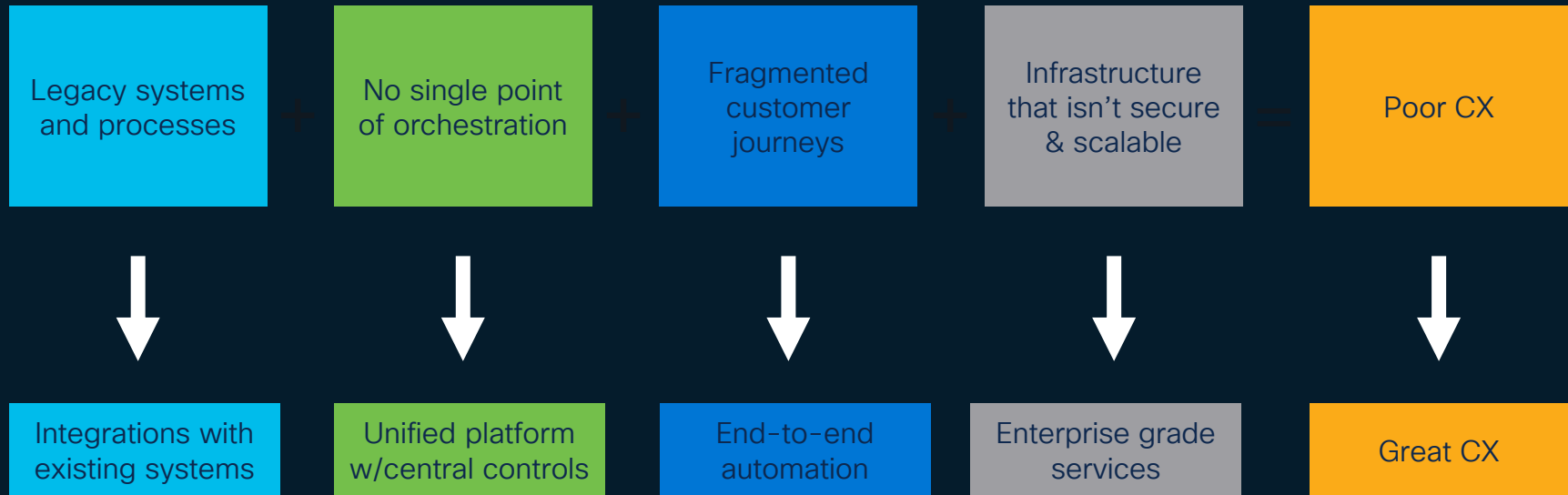
Natural language conversations

Proactive

Automated

Customer service and retention

# Enterprises face multiple challenges in delivering great CX



# Webex creates connected customer experiences



Business systems



Customer Experience Applications

Example: Contact Center · Marketing · Healthcare

Webex Connect (CPaaS)

Journey Data Service

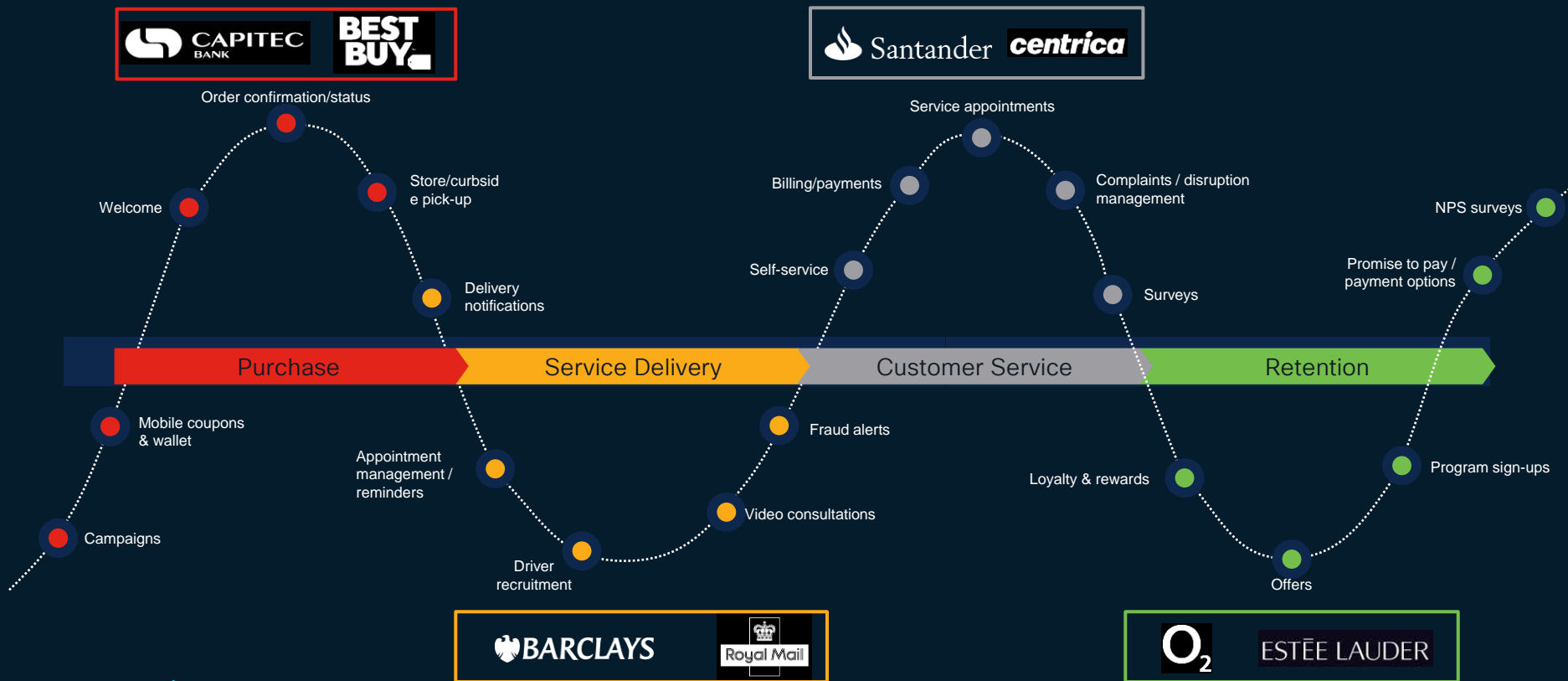
Channels



Webex Platform

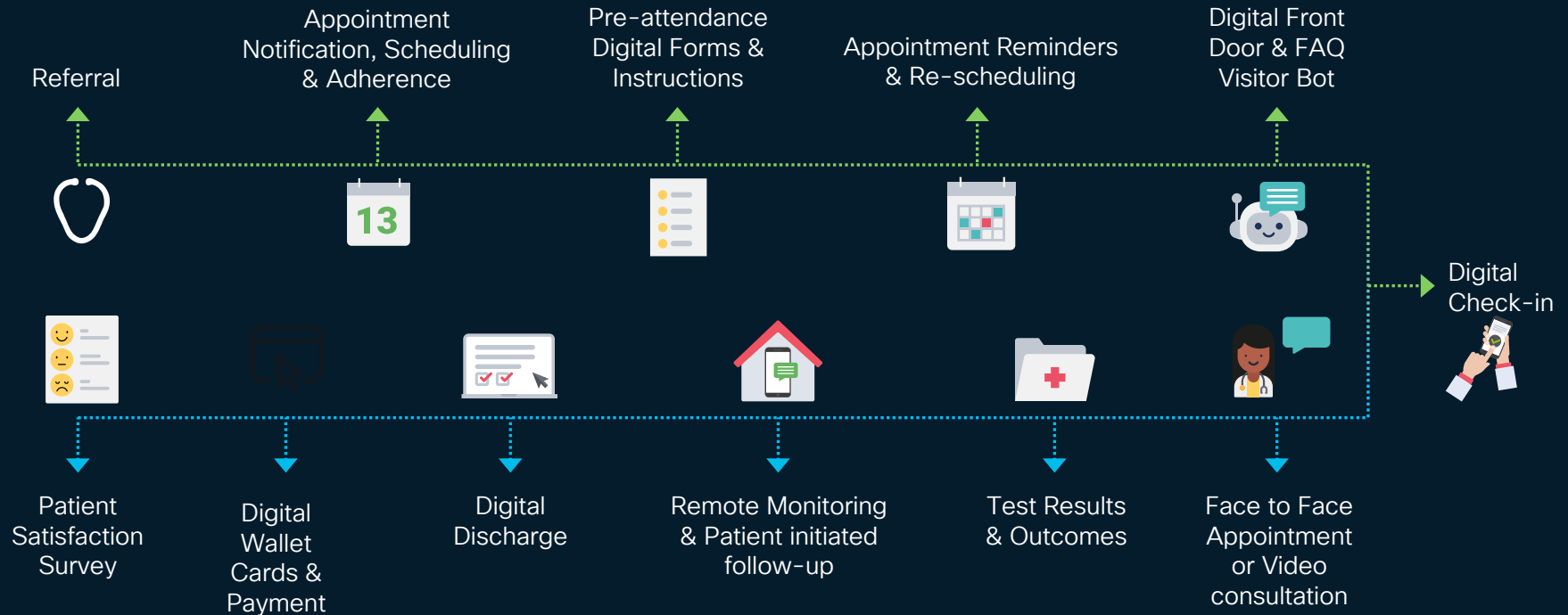
Calling · Messaging · Meetings · AI · Insights and Analytics

# Connected journeys across the customer lifecycle



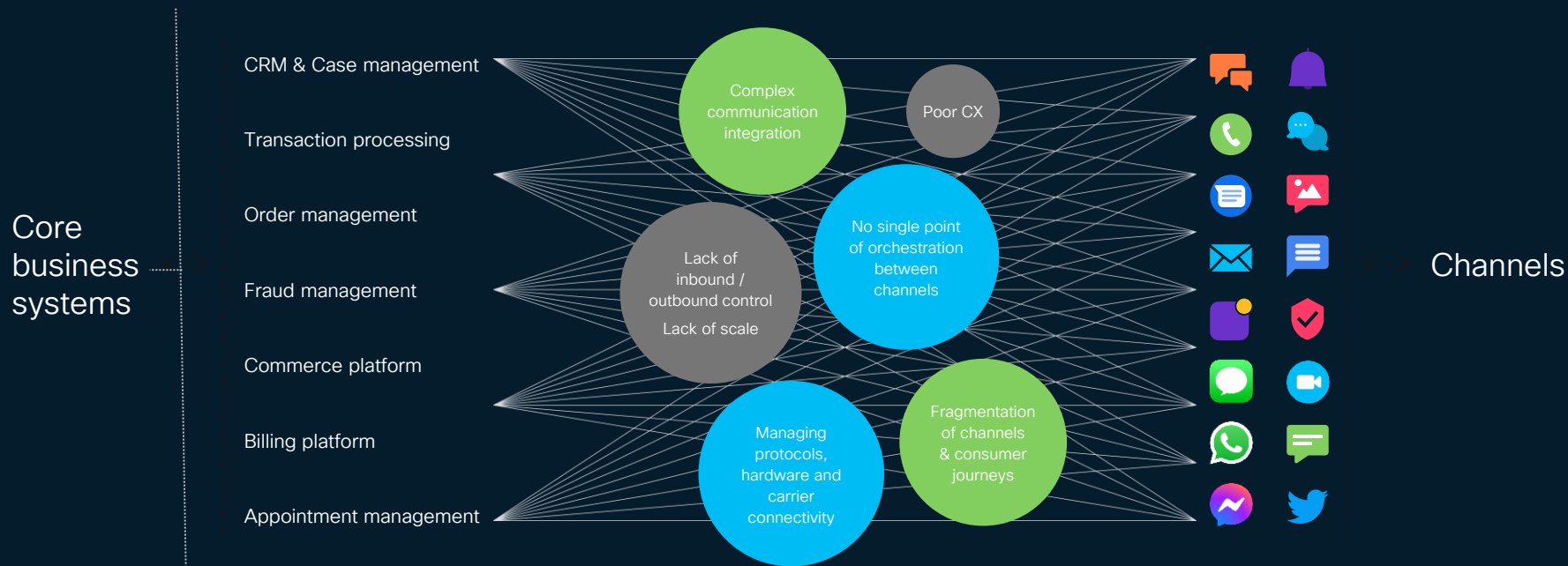
# Imagine a truly connected world

Example: Healthcare patient experience



# This is an opportunity ... and a challenge

Managing customer interactions is increasingly complex for enterprises



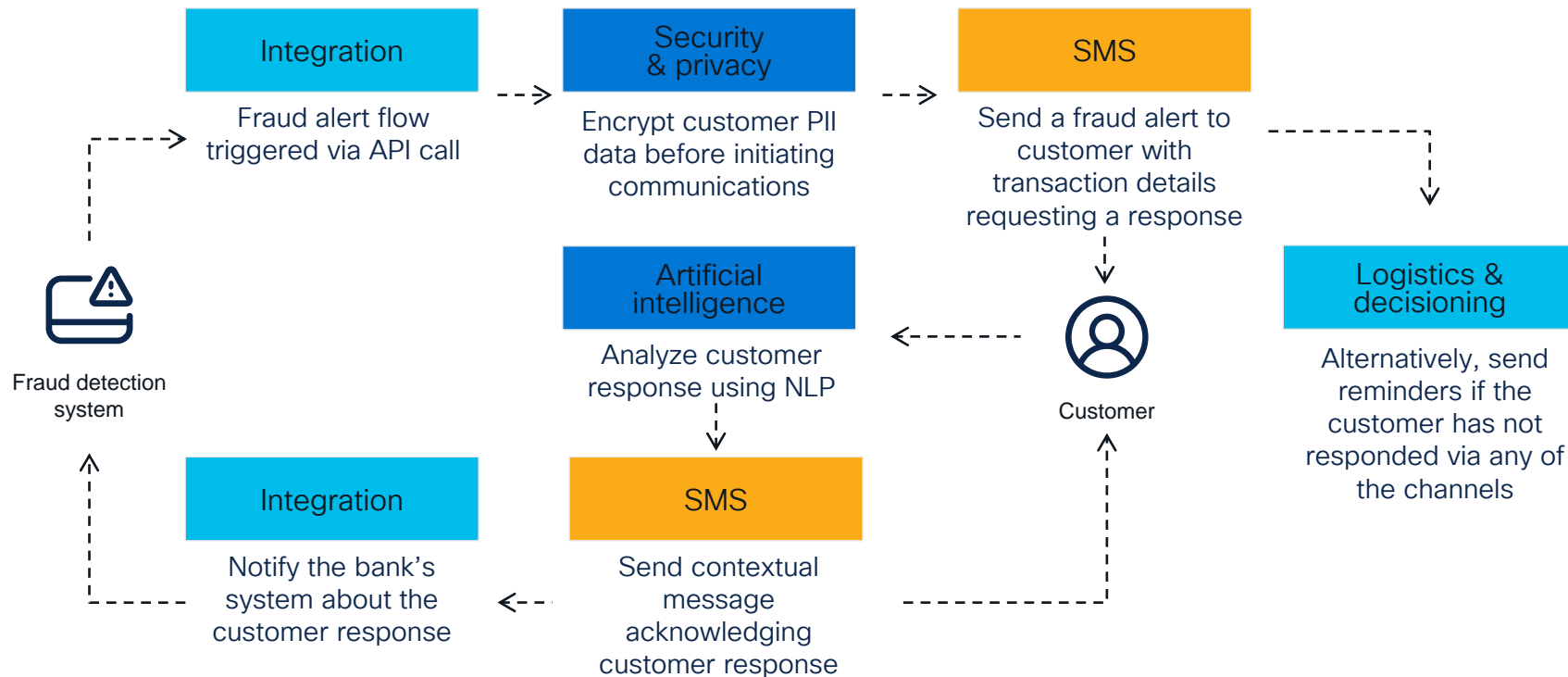
# Therefore, businesses need to think differently

A single, centralized cloud communications platform helps simplify the complexity



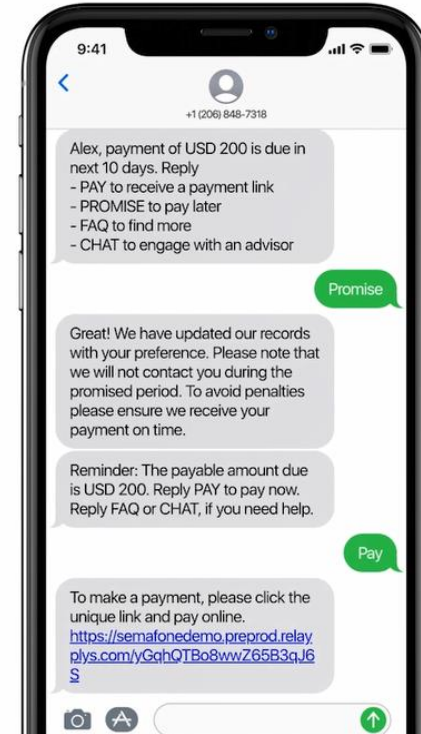
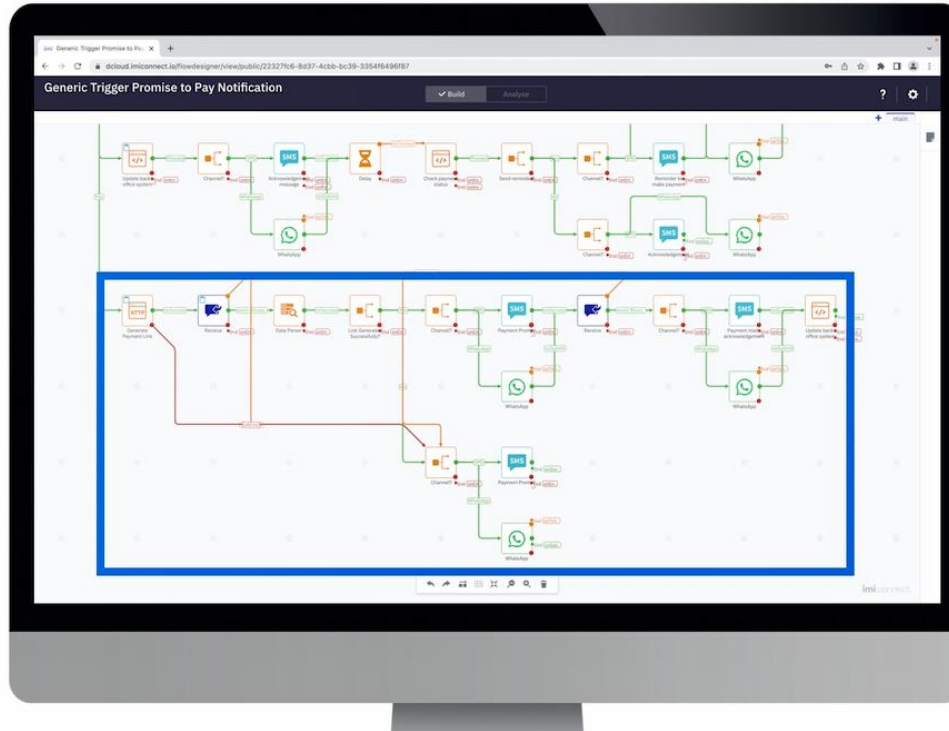
# Journeys that cut across functional boundaries

## Fraud alert notification and response for a major UK bank





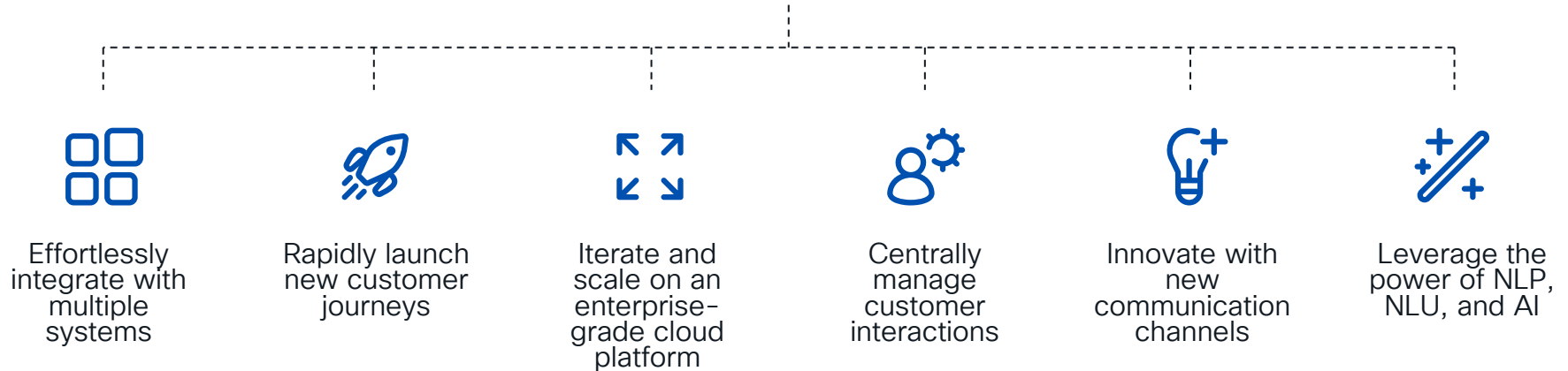
# Example: promise to pay



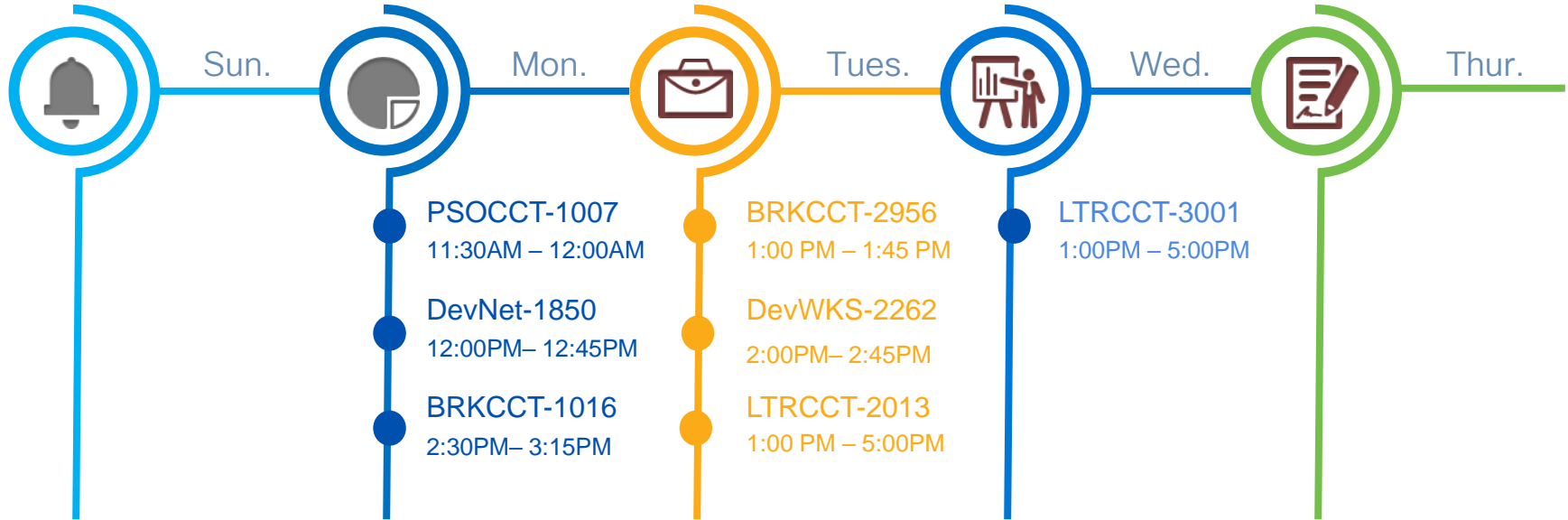
# Easy-to-use automation and orchestration platform

Reduces cost, complexity, and accelerates IT roadmaps

## webex Connect



# Webex Connect Learning Map



# Technical Session Surveys

- Attendees who fill out a minimum of four session surveys and the overall event survey will get Cisco Live branded socks!
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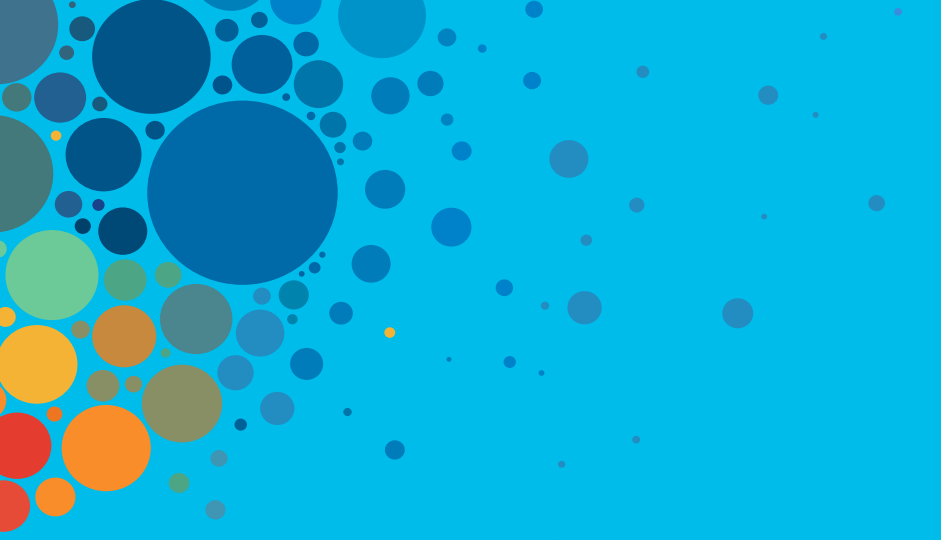
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# Thank you

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