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Inside Cisco IT:
How Cisco IT Adopts AI for Contact Center

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BRKCOC-2707

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https://ciscolive.ciscoevents.com/ciscolivebot/#BRKCOC-2707

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Agenda

- Introduction

- Cisco IT Contact Center Deployment Overview

- Why AI?

- Successful Case Studies

- Other Features in the Works

- Open Discussion

    4

Who are we?

Cisco IT Contact Center Applications & Technology Group (CCAT)

- Oversee Cisco's enterprise voice and contact center platforms

- Offer Contact Center as a Service (CCaaS) within Cisco

- Clients consist of all business verticals operating contact centers

    o E.g., Marketing, TAC, HR Support, Internal Technical Support, Corporate Security, etc.

Cisco Contact Center Platform At-a-Glance

On-Premises

Unified Contact Center Enterprise

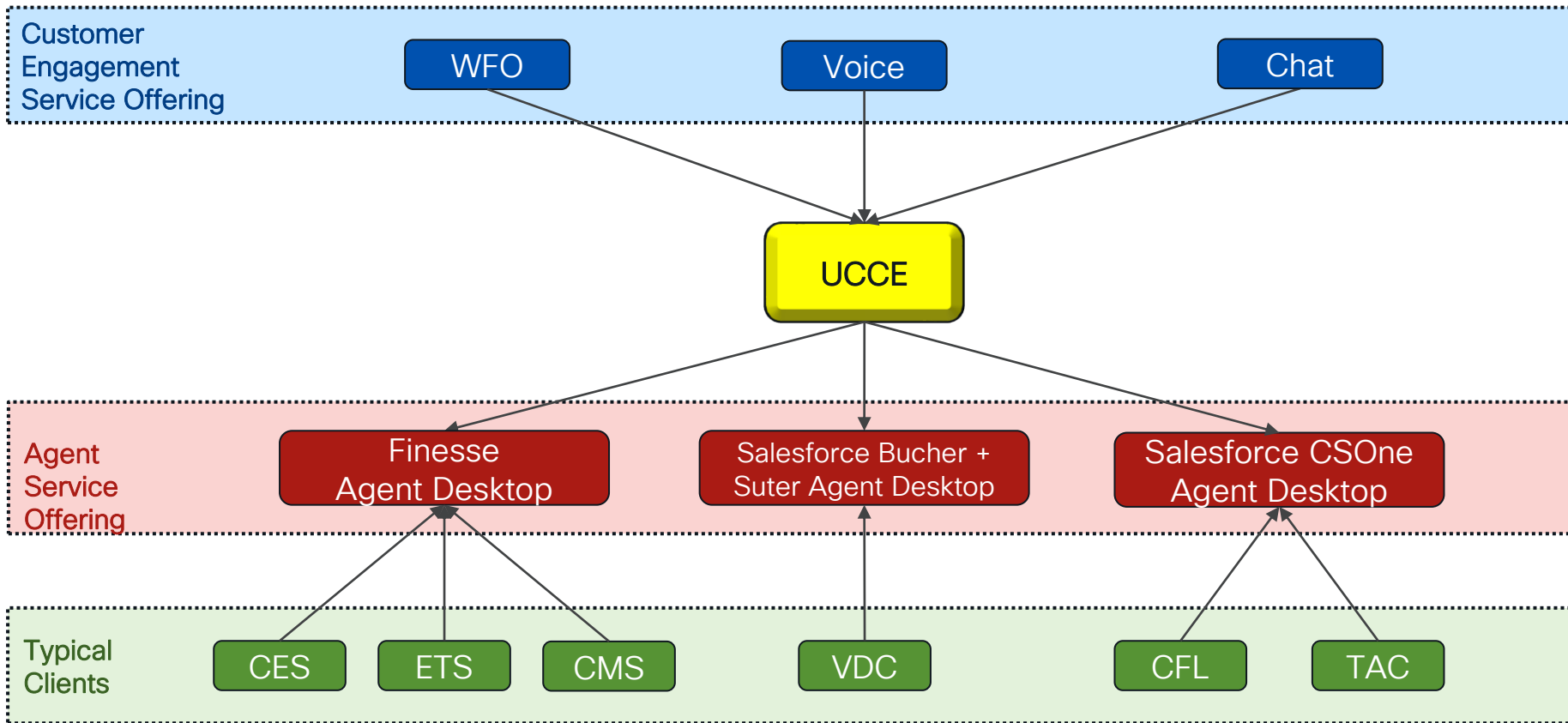- 6 UCCE nodes hosted in Cisco's datacenters globally
- > 6,500 agents

Cisco Cloud

Webex Contact Center

- Cisco cloud hosted
- 200 agents planned by the end of CY2022

Cisco IT UCCE Overview

Why AI?

Contact Center Pain Points

Process Inefficiencies

- Agents access several systems to find information to support customers

- IT administrators follow manual, cumbersome processes to fulfill requests or resolve problems

Agent Turnover

- More employees demanding flexible work arrangements

- Agent burnout due to high case volumes and low accessibility to timely information

- Limited job mobility

- High cost of agent replacement and training

Limited Business Insights

- Tedious process to verify customer identity

- Inadequate knowledge of historical context and interaction journey

- Unorganized data collection methods

- Untapped value from massive amounts of data

Four Expected Outcomes of Adopting AI for our Contact Centers

Increased Productivity

- Relieve humans from standard, repetitive, mundane tasks

- Reduce chances for human errors

Improved Customer Experience

- Augment agents to resolve problems faster

- Agents spend more time on customized tasks requiring personal touch and exception handling

- Identify customers through voice biometrics

Improved Agent Experience

- Less boring work

- Mobility

- Scalability

- Rewards

- Satisfaction

Better Business Decisions

- Analytics tools to identify trends

- Customer journey insights

- Voice of the customer

- Next-Best-Action through predictive analytics

Successful Case Studies

Agent Onboarding Self-Service

Case Study on Improved Productivity

Enables contact center supervisors to provision agents without opening a Service Request

The automation behind this service does the following:

1. Phone number is assigned

2. Extension mobility profile and softphone devices are built

3. ICM agent login is created and assigned with skill groups, desk settings, and team membership

4. Call recording profile is created and assigned to group
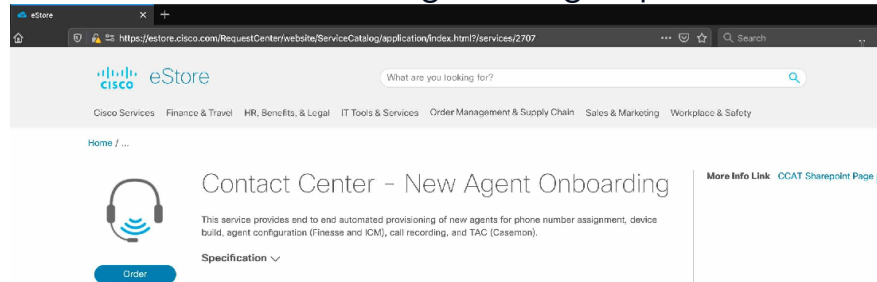
Agent Onboarding Self-Service

Benefits:

- Reduced time and effort for IT Admin
- Average savings of $50 per request
- Reduction in provisioning time from 5-7 business days to 10 minutes
- Configuration standards are strictly enforced

Status: Production

Conversational IVR

Case Study on Improved Customer Experience

Virtual Agent determines intent of the call using DialogFlow and routes the call directly to the appropriate agent via UCCE

Benefits:

- Callers skip lengthy IVR menu options and get the right agent to help quickly
- Much better customer experience

Status: Pilots with TAC and ETS

Connect BOT

Case Study on Increased Productivity and Improved Customer Experience

Customer self-service chat BOT that can escalate to a voice call with the case owner directly via UCCE

What is TAC Connect Bot?

- Personal assistant for Cisco customers and partners
- Self-service experience for common case inquiries and basic transactions
- Provides ability to connect to case owners and duty managers

Benefits
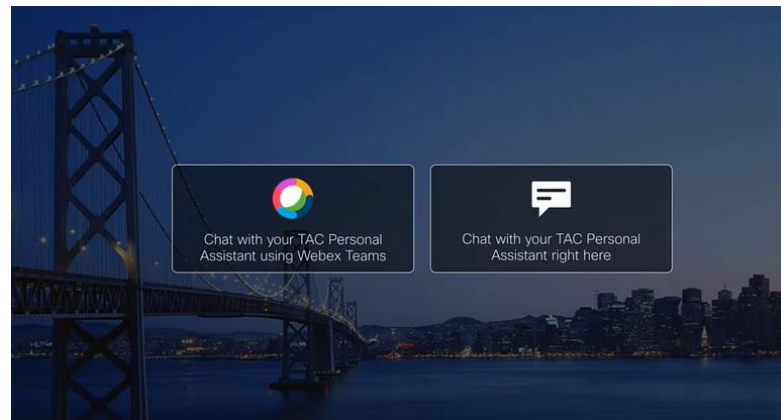
- Quick and easy to access and use
- Seamlessly connect to an Engineer
- No need to call 1-800 support #

Ask a Question

Get a Response

TAC Connect Bot

Chat with your TAC Personal Assistant using Webex Teams

Chat with your TAC Personal Assistant right here

Status: Production

For more information, check out:
https://www.cisco.com/c/en/us/support/services/tac-connect-bot/index.html
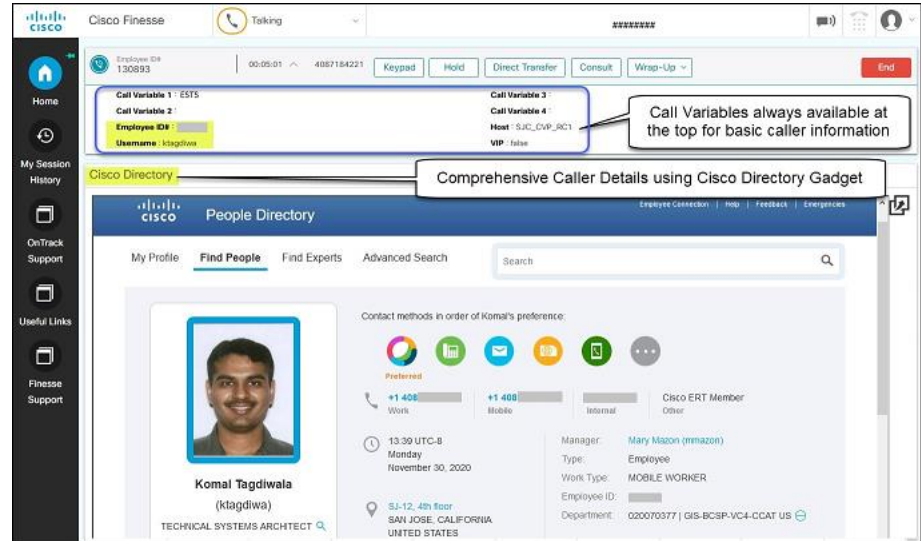
Cisco Directory Finesse Gadget
Case Study on Increased Productivity and Improved Agent Experience

User's directory information is presented on the agent's Finesse desktop

Benefits:

- User's directory information is presented to the agent without the need to ask

- Agent can see if the user is a VIP or requires special handling procedures

Status: Production

OnTrack Finesse Gadget

Case Study on Improved Customer and Agent Experience

User's support footprint is presented on the agent's Finesse desktop, including opened cases, laptop inventory and system health, registered mobile devices, etc.

Benefits:

- Agent can see the users' opened cases and address them immediately

- Agent can see if the other devices registered to the user need attention and work on them too

- User receives quicker and proactive service

Status: Production
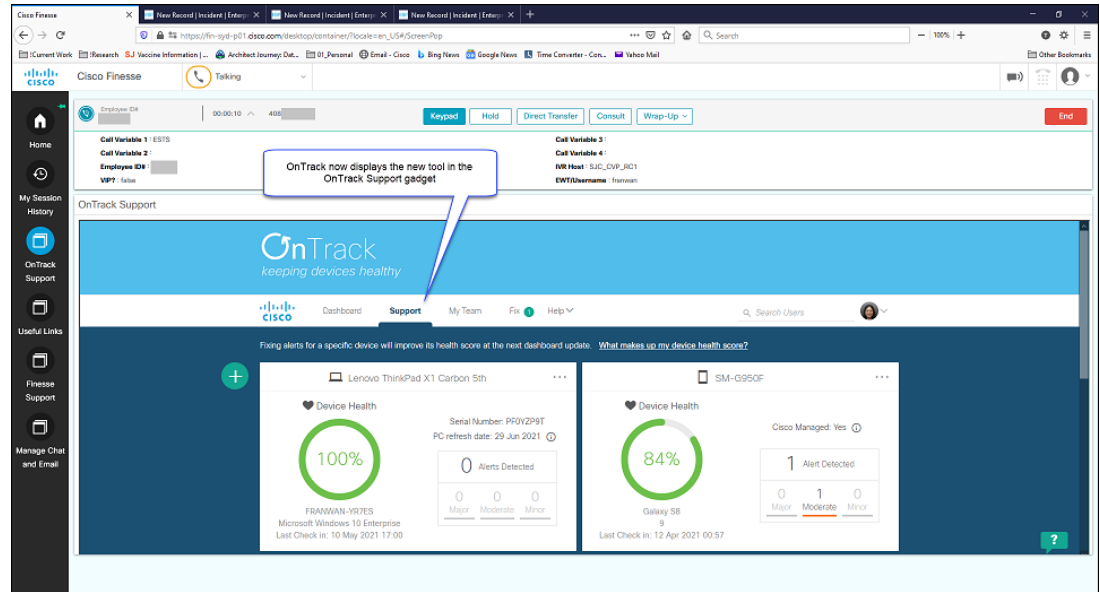
Other Features in the Works

Webex Workforce Optimization

Making Better Decisions with Business Insights

Quality Management
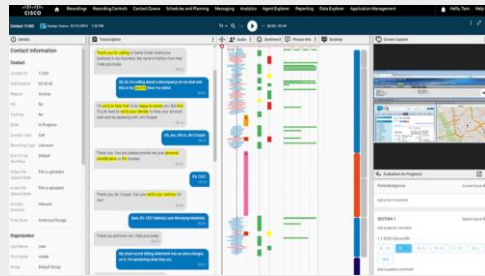
Measure agent efficiency and performance through tailored evaluation forms

Boost morale via gamification, agent self-assessment

Planned: Q3CY22

WFO Analytics

Analyze speech and desktop actions to gain insights

Correlate agent performance to NPS scores

Planned: Q4CY22

Workforce Management

Schedule staff and manage adherence to schedules

Forecast trends to prevent over-or under-staffing

Planned: Q4CY22

Source of graphics: Cisco Contact Center BU

Real-Time Transcription & Agent Answers

Improved Agent Experience with Real-Time Assistance

Real-Time Transcription

Agents can access call highlights to quickly build summaries from verbatim customer feedback

Ability to sync call highlights to CRM so agents can quickly gain context on customer's previous interactions

Benefits:
- Speech to text transcripts for more accurate notes and faster wrap-up
- Shorter Average Handle Time

Planned: Q4CY22-Q1CY23

Agent Answers

Agent Answers listens in real-time provides context-driven suggestions and guidance to contact center agent

Agents have context and insight to provide accurate, personalized, and timely responses on the first contact

Benefits:
- In-call suggested answers help agents resolve issues
- Enables ffirst-contact resolution

Planned: Q4CY22-Q1CY23

What about
Webex Contact
Center?

Migration Plan

- The existing AI deployment for UCCE can be easily replicated when integrated with WxCC

- WxCC offers much quicker deployment time for AI than UCCE

- WxCC adoption priorities:
    1. Newly acquired groups with new contact center needs
    2. Migrating existing smaller contact centers from UCCE
    3. Expand to large UCCE business clients

Let's chat!

Q & A

CISCO *Live!*

Technical Session Surveys

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

- Attendees will also earn 100 points in the Cisco Live Game for every survey completed.

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

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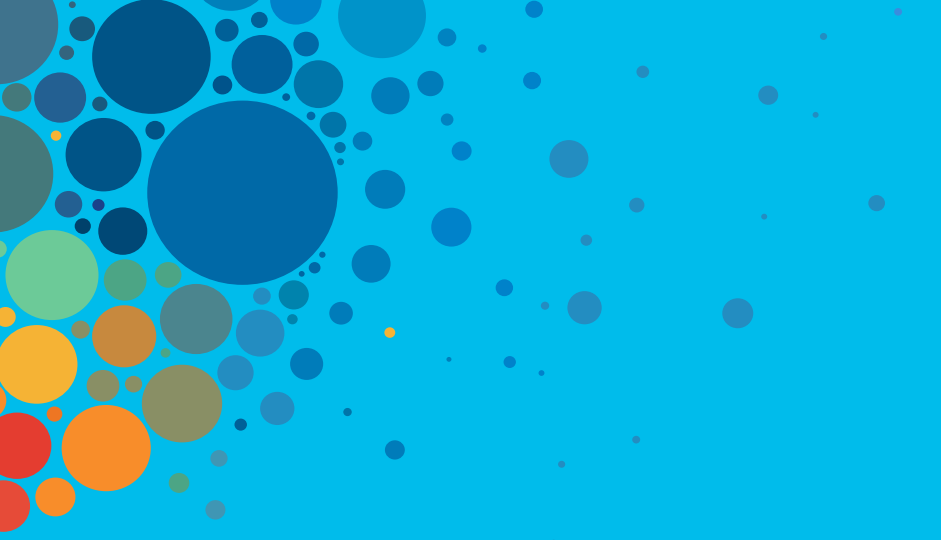
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Thank you

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Backup Slides

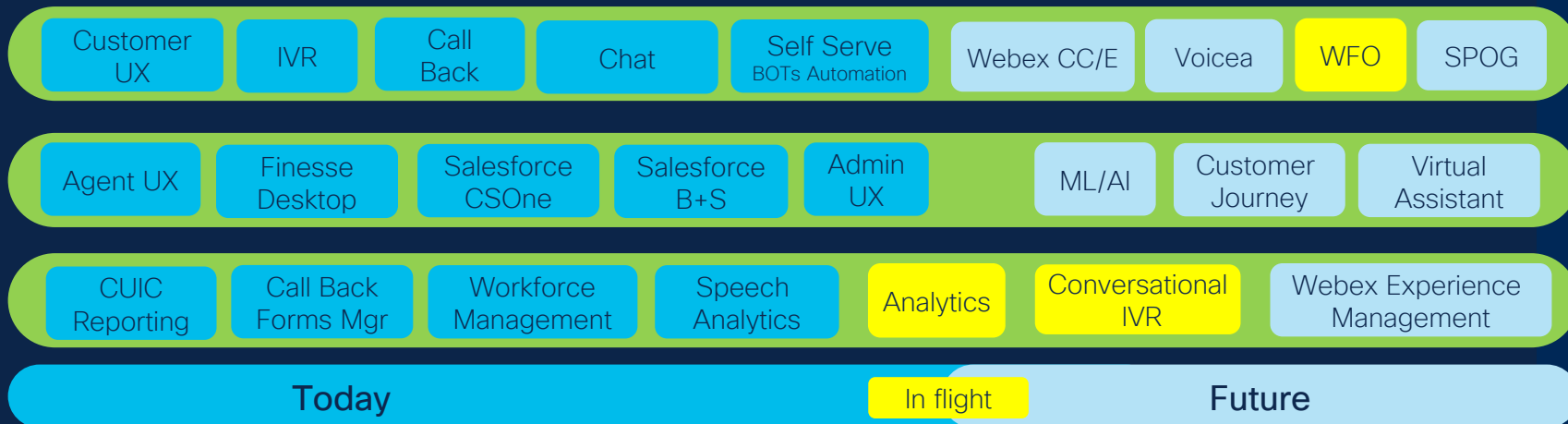# Cisco Global Contact Center

6600 Agents
6500 TAC engineers

90+ Countries served

8M+ Calls

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

Voice
IT
WEB
Email
Mobile
Video
SMS
Chat

| Customer UX | IVR | Call Back | Chat | Self Serve BOTs Automation | Webex CC/E | Voicea | WFO | SPOG |

| Agent UX | Finesse Desktop | Salesforce CSOne | Salesforce B+S | Admin UX | ML/AI | Customer Journey | Virtual Assistant |

| CUIC Reporting | Call Back Forms Mgr | Workforce Management | Speech Analytics | Analytics | Conversational IVR | Webex Experience Management |

| Today | In flight | Future |

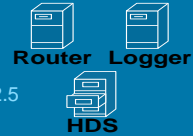# Contact Center Enterprise Architecture Components

Capabilities

- Core UCCE: ICM
- Reporting: CUIC
- UC: CUCM, Silent Monitoring
- Queuing: CVP
- Call Recording: Verint
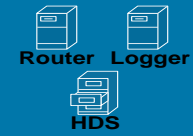
Central Controller - A		Central Controller - B	
RCDN 9 UCCE 12.5 Hardware UCS Reporting: CUIC 12.5	Router Logger HDS	**RTP 5** UCCE 12.5 Hardware UCS	Router Logger HDS

India (BGL)	AP-North (SNG)	AP-South (STL)	US-West (SJC)	US-East (RTP)	EMEA (AMS)
CUCM 12.5 CVP – 12.5 CCE PG 12.5 Hardware UCS Recording Verint	CUCM 12.5 CVP – 12.5 CCE PG 12.5 Hardware UCS Recording Verint	CUCM 12.5 CVP – 12.5 CCE PG 12.5 Hardware UCS Recording Verint	CUCM 12.5 CVP – 12.5 CCE PG 12.5 Hardware UCS Recording Verint	CUCM 12.5 CVP – 12.5 CCE PG 12.5 Hardware UCS Recording Verint	CUCM 12.5 CVP – 12.5 CCE PG 12.5 Hardware UCS Recording Verint

* Moving from UCS to Hyperflex

Overview of Cisco's Contact Center Product Offering

Cloud

Agent-assisted digital interactions

Chat, Email, SMS, WhatsApp, Facebook Messenger, Twitter DM, etc.

Automated digital interactions

Proactive digital interactions connected and orchestrated across automated, virtual, and human agents with Webex Connect CPaaS

Journey Data — Insights on the omni-channel customer journey

Experience Management — Voice of Customer, predictive analytics

AI services — Answers, Real-time/Historical/ Virtual Agent transcripts

Webex WFO — Compliance Recording, Quality Management, Analytics, Workforce Management

Cloud Gateway

Premises

Cloud Connect

Contact Center Enterprise (UCCE)

Voice
Customization
Scalability
Stability

Customer data center

Source: Girish Variyath, Director, Product Management, Cisco Systems