



You make **possible**



Artificial Intelligence and the future of Cisco Contact Centers

Massimiliano Caranzano
EMEAR Product Sales Specialist

PSOCOL-1317

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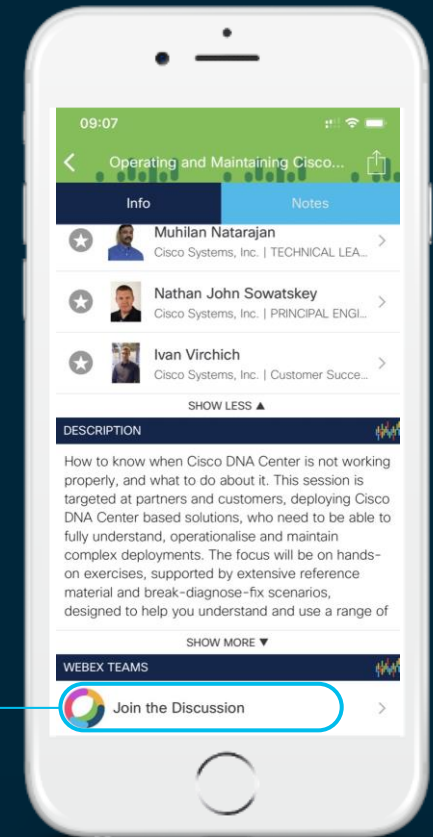
Cisco Webex Teams

Questions?

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

How

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



Agenda

- Innovation and trends in Contact Centers market
- An open architecture for modern Contact Centers
- Cisco CC Artificial Intelligence
 - **Agent Assistance** services
 - **Virtual Agent** services
- GoToMarket Evolution
- Conclusion

Innovation and trends in Contact Centers market

The WINNING factor... Cognitive Collaboration



INTELLIGENCE

Artificial Intelligence and
Machine Learning
integrated across platform
and devices



+ CONTEXT =

Right information, for
the right people, at the
right place, at the right
time



COGNITIVE

Integrated in a
collaboration flow for
connected, meaningful
and timely experiences

Cisco Contact Center – key pillars



Super Agents

AI capabilities empower your agents with context and knowledge



Collaborative Teams

Seamlessly reach experts to provide accurate and timely responses

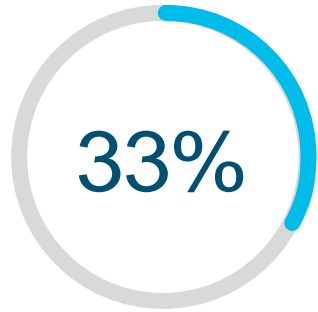


Experience Transformation

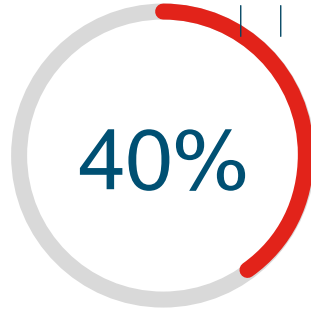
Customer experiences personalized by data and full customer journey

CUSTOMER EXPERIENCE

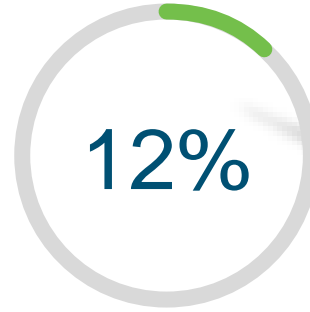
First Contact Resolution is Crucial



of customer contacts are **not resolved** during first interaction with the Contact Center



of customers with unresolved first contacts **will churn**



of customer support calls **require assistance** from an expert



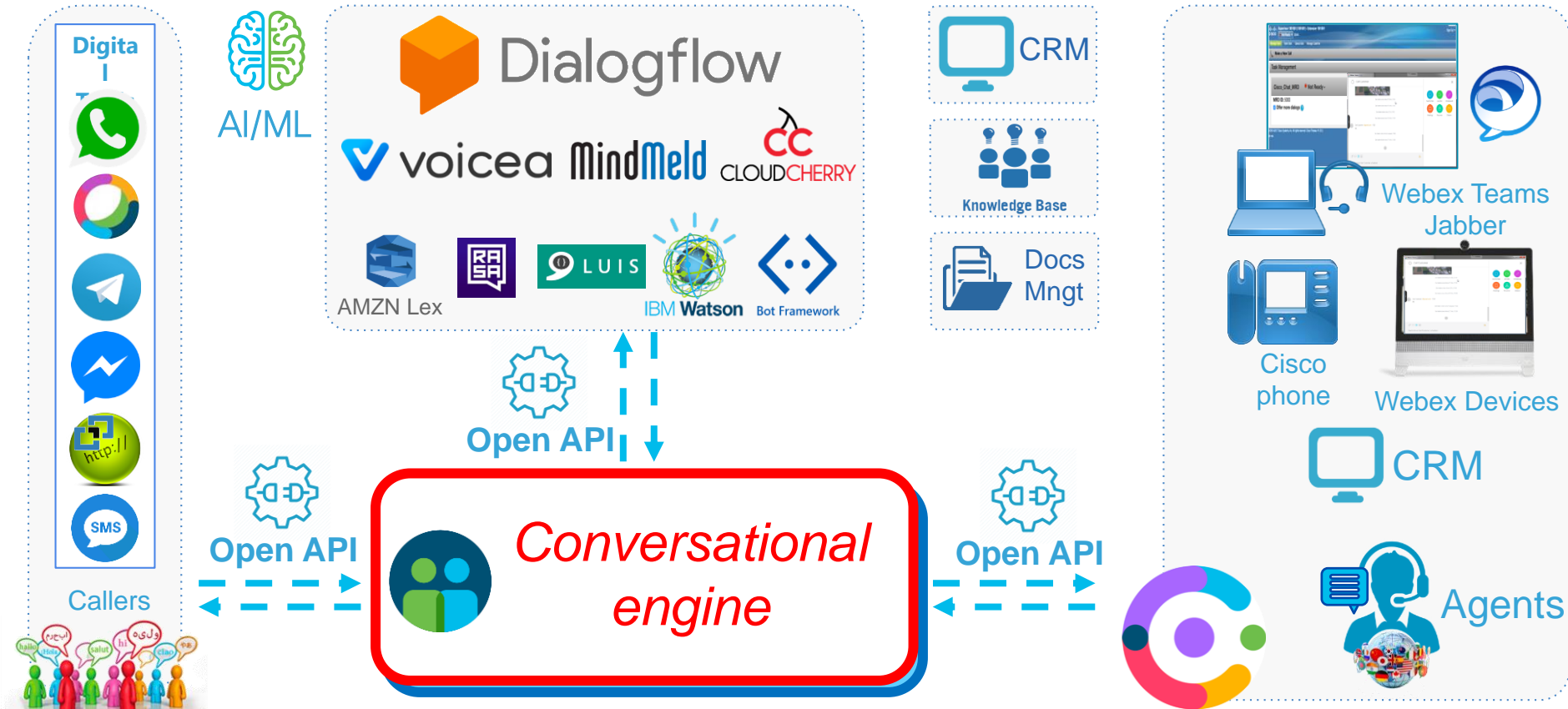
Why Artificial Intelligence is so compelling in Contact centers?

- TARGET a **10% OPTIMIZATION** of the service and Customer Experience through AI
- 10% is easy to achieve, the ROI is huge so... **DON'T BOIL THE OCEAN**
- Let's assume a TCO of 1000\$ per agent per month

Agent monthly TCO:	\$1.000		
AI optimization:	10%		
# Agents	Yearly TCO	First yr Savings	Five yrs Savings
1000	\$12.000.000	\$1.200.000	\$6.000.000
2000	\$24.000.000	\$2.400.000	\$12.000.000
3000	\$36.000.000	\$3.600.000	\$18.000.000
5000	\$60.000.000	\$6.000.000	\$30.000.000
10000	\$120.000.000	\$12.000.000	\$60.000.000

An open architecture for modern Contact Centers

Contact Center architecture for automation of complex Business processes



Cisco AI strategy for Contact Center

Google
CCAI
Partner

Cisco's Contact Center strategy is to **empower agents with AI-enabled features** built using best-in-breed technology:

-  Using our **proprietary AI technology** (including Voicea, MindMeld, etc.)
-  As well as **Google CCAI enabled features** such as Conversational IVR and Customer Virtual Assistant



Features/products powered by Cisco AI

Voicea Gadget Transcription (controlled introduction, CCX/CCE 12.5)

Call Transcripts and Highlights



Features/products powered by Google Contact Center AI/Dialogflow

Conversational IVR *

Customer Virtual Assistant *

Cisco Answers **

*BYO orderable, Cisco offer not orderable yet

** not orderable yet

Contact Center AI (CCAI) – Offers developed with Google Cloud



Google
CCAI
Partner

There are two paths to acquire CCAI-enabled features with Cisco Contact Center:

Bring Your Own (BYO)

- For customers who already have a pre-existing relationship with Google, they can leverage their existing agents + bots and work with Cisco to enable in CVP
 - CCAI contract and billing through Google
- CVP feature – requires that customers have CVP port licenses or subscription

Cisco Offer (OEM)*

- All contract and billing through Cisco
- All support managed through Cisco
- Ability to whitelist existing Google agents + bots for easy setup

*Cisco offer and pricing is currently being finalized, targeting Q2 CY2020 orderability and targeting rates comparable to Google published list price

*For any offers related questions --> email **“CCAIrequests@cisco.com”***

Agent Assistance Services: Chat translation service

Welcome to the WORLD... of GLOBAL business!

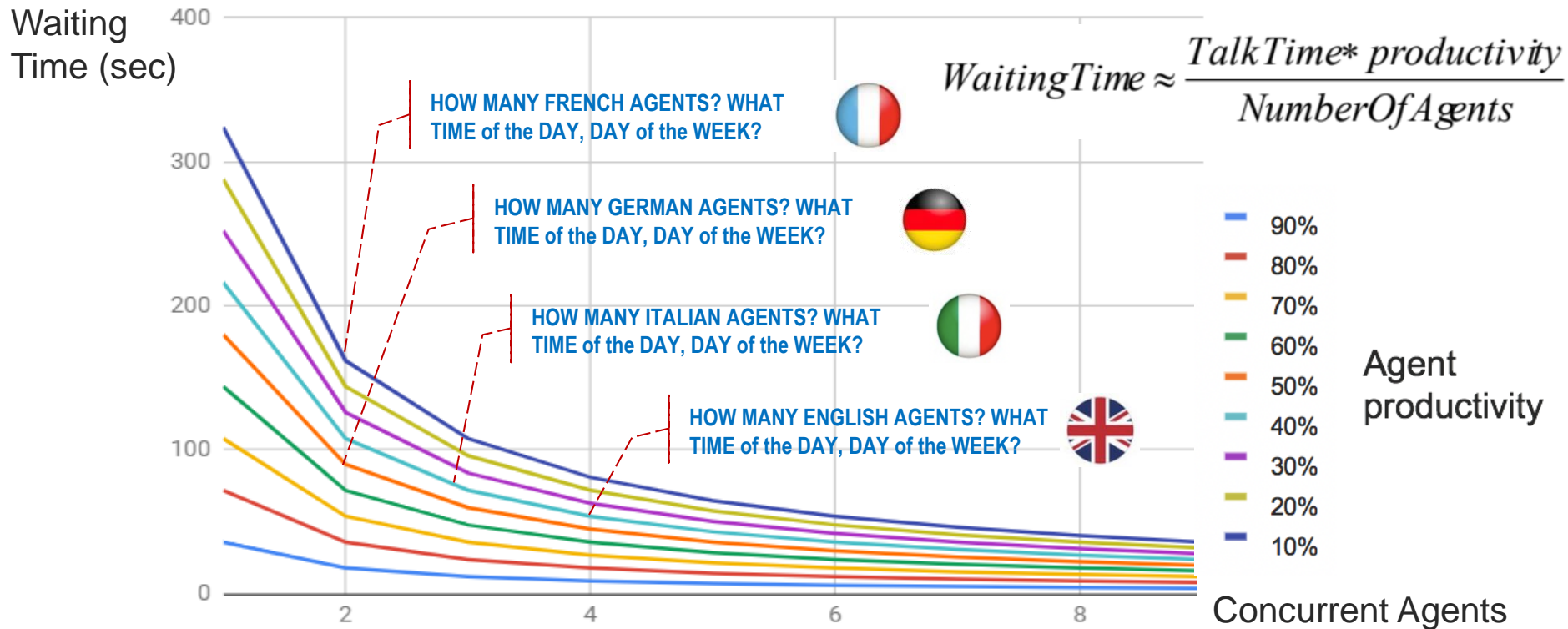


Business opportunity

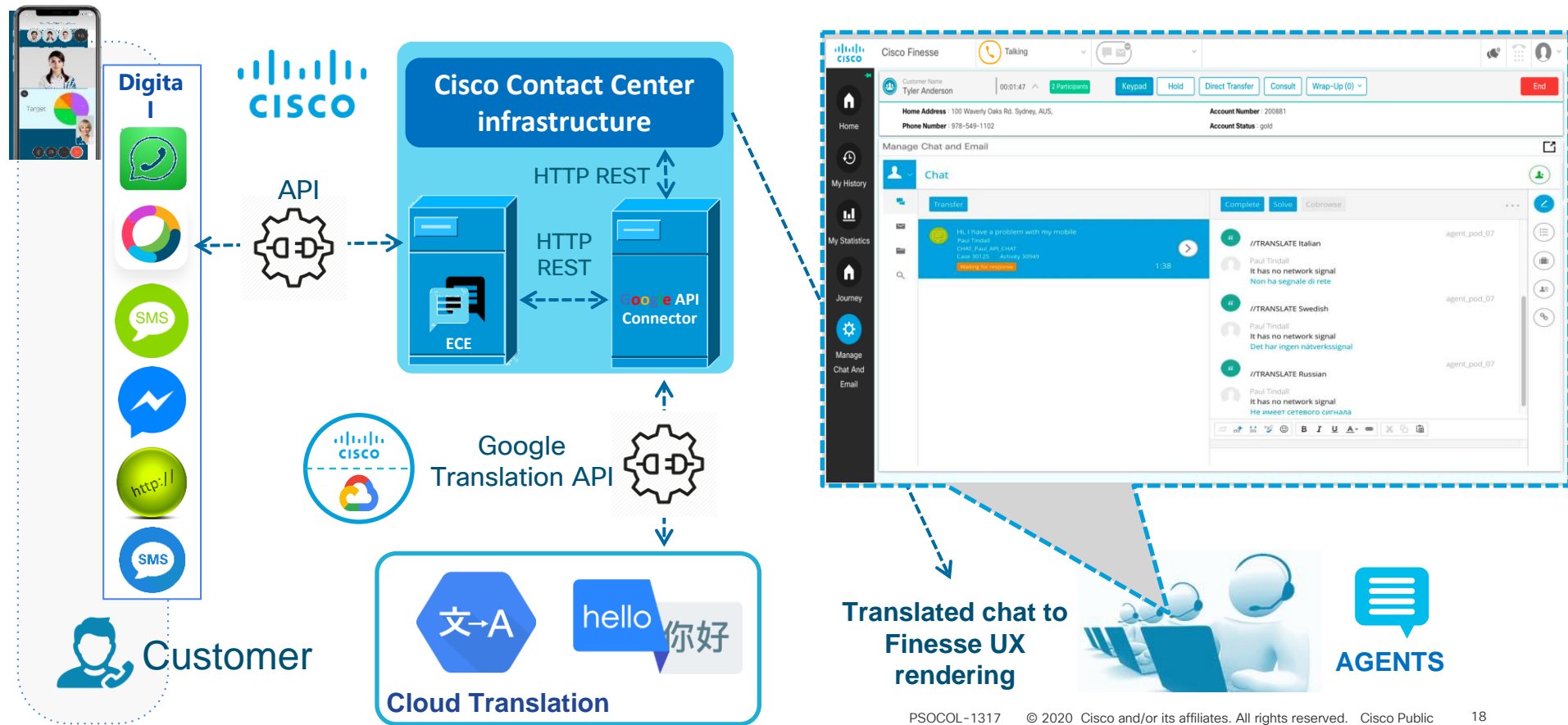
- There are **24** official languages just in Europe... but there are actually more than **200** languages spoken on the continent.
- There are roughly **6,500** spoken languages in the world today... and Business is GLOBAL today.
- Integration of Artificial Intelligence into a Digital **Cisco** Contact Center Solution can assist agents dealing with international customers.



WFO in a Digital International Contact Center: the Erlang C nightmare!



Chat Translation assistance architecture



DEMO 1



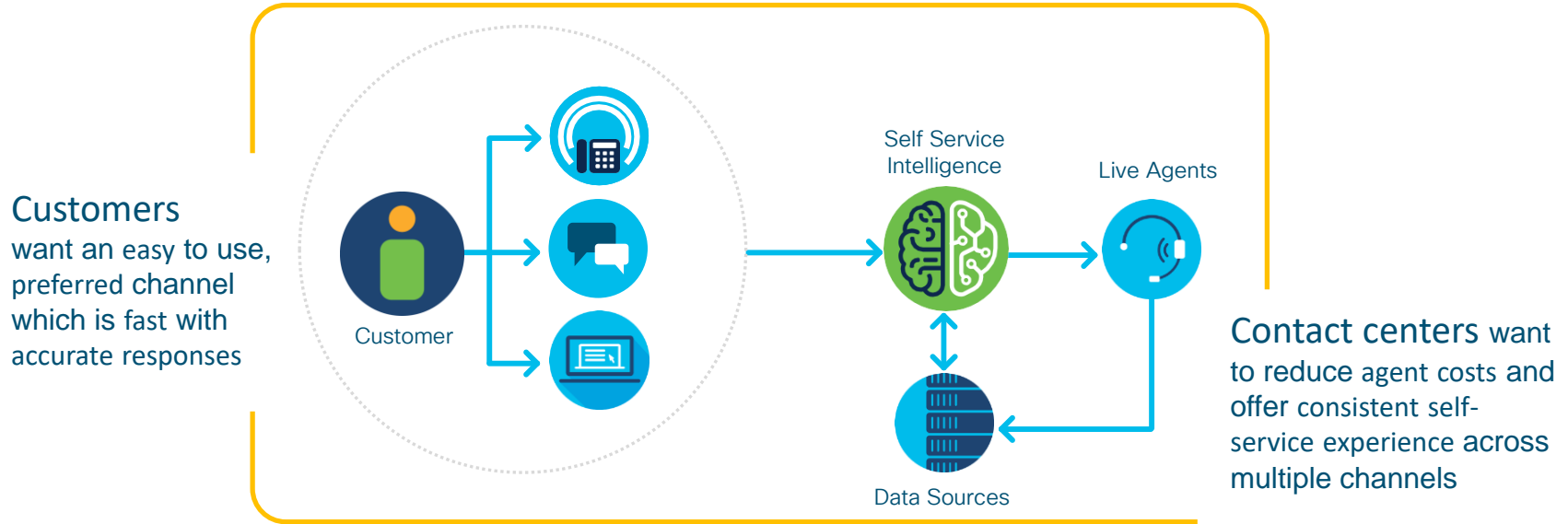
“Chat Translation Assistance”

No AUDIO REQUIRED

Virtual Agent Services: Conversational IVR

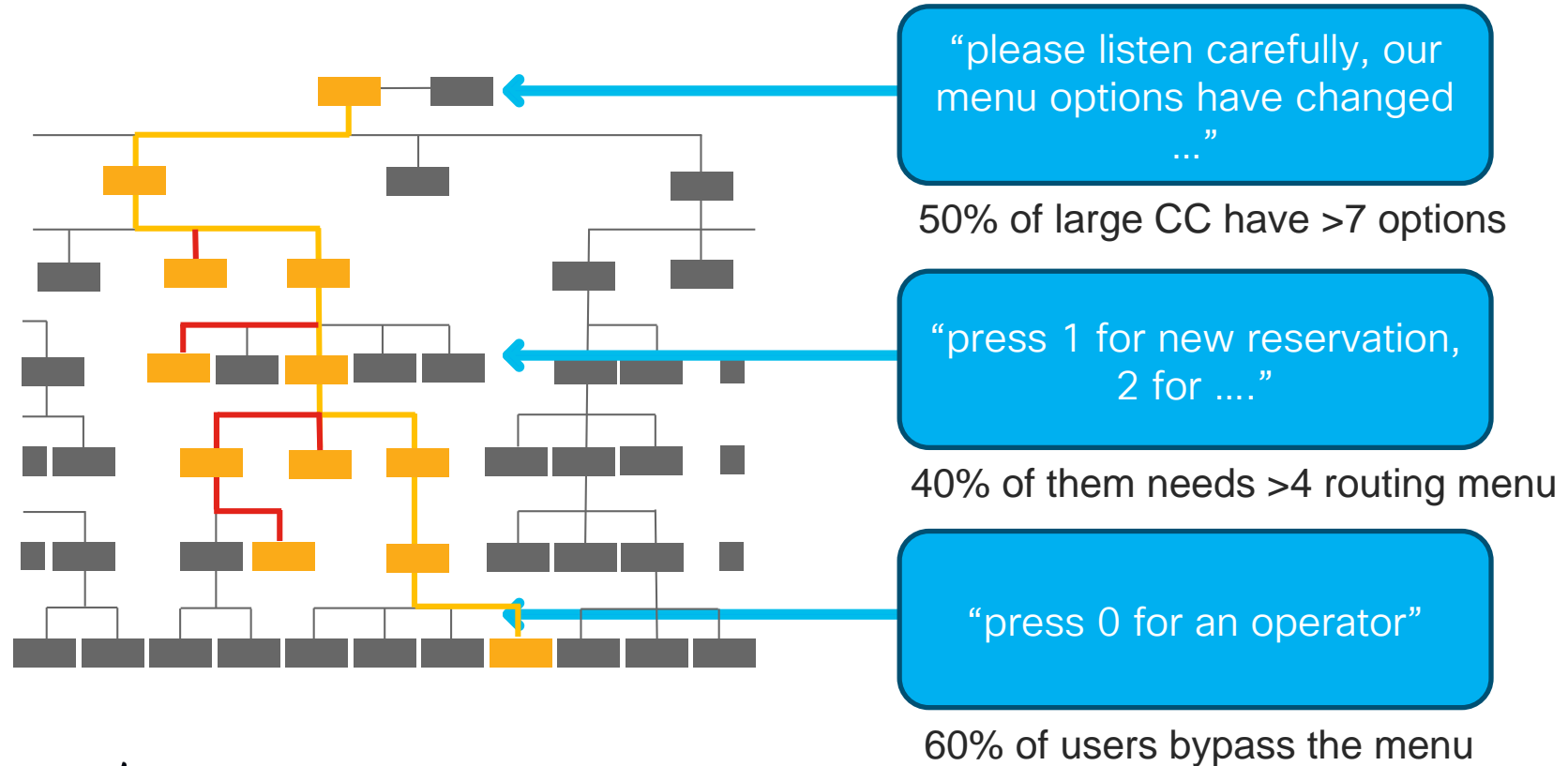
Role of Self-service in Contact center

Balancing the market pressures



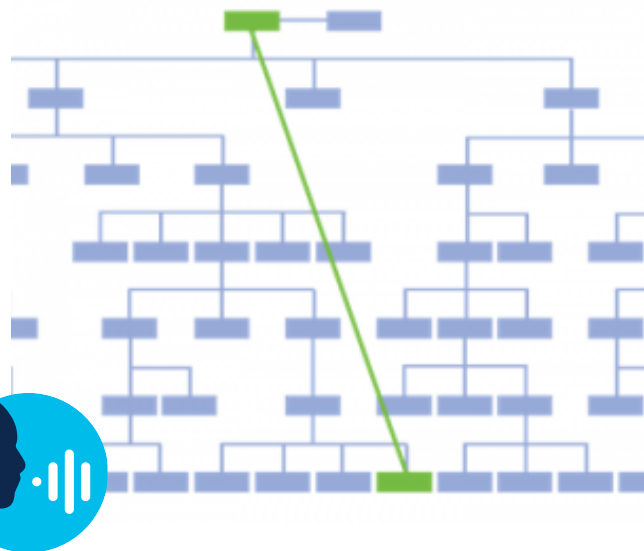
Continuously learning, effortless, omni-channel and contextual to optimize human agent contact

Problem: Traditional IVR experience



Conversational IVR Self-service: Benefits

“JUST SPEAK to the IVR”



- Average customer **traversal time** (< ~40 sec)

- Call handling with Dynamic menus & context



- **Flattened tree** enabling many more options

- High-quality customer experience



- Consistent NLU **across different channels**



- Better analytics on **unfulfilled intents**



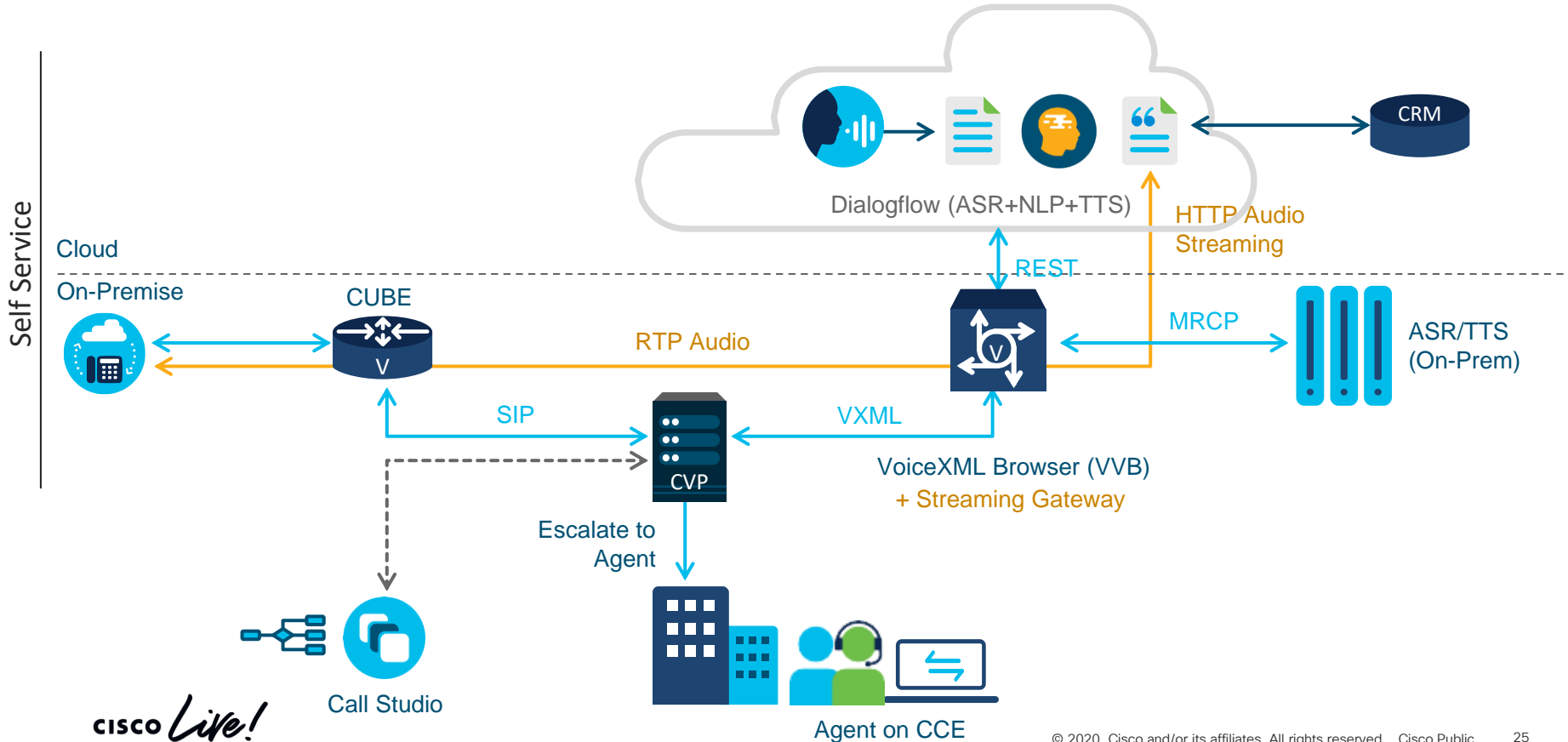
- **Voice carries more** data than content (sentiment, biometrics, gender etc.)

- Ease of training new transactions effortlessly

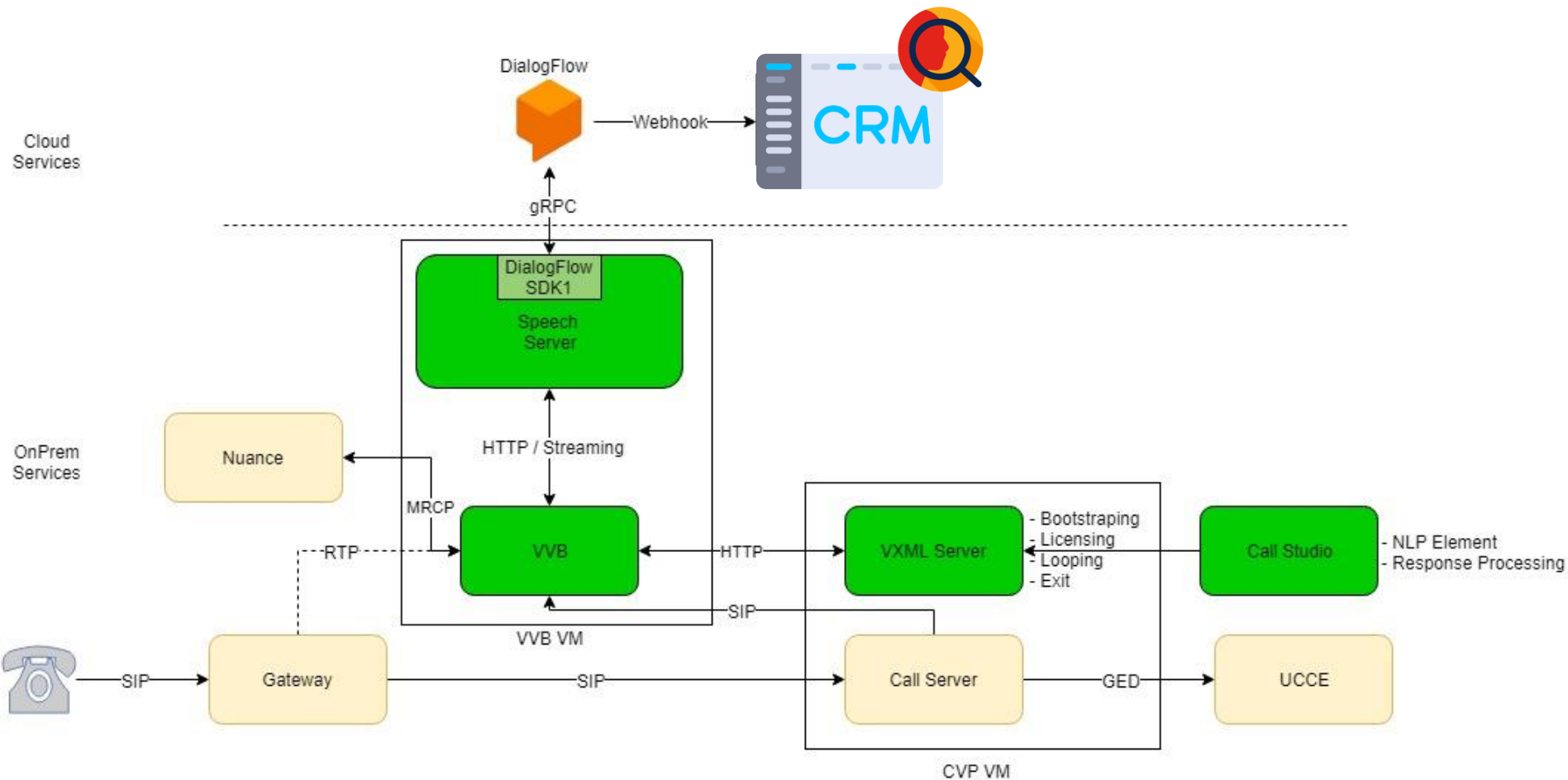
- Drive efficiencies by **automating routine tasks**

- **Choice of cloud based or on-prem dialog management**
(Retain your existing 3rd party integrations)

Conversational IVR with Cisco Voice Portal (CVP)



Conversational IVR- Use case #1



Use Case #1 :: Conversational IVR with Dialog management in Cloud

1. Telephony call control @ CVP

✓ Call control at CVP

- ✓ Calls bridged at VVB for Streaming voice towards Dialogflow (ASR / NLU)
- ✓ Call termination on successful self-service handling
- ✓ Call escalation to agent post self-service

2. Dialog Management @ Cloud

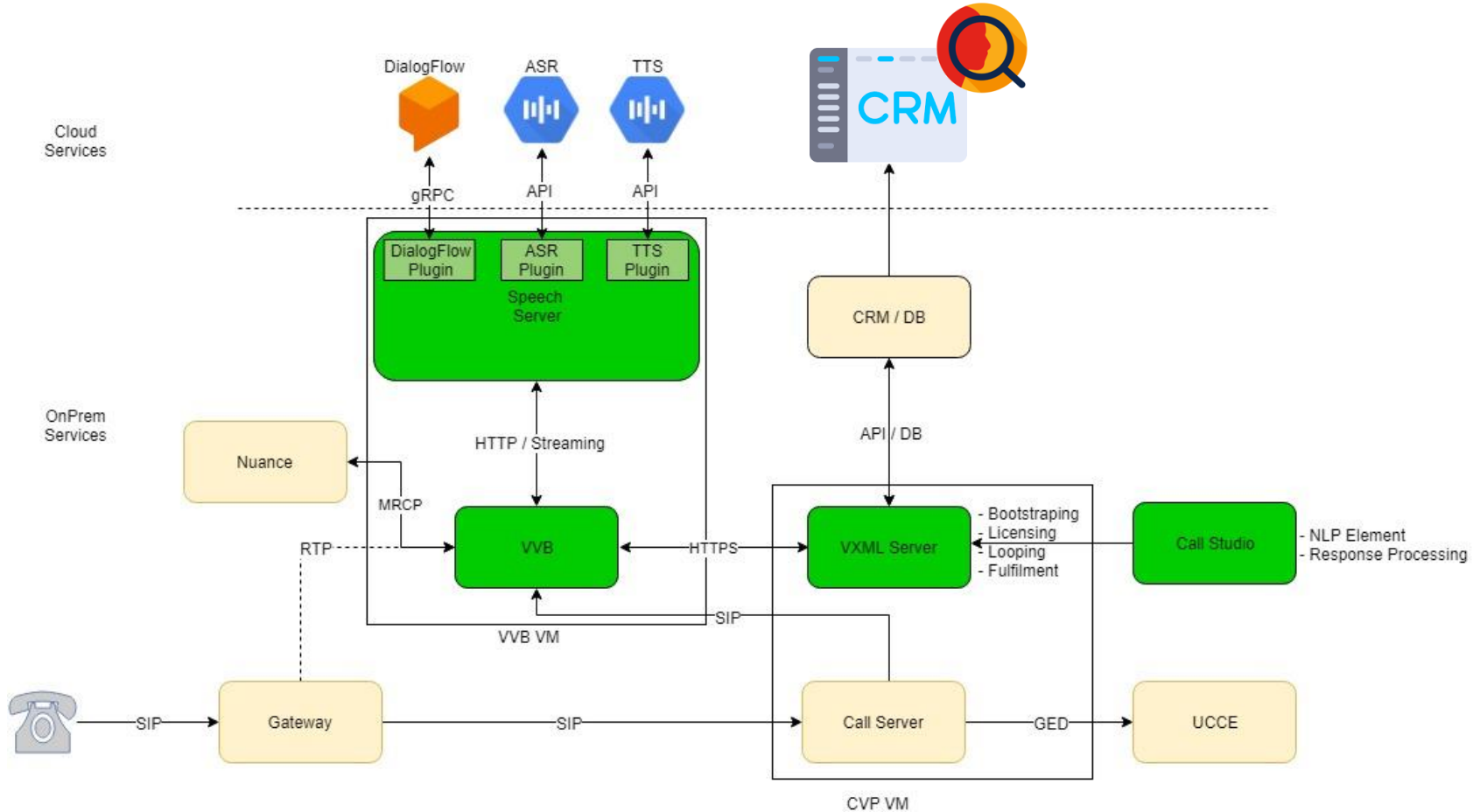
- ✓ Bootstrap script (at CVP) to trigger Dialogflow integration
- ✓ **Dialog management (Business logic) using Dialogflow UI.**
- ✓ Intent handling @ Dialogflow (intent training using Dialogflow UI)
- ✓ **Fulfilment (CRM / DB dip) from Google Cloud**
- ✓ Exit state or intent defined to transfer calls toward Agents.

USE Case 1: Utilities Services

- Used when the Virtual Agent (DialogFlow BOT) is supposed to autonomously handle the entire call
- Data fulfillment is managed by DialogFlow in Cloud interacting with Data Bases (CRM etc.)
- The call is handles back to IVR just for agent escalation



Conversational IVR – Use case #2



Use Case #2 :: Migrating current IVR to Conversational IVR

1. Telephony call control @ CVP

✓ Call control at CVP

- ✓ Calls bridged at VVB for Streaming voice towards Dialogflow (ASR / NLU)
- ✓ Call termination on successful self-service handling
- ✓ Call escalation to agent post self-service

2. Dialog Management @ Cloud

✓ Dialog management (Business logic) using CVP call studio.

- ✓ Dialogflow elements used to trigger Dialogflow integration for ASR/NLU
- ✓ Intent detection using Dialogflow (intent training using Dialogflow UI)

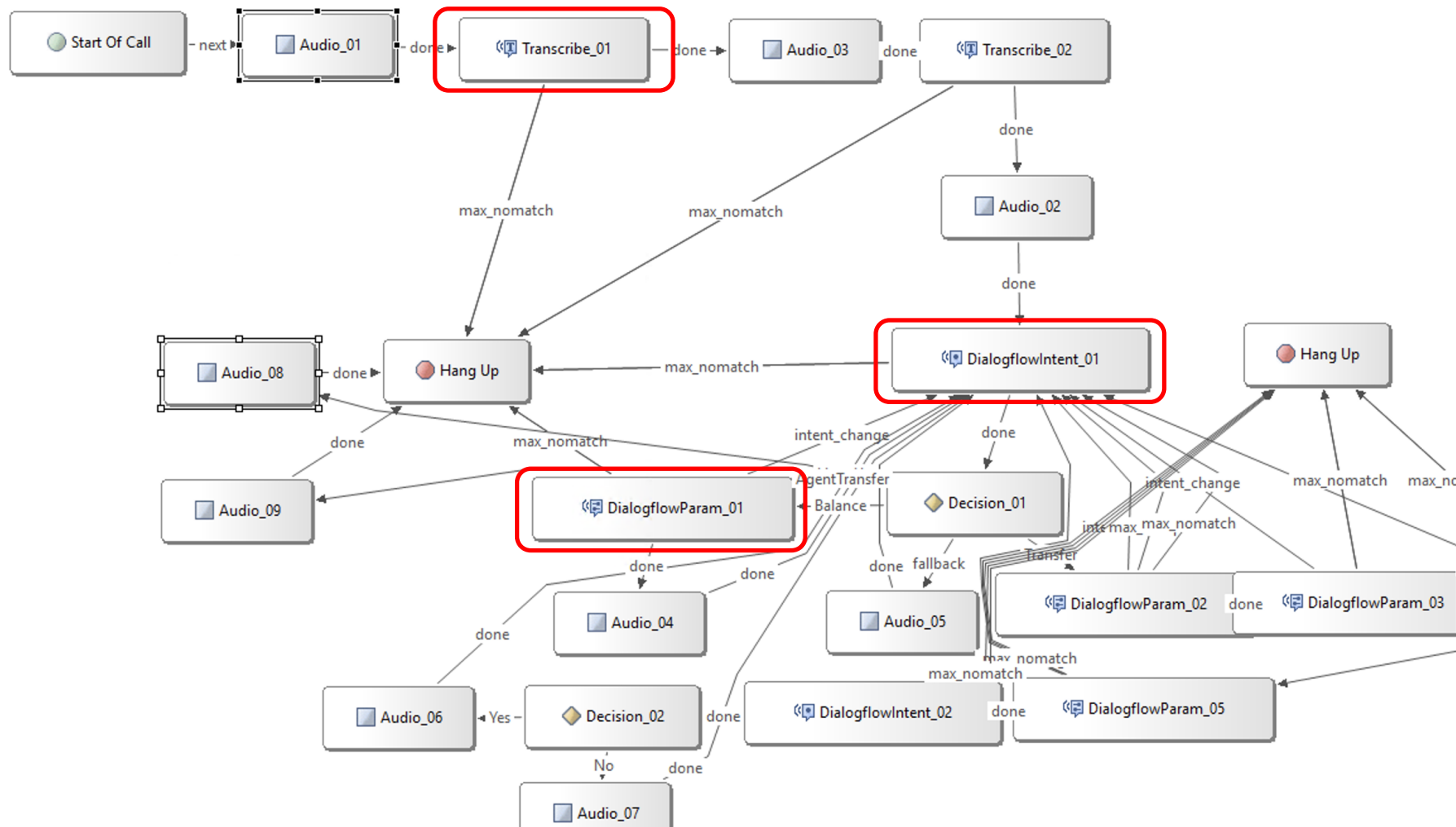
✓ Fulfilment (CRM / DB dip) from CVP

- ✓ CVP script controls transfer toward Agents.

USE Case 2: Banking Self Service

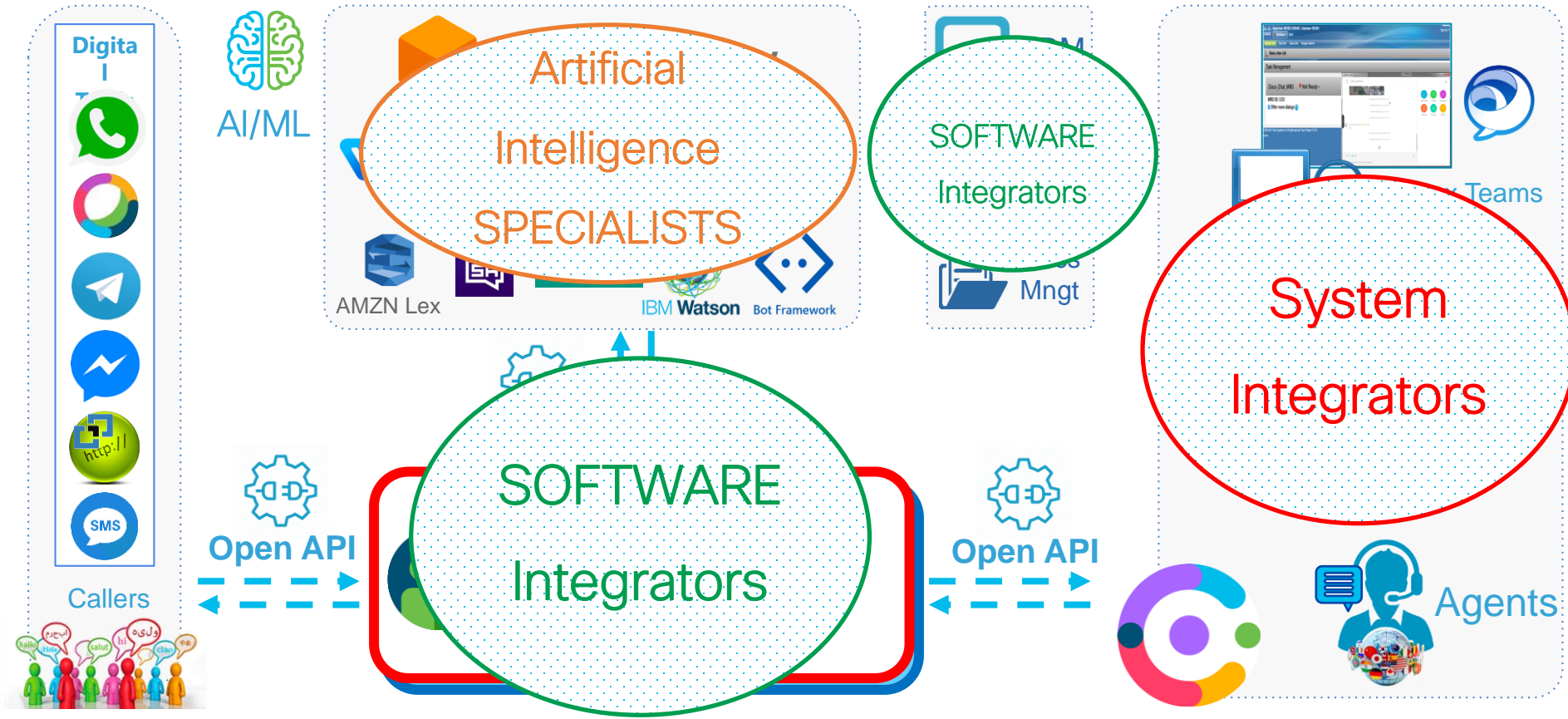
- The relevant user information and privacy will be held on premise and not sent to Google Cloud
- A local IVR script handles confidential information interacting with a local DB
- DialogFlow just used for intents recognition (which actions: tranfer, balance etc.), transcription, Voice synthesis





GoToMarket Evolution

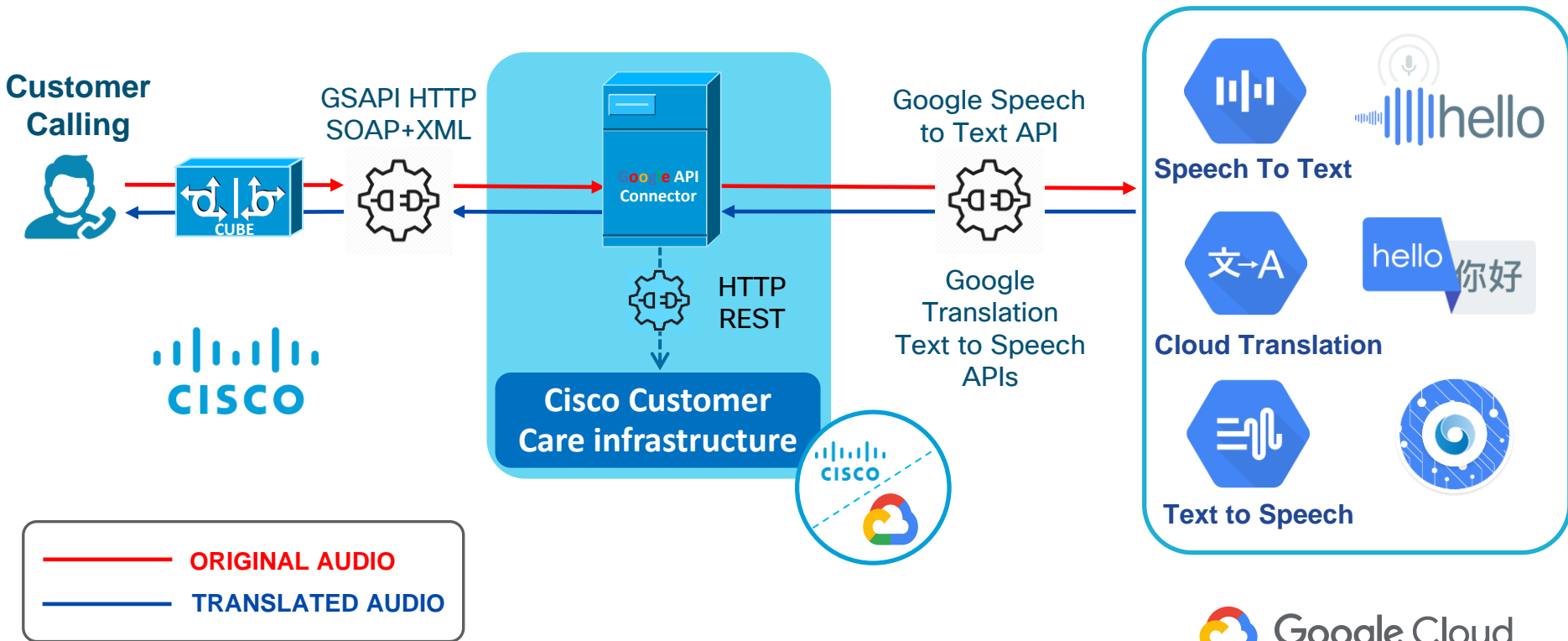
Contact Center architecture for automation of complex Business processes



The Cisco Partner is the Director of the orchestra



A glimpse of future Voice Translation echoing architecture



cisco *Live!*

DEMO 2



“Voice Translation Echoing”
AUDIO from Mac and from my mike

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