



Introducing Webex Connect and CPaaS APIs

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Cisco Webex App

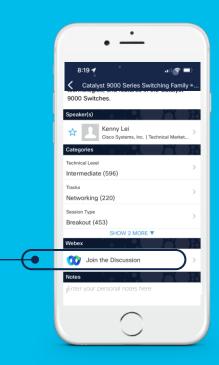
Questions?

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 until February 24, 2023.

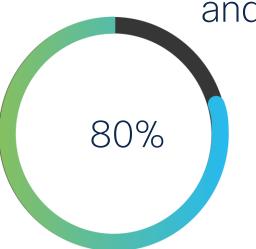




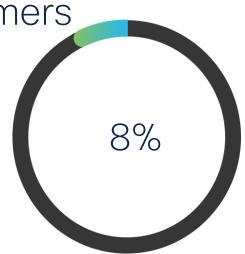
Agenda

- Welcome to CPaaS and Webex Connect
- Launch new experiences within minutes
- Getting started with Webex Connect APIs
- Track delivery status of every customer interaction
- Accessing your own sandbox

There is very often a disconnect between a business and their customers



of businesses believe they deliver an excellent communication experience...



of their customers agreed

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



Managing customer interactions is increasingly complex for enterprises

CRM & Case management Poor CX integration Order management Transaction processing No single point of orchestration Core Lack of between inbound / Billing platform channels business Channels outbound control Fraud management Lack of scale systems Conp Marketing and Campaigns Fragmentation Commerce platform Managing protocols, hardware and carrier Appointment management connectivity

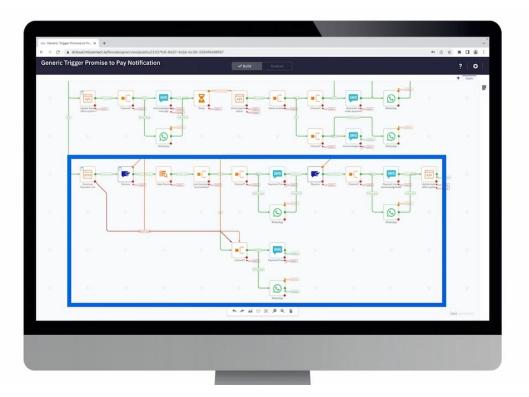


By delivering connected journeys across the customer lifecycle





Example: Promise to pay

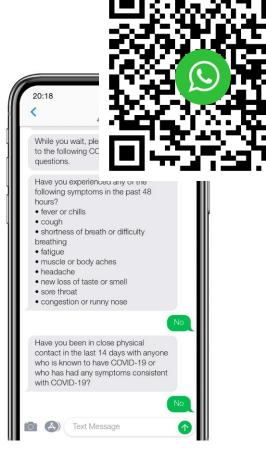






Example: Digital check-in

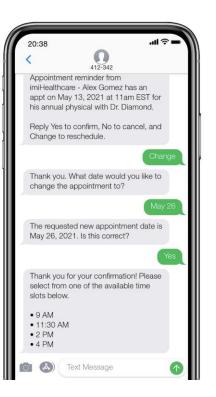






Example: Appointment reminder and rescheduling







Webex Connect Flow builder - Demo



Webex Connect Messaging API - Demo



Useful tools and links

The list of tools and resources used for the demos can be found here.

- Sign up for your own IMI Sandbox at https://imimobile.com/products/webex-connect/sandbox
- Webex Connect Help https://help.imiconnect.io/
- Webex Connect Developers https://developers.imiconnect.io/
- Sandbox API https://developers.imiconnect.io/reference/sandbox-apisoverview
- Messaging API https://developers.imiconnect.io/reference/getting-startedwith-your-messaging-api
- Inbound Webhooks https://developers.imiconnect.io/reference/custom-event-v2
- Cisco dCloud https://dcloud.cisco.com/
- Postman API platform https://www.postman.com/downloads
- Webhook site https://webhook.site
- Further Learning https://developer.cisco.com/learning/tracks/webex/webexconnect/



DEVNET-1850

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Thank you



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