



# Possibilities

#CiscoLive

# Delivering Magical Experiences

## Cisco Contact Center Vision and Strategy

Vinod Muthukrishnan

Chief Growth Officer

@vinod\_cc

DGTL-PSOCCT-1645



June 2-3, 2020 | [ciscolive.com/us](https://ciscolive.com/us)

#CiscoLive





# Agenda

- The current Contact Center environment
- Cisco Contact Center vision
  - AI-Powered Super Agents
  - Collaborative Teams
  - Omni-channel Experience Management
- Cisco Contact Center portfolio
- Remote agents and business continuity planning

# Customer expectations are on the rise



On-Demand

**Opendoor**

Transactions  
your way

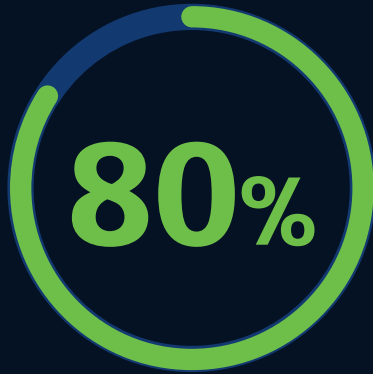


Unlimited Selection

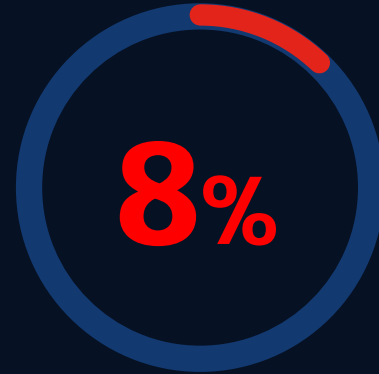


Premium Experience

# The disconnect between business and customers



of businesses believe  
they deliver a superior  
experience...

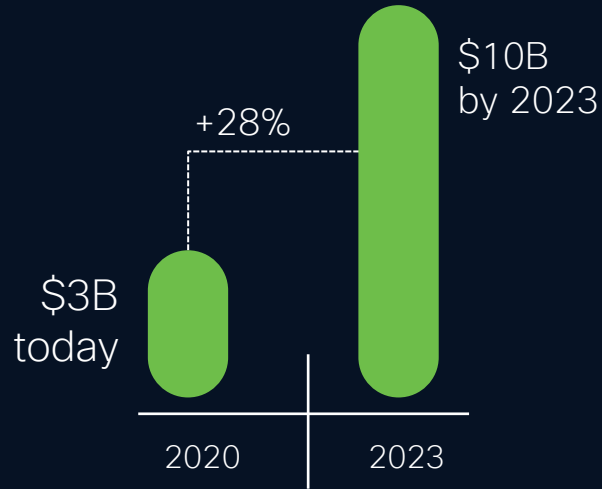


of their customers  
agreed

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

# Businesses are turning to technology for help

## Cloud Contact Center Spending



\* Source: Gartner, 2020

## Cisco is leading the way



# Why is the Contact Center so critical now?

It's Where Exceptions  
Now End Up



The Contact Center is the  
new “Digital Backstop”

A Key “Moment of  
Truth”



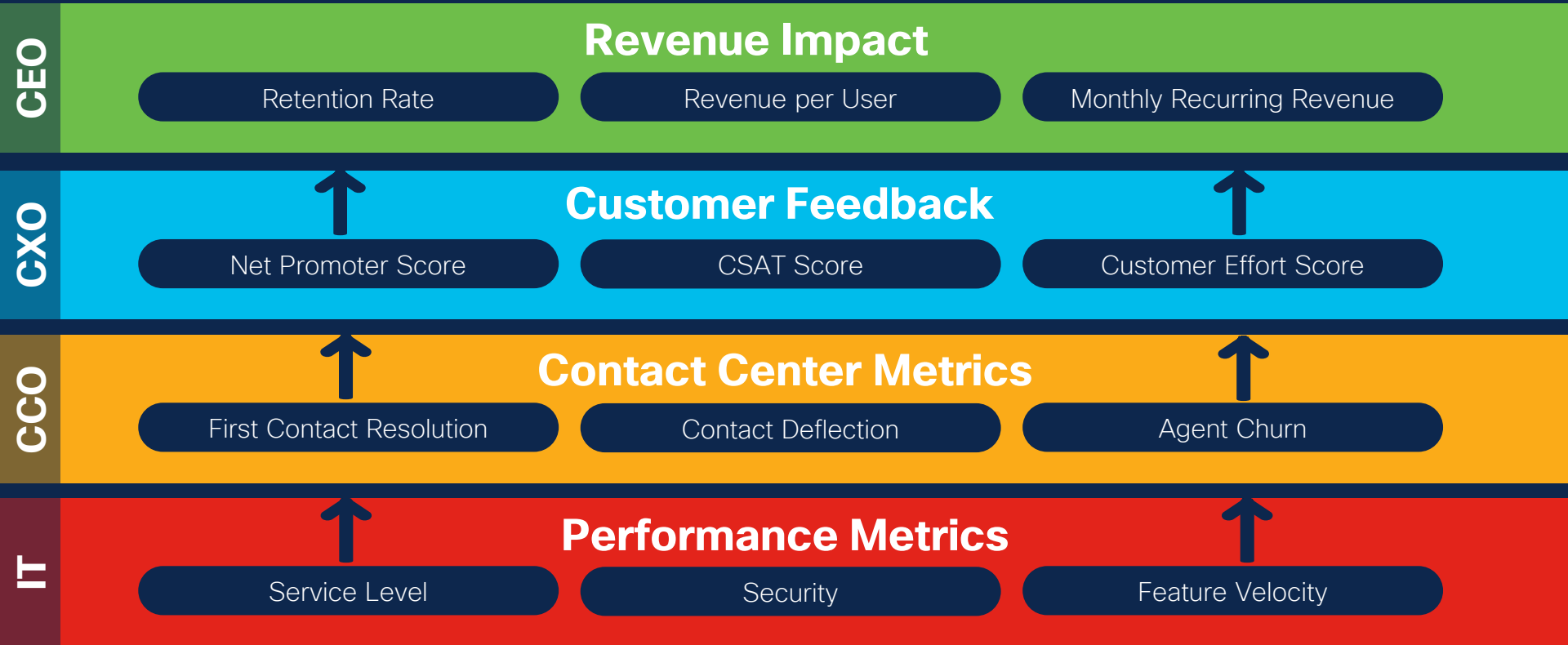
Brand Promises Can Be  
Made or Broken Here

Ripe for CX  
Improvement



New technology can  
dramatically improve contact  
center experiences

# Solutions designed for business outcomes





# Cisco Contact Center Vision

Transform customer experiences leveraging **Artificial Intelligence**, **Experience Management** and **Collaboration Tools** to directly impact business outcomes.



**Super  
Agents**



**Collaborative  
Contact Center**



**Experience  
Management**



# AI Augmented Super Agents



# What can Super Agents do?

Spend less time on repetitive tasks

Focus on more complex requests

Find relevant information in real-time

Give undivided attention to the customer



# Surrounding Agents with AI Assistance



## Intelligent Self-Service

Chat bots and  
Conversational IVR to  
reduce call volume



## Call Quality & Sentiment Insights

Identify key issues and  
provide agent coaching



## Real-Time Transcripts

Speech to text transcripts for  
more accurate notes and  
faster wrap-up



## Live Agent Assistance

In-call suggested answers for  
agents based on customer  
conversations

# 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 Bot Virtual Customer Assistant



## Features/products powered by Cisco AI

Voicea Gadget Transcription (EFT, 12.5)  
*Call Transcripts and Highlights*



Google Cloud

## Features/products powered by Google Contact Center AI/Dialogflow

Conversational IVR \*  
Bot Customer Virtual Assistant \*  
Cisco Answers \*\*

\*BYO orderable, Cisco offer not orderable yet

\*\* not orderable yet

**CISCO** *Live!*

# Effects of AI on business outcomes

**70%**

of businesses experience  
a reduction in call volumes  
when deploying AI.

\*Source: Cisco Global Contact Center Survey

**37%**

Increase in CSAT  
scores when using AI

\*Source: Nemertes



# Collaborative Contact Center



# Why Collaborative Contact Center?

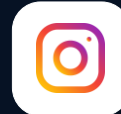
The need is clear in the exception world of contact center



Of self-service attempts require support from an expert

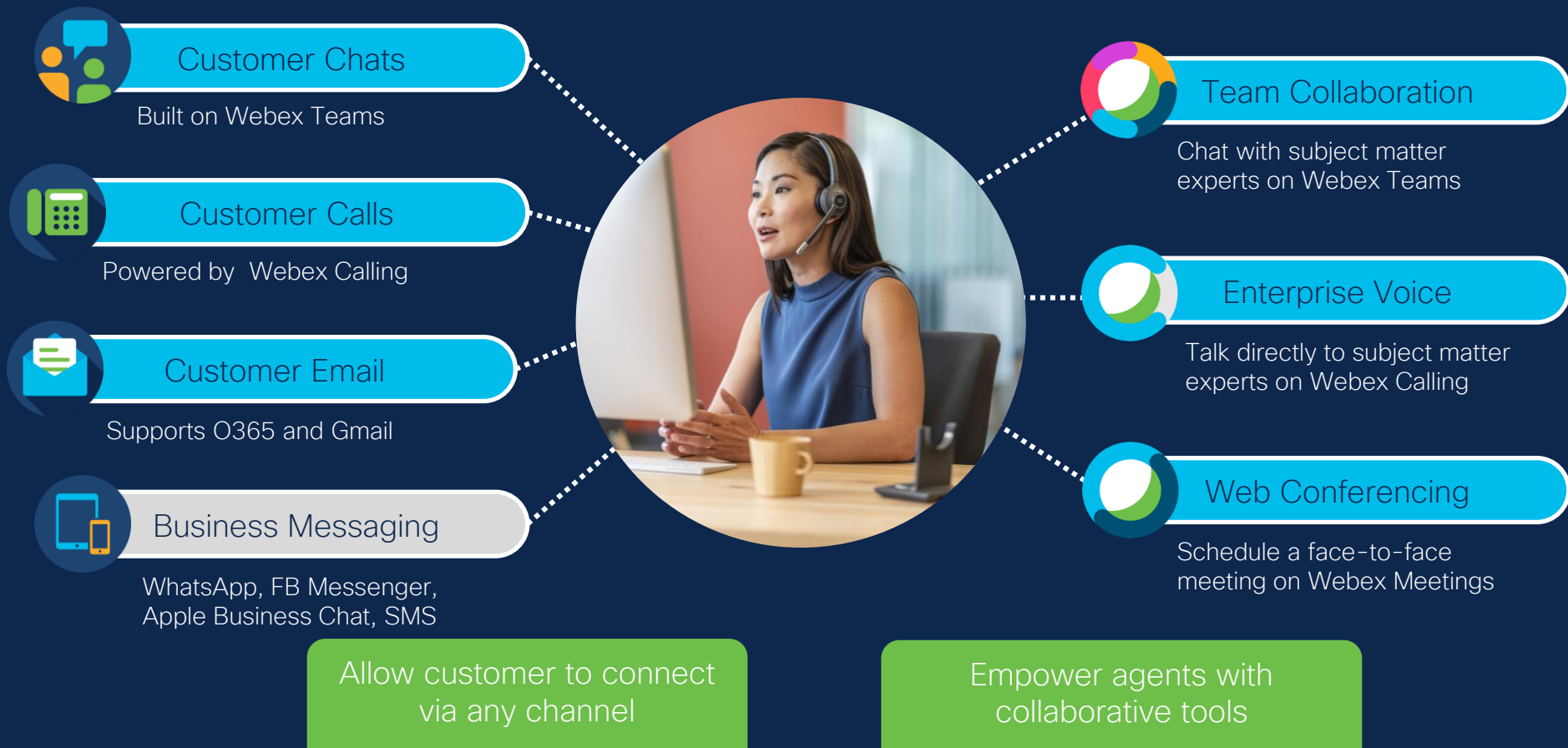


Improvement in customer retention when CC is UC enabled





# Seamlessly connecting customers, agents and employees



# A single platform for collaboration with experts



Easily find, chat, and talk to subject matter experts in and outside of the Contact Center



Build deeper relationships with colleagues, increased productivity

**Cisco** Webex



Webex Teams



Webex Meetings



Webex Calling



Webex Contact Center

## Effects of integrated collaboration on business outcomes

**68%**

Greater increase in  
CSAT

**2X**

Greater increase in  
customer retention

**37%**

Greater increase in  
profit margin per  
customer

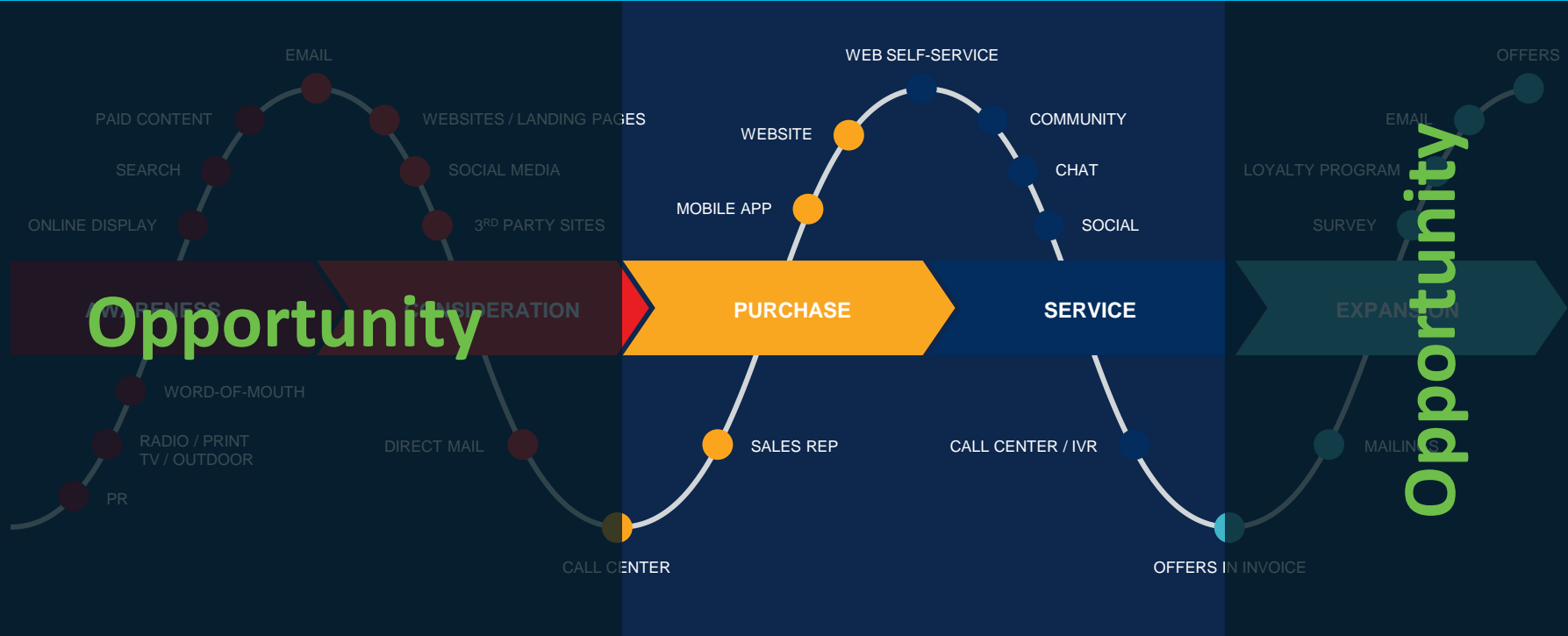
As compared to businesses without integrated Collaboration year-over-year

\*Source: Aberdeen



# Omni-Channel Experience Management

# Opportunity: see the entire customer journey



Contact Center

# Webex Experience Management (formerly CloudCherry)

## Customer Journey

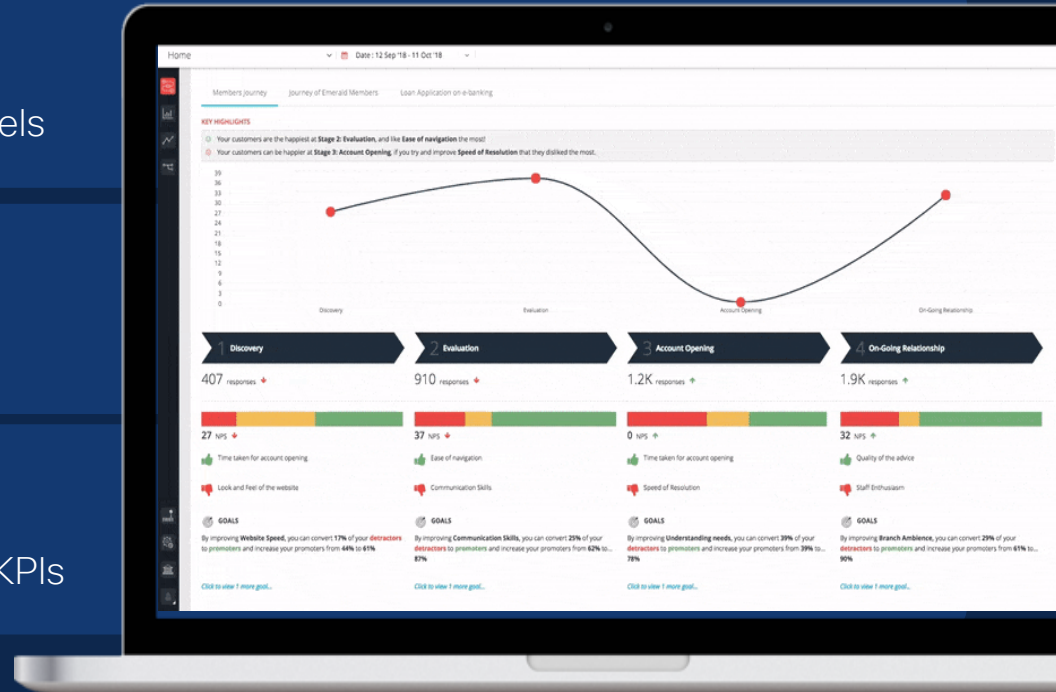
Follow customers across 17 different channels

## Survey Builder

Post-call IVR, email & web intercept surveys

## Predictive Analytics

Relationship between experience drivers & KPIs



# Effects of customer experience on business outcomes

The revenue impact of a 1-point improvement in Forrester CX Index™ score:

**\$1.1**  
**Billion**

Auto Manufacturers

**\$496**  
**Million**

Retail Industry

**\$215**  
**Million**

Home and Auto  
Insurance

\*Source: Forrester "How Customer Experience Drives Business Growth"

# Cisco Contact Center Portfolio

## On-Premises



### Contact Center

- Available on-premises or partner-hosted
- All business sizes
- Express: SMB-Midsize up to 400 agents
- Enterprise: Large Enterprise up to 24,000 agents
- HCS: Partner Hosted up to 24,000

## Cisco Cloud

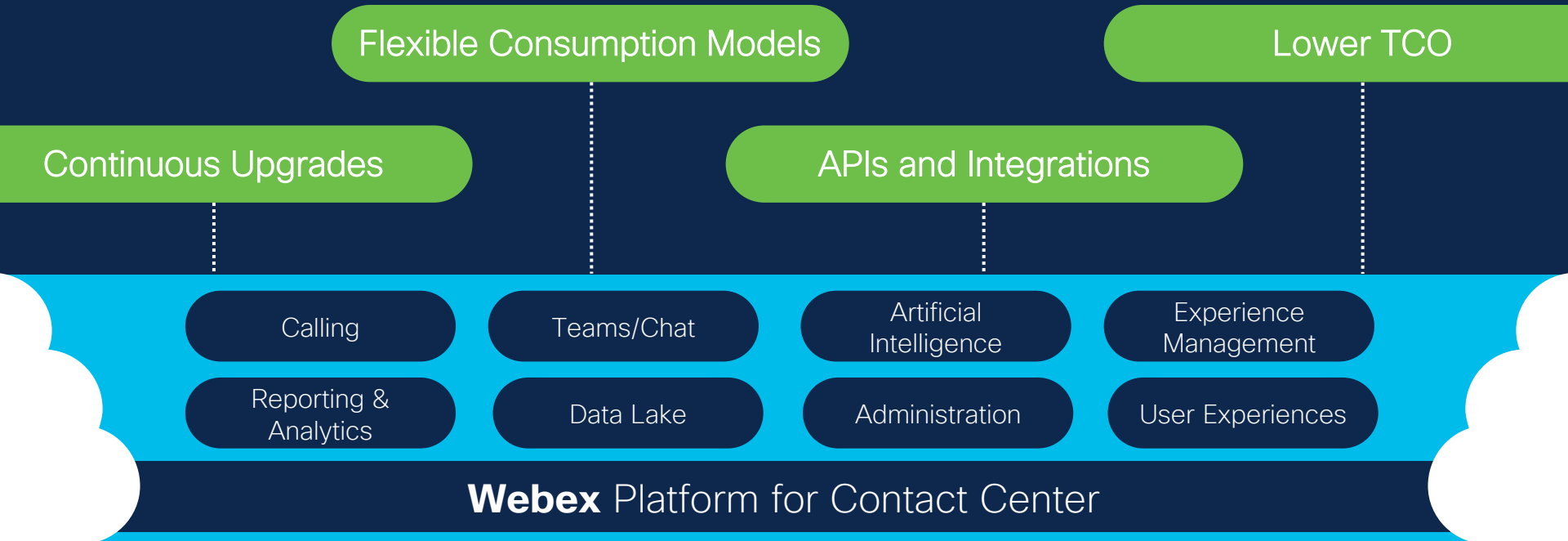


### Webex Contact Center

- Cisco SaaS Solution
- All business sizes
- Webex Contact Center: up to 1,000 agents
- Webex Contact Center Enterprise: up to 24,000 agents
- Single Webex Platform for Contact Center



# Cisco Multi-Tenant Cloud Platform Benefits



# Cisco Multi-Tenant Cloud Platform Deployments

## Multi-tenant Cloud



- Quick deployment
- Pure multi-tenant
- SMB feature set

## Multi-Cloud



- Complex cloud deployments
- ACD single instance Cisco cloud
- Remainder multi-tenant

## Premise



- Customer or partner hosted
- Some functionality leverages multi-tenant platform

Calling

Teams/Chat

Artificial  
Intelligence

Experience  
Management

Reporting &  
Analytics

Data Lake

Administration

User Experiences

**Webex** Platform for Contact Center

# Webex Contact Center Portfolio



Webex  
**Contact Center**

Webex  
**Contact Center Enterprise**

Webex **Platform** for Contact Center

Single Global Platform

Cognitive Collaboration

All Business Sizes

Single Subscription

The background is a dark blue field filled with numerous small squares and dots in shades of blue and orange. These elements are scattered across the frame, with a higher concentration of orange squares in the upper left and lower right corners, and a trail of smaller dots extending from the upper right towards the center.

# Cisco Contact Center COVID-19 Response

# Empowering Remote Contact Center Agents

CISCO *Live!*



# Customer Challenges During COVID

I need **remote agents** fast

I need **more scale** fast

I need **self-service** fast

I need **a new contact center** fast





## Webex Contact Center Quick Deployment Solution

- New cloud deployments
- In less than 5 days

## Existing Customer Work from Home Deployments

- Quick solution for remote agents
- Leveraging existing solutions





Set up a hotline for COVID questions

Technology didn't support remote agents

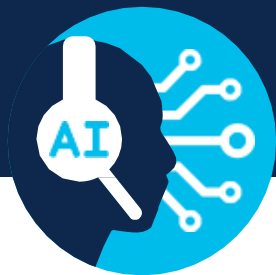
Needed a solution as fast as possible

Up and running in 2 days with Cisco



# Cisco Contact Center Business Continuity Planning (BCP) Solutions

# Business Continuity Planning (BCP) Solutions



## AI-Based Self-Service

- “Flatten the curve” for calls
- Give customers options for rapid self-service



## Remote Agents

- Easily support up to 24,000 at home agents
- Provide consistent agent and supervisor experiences



## Fast Deployment Overflow Options

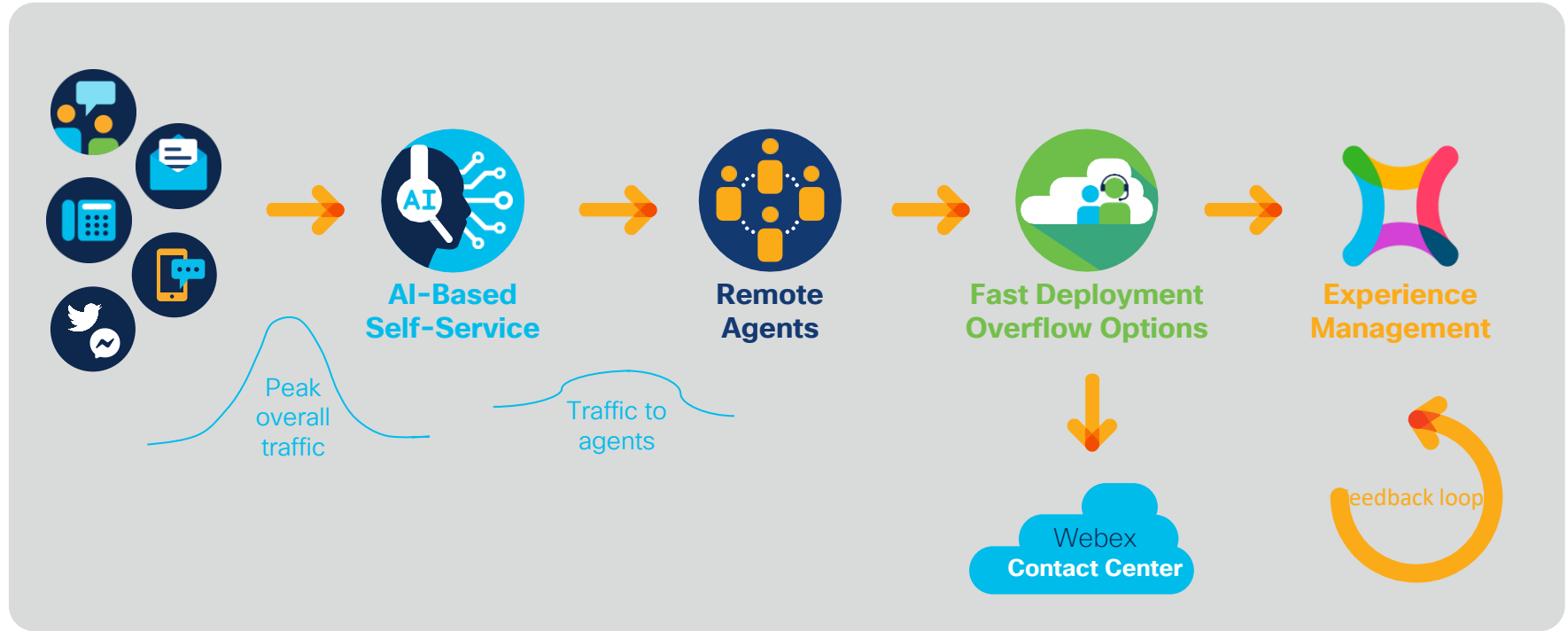
- Technology bridges for linking existing on-premises to new cloud
- Ensure consistent customer pathways across deployments
- Consolidated historical reports provide visibility



## Experience Management

- Integrated feedback loop
- Keep a real-time pulse on sentiment via Voice of Customer (VoC) and Voice of Employee (VoE) surveys

# Business Continuity in the Contact Center



Thank you



# Possibilities

#CiscoLive