

CISCO *Live!*



#CiscoLive



The bridge to possible

The Future of Customer Experience, today, with Webex Contact Center

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PSOCCT-1000



#CiscoLive

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/#PSOCC-1000>

(lights down)





Rising customer expectations cross boundaries



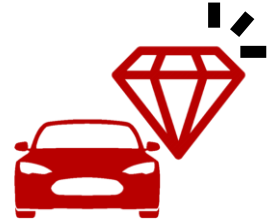
On-demand



Transactions your way
the next day



Unlimited
selection



Premium
experience

And businesses are challenged to keep pace . . .

Our Vision

Empower companies to **intelligently**
deliver **proactive, hyper-personalized**
customer **connections.**

Contact center is a core Cisco and Webex priority

\$730M

CPaaS acquisition

\$1.4B

In AI acquisitions

2,100

Employees working for
contact center

Continued cloud contact center momentum

Triple Digit

Revenue growth
quarter over quarter

45%

Of customers are
new to Webex

36

Countries available
globally

Great customer experience addresses all stakeholders...

Customers

Solve problems with minimum effort through anticipation with the right channel at the right time

Agents

Utilize powerful tools to exceed expectations with each interaction empowered by insights, collaboration and AI

Business

Goal-driven efficiency with the ability to understand customer journeys to drive brand value and loyalty

Webex creates connected customer experiences

Business systems

CRM and case management



Transaction processing



Order & appointment management



Fraud management

E-commerce & billing platforms



Webex Contact Center

Webex Connect (CPaaS)

Channels



Webex Platform

Calling · Messaging · Meetings · AI · Insights and Analytics · Journey data

Empowering companies across the **entire customer journey**

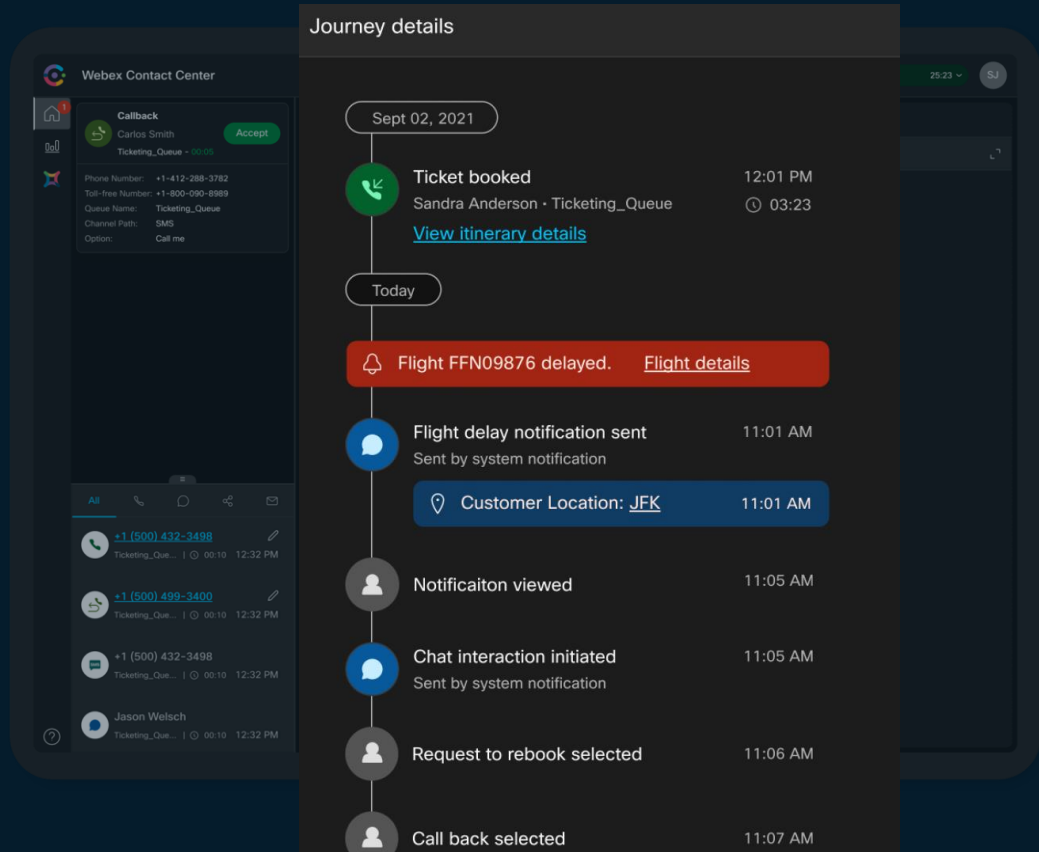


Listen

Gather and create rich customer profiles.

Journey data service

Available in Webex Contact Center Summer 2022

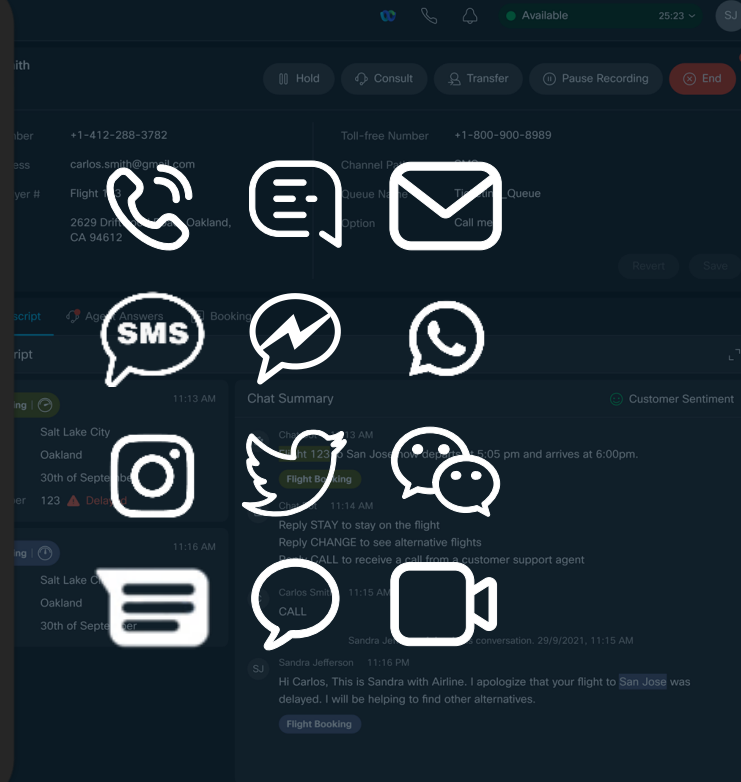
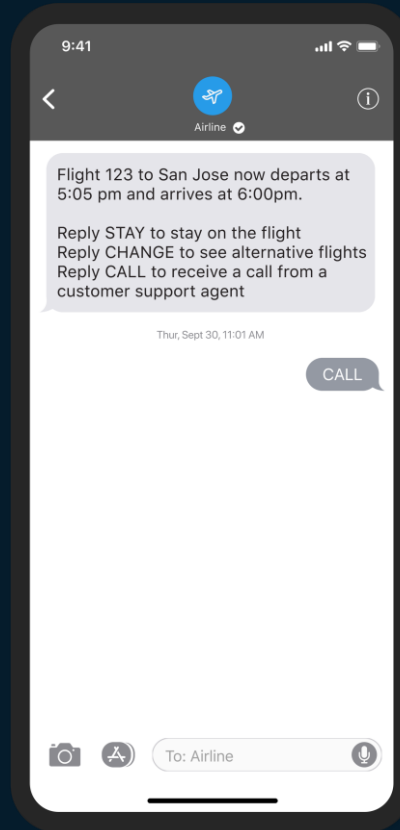


Engage

Connect with customers how, when and where they want.

“Dip into new digital channels for contact center” [Tues 6/15 - 1-5 PM]

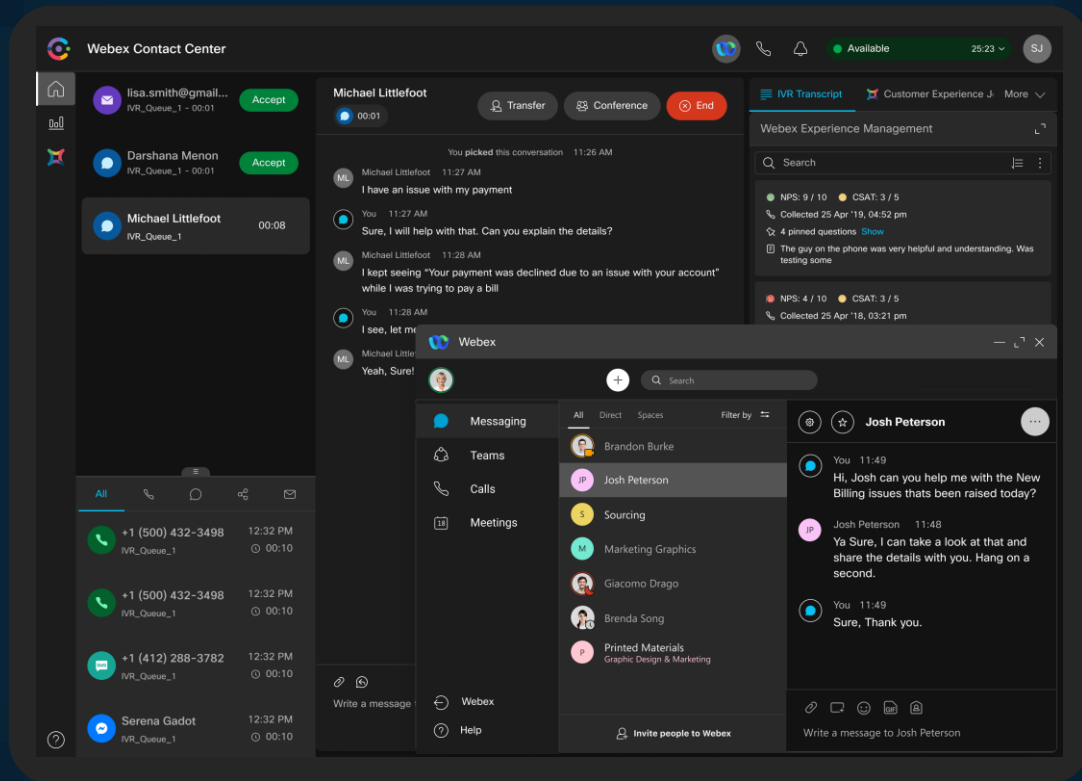
“Webex Contact Center digital channels powered by Webex Connect” [Walk-in lab]



Augment

Leverage AI and collaboration for super agents.

"Webex Contact Center new digital channels bot capabilities"
[Wed 6/15 – 1-5 PM]



Augment

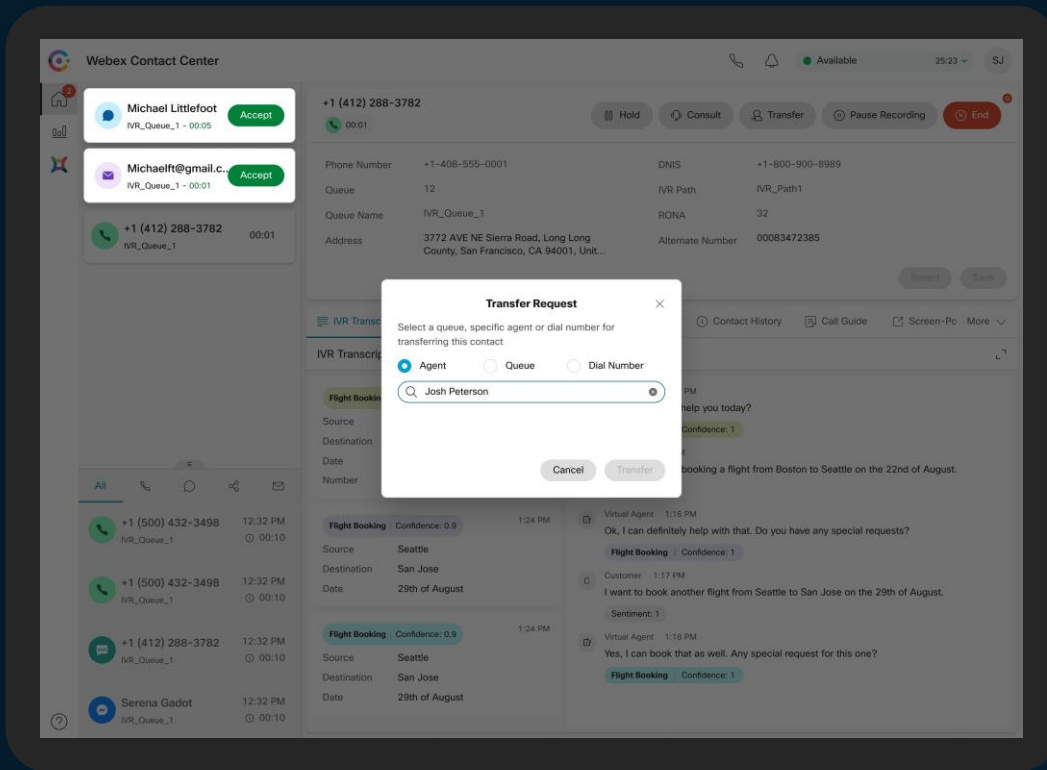
Interoperability with Microsoft Teams

Certification expected fall 2022

Engage Teams-based experts with consolidated Azure directory and presence.

Conference or transfer to Teams users.

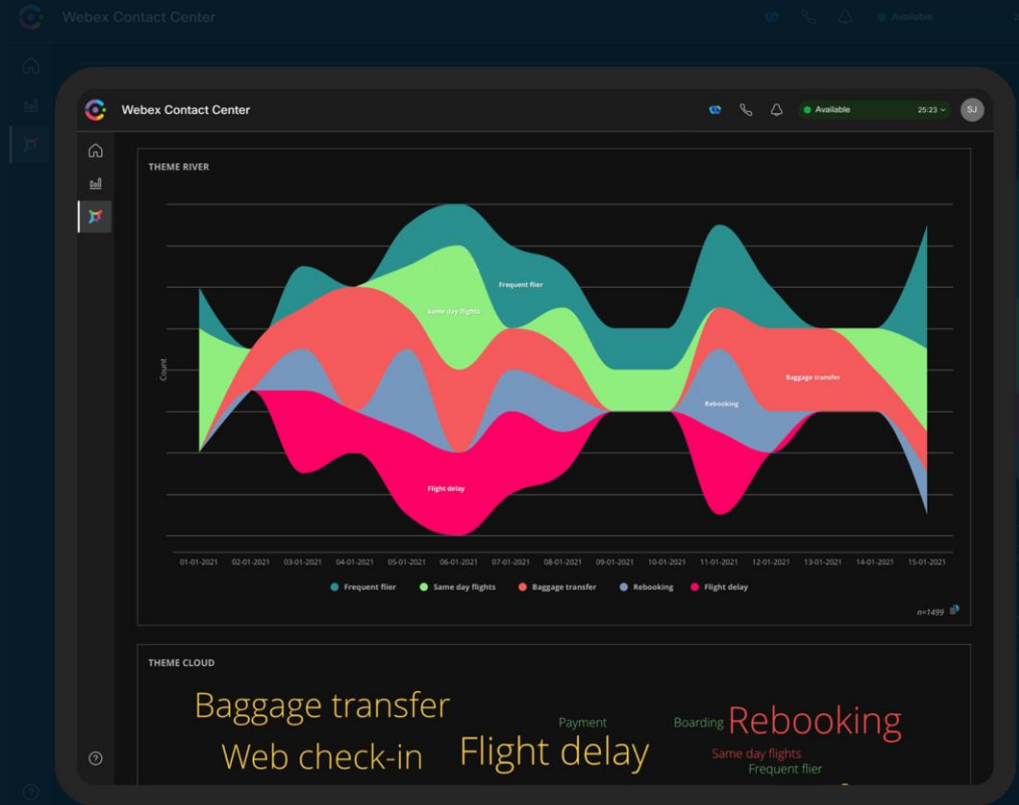
Skills-based routing of inbound calls from Microsoft Teams.



Learn

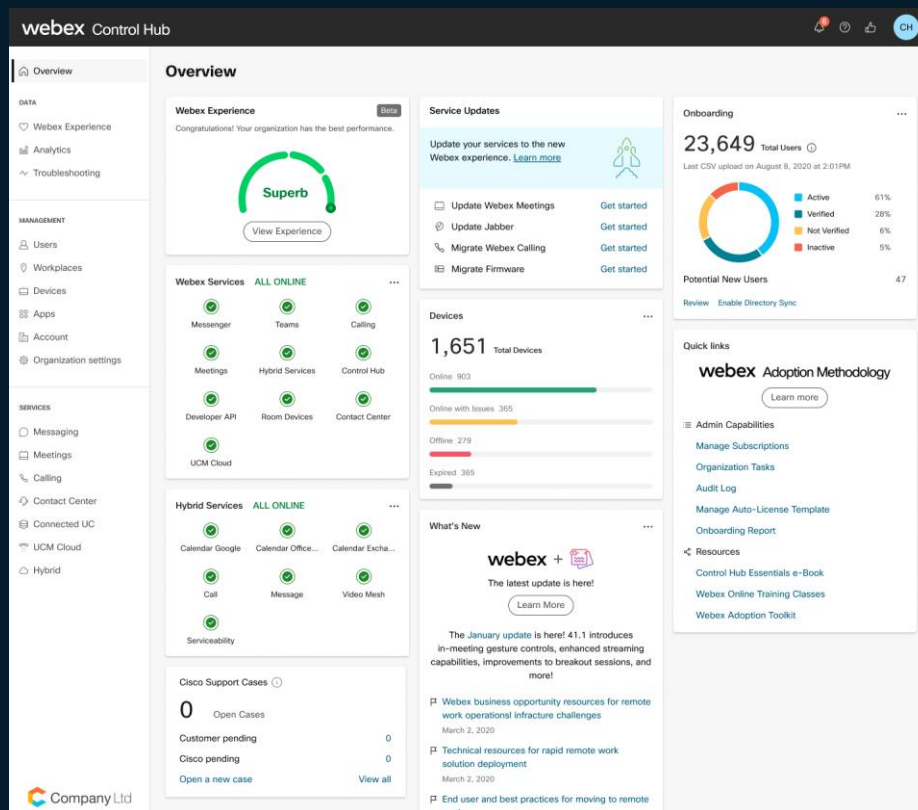
Use data for insights and predictions to optimize customer experiences.

“Using Webex Experience Management in Webex Contact Center” [Walk-in lab]



Learn

Understand whether
you are delivering
your intended
business outcomes



Automate and orchestrate customer journeys with no or low code.

The diagram illustrates the architecture of core business systems. On the left, a vertical stack of five boxes represents the core systems: CRM and case management, Transaction processing, Order and appointment management, Fraud management, and E-commerce & billing platforms. These are connected to a central horizontal flow of boxes: CRM and case management, Transaction processing, Order and appointment management, Fraud management, and E-commerce & billing platforms. This central flow is then connected to a vertical stack of eight icons representing various channels: a telephone, an envelope, a speech bubble with 'SMS', a speech bubble with three dots, a lightning bolt, a speech bubble with a telephone, a camera, a speech bubble with a speech bubble, a speech bubble, and a video camera. The entire diagram is set against a dark blue background with a light blue grid.

Adapt

Flexibility for
partners to build
differentiated
customer
experiences with
100+ open APIs

developer.webex-cx.com

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Build the Next Generation Customer Experience

Browse through our guides, API references and start building!

[Build Apps](#) [Go to Documentation](#)

{ Personalize }
your customer journey

{ Build your own }
features and services

{ Integrate }
with your s

{ Partner Success Stories }

It's neat, clean, and easy to navigate!

We value the option of being able to directly test a request using the built-in client. That is a huge move forward.

Miroslav Moravek
Director of Product Development

[Read partner story →](#)

{ Webex Customer Experience for Developers }

Cisco Webex Customer Experience is a full-featured, omni-channel, native cloud contact center solution for small and midsize contact centers that empowers companies to drive loyalty and lifetime value.

Programmatic Contact Center

Webex Contact Center is a robust tool that you can programmatically modify to fit your needs. See how you can create an agent desktop that caters to your users' needs.

[Read more](#)

Customer Experience Journey

Keep track of customer interactions, experiences and activities - orchestrated across channels and over time using Contact Center Cloud.

[Read more](#)

Artificial Intelligence

Use Contact Center AI, which can be integrated with third party applications and data streams, to create real time AI driven actions with other cloud deployed or premise deployed applications.

[Read more](#)

Experience Management

Listen to your customers and measure their experiences by getting a 360-degree view. It lets you analyze the customer journey and make improvements that lead to better experiences.

Coming Soon

Uniquely equipped to optimize customer experience

Webex Contact Center

Intelligently deliver proactive, hyper-personalized customer experiences

- Powerful blend of digital engagement, automation, and live assistance
- Integrated Webex portfolio including Contact Center, CPaaS, Calling Messaging, Meetings, Events, and Devices

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Webex Platform

Single platform to serve all cloud workloads and investments

- Proven AI technologies
- Analytics and insights
- Highly customizable industry leading CPaaS with video
- Leader in digital channels
- Integrated collaboration hardware + software

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Global reach

Cloud infrastructure for global market access

- 36+ countries globally
- 3.6M+ contact center agents
- 6M+ Webex cloud calling users
- 300M+ Webex users

Conclusion

- Expectations have shifted dramatically across verticals
- Deploying a complete CX platform helps reduce cost, enhance flexibility, and ultimately drive satisfaction
- Next up –Brian Hekes on Webex Connect!
- Please remember to rate this session.

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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vouchers redeemed directly
with Cisco.



Learn

Cisco U.

IT learning hub that guides teams
and learners toward their goals

Cisco Digital Learning

Subscription-based product, technology,
and certification training

Cisco Modeling Labs

Network simulation platform for design,
testing, and troubleshooting

Cisco Learning Network

Resource community portal for
certifications and learning



Train

Cisco Training Bootcamps

Intensive team & individual automation
and technology training programs

Cisco Learning Partner Program

Authorized training partners supporting
Cisco technology and career certifications

Cisco Instructor-led and Virtual Instructor-led training

Accelerated curriculum of product,
technology, and certification courses



Certify

Cisco Certifications and Specialist Certifications

Award-winning certification
program empowers students
and IT Professionals to advance
their technical careers

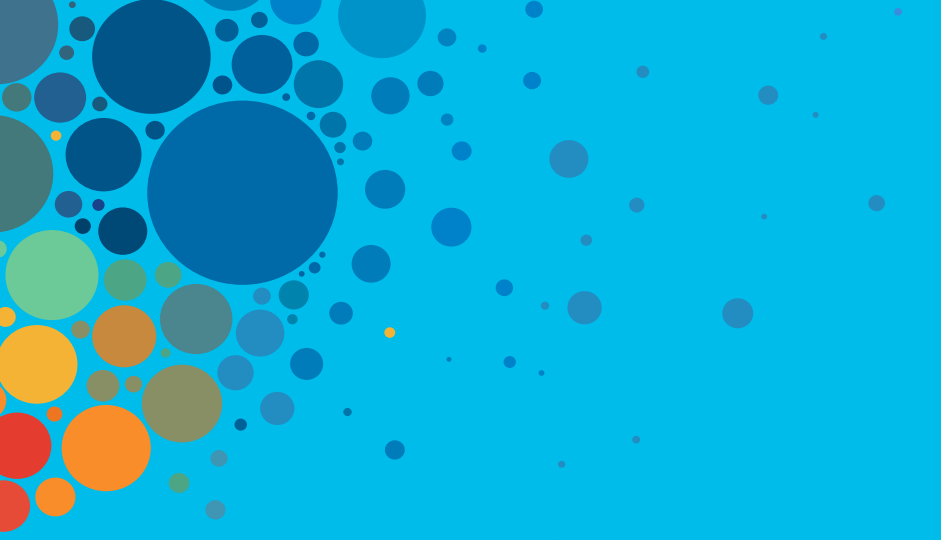
Cisco Guided Study Groups

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with learning and support

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for Cisco certified individuals

Here at the event? Visit us at **The Learning and Certifications lounge at the World of Solutions**



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- Book your one-on-one Meet the Engineer meeting
- Attend the interactive education with DevNet, Capture the Flag, and Walk-in Labs
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The bridge to possible

Thank you

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