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Agenda

- Introduction

- Today's changing customer expectations

- Our vision

- Webex Connect (CPaaS)

- Webex Contact Center (CCaaS)

- The Webex connected customer journey

- Conclusion

Today's changing customer expectations

67%

Of customers favorably view brands that engage in proactive customer service.[1]

68%

Of customers prefer digital engagement channels such as chat, text, and social to a phone call.[2]

77%

Of customers favor intelligent self-service after trying it during the pandemic.[3]

66%

Of customers expect companies to understand and personalize engagement for their unique needs.[4]

[1] Microsoft – "Global State of Customer Service"; [2] OnDevice Research; [3] Northridge Group – 2020 State of Customer Service Experience Report; [4] Salesforce "State of the Connected Customer, 4th Edition"

Delivering on today's customer expectations

Proactively
reach out

Connect
their way

Don't make them wait
or repeat themselves

Empower
agents with context

Solve
their problem

Our Vision

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

So what's the problem?

Seemingly conflicting business outcomes!

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"We need to deliver a better customer experience"

"We need to lower costs"

Solving the divide and providing business value

Top-line revenue growth by improving customer experience

1. Proactive engagement

2. Digital channel of choice

3. Customer history & context

4. Personalization

Memorable customer experiences

Reduced costs without sacrificing exceptional service

5. Call deflection
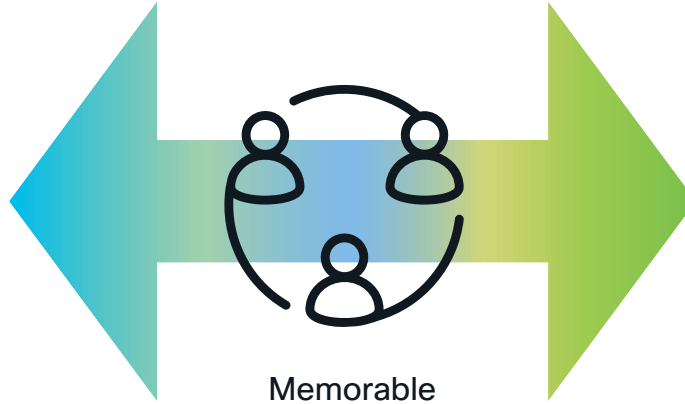
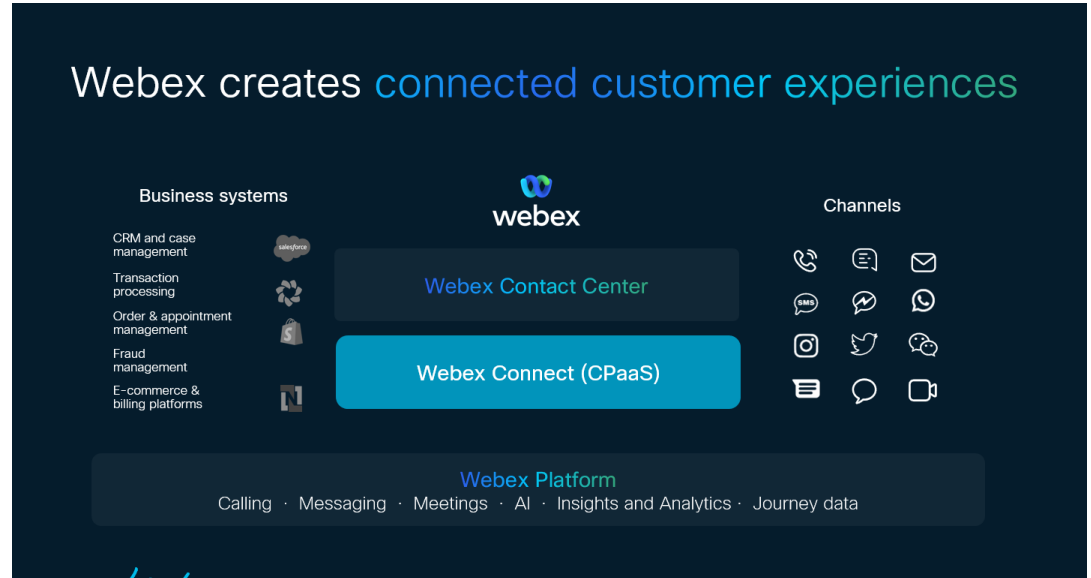6. Call avoidance

7. Conversational AI & bots

8. Single vendor

Delivering on this vision
Webex Connect (CPaaS)

A Communications Platform as a Service (CPaaS) orchestrates and automates all customer interactions on a centralized, cloud-based platform.

It is fully programmable and provides APIs and low code tools to simplify the integration of communications capabilities into existing business systems.

Webex creates connected customer experiences

Business systems

- CRM and case management
- Transaction processing
- Order & appointment management
- Fraud management
- E-commerce & billing platforms

webex

Webex Contact Center

Webex Connect (CPaaS)

Channels

Webex Platform
Calling · Messaging · Meetings · AI · Insights and Analytics · Journey data
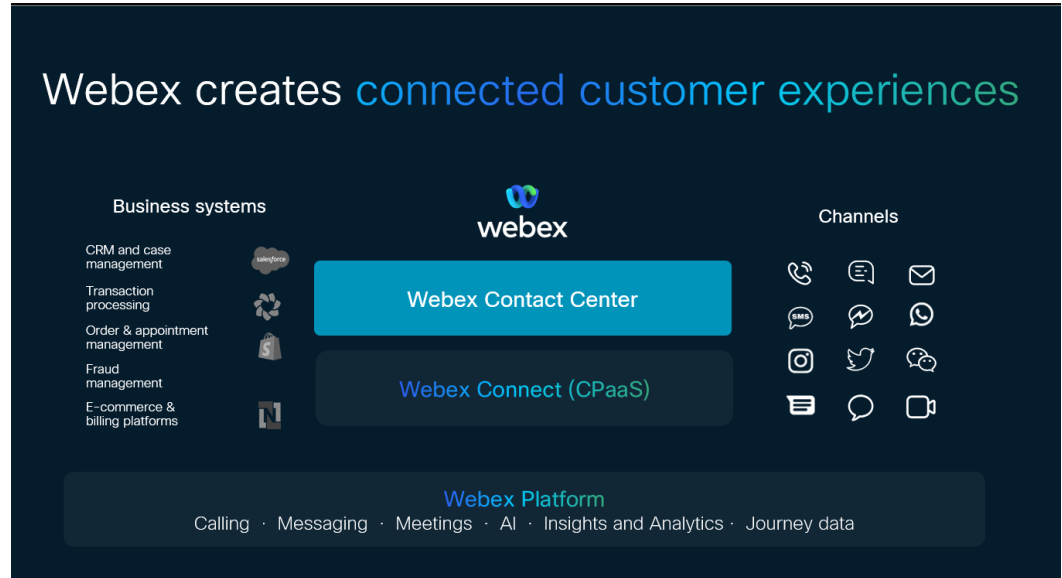
Delivering on this vision
Webex Contact Center (CCaaS)

A Contact Center as a Service (CCaaS) is cloud-based software infrastructure for contact center solutions hosted and maintained by the provider.

CCaaS is known for feature innovation, flexible deployments, rapid feature availability, and enabling agents to work from anywhere.

Webex creates connected customer experiences

Business systems

CRM and case management

Transaction processing

Order & appointment management

Fraud management

E-commerce & billing platforms

webex

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Webex creates connected customer experiences

Business systems

CRM and case
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Transaction
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Fraud
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E-commerce &
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webex by CISCO

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Putting it all together with Webex

A connected customer journey across the entire customer lifecycle

| Purchase | Service Delivery | Customer Service | Retention |

Digital automation and self-service

Contact center

Experience management & marketing

Proactive notification

Self-service options

Seamless re-schedule

Special offers

Payment enablement

Contextual handover to human advisor

Omnichannel agent desktop with full customer context

Customer experience measurement

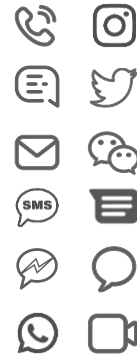Proactive, personalized offer

Customer journey insights

Proactive digital customer engagement
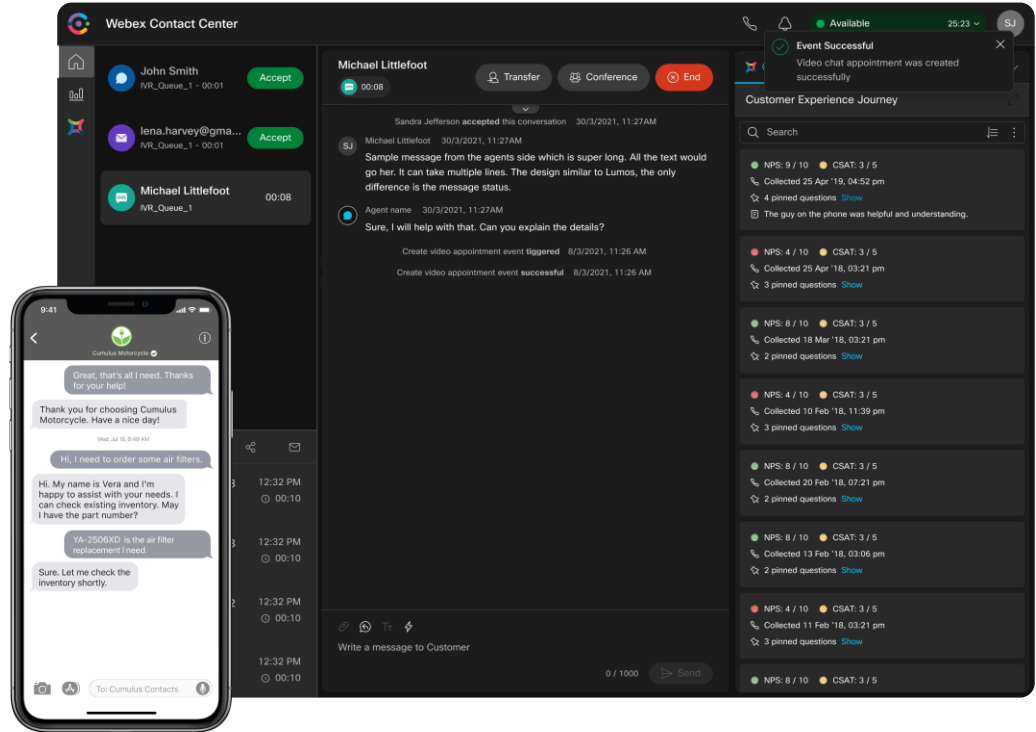## Webex Connect

Business systems
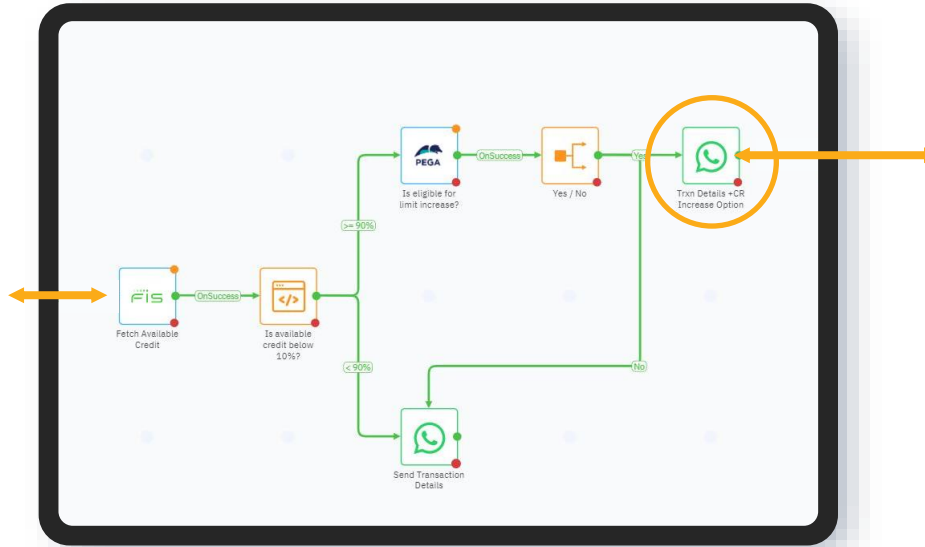
Channels

Connected digital channels and agent context
Webex Contact Center

- Seamlessly engage across automated interactions to agent-assisted interactions

- Agents have context history between automated, virtual, and human interaction

Sophisticated AI-powered digital bots

Allow customers to self-serve 24/7 with virtual agent functionality

Q&A Bots:

- Knowledge base-driven bots that use NLP/NLU to match against a Q&A repository

- Matches incoming user utterances with the corresponding response

Task Bots:

- Task bots augment Q&A bots

- Adds the ability to automate chained tasks by obtaining relevant data from users to guide multi-turn conversations

- Escalate seamlessly to an agent if additional support is desired
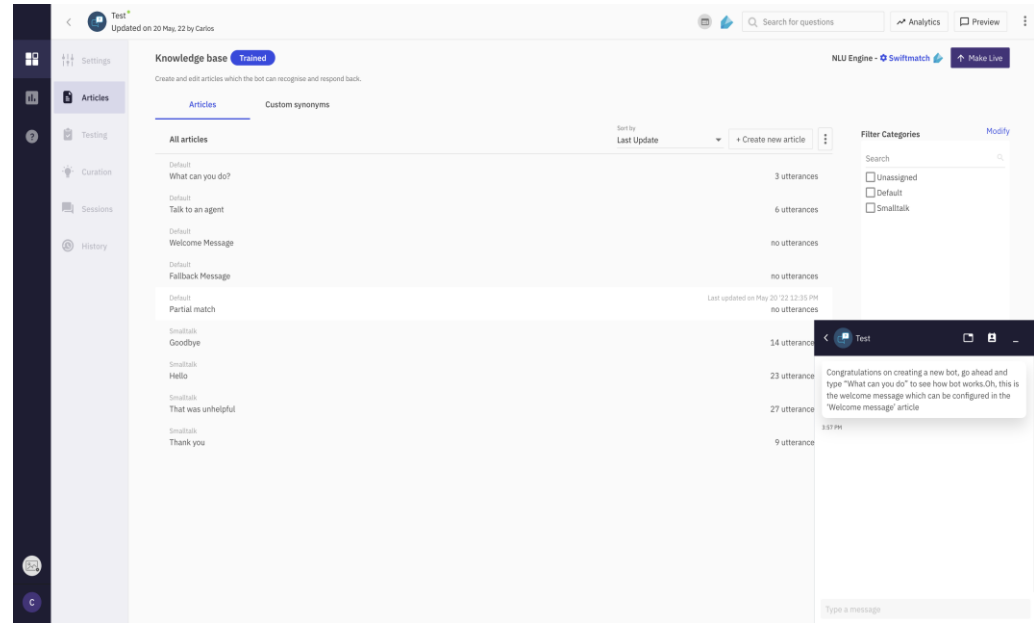
Customers can also use a Google Dialogflow node to integrate directly to their Google account

Trigger post-agent interaction workflows

Webex Contact Center
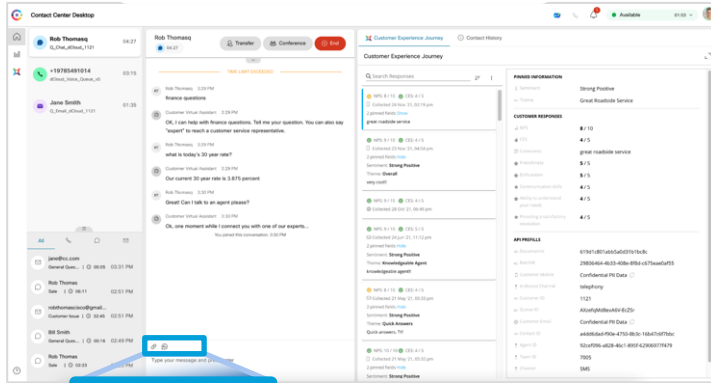
Trigger a workflow from the Webex Contact Center agent desktop

Event synchronization

- Agent events
- Session events

Webex Connect

Business system communications

- Create / update sales order
- Update CRM or ERP
- Create / update case
- Activate service

Automated customer communications

- Notifications
- Confirmations
- Post-call surveys
- Follow-up
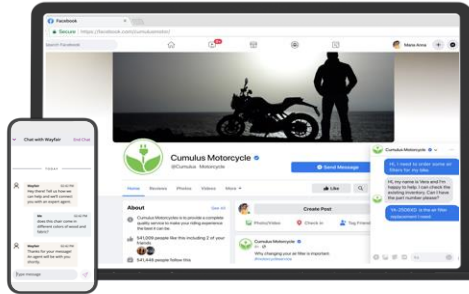
Create re-usable message templates

Digital channels for customer service
Across Webex Connect and Webex Contact Center

Delight customers with proactive communications

Proactively engage with customers with outbound interactions.

Offer round-the-clock customer service with AI-powered voice and chat capabilities.

Live agents right when a customer needs them

When the human touch is needed, live agents have the full contact history and context to provide personalized and effective customer service.

Customer choice of channel and time of engagement

Customers are free to reach out through whichever channel suits their needs – digital or voice – at any time.

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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