cisco Live!

ALL IN

#CiscoLive

The bridge to possible

Webex Contact Center

Capabilities and Roadmap

Ted Phipps
Product Director, Cisco Contact Center

@ciscotedphipps

BRKCCT-1016

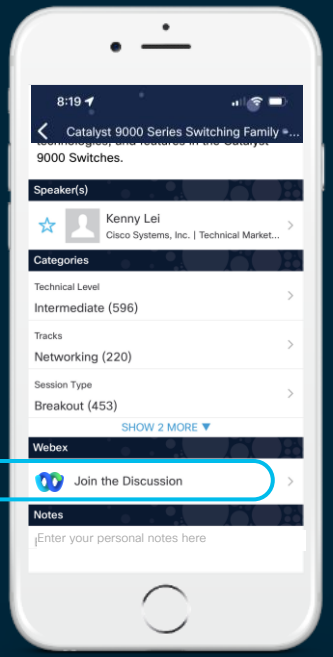
Cisco Webex App

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



https://ciscolive.ciscoevents.com/ciscolivebot/#BRKCCT-1016

Webex spaces will be moderated by the speaker until June 17, 2022.

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Agenda

- Licensing
- Onboarding & Administration
- Routing, Self Service, and Flow
- PSTN Options
- Agent & Supervisor Desktop
- Reporting & Analytics
- Journey Data Service
- Digital Channels
- Programmatic Contact Center
- Geographic Availability

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Webex Contact Center Competitive Differentiation

Empowering companies across the entire customer journey

Meet users where they are

Omnichannel and digital coverage.

Improve business visibility

End-to-end analytics powered by Journey Data Service and Webex Analytics Platform.

Simplify cross-platform management and experience

Tighter integration with the Webex Platform and workloads.

Optimize service with AI

Native capabilities from Cisco's entire portfolio.

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Webex Contact Center Licensing

Cloud Contact Center Options

Webex Contact Center / Webex Contact Center Enterprise

New

	Standard Agent Features	Premium Agent Features
Positioning	Leading offer “Things a customer *needs*”	High value “Things a customer *wants*”
Features[1]	Inbound voice IVR port Preview outbound New: chat & email (agent assisted)[1] New: Journey Data Services[2] New: Webex Connect (self-service channels)	All in Standard plus SMS, WhatsApp, Facebook Messenger (agent assisted)[1] Predictive & Progressive Dialer[3] Supervisor features Future may include*: Smart Audio (BabbleLabs), Apple Bus Chat, Twitter, Other digital channels, Advanced recording
List Price	WXCC: $115 Concurrent, $85 Named WXCCE: $155 Concurrent	WXCC: $170 Concurrent, $130 Named WXCCE: $235 Concurrent

[1] Webex CC only. ETA for Webex CCE is Q3 CY22
[2] Currently in Beta for approved customers only. ETA for GA is Q3 CY22
[3] Webex CCE only. Date TBA for Webex CC

*Draft – Future still in definition

Subject to fair use, some elements may come with additional charge, inclusions may vary by region

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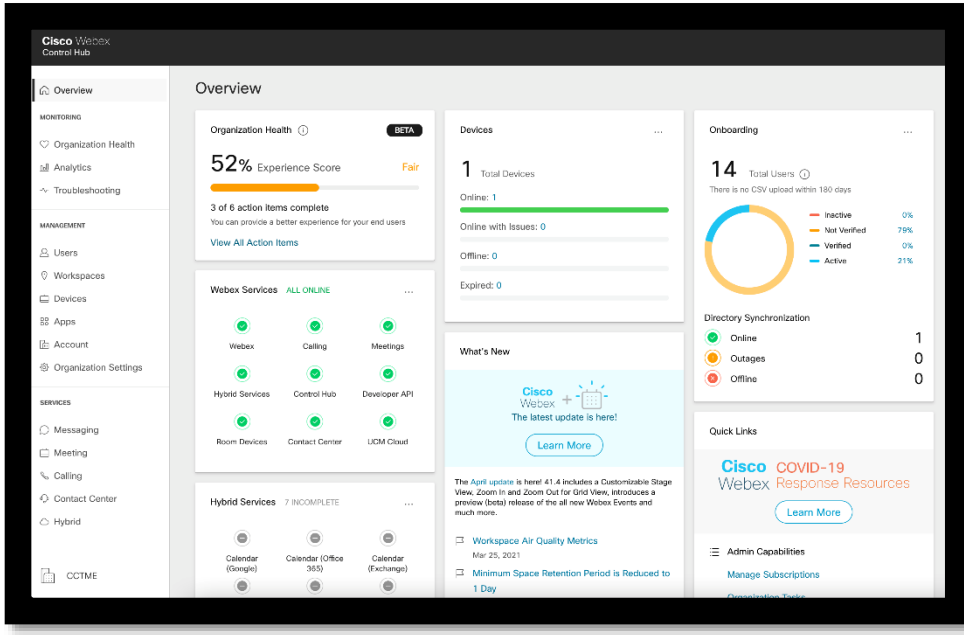
Onboarding and Administration

Webex Control Hub

- Manage your full collaboration organization across calling, messaging, meetings, and contact center

- Mange users, assign service entitlements and administer contact center flows



webex

Calling · Messaging · Meetings Contact Center

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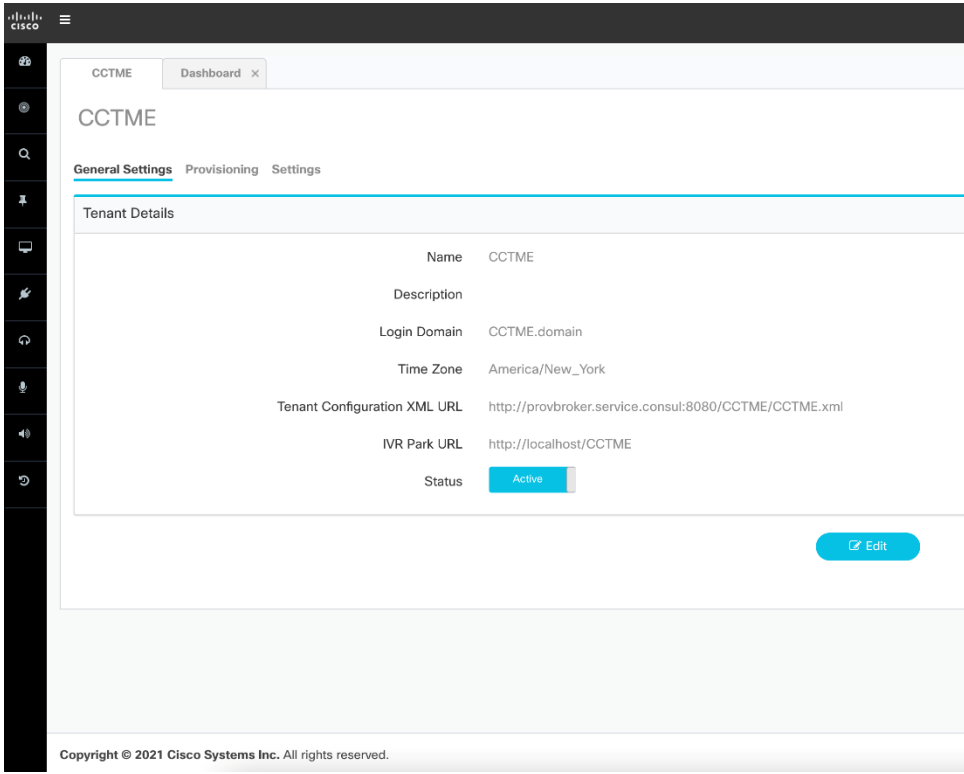
Webex Contact Center Admin Portal

- Contact Center Configuration
  - Teams,
  - Skills
  - Agent to team association
  - Routing strategies
  - ....and more



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Contact Center Admin Simplification

Future
Target Date: 1H 2023

Future Feature to Control Hub
Current Feature in Control Hub

Control Hub

Customer Onboarding

Tenant Provisioning and Setup

User Management

Onboarding, Licenses, Teams, Profiles, Skills

Support Channels & Customer Experience

DN, IMI Assets, Entry Points, Flow Designer, IMI Workflows, BRE, Routing Strategies, Data Dip, Audio Prompts, Queues

Agent Experience

Desktop Layouts, Wrapup Codes, Outdial Configs, Auto Response

Tenant Settings

Security, Voice, Timeouts, Recording Schedules

Other Features and Configs

Overview, Dashboards, Audit Logs, Telephony Configurations

Operations Console for WxCC

Delete Tenants License Usage Exception Lists Serviceability and Metrics Dashboards

Feature Flags Global View

Routing, Self Service, & Flow

Routing Call Flow

Current Routing Functionality

Skills based Routing	Blended routing
Longest Available Agent	Blended exclusive routing
Best Agent	Agent proficiencies
Most Idle Agent	Skills relaxation
Occupancy based routing	Get Queue Info
Priority based routing	Route to Agent ID

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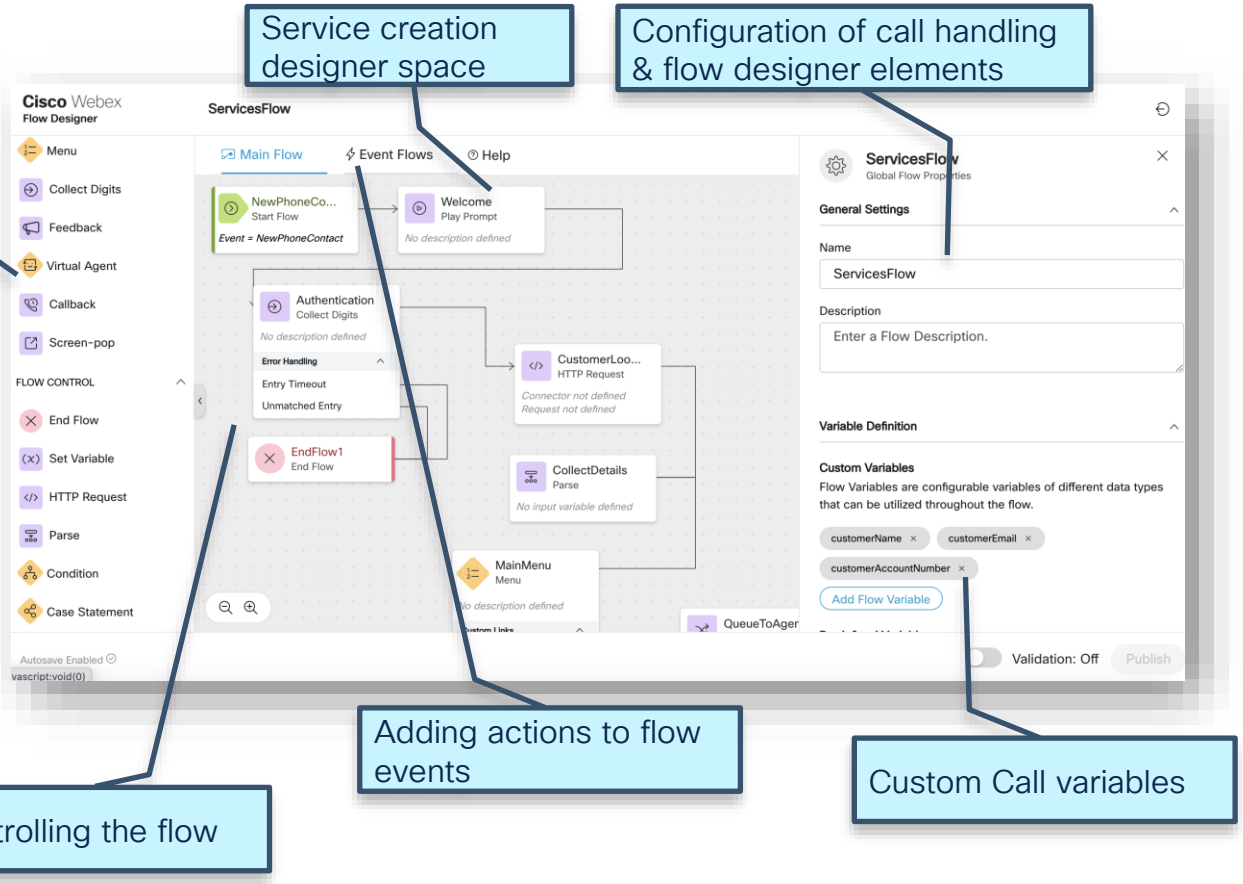
Flow Designer

- Programmable
- Extensible
- Expression builder & parser
- Real-time validation



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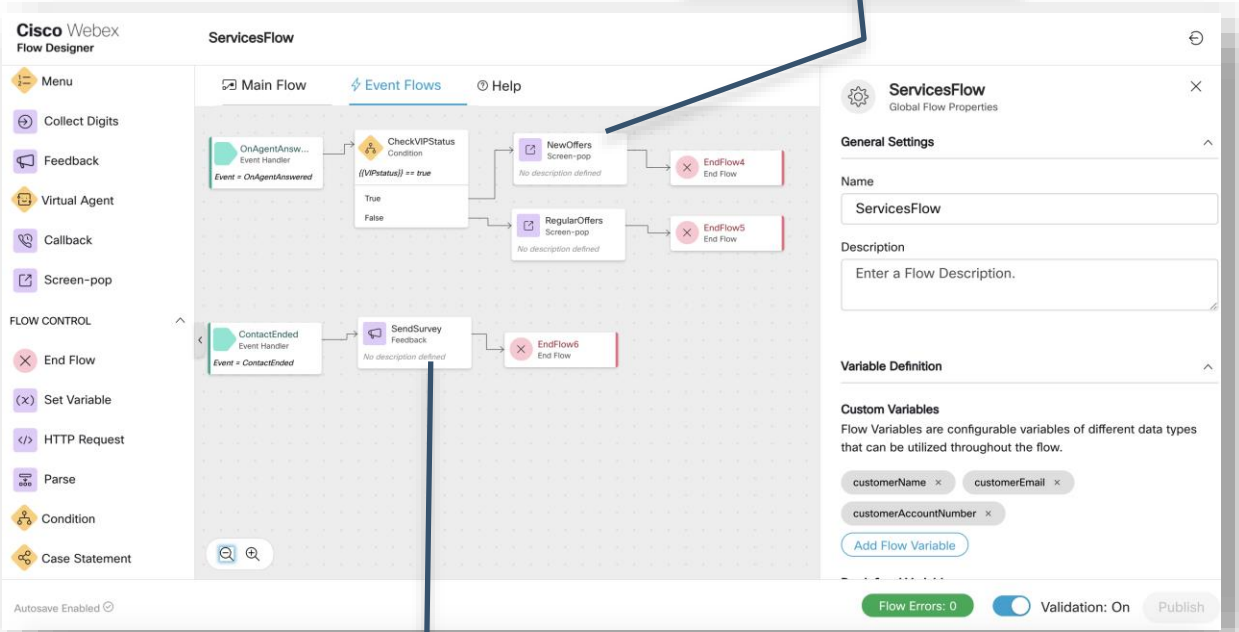
Flow Designer event flows

- Screen pops on agent answer
- Post call survey after the call
- Scripting within the queued block

Screen-pops within Desktop



Post Call Surveys

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Flow Trace Debugging

Future
Target Date: 2H 2022

Cisco Webex Flow Designer

NewFlow

ACTIVITY LIBRARY

CALL HANDLING

- Play Message
- Queue Contact
- Menu
- Collect Digits
- Feedback
- Virtual Agent
- Callback

Main Flow | Event Flows | Help

NewPhoneCo... Start Flow — Event = NewPhoneContact → MainMenu Menu (No description defined; Custom Links 0, 1, 2) → PlayMessage1 Play Message (No description defined) → DisconnectCo... Disconnect Contact (No description defined)

MainMenu → QueueContact1 Queue Contact (No description defined) → PlayMusic1 Play Music (No description defined) → EndFlow2 End Flow

Debug | Search Interaction Log

Time Stamp	Interaction ID	Routing Strategy	Last Node
07.04.2021 - 10:15:22	237642387564375634956486589 4653	Weekend_Calling_RS	End - Success
07.04.2021 - 10:15:22	237642387564375634956486589 4653	Weekend_Calling_RS	End - Success
07.04.2021 - 10:15:22	237642387564375634956486589 4653	Weekend_Calling_RS	Play Music - Failure
07.04.2021 - 10:15:22	237642387564375634956486589 4653	Weekend_Calling_RS	End - Success
07.04.2021 - 10:15:22	237642387564375634956486589 4653	Weekend_Calling_RS	End - Success
07.04.2021 - 10:15:22	237642387564375634956486589 4653	Weekend_Calling_RS	End - Success

Autosave Enabled
Application Version: 0.4.7-0

Debug

NewFlow
Global Flow Properties

General Settings

Flow Description

Enter a Flow Description.

Variable Definition

Custom Variables

Flow Variables are fully configurable local variables. They can never be viewed in reports, but can optionally be agent viewable.

Flow Variables

View All Variables

Add Flow Variable

Predefined Variables

Predefined Variables are added automatically through Global Variable definition, or through events and activities exposed locally in a flow. These variables cannot be edited or deleted.

Global Variables

View All Variables

Global_FeedbackSurveyOptIn × | Global_Language ×

Validation: Off | Publish Flow

Expected delivery dates are subject to change

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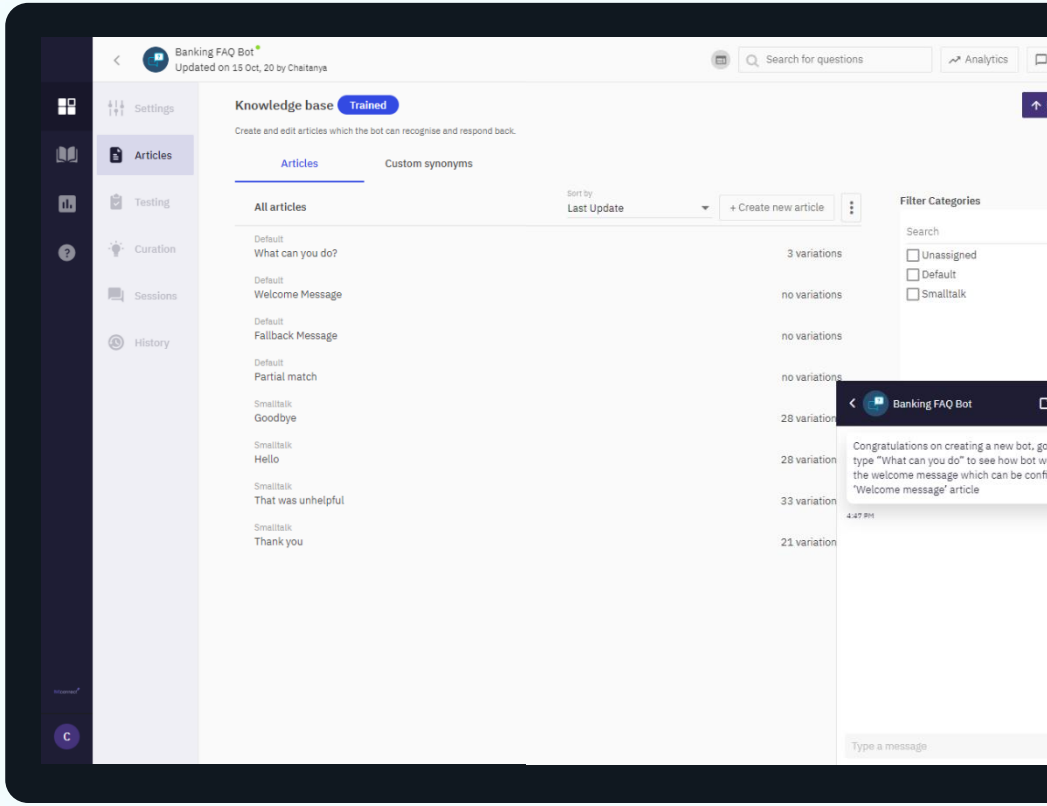
Bot builder for Digital Channels

Enable self service automation using AI-powered chatbots

- Webex Contact Center (digital) comes with a bot builder application, including Q&A and Task bots (default pack)
- Deploy the same Q&A bot on multiple messaging channels
- Instantly initiate automated fulfillment journeys within the conversation using task bots
- Automate simpler queries and seamlessly transfer complex queries to agents



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Future
Target Date: 1H 2023

Unify AI services from multiple vendors

'Universal Harness' enables Cisco AI or Partner powered AI capabilities

Universal Harness

Pre-contact

- Dynamic FAQs
- Proactive outreach
- Automated email bots
- Discussion boards

Self-service

- Virtual agents
- Chat bots
- Directed Dialog
- Conversational Dialog manager
- Voice Biometrics
- Predictive Intent Detection
- Flow analytics & optimization

Routing

- Sentiment based routing
- Dynamic agent skills
- Performance based routing
- Caller prioritization
- Predictive wait times

Agent

- Call transcriptions
- Agent Answers
- Agent coaching
- Supervisor alerts
- KB generation/optimization
- Robotic Process Automation

Post-contact

- Conversation summary/auto-wrap up
- Sentiment Analysis
- Auto CSAT
- Agent quality monitoring
- Theme detection
- Follow-up management
- Predictive contact tagging

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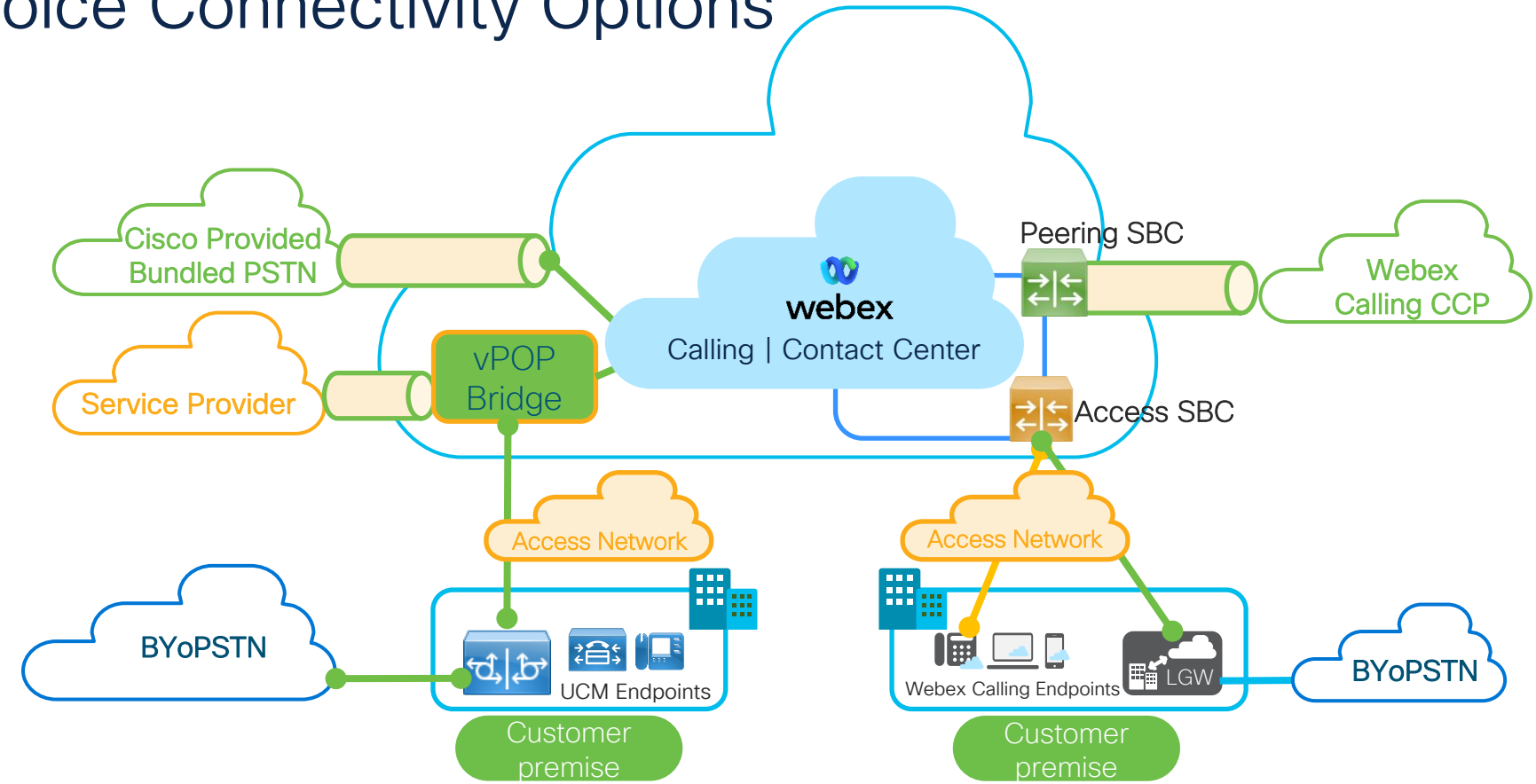
PSTN options

Voice Connectivity Options



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Future
Target Date: 2H 2022

AI with Webex Smart Audio

- **Background noise removal**
  Work from anywhere
- **Optimize for my voice**
  Focus on the speaker's voice only
- **Accent neutralization**
  Modulation of language distinctions

48B

Minutes of background noise removed to date

200M

People have used Webex Smart Audio

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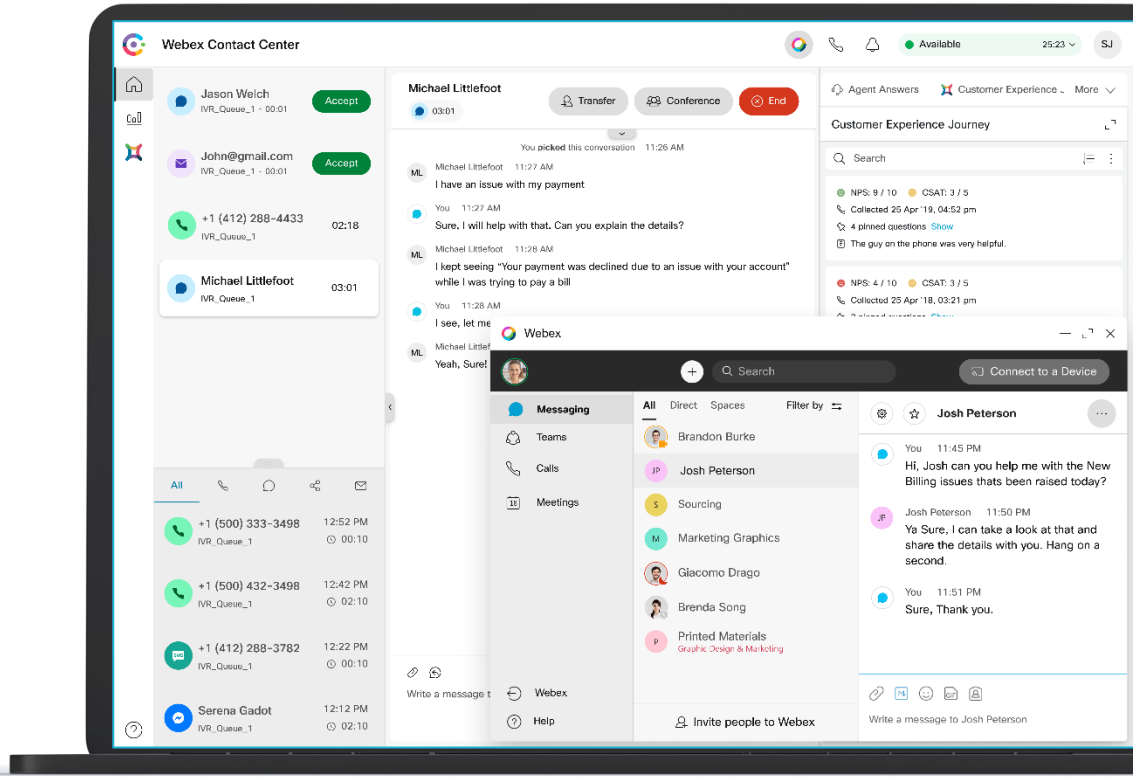
Agent & Supervisor Experience

Webex Contact Center Agent Desktop

A fresh, modern experience that empowers your agents

- Extensible via widgets and JavaScript SDK
- Agent and SME Collaboration
- Omni-channel User Experience
  - Email & Chat
  - Voice & SMS
  - Facebook Messenger & WhatsApp



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Automated follow up workflows for digital channels

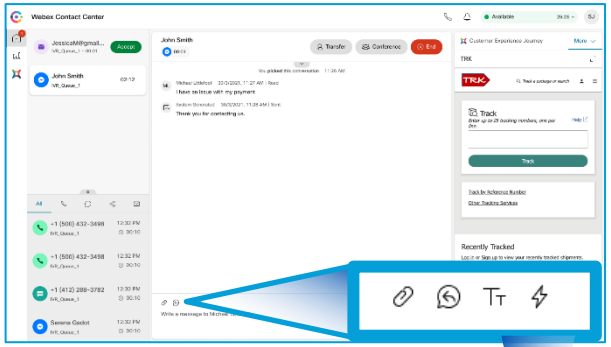
Agents can trigger automated workflows, such as:

- Ticket creation in a CRM system
- Offer or request fulfillment
- Future appointment setting
- Process automation

Agents experience exactly what the customer sees with message previews

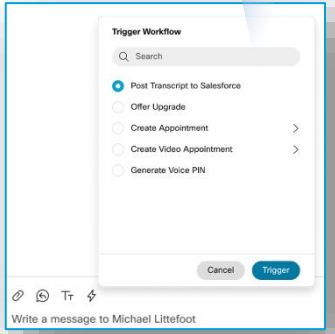
Enhanced agent contact handling, including:

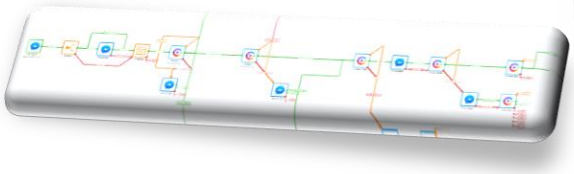
- Rich text editing
- Emojis and stickers
- Hyperlinks
- Delivery receipts



Agents can use rich text features and easily trigger follow up workflows

Administrators can customize pre-defined workflow options for agents to search, select, and execute





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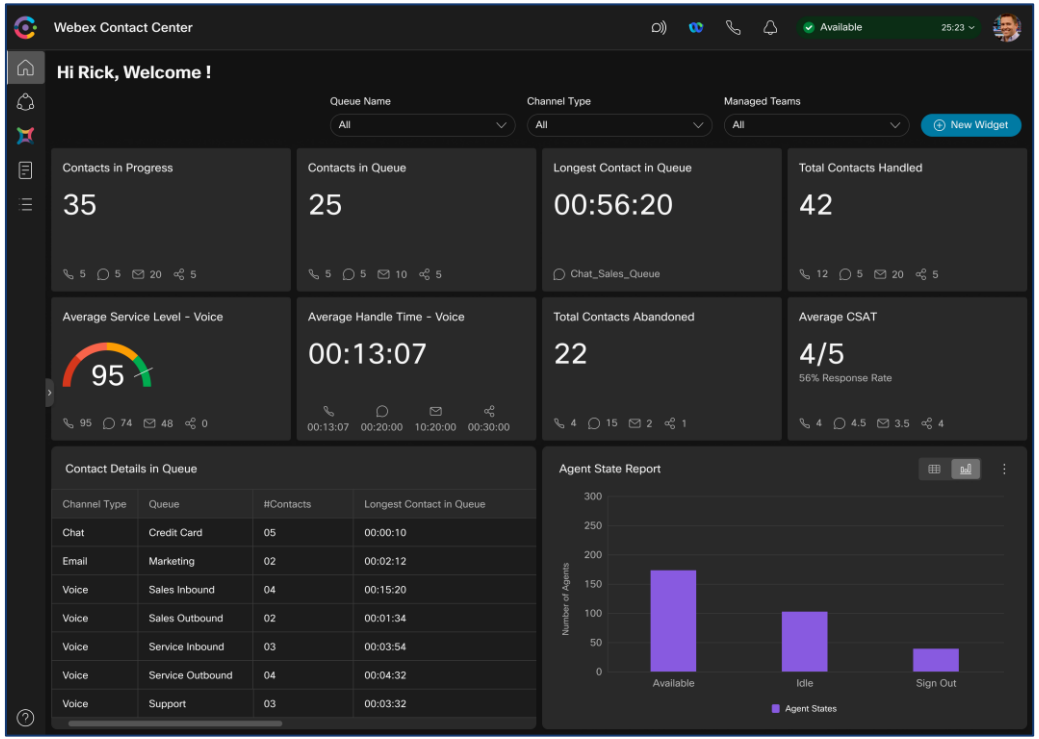
Extensible Supervisor Desktop

Future
Target Date : 2H 2022



- Cockpit for all supervisor activities
- API-Led, extensible with widgets
- Real time and historical Reports
  - Contact Details in Queue
  - Agent State statistics

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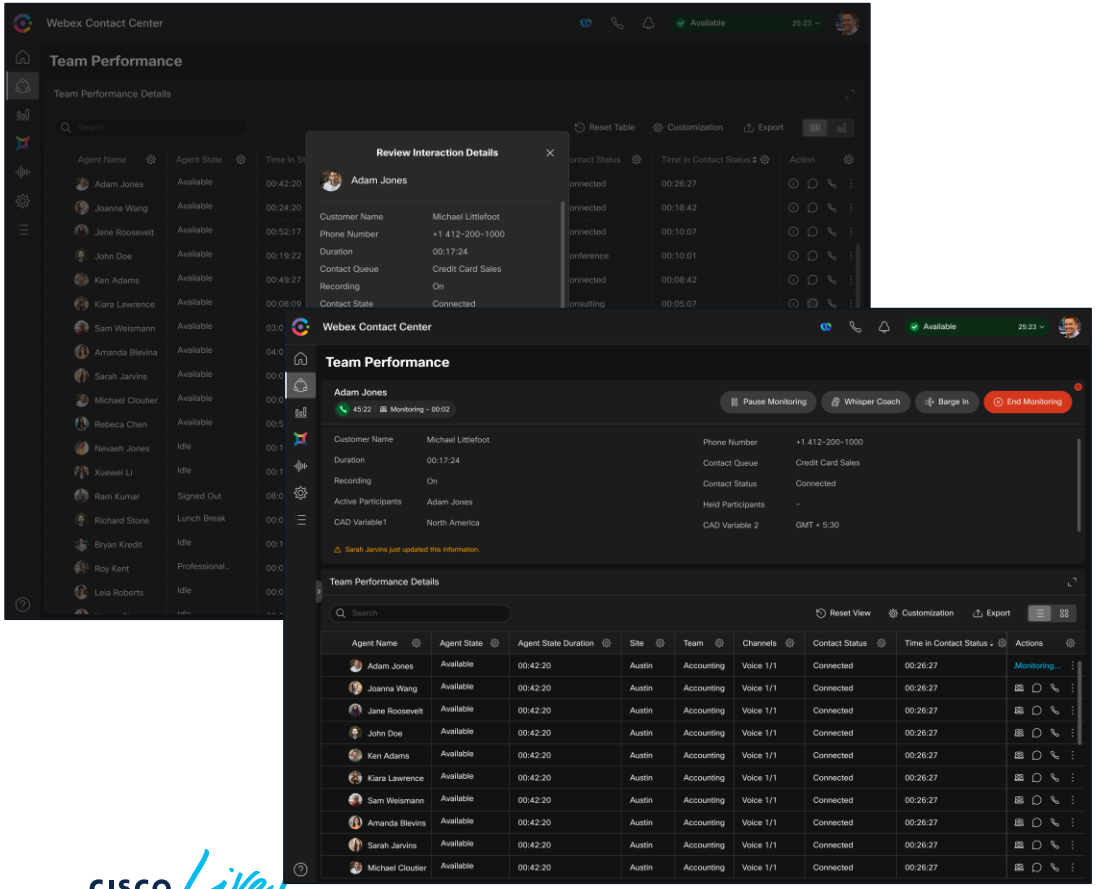
Future
Target Date : 2H 2022

Team Performance Widget



- Review agent performance across teams
- Take action including
  - Change state & sign out agent
  - Monitor agents
  - Barge-in after monitoring the call
  - Send 1:1 Webex Message to Agent

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Future
Target Date: 2H 2022

Microsoft Teams interoperability

Ability to connect, route, and answer calls between Cisco Contact Center and Microsoft Teams Client.

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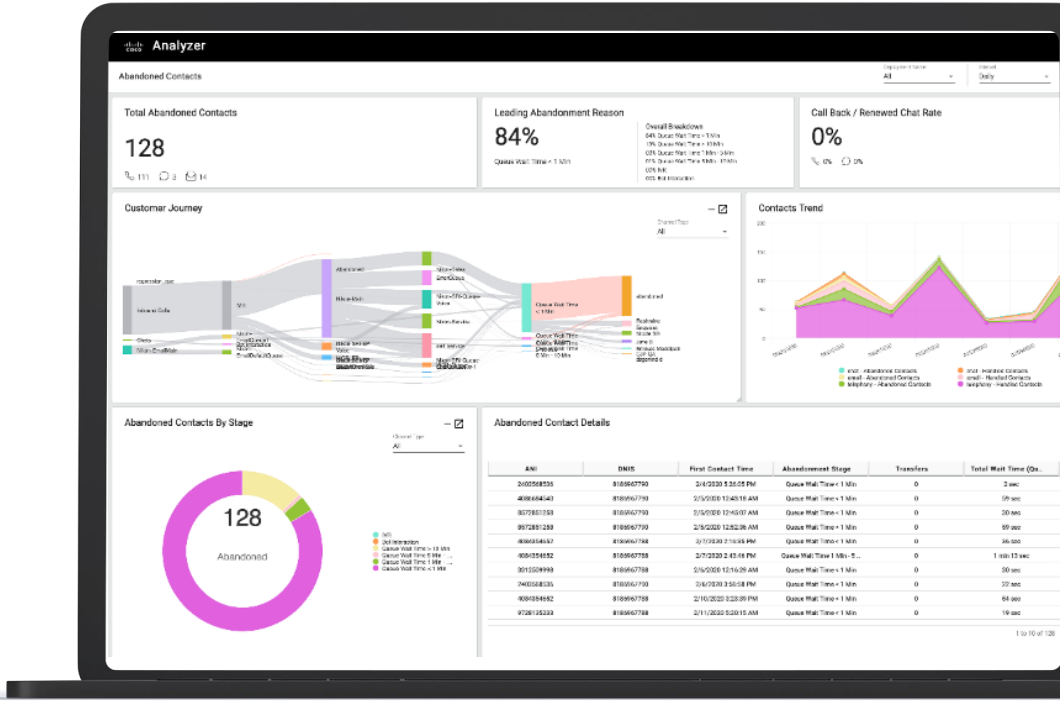
Reporting and Analytics

Analyzer reports and dashboards

Improve efficiency with real-time and historical operational dashboards and reports.

- 100+ stock reports in table, chart and card format
- Run, create, copy and schedule options.
- 36 months data retention.
- Business Metrics
- Historical and Real-time reports



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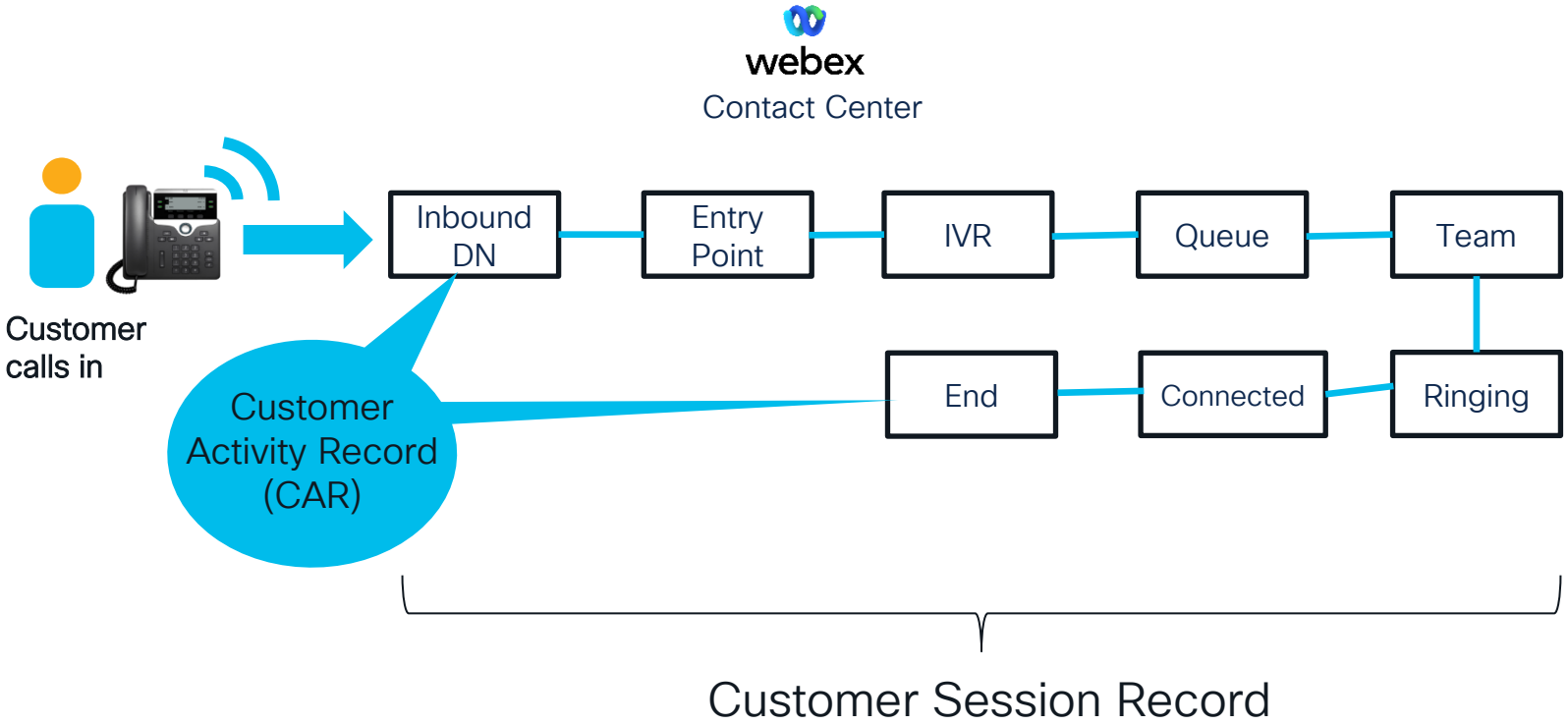
Analyzer



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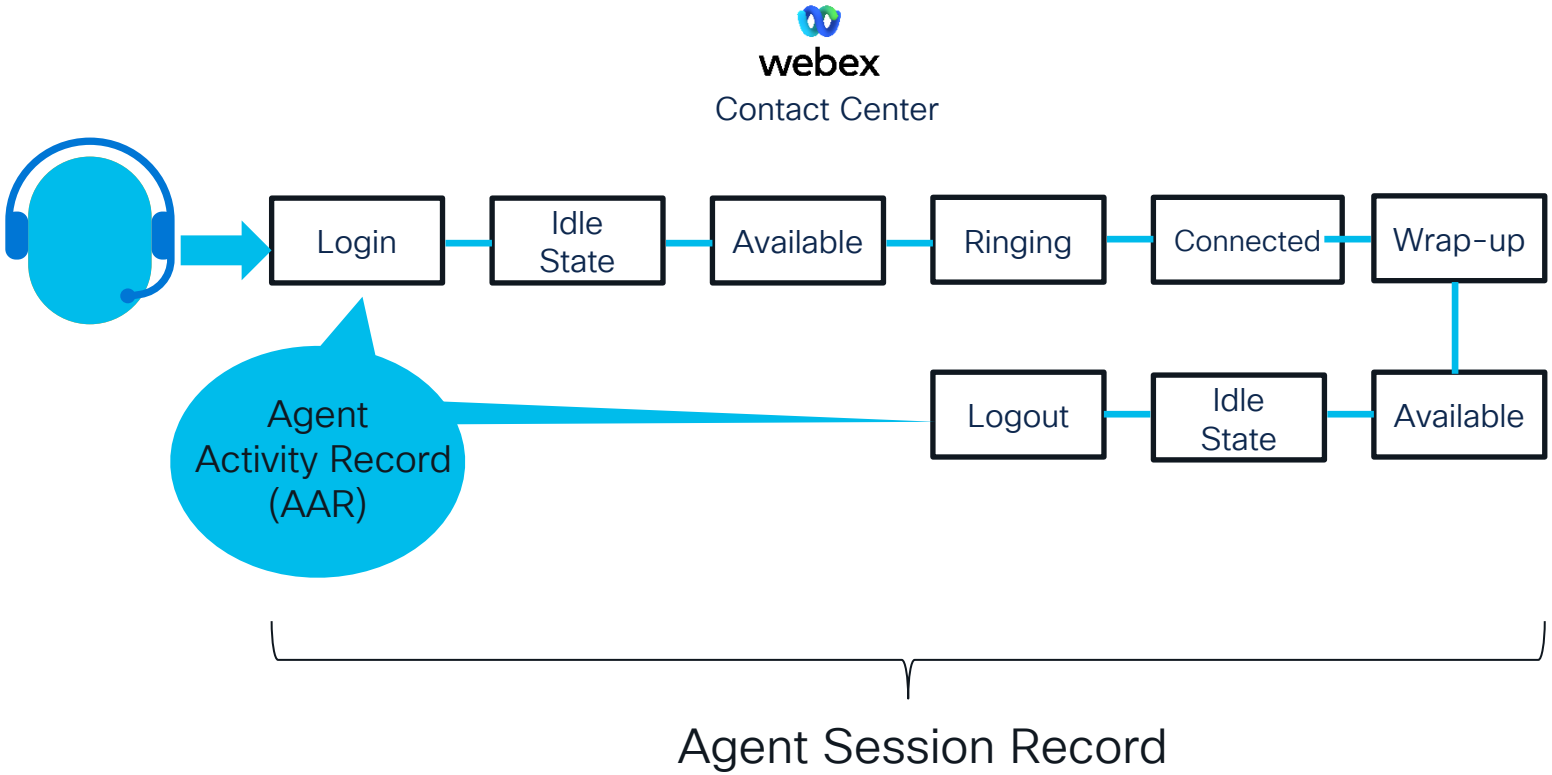
Analyzer



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CCX transition reports

Visualization

Tenant (UTC-05:00) East | Threshold Alerts | Rick Simon

Create New | Import | Search Folders & Visualizations | Show: Everything

Home > Visualization > 'Rick > CCX Reports > Final

Visualizations

Abandoned Call Detail Activity Report
ID 16648
Temporal Scope Historical
Created By Rick Simon
Modified Jul 9, 2021 05:14:41 AM

Agent Call Summary Report
ID 18159
Temporal Scope Historical
Created By Rick Simon
Modified Jul 9, 2021 05:14:41 AM

Agent Detail Report
ID 16649
Temporal Scope Historical
Created By Rick Simon
Modified Jul 9, 2021 05:14:41 AM

Agent Summary Report
ID 18162
Temporal Scope Historical
Created By Rick Simon
Modified Jul 9, 2021 05:14:41 AM

Application Summary Report
ID 18160
Temporal Scope Historical
Created By Rick Simon
Modified Jul 9, 2021 05:14:41 AM

CSQ Activity Report by Window Duration
ID 16650
Temporal Scope Historical
Created By Rick Simon
Modified Jul 9, 2021 05:14:41 AM

CSQ Agent Summary Report
ID 16875
Temporal Scope Historical
Created By Rick Simon
Modified Jul 9, 2021 05:14:41 AM

CSQ All Fields Report
ID 18161
Temporal Scope Historical
Created By Rick Simon
Modified Jul 9, 2021 05:14:41 AM

Multichannel Agent Summary
ID 16880
Temporal Scope Historical
Created By Rick Simon
Modified Jul 9, 2021 05:14:41 AM

Analyzer | Settings | Export | CSQ Activity Report by Window Duration

Module1

First Queue Name	Interval	Start Time	End Time	Calls Presented	Calls Handled	
2068_Voice_SBR (3)	11/02/2021 (1)	11/02/21 9:32:05 AM	11/02/21 10:28:59 AM	5	0	4
	11/03/2021 (1)	11/03/21 5:06:57 PM	11/03/21 5:28:27 PM	2	0	1
	11/08/2021 (1)	11/08/21 12:35:50 PM	11/08/21 1:38:36 PM	2	0	2
9309Sales_SBR (2)	11/02/2021 (1)	11/02/21 8:43:18 AM	11/02/21 9:40:09 AM	7	1	2
	11/03/2021 (1)	11/03/21 9:26:06 AM	11/03/21 9:26:33 AM	1	1	0
Sales_2046 (3)	11/02/2021 (1)	11/02/21 10:37:56 AM	11/02/21 12:52:01 PM	15	13	0
	11/03/2021 (1)	11/03/21 5:53:23 PM	11/03/21 5:31:10 PM	5	5	0
	11/04/2021 (1)	11/04/21 1:04:53 PM	11/04/21 1:09:23 PM	2	2	0
Sales_2076 (1)	11/03/2021 (1)	11/03/21 9:13:14 AM	11/03/21 1:38:21 PM	10	7	0
Service_2076 (1)	11/03/2021 (1)	11/03/21 9:20:07 AM	11/03/21 9:20:29 AM	1	0	0

- Set of 9 stock voice-only report templates for transitioning CCX customers.
- Same look and feel as CCX reports
- Hand-picked to help customers during migration until they get used to Webex Contact Center terminology and reports

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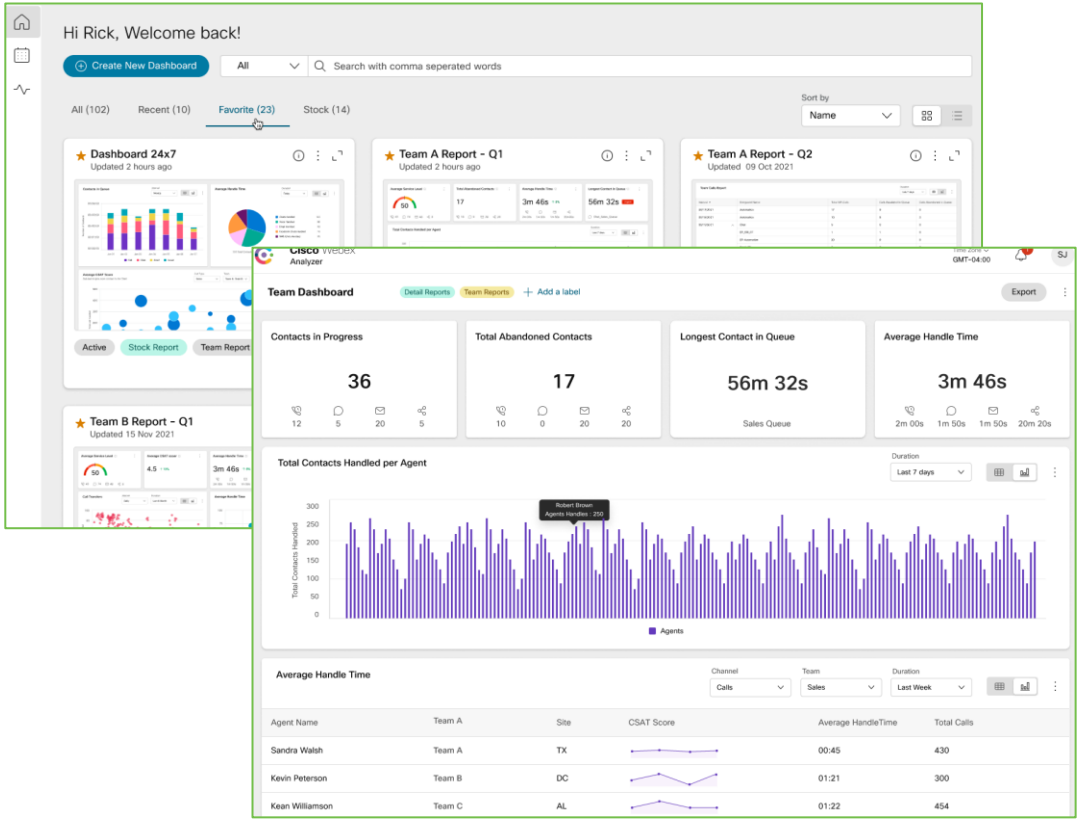
Analyzer UX refresh

Future
Target Date: 2H 2022



- Enables creation of widgets that can used in agent and supervisor desktop
- Real-time and historical data dashboards
- Simple, intuitive & rich visualization UI
- Responsive UI across supported devices/OS

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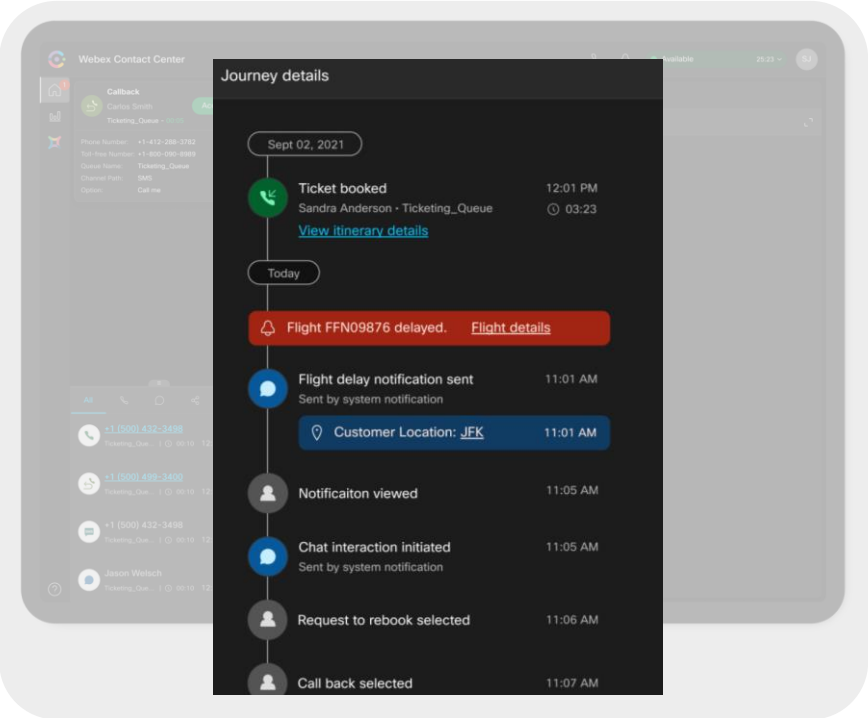
Journey Data Service

Future
Target Date: July 2022

Journey data service widget in Webex Contact Center



- Omni-channel widget for Agent Desktop
- Provide agents with full customer context

Expected delivery dates are subject to change

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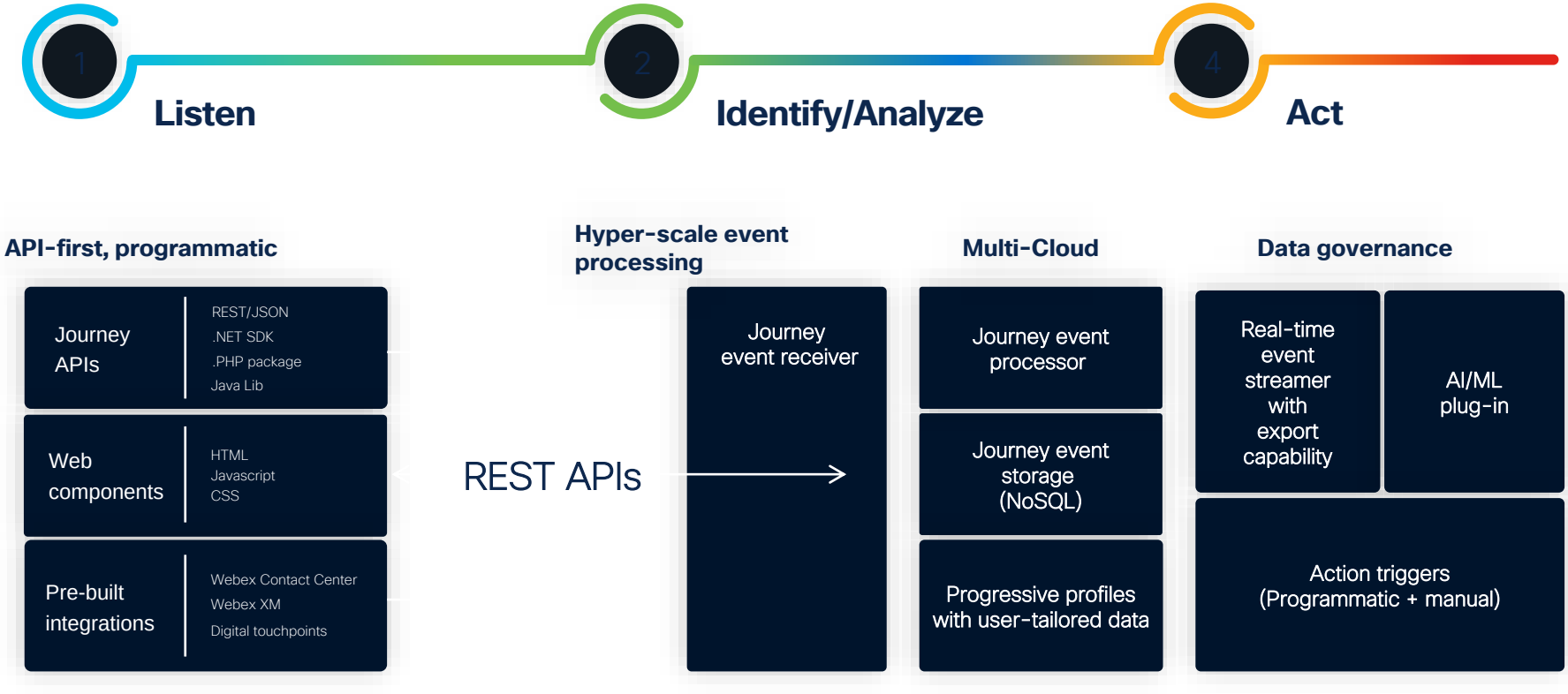
High-level architecture



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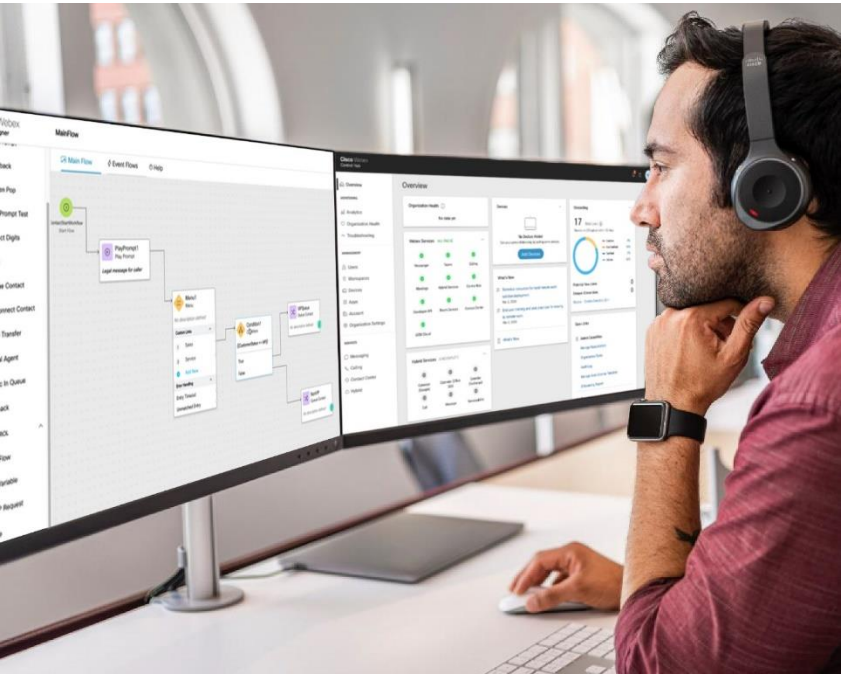
Digital Channels

Digital Channels via Webex Connect



- **Chat, email, SMS, WhatsApp, and Facebook Messenger** using digital channels from Webex Connect
- Agents handle digital channel contacts in a unified **Webex Contact Center agent desktop**
- Contact center business users and admins can build **digital contact flows** using the new **flow builder** and can integrate **chat bots**
- **Reporting** via Analyzer

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Programmatic Contact Center

Programmability with open APIs

Create Connected Customer Journeys

Contact Center

- Tasks
- Configuration Automation
- Agents
- Queues
- Media captures

Journey

- Customer events
- Identity resolution
- Customer profiles
- Journey analytics and orchestration

Communication and Orchestration

- Flow control and automation
- Systems of record integrations

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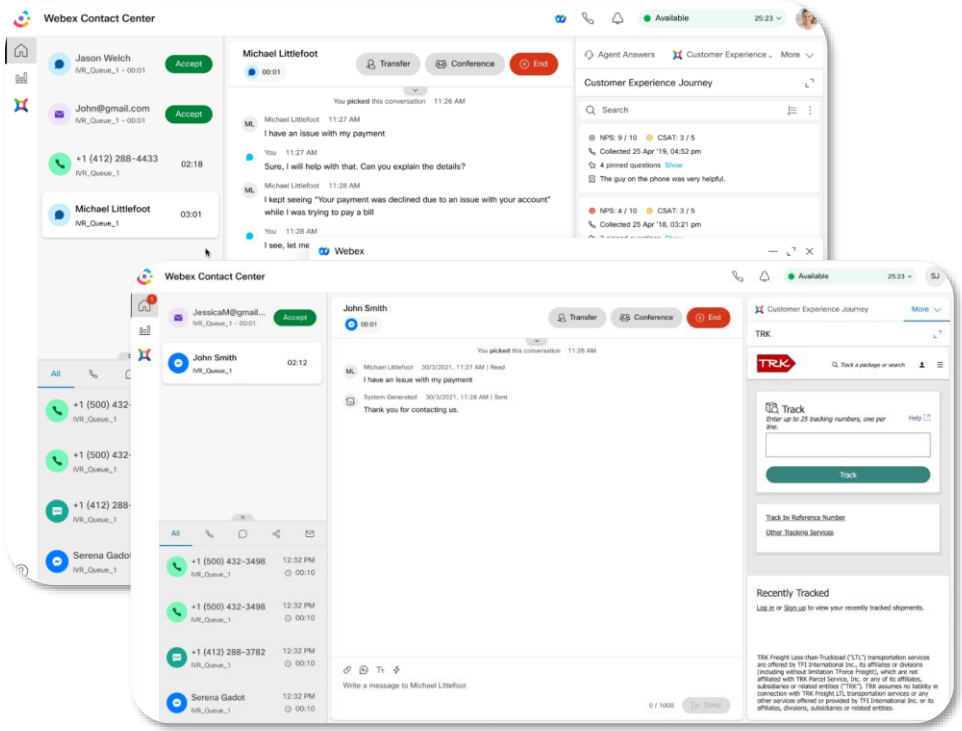
Future
Target Date: 1H 2023

Desktop APIs

- REST APIs for agent call control events and agent state management
- Build custom agent desktops and build integrations with third party integrations like CRM.
- Accept, Wrap-up, End Task, Agent State change (available by Septeber 2022)
- Call Control (answer, hang-up, hold, resume, conference, transfer), Click to call, Call recording pause/resume (Future)



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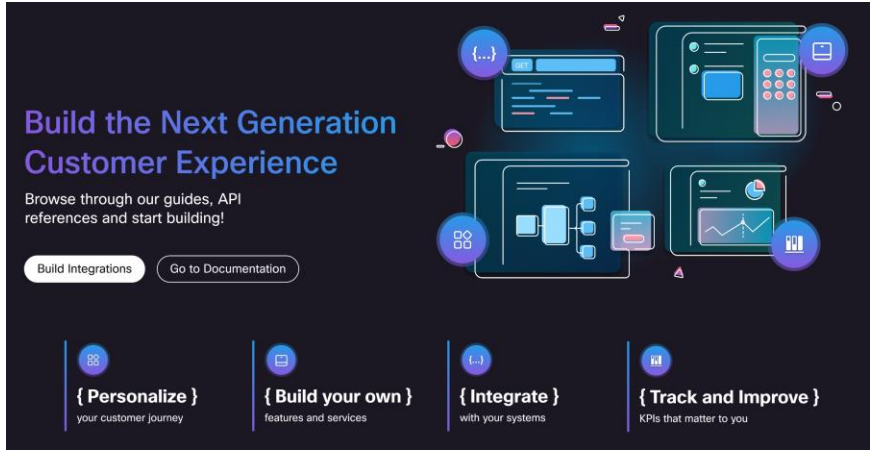
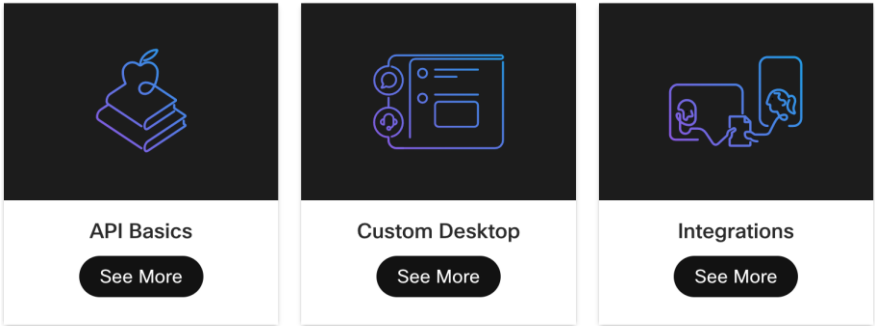
Developer Portal

Visit the Webex Customer Experience Developer portal developer.webex-cx.com:

1. Create a new App, Client ID + Secret
2. Review API documentation, references and sample code.
3. Try out APIs in the embedded interactive editor
4. Start customizing your customer experiences





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Future
Target Date: 2H 2022

Current CRM Connectors
Cisco-built & supported

Available now

Coming 2H 2022

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Cisco CRM Connector Capabilities

IVR Data Dips

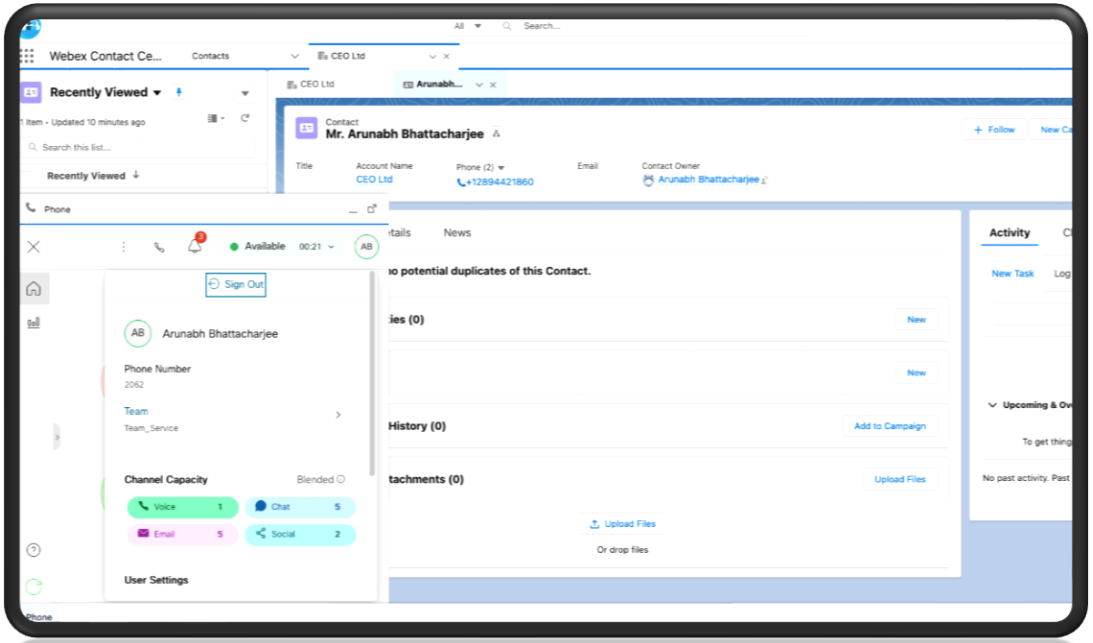
Dynamic Menus that maintain customer context through data lookups from the CRM inside Flow.

Intelligent Routing

Contact Routing inside flow leveraging HTTP Requests from the CRM.

Integrated Desktop

Contact Center controls within the CRM – Unified single pane of glass for the agents.



Screen Pops

Upon call answer and transfers, agent receives relevant context with the customer record from the CRM.

After call Activity

After Call activities posted into the CRM after the interaction.

Click-to-Call

Instant Outdial calls from the CRM via Webex Contact Center's outdial capability.

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Webex Contact Center Global Availability

Webex Contact Center Global Reach

Canada

Application Data Center Coming Soon (CY22Q4)

- Canada*

Frankfurt

- Austria*
- Belgium*
- Bulgaria*
- Croatia*
- Cyprus*
- Czech Republic*
- Denmark*
- Estonia*
- Finland*
- France*
- Georgia*
- Germany*
- Greece*
- Hungary*
- Ireland*
- Italy*
- Latvia*
- Lithuania*
- Luxembourg*
- Malta*
- Netherlands*
- Norway*
- Poland*
- Portugal*
- Romania*
- Slovakia*
- Slovenia*
- Spain*
- Sweden*
- Switzerland
- Ukraine
- United Arab Emirates

United Kingdom

- Saudi Arabia
- South Africa
- South Sudan*
- United Kingdom*

Japan

Application Data Center Coming Soon (CY22Q3)

- Japan

United States

- Argentina*
- Aruba*
- Bahamas*
- Belize*
- Bermuda*
- Brazil
- Cayman Islands*
- Chile*
- Colombia*
- Costa Rica*
- Curacao*
- Dominican Republic*
- Ecuador*
- El Salvador*
- Guatemala*
- Honduras*
- India
- Jamaica*
- Mexico
- Nicaragua*
- Panama*
- Peru*
- Puerto Rico*
- Trinidad and Tobago*
- United States*

Australia

- Australia*
- Indonesia
- Jordan*
- Malaysia
- New Zealand
- Philippines
- Singapore
- South Korea
- Thailand
- Vietnam

- Application Data Center
- vPOP
- Acqueon Data Center
- Webex Connect Data Center
- WFO (Calabrio) Data Center
- WFO (Verint) Data Center
- Webex XM Data Center
- CCAI Data Center

Sales in India are restricted to India local BPOs serving US customers.

Countries permitted for sale in country unless noted otherwise. Sales are permitted for unbundled (without PSTN). Canada and United States are permitted for unbundled (without PSTN) and bundled with PSTN.

Due diligence for regulatory and compliance is up to the end customer.

* Permitted for SMS

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