



# Design and Best Practices of Webex Contact Center Routing

## Webex Contact Center

*Discover how to select the ideal contact center routing model for your organization to enhance efficiency, optimize key performance indicators (KPIs), and elevate your experience.*

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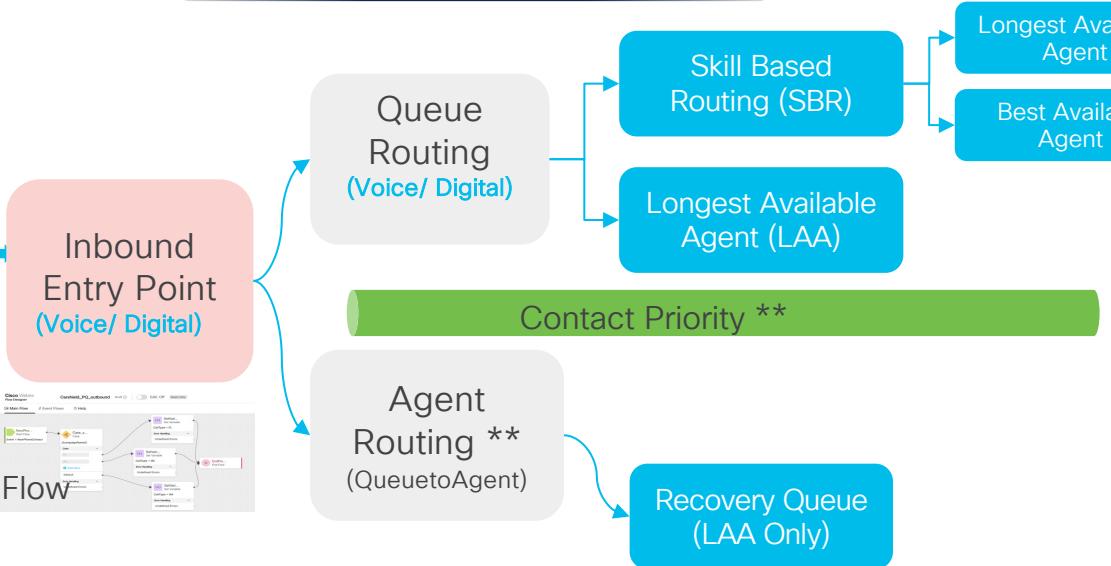
May 2024



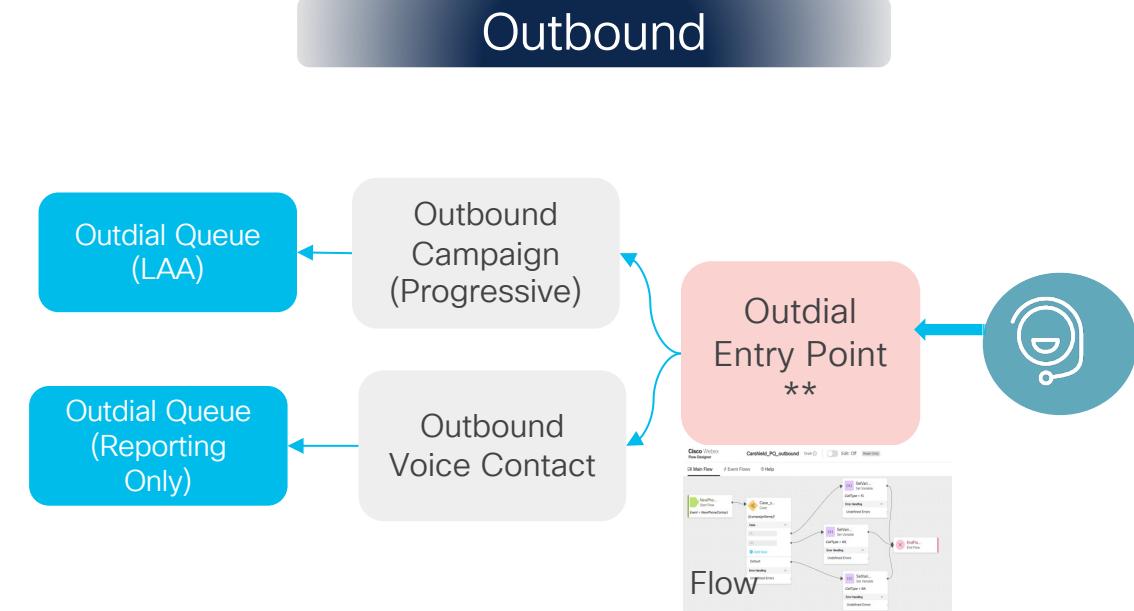
# Contact Routing Types



## Inbound



## Outbound



- Time-Based (Business Hours)
- Percentage Based Routing\*\*

# Agenda

- ✓ Migration Triggers
- ✓ Introduction to Routing
- ✓ Team Based Routing
- ✓ Skills-Based Routing
- ✓ Key Takeaways

# Contact Center Transformations: Triggers and Outcomes

## Migration Triggers

-  Aged Infrastructure
-  Difficult integrations
-  Mergers and Divestments
-  Changing Market / Customer expectations
-  Digital Transformations

## Key Outcomes

-  Cost Effectiveness
-  Scalability & Flexibility
-  Enable and accelerate innovation
-  Increase Agility
-  Improve customer and agent experience

# Common Feedback post deployment of Webex CC

## Addressed with Routing

- Calls are stuck in the destination queue when the agent transfers the call.
  - Agent transfer and consult experience is difficult to train.
  - The service levels are not correct.
  - The Abandon Rate is very high.
  - I cannot see the calls in the queue and the agents being available.
  - Agents are moving between teams based on call volume.
- 
- RONA Calls.
  - Team concept is not the same as on-prem.
  - Lack of Device Presence & Telephony Control from Desktop.

# Contact Center KPIs Experience

≡ Settings Export Queue Service Level

## Operator Queue

Interval	Channel Type	In Service Level%
▼ 12-2023 (1)	▼ telephony (1)	<u>71.58%</u>
▼ 01-2024 (1)	▼ telephony (1)	<u>78.09%</u>

≡ Settings Export Queue Abandoned

i Time Zone : (UTC-06:00) Central Standard Time (America/Chicago)

Interval	Channel Type	Completed	% Abandoned	Abandoned	Avg Queued Time	Avg Abandoned Time
▼ 12-2023 (1)	▼ telephony (1)	890	23.08	177	00:08:23	00:05:32
▼ 01-2024 (1)	▼ telephony (1)	1291	15.05	169	00:04:23	<u>00:01:36</u>

≡ Settings Export Queue Abandoned

i Time Zone : (UTC-06:00) Central Standard Time (America/Chicago)

Interval	Channel Type	Completed	% Abandoned	Abandoned	Avg Queued Time	Avg Abandoned Time
▼ 12-2023 (1)	▼ telephony (1)	111	3.60	4	00:02:21	<u>00:46:29</u>
▼ 01-2024 (1)	▼ telephony (1)	148	6.12	9	00:02:51	00:23:15

# Agent Experience

## Transfer Request

Select the agent, queue or dial number that you want to transfer to.

Agent       Queue       Dial Number

× C

T TransferEP

## Consult Request

Select the agent, queue or dial number that you want to consult with.

Agent       Queue       Dial Number

× C

No Results

Skills Carried over

## Transfer Request

Select the agent, queue or dial number that you want to transfer to.

Agent       Queue       Dial Number

× C

S SkillBasedQueue

## Consult Request

Select the agent, queue or dial number that you want to consult with.

Agent       Queue       Dial Number

× C

S SkillBasedQueue

No Skills attached

## Consult Request

Select the agent, queue or dial number that you want to consult with.

Agent       Queue       Dial Number

× C

Address Book

Entry Point



# Customer Experience

## Transfer Request

Select the agent, queue or dial number that you want to transfer to.

Agent       Queue       Dial Number

SkillBased

S SkillBasedQueue

## Skill Requirements

Skill Requirements

Add up to 10 skill requirement(s) that can be assigned to contacts in this queue.

### Queue Abandoned

Settings Export Queue Abandoned Time Zone : (UTC-06:00) Central Standard Time (America/Chicago)

Destination Queue	Queue Name	Channel Type	Interval	Custom Duration
12-2023 (1)	All	All	Monthly	12/01/23 - 01/31/24
01-2024 (1)	telephony (1)	telephony (1)		

Interval	Channel Type	Completed	% Abandoned	Abandoned	Avg Queued Time	Avg Abandoned Time
12-2023 (1)	telephony (1)	111	3.60	4	00:02:21	00:46:29
01-2024 (1)	telephony (1)	148	6.12	9	00:02:51	00:23:15

# UCCX Configuration

- 70 Queues
- 70 Skills
- 27 Teams
- ~300 Contact Center Users

## Contact Service Queue Configuration

Next   Delete   Cancel   Open Printable Report of this CSQ configuration

Status  
Status : Ready

Contact Service Queue Name\*

Contact Service Queue Type  
Voice

Contact Queuing Criteria **FIFO**

Automatic Wrapup\*  
 Enabled  Disabled

Wrapup Time\*  
 Enabled  Second(s)  Disabled

Resource Pool Selection Model\*

Service Level\*

Service Level Percentage\*

Prompt

Skill List	
	Skill Name
	 L_Operator
	 L_Operator
	 L_Operator
	 L_Operator
	 L_Operator

Contact Service Queue Name **L\_Operator**

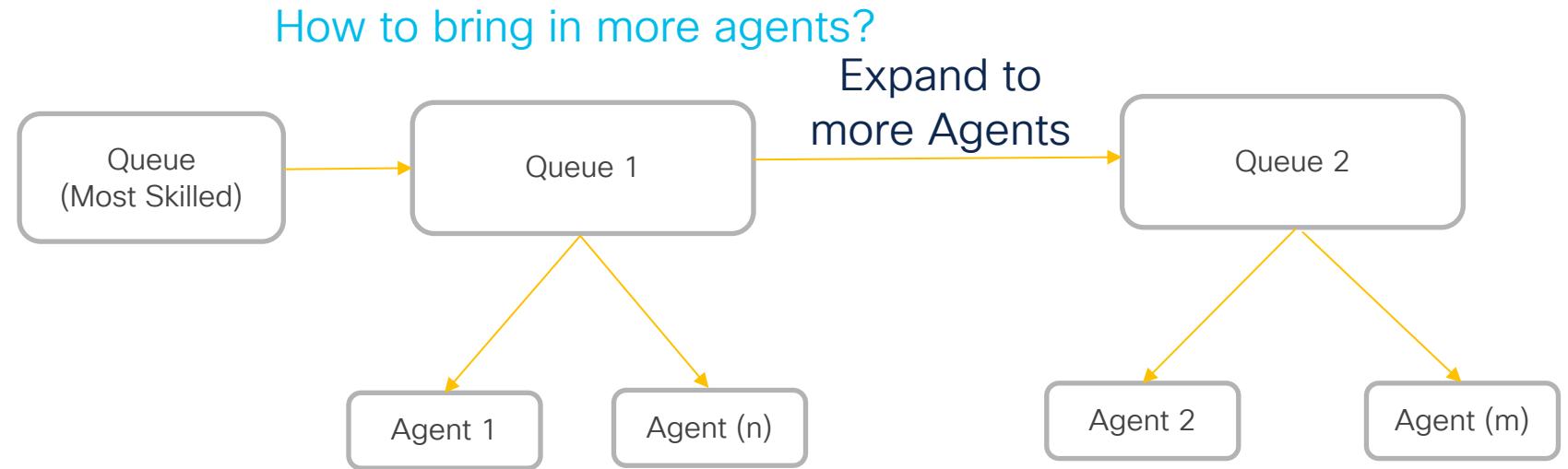
Resource Selection Criteria

Select Required Skills

Skills      Minimum Competence      Delete

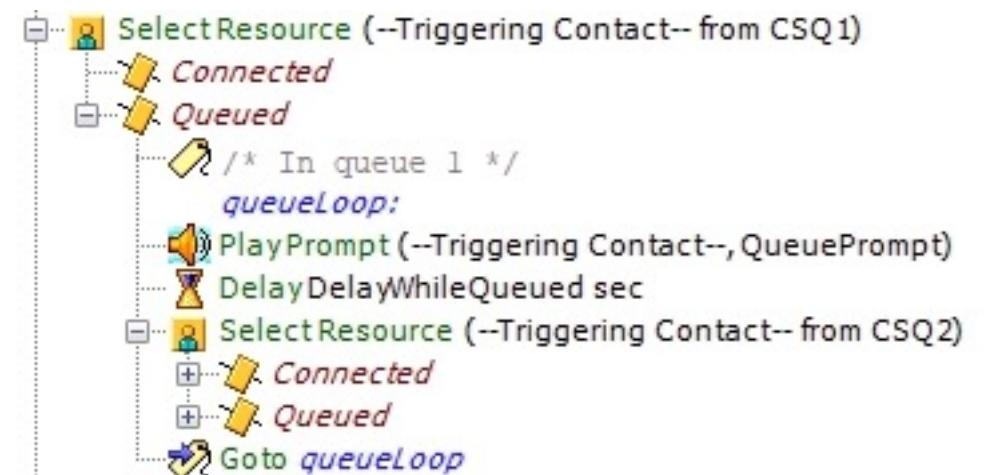
- L_Operator	<input type="text" value="5"/>	
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# Queue Based Routing in UCCX



A couple options:

- Agent Reskilling: **Reactive** requiring supervisor action
- Agent Pool Expansion: **Proactive** based on design and scripting



# Queue Based Routing in UCCX- Reporting

## CSQ All Fields Report

CSQ All Fields Report ▼  Only Thresholds

CSQ Name ▲	Service Le...	Calls Presented	Calls Handled	Calls Abandoned	Calls Handled < Service Level	Calls Abandoned < Service Level	Calls Handled by Other
Operator	30	1	0	1	0	0	0
Brand 1	5	1	0	1	0	0	0

The call was not answered by either queue and the caller disconnected.

## CSQ All Fields Report

CSQ All Fields Report ▼  Only Thresholds

CSQ Name ▲	Service Lev...	Calls Presented	Calls Handled	Calls Abandoned	Calls Handled < Service Level	Calls Abandoned < Service Level	Calls Handled by Other
Operator	30	1	0	0	0	0	1
Brand 1	5	1	1	0	1	0	0

The call was answered in one of the queues.

# Webex Contact Center Concepts



## Sites

A site is a physical contact center location under the control of the enterprise or an outsourcer



## Teams

A team is a group of agents performing [similar job functions](#) or having same set of skills to handle incoming contact.



## Multimedia Profile

It enables the agents to receive digital channel contacts along with voice.



## Queue

A queue is where active contacts are kept while they await handling by an agent. Contacts are moved from the entry point into a queue and are distributed to agents.



## Entry Points

An entry point is the initial landing place for the customer contacts on the Webex Contact Center.



## Call Distribution Group

CDG settings control how teams receive calls available under queue settings. Teams are grouped and prioritized based on the settings. Group 1 teams are first to handle the calls and the later groups acts as an overflow groups.



## Skill Definition

It is an attribute possessed by agents, matching the expertise required by customers for effective interactions.



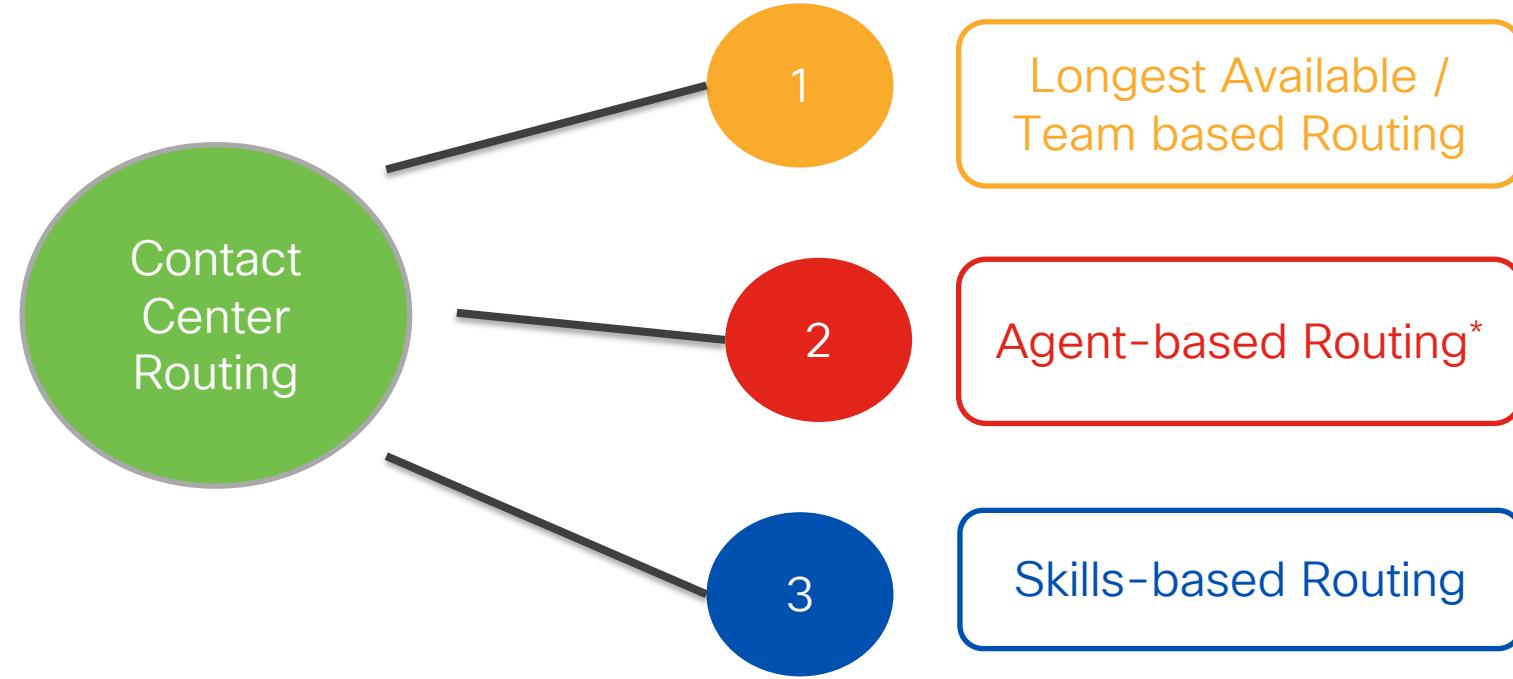
## Skill Profile

A skill profile is a summary of an teams / agent's abilities and expertise, tailored to their role of job function. The Skill profile can be assigned to the team or specific agents.

# Routing

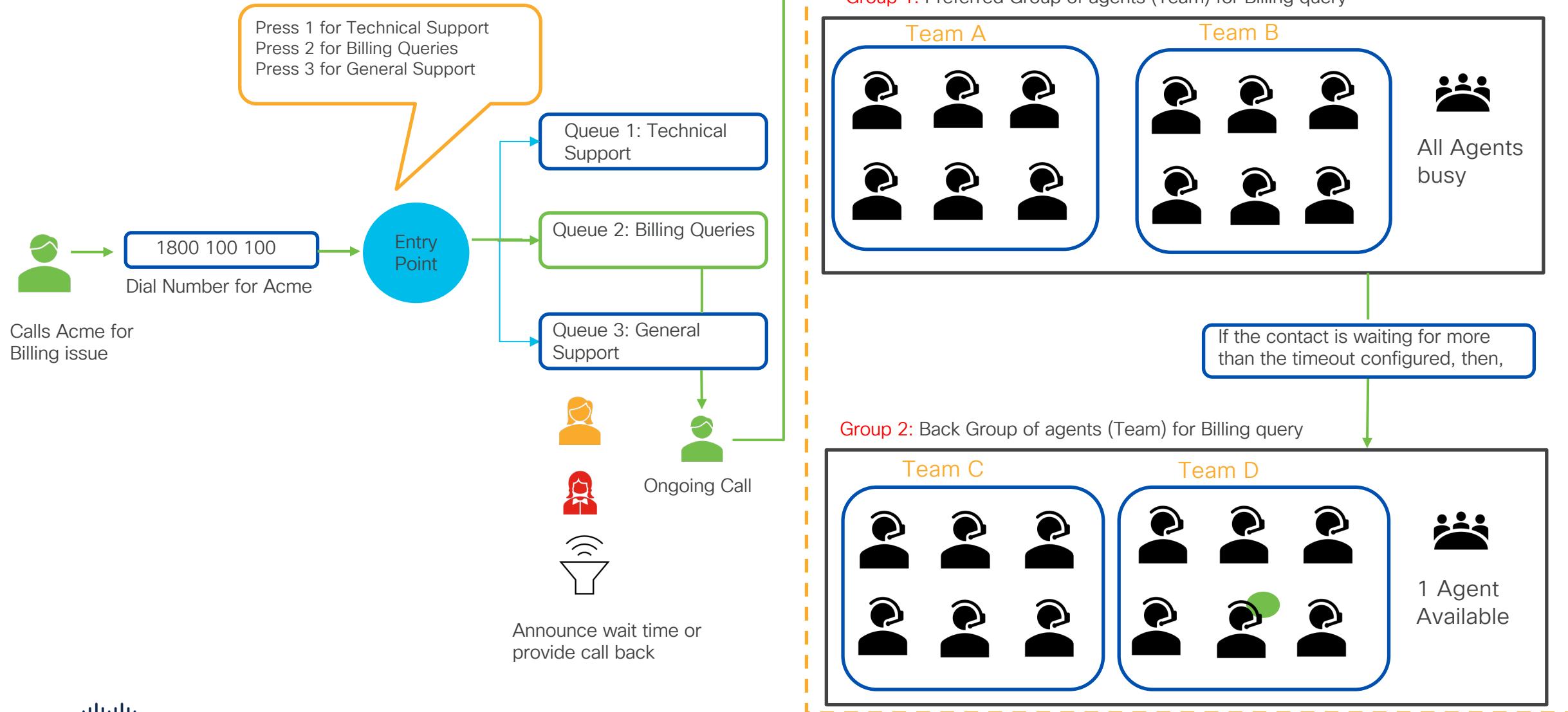
*To ensure a successful transition from traditional Contact Center deployments to Webex Contact Center, it is essential to define and clarify the routing design for both systems.*

# Webex Contact Center Routing

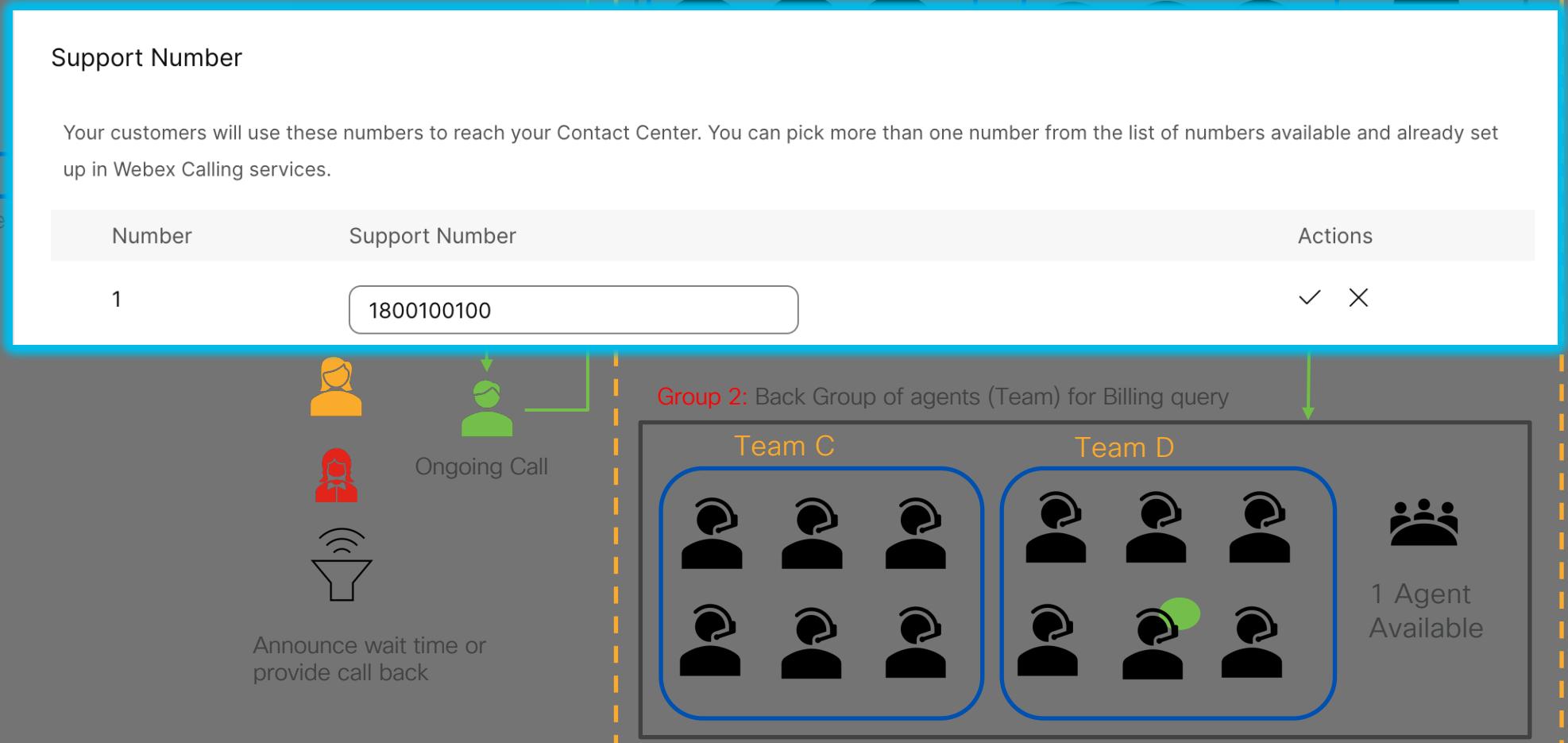
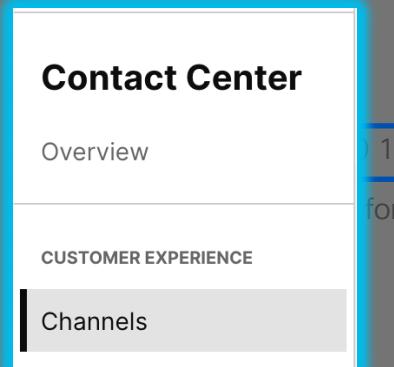


\*Available only for voice

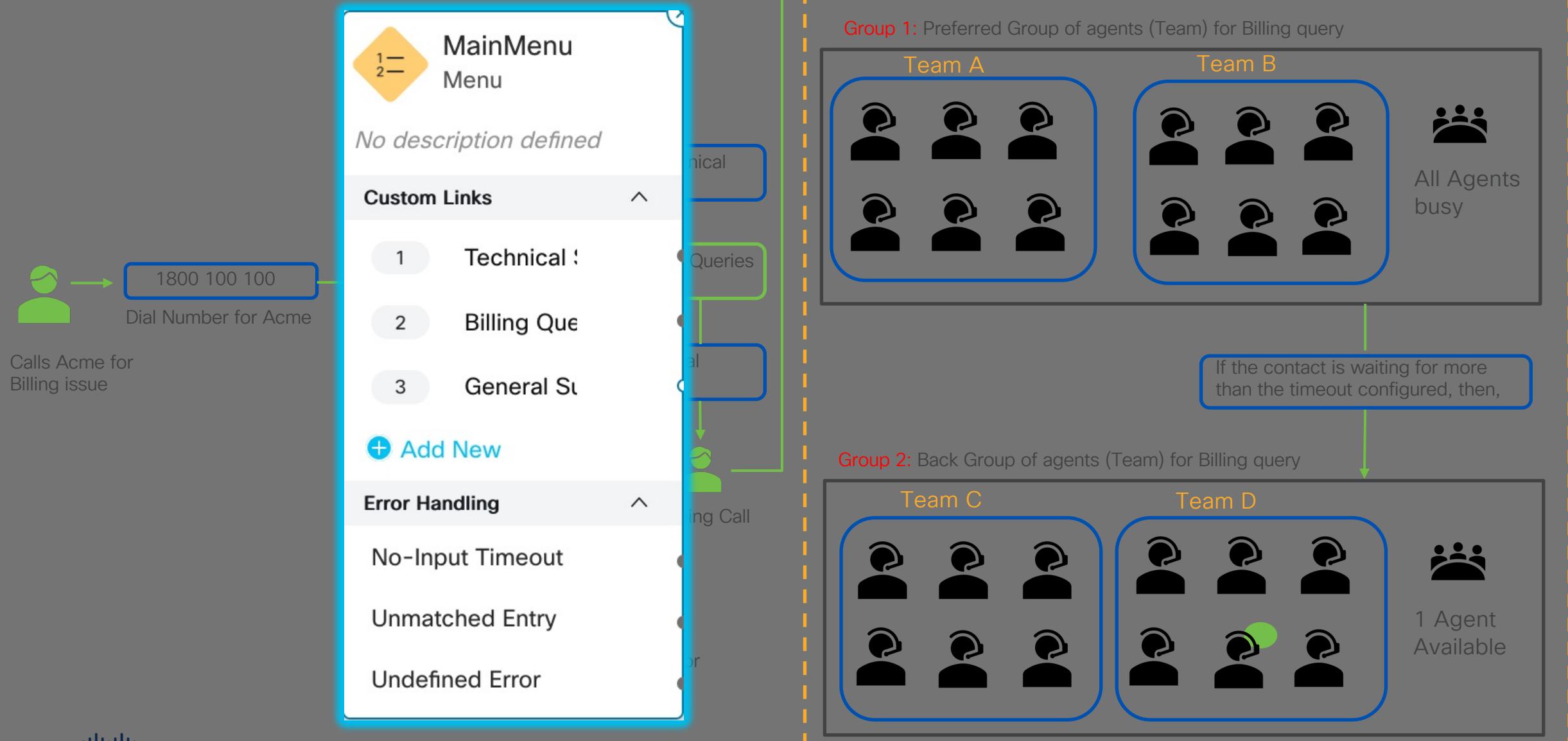
# Longest Available / Team based Routing



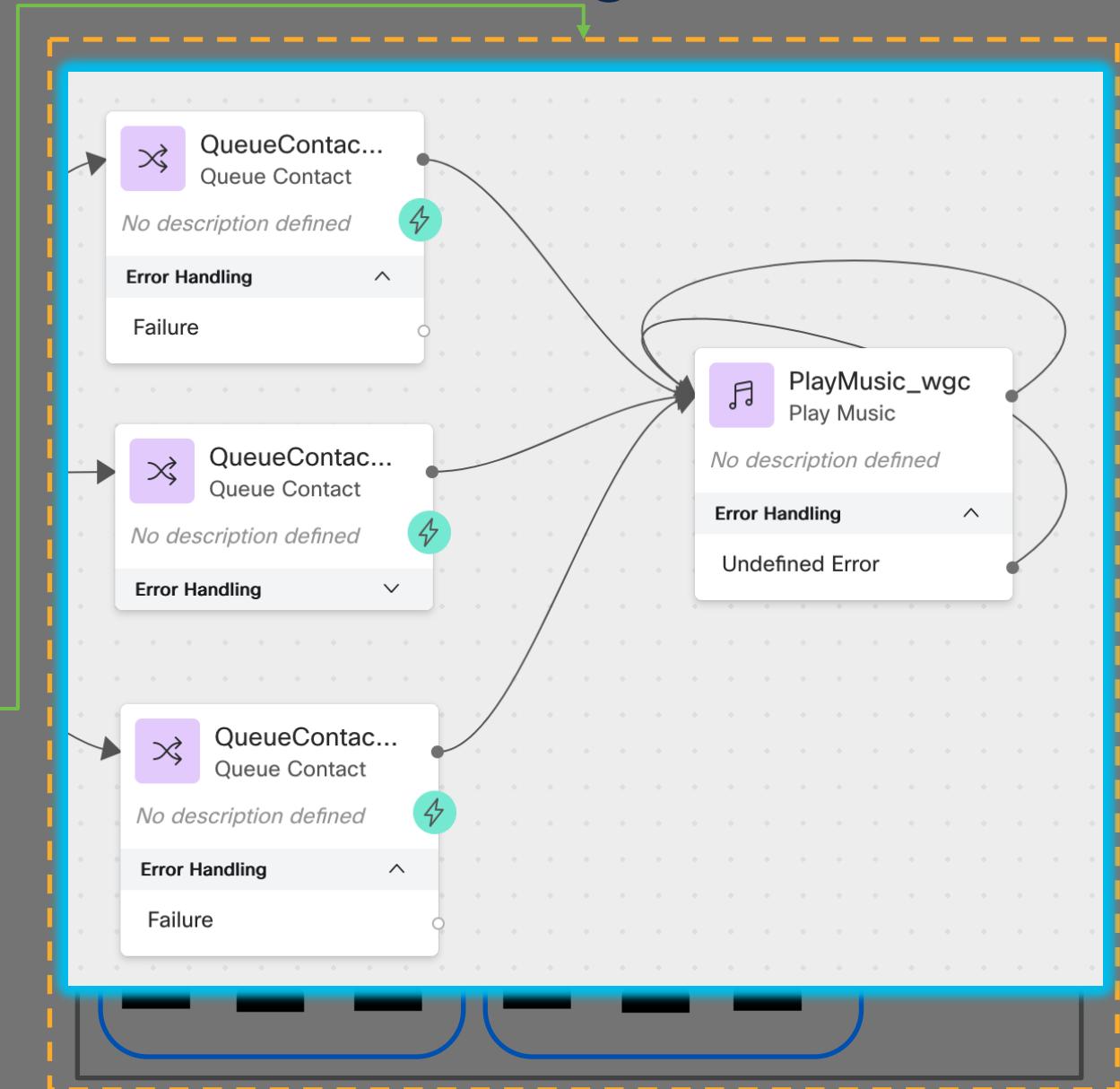
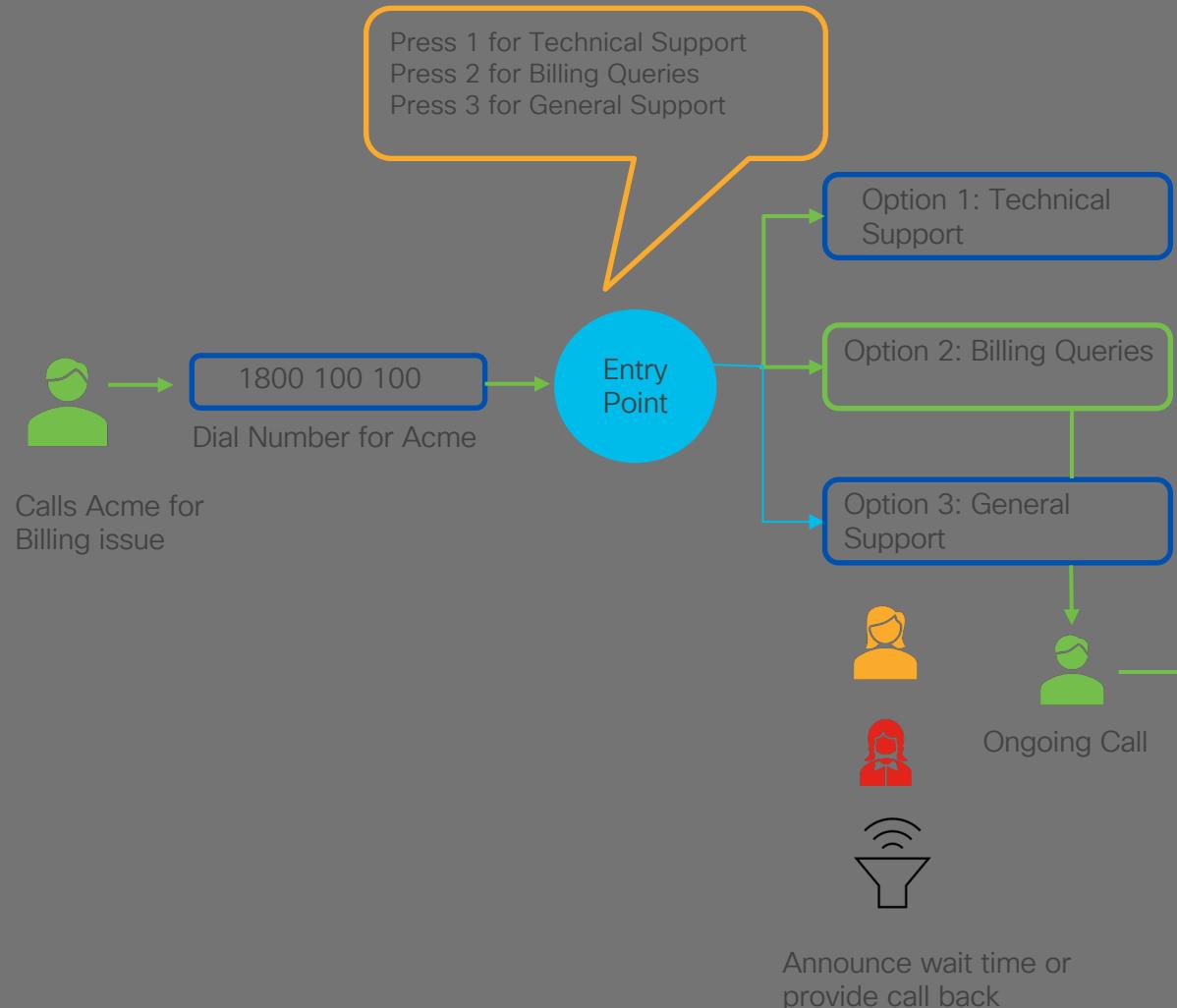
# Longest Available / Team based Routing



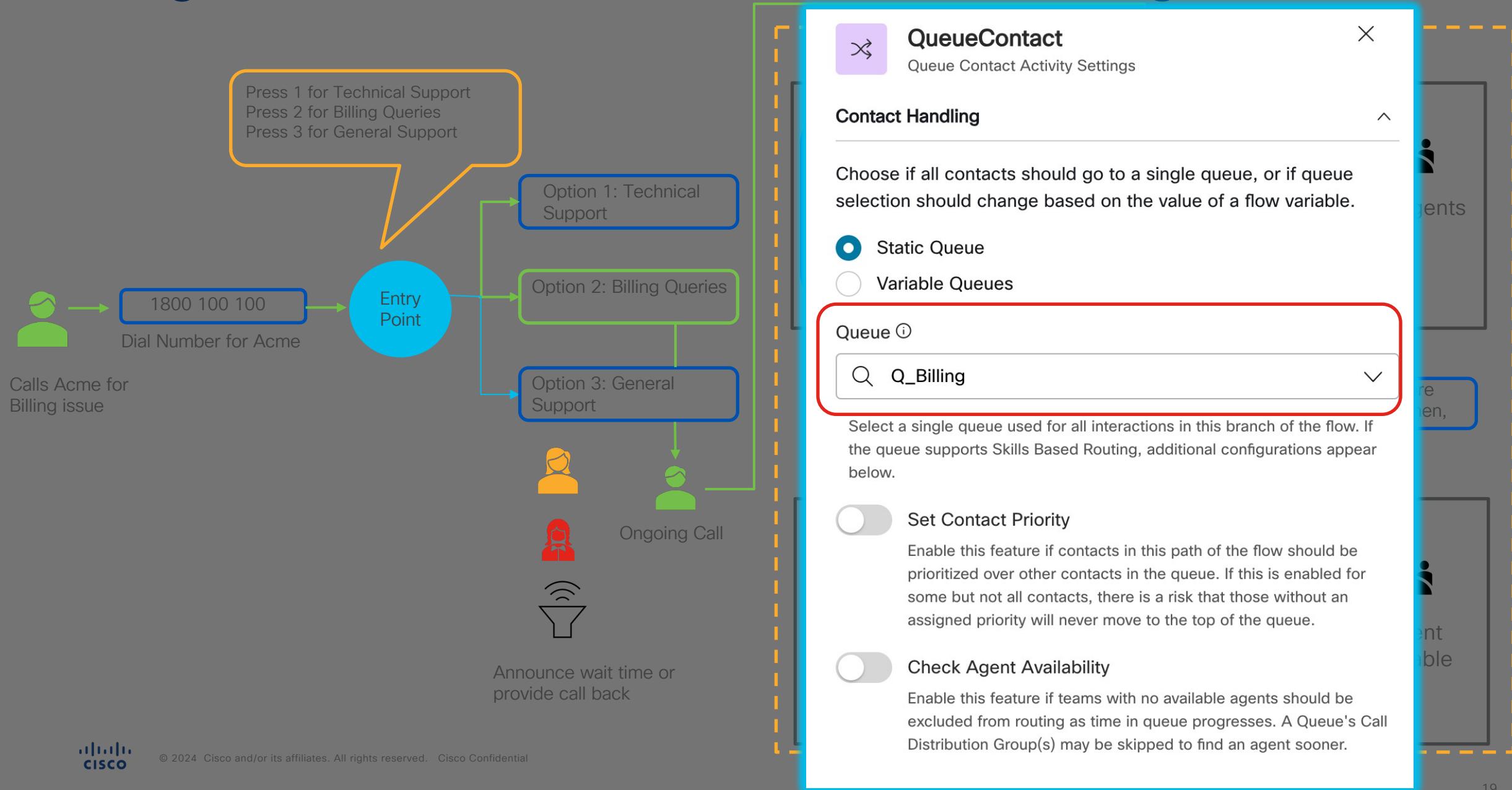
# Longest Available / Team based Routing



# Longest Available / Team based Routing



# Longest Available / Team based Routing



# Longest Available / Team based Routing

< Q\_Billing

Call Distribution \*

You can add one or more teams to this Call through a Call Distribution Group. You can add multiple groups to distribute a call to more teams. Call distribution is independent of other queues login defined in Flows.

Create Group

Group Details		Actions
Priority	Group Name	
1	Group 1	 
Team Details		Team type
Team name	Billing Team	Cisco
Switching Time	10 seconds	 
Site Name	Cisco	Agent Based
Team Details		Team type
Team name	General_Support	Cisco
Switching Time	10 seconds	 
Site Name	Cisco	Agent Based

# Longest Available / Team based Routing

< Q\_Billing

Call Distribution \*

You can add one or more teams to this Call through a Call Distribution Group. You can add multiple groups to distribute a call to more teams. Call distribution is

Pause/Resume Enabled

Recording pause duration \* 10 Seconds

Service Level Threshold ⓘ \* 30 Seconds

**Switching Time** NA

Billing Team	Site Name	Team type	
Cisco	Cisco	Agent Based	
Group 2	10 seconds	<input type="button"/> <input type="button"/>	
Team Details	Team name	Site Name	Team type
	General_Support	Cisco	Agent Based

# Longest Available / Team based Routing

Queue Abandoned

Time Zone : (UTC-06:00) Central Standard Time (America/Chicago)

Interval	Channel Type	Completed	% Abandoned	Abandoned	Avg Queued Time	Avg Abandoned Time
12-2023 (1)	telephony (1)	890	23.08	177	00:08:23	00:05:32
01-2024 (1)	telephony (1)	1291	15.05	169	00:04:23	00:01:36

Create Group

Group Details

Priority	Group Name	Switching Time	Actions
1	Group 1	NA	

Team Details

Team name	Site Name	Team type
Billing Team	Cisco	Agent Based

Team Details

Team name	Site Name	Team type
General_Support	Cisco	Agent Based

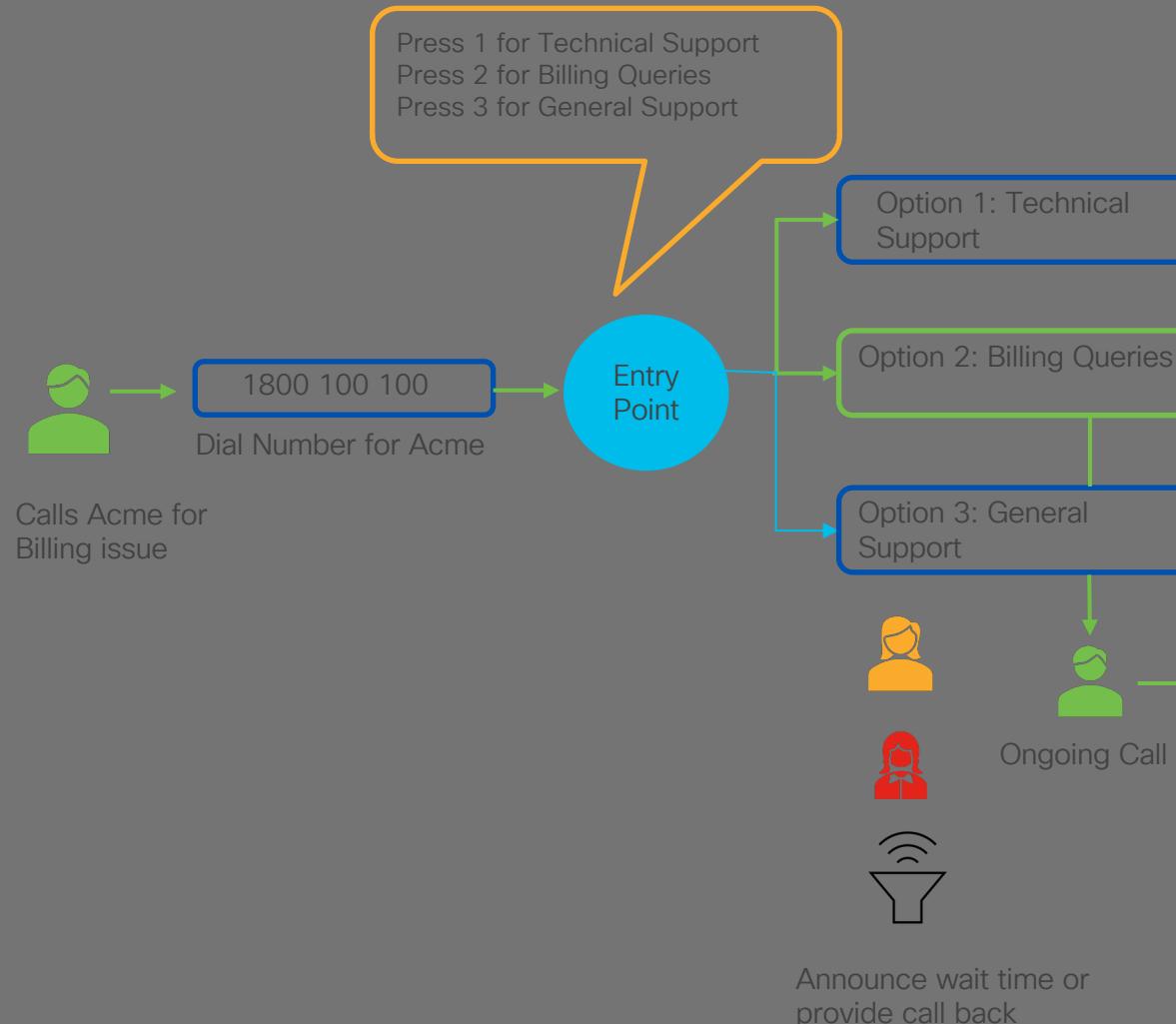
all distribution is

Calls A  
Billing

CISCO

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# Longest Available / Team based Routing



**QueueContact\_plj**  
Queue Contact Activity Settings

Variable Queues

Queue *Technical\_Support*

Select a single queue used for all interactions in this branch of the flow. If the queue supports Skills Based Routing, additional configurations appear below.

Set Contact Priority

Enable this feature if contacts in this path of the flow should be prioritized over other contacts in the queue. If this is enabled for some but not all contacts, there is a risk that those without an assigned priority will never move to the top of the queue.

Check Agent Availability

Enable this feature if teams with no available agents should be excluded from routing as time in queue progresses. A Queue's Call Distribution Group(s) may be skipped to find an agent sooner.

By default, agent availability will always be checked. Indicate if checking for Agent Availability should instead dynamically change with each flow execution.

Always Check Agent Availability

Variable Agent Availability Check

# Team based Routing - Reporting

Shows which team handled the call from the queue, showing the Group Expansion

Module1								Final Queue Name	Interval
Final Queue Name	Team Name	Interval	Contacts Presented	Contacts Answered	Contacts Abandoned	Service Level Calls	Service Level %	All	Daily
Q_Billing (3)	Billing Team (1)	05/05/2024 (1)	2	2	0	2	100.00%	All	Daily
	General_Support (1)	05/06/2024 (1)	1	1	0	1	100.00%		
	N/A (1)	05/05/2024 (1)	1	0	1	0	0.00%		
Summary			4	3	1	3			
Q_Technical_Support (3)	General_Support (1)	05/06/2024 (1)	2	2	0	1	50.00%	All	Daily
	N/A (1)	05/05/2024 (1)	1	0	1	0	0.00%		
	Technical Support (1)	05/05/2024 (1)	2	2	0	2	100.00%		
Summary			5	4	1	3			

# Customer Session Record (CSR) / Customer Activity Record (CAR)

## CSR

Contact Session ID	Start Time	End Time	EP Name	IVR Duration	Final Queue Name	Queue Duration	Agent Name	Connected Duration	Wrapup Duration	Is Within Service Level
512626d8-0b52-4140-9d91-c79dd971491a	11/05/24 10:55:37 PM	11/05/24 10:57:18 PM	EP_Rohit	00:00:05.320	Q_Billing	00:00:50.016	Rohit Harsh	00:00:35.485	00:00:07.880	1

## CAR

Value of Contact Session ID	EP Name	Queue Name	Agent N...	Activity N...	Start Time	End Time	Duration
512626d8-0b52-4140-9d91-c79dd971491a	EP_Rohit	N/A	N/A	new	5/11/24 10:55:37 PM	11/05/24 10:55:37 PM	00:00:00.189
512626d8-0b52-4140-9d91-c79dd971491a	EP_Rohit	N/A	N/A	ivr-connected	5/11/24 10:55:37 PM	11/05/24 10:55:43 PM	00:00:05.320
512626d8-0b52-4140-9d91-c79dd971491a	EP_Rohit	Q_General	N/A	parked	5/11/24 10:55:43 PM	11/05/24 10:56:11 PM	00:00:28.511
512626d8-0b52-4140-9d91-c79dd971491a	EP_Rohit	Q_General	pstn agent1	connect	5/11/24 10:56:11 PM	11/05/24 10:56:19 PM	00:00:07.305
512626d8-0b52-4140-9d91-c79dd971491a	EP_Rohit	Q_General	pstn agent1	connected	5/11/24 10:56:19 PM	11/05/24 10:56:37 PM	00:00:18.656
512626d8-0b52-4140-9d91-c79dd971491a	N/A	Q_General	pstn agent1	WrapUp	5/11/24 10:56:37 PM	11/05/24 10:56:37 PM	00:00:03.090
512626d8-0b52-4140-9d91-c79dd971491a	EP_Rohit	Q_Billing	N/A	parked	5/11/24 10:56:37 PM	11/05/24 10:56:59 PM	00:00:21.505
512626d8-0b52-4140-9d91-c79dd971491a	EP_Rohit	Q_Billing	Rohit Harsh	connect	5/11/24 10:56:59 PM	11/05/24 10:57:01 PM	00:00:02.053
512626d8-0b52-4140-9d91-c79dd971491a	EP_Rohit	Q_Billing	Rohit Harsh	connected	5/11/24 10:57:01 PM	11/05/24 10:57:18 PM	00:00:16.829
512626d8-0b52-4140-9d91-c79dd971491a	EP_Rohit	Q_Billing	Rohit Harsh	ended	5/11/24 10:57:18 PM	11/05/24 10:57:18 PM	00:00:00.000
512626d8-0b52-4140-9d91-c79dd971491a	N/A	Q_Billing	Rohit Harsh	WrapUp	5/11/24 10:57:18 PM	11/05/24 10:57:18 PM	00:00:04.790

CSR: It stores **summarized** data about interactions between the ACD and the customer.

CAR: It breaks down a CSR into **individual activities**.

# Agent Consult and Transfer Experience

## Consult Request

Select the agent, queue or dial number with which you want to consult.

 Agent Queue Dial Number

Choose from a list of queues

T Technical\_Support

## Transfer Request

Select the agent, queue or dial number for transferring this contact.

 Agent Queue Dial Number

Choose from a list of queues

T Technical\_Support

Contacts can be transferred from one queue to another seamlessly

# Agent Consult and Transfer Experience

Agent-Profile (Auto WrapUp)

- ID: 77b6b52f-31dc-40a6-aa9b-5a958ce6dcc2 • Last Modified: May 05, 2024 22:10 PM

General Idle/Wrap-up Codes **Collaboration** Dial Plans Voice Channel options Agent Statistics Desktop Timeout

Collaboration

Entry Point/Queue transfer targets

All  
 None  
 Specific

Select Entry Points/Queues \*

Type here

Technical\_Support

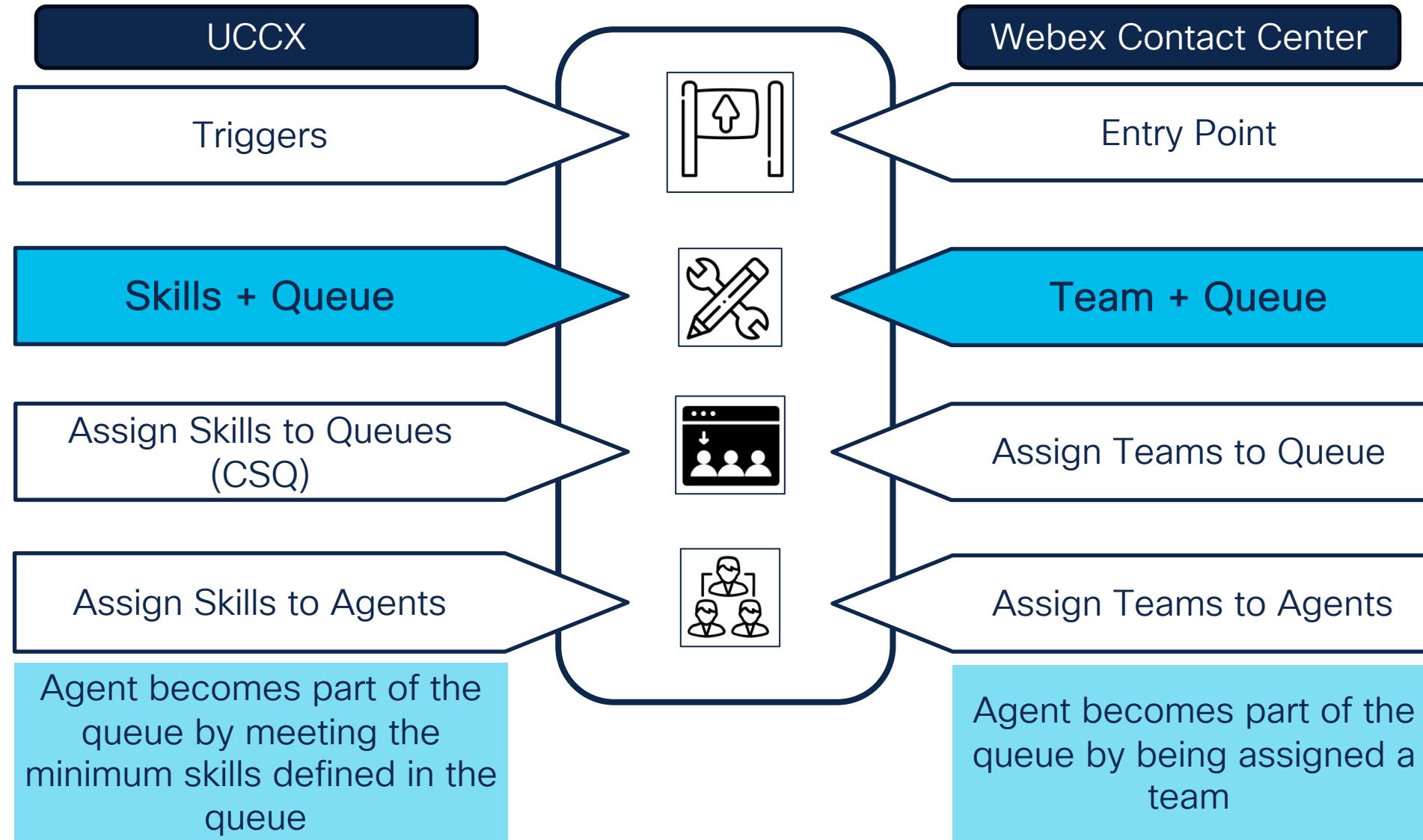
1 Entry Points/Queues

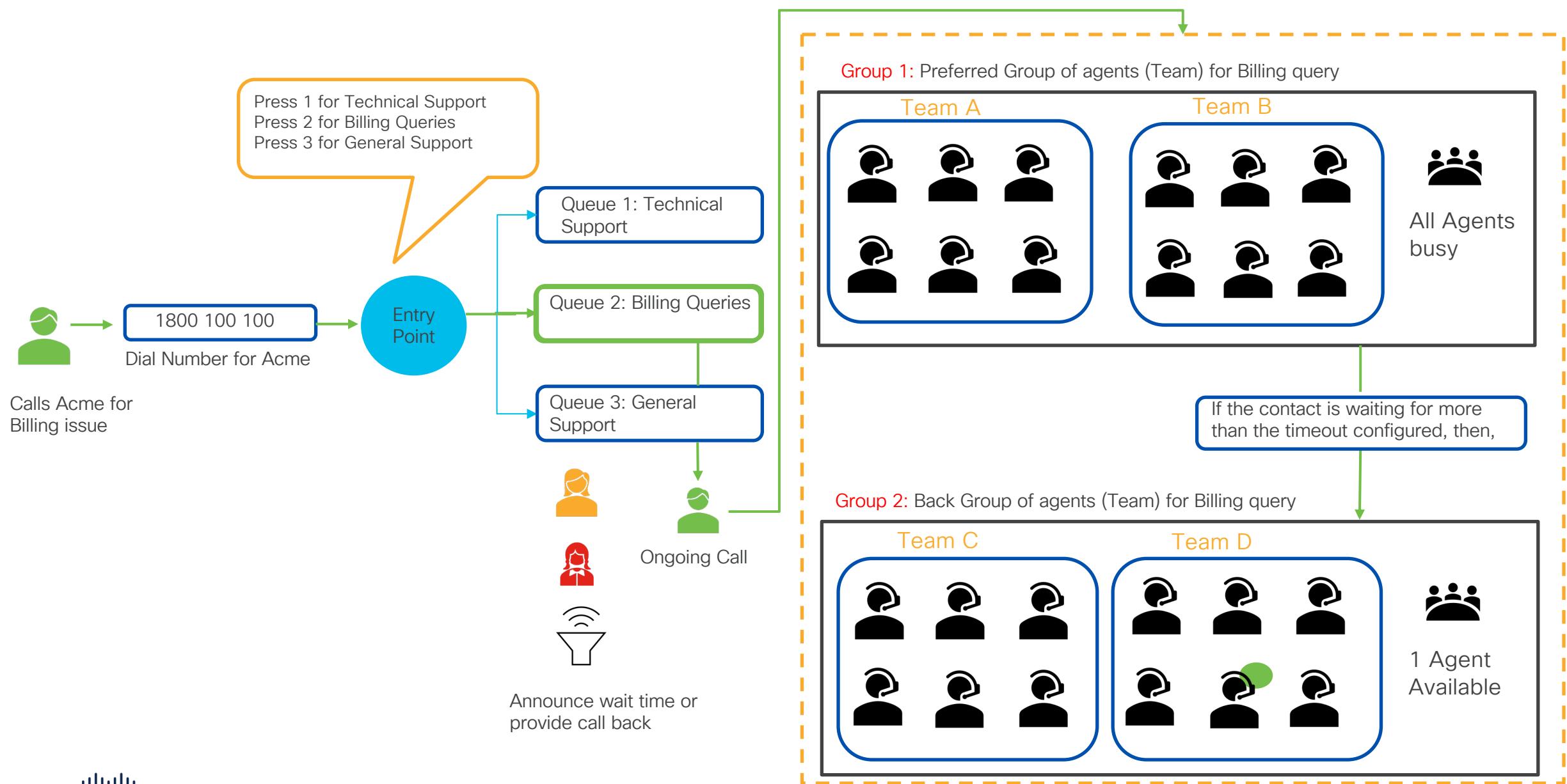
Clear All

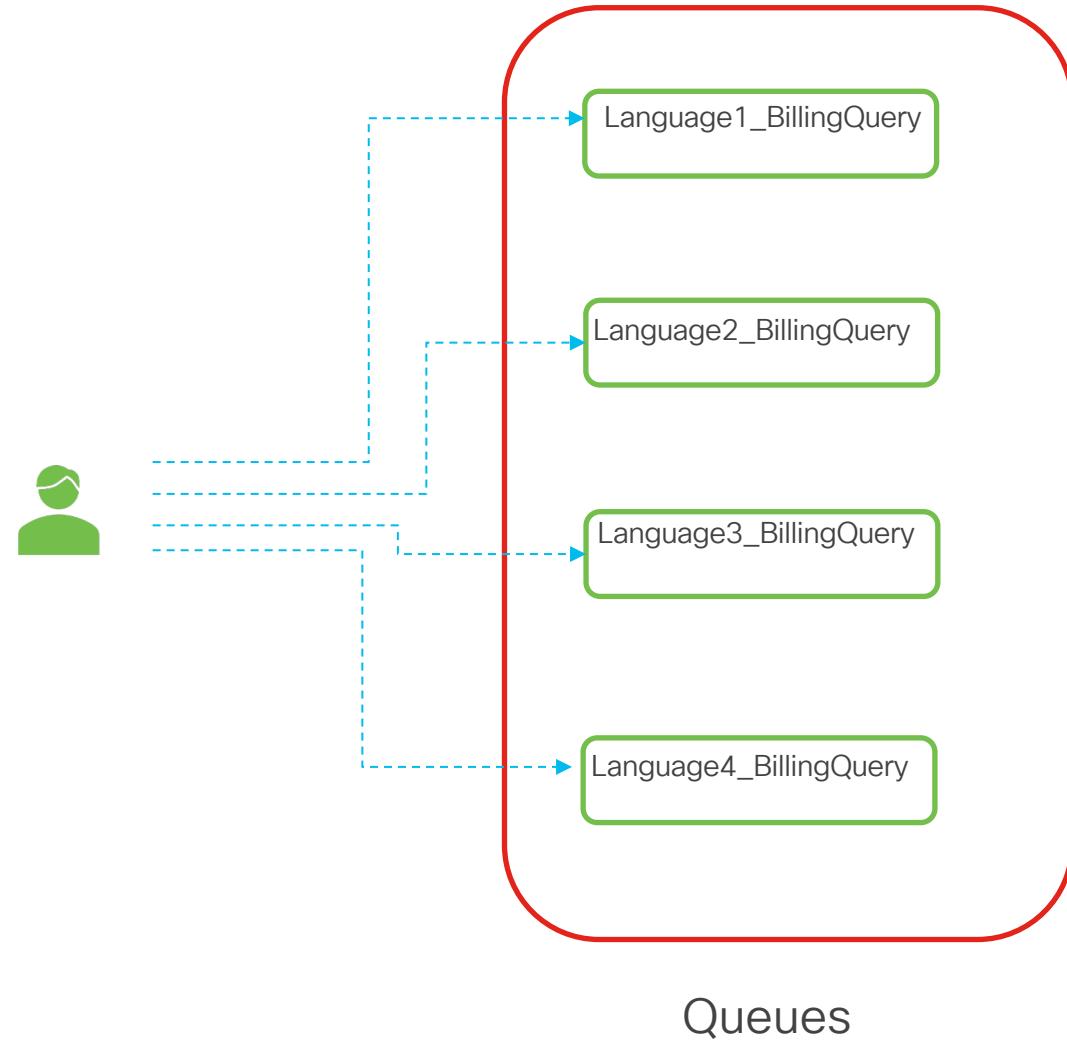
Consult to queue

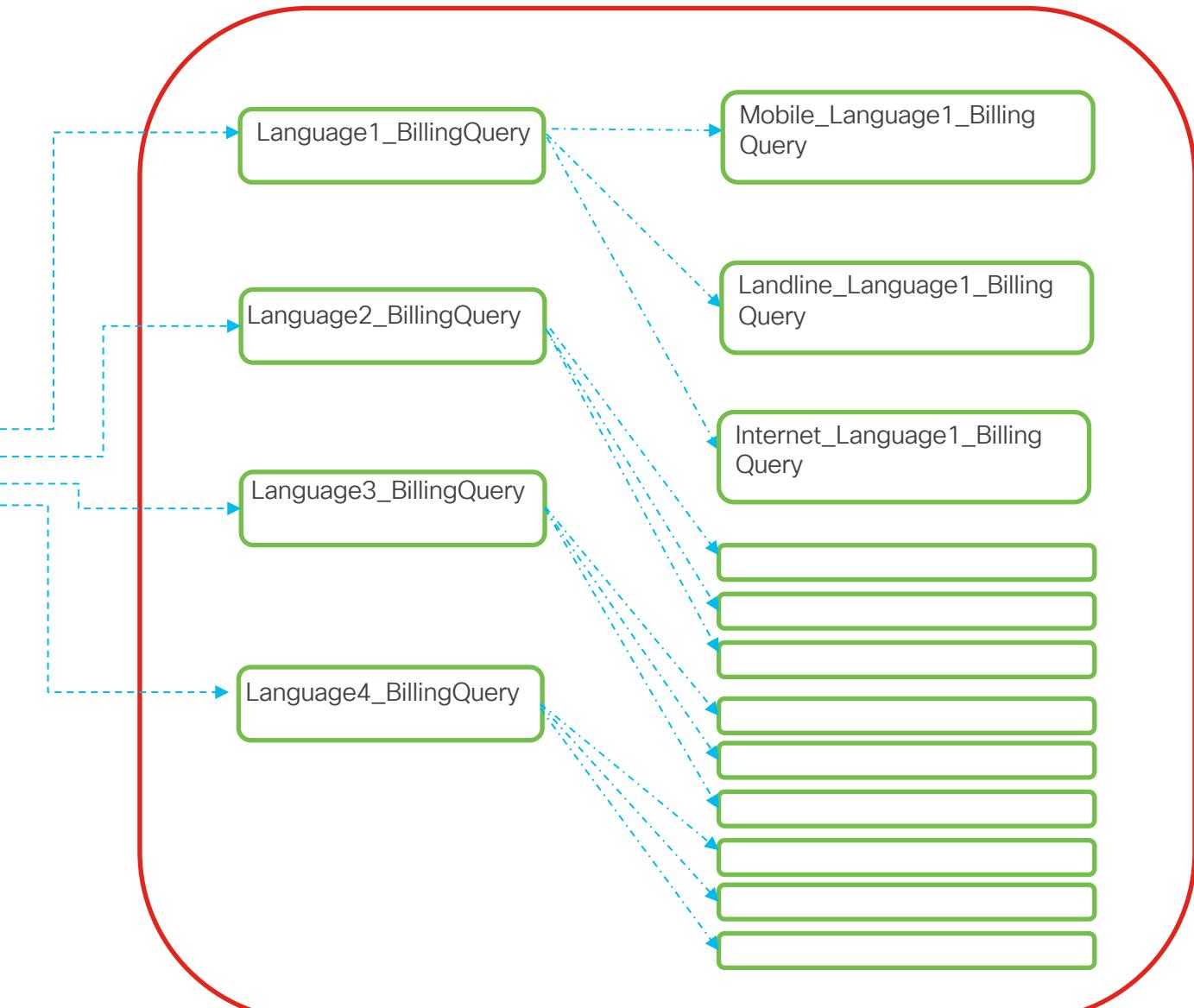
Specify the entry points or queues that the agents can choose from the Queue drop-down list on the Agent Desktop

# Implementation

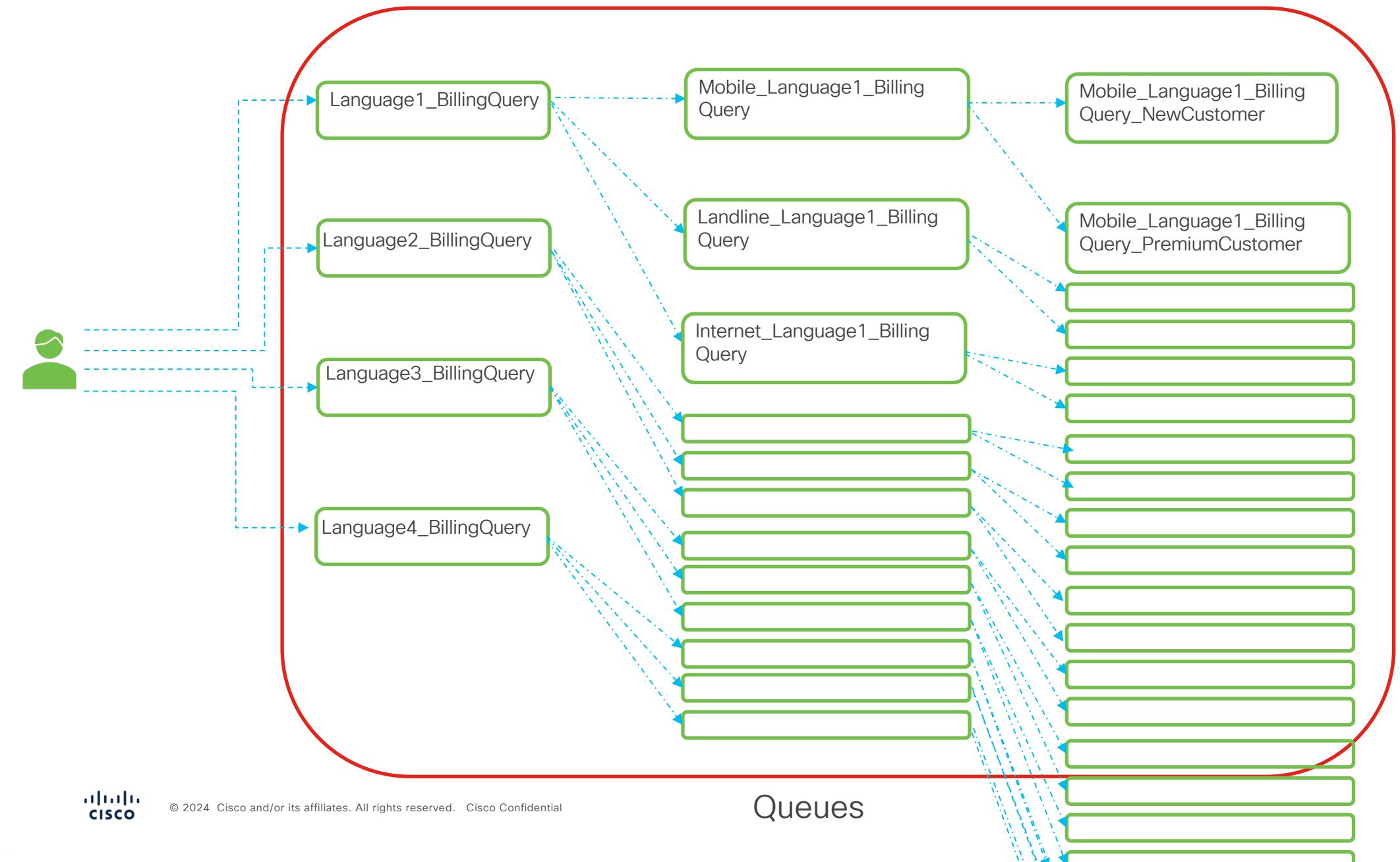






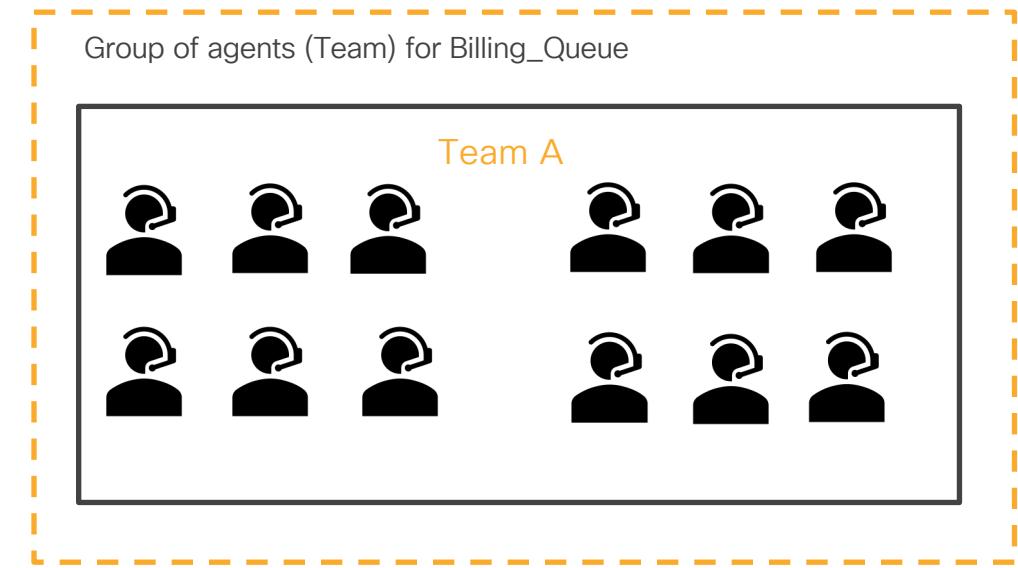
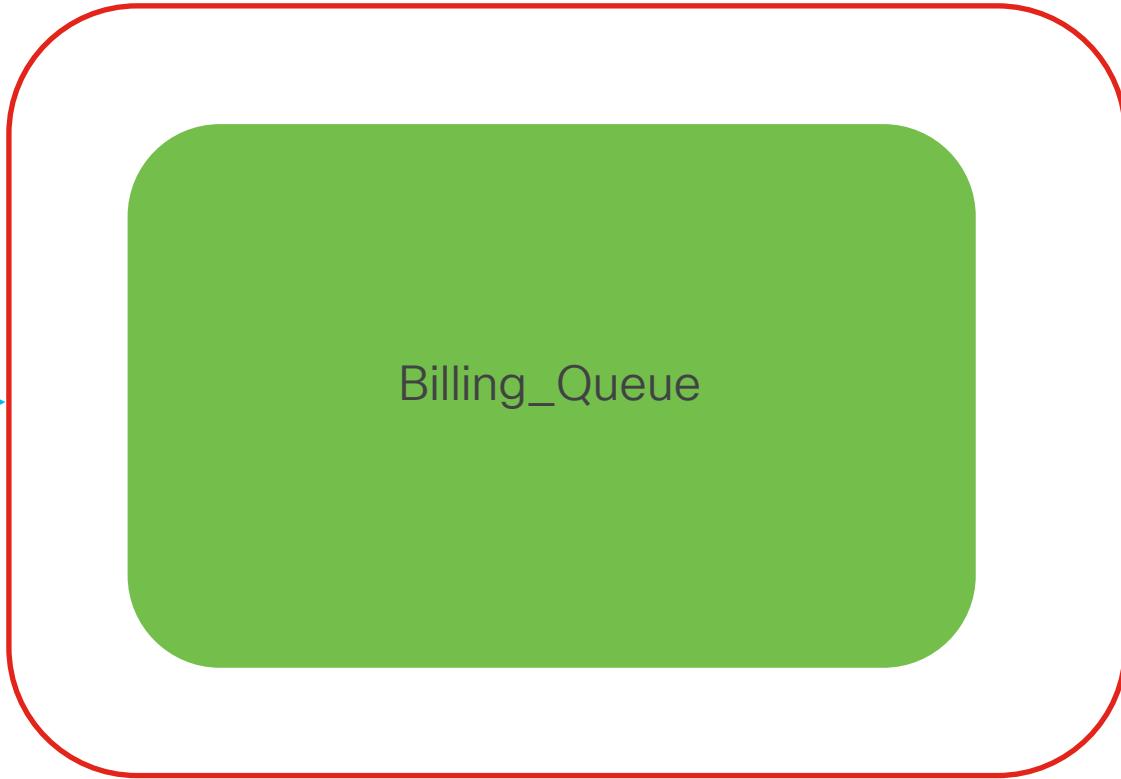


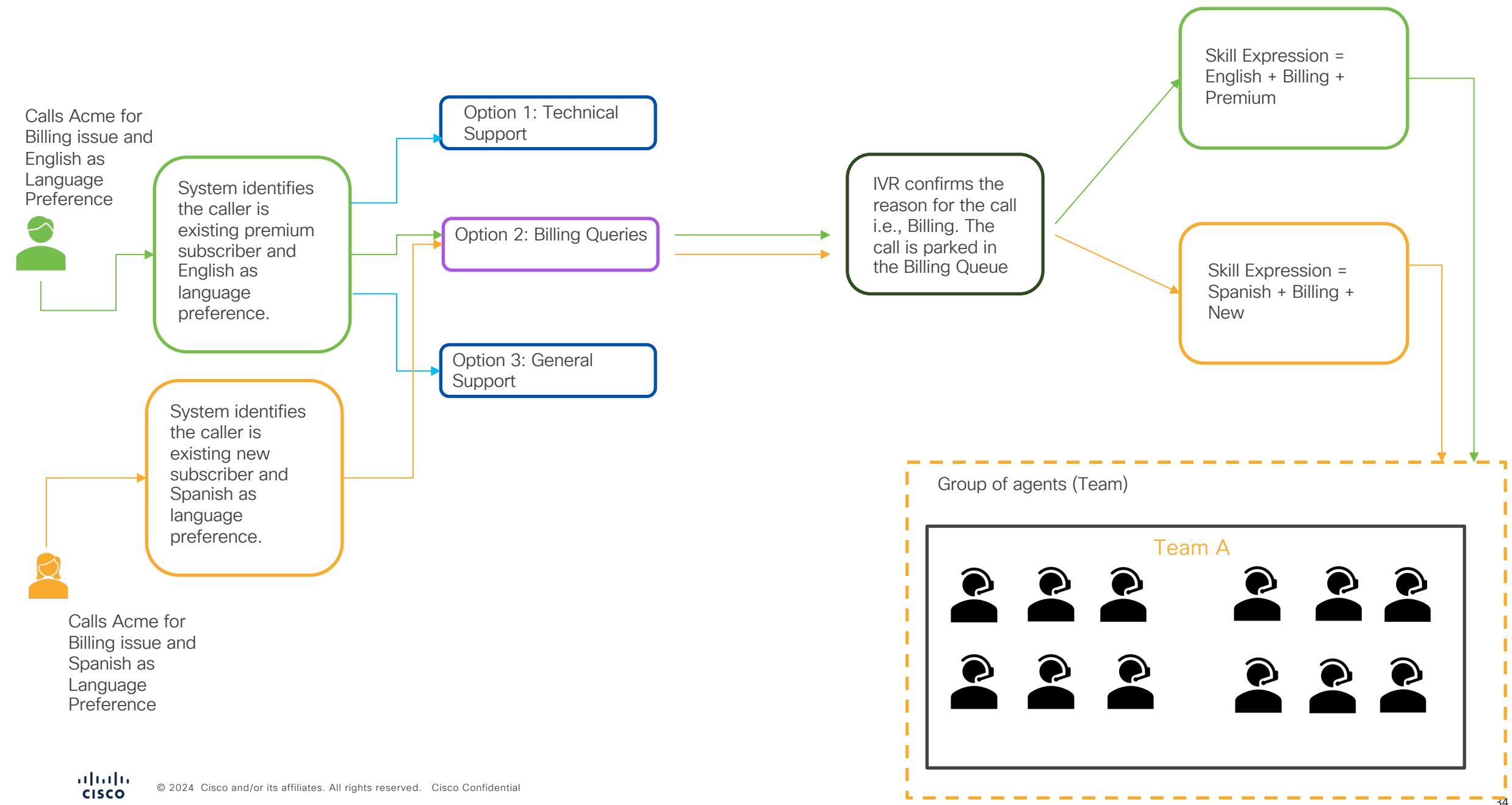
Queues



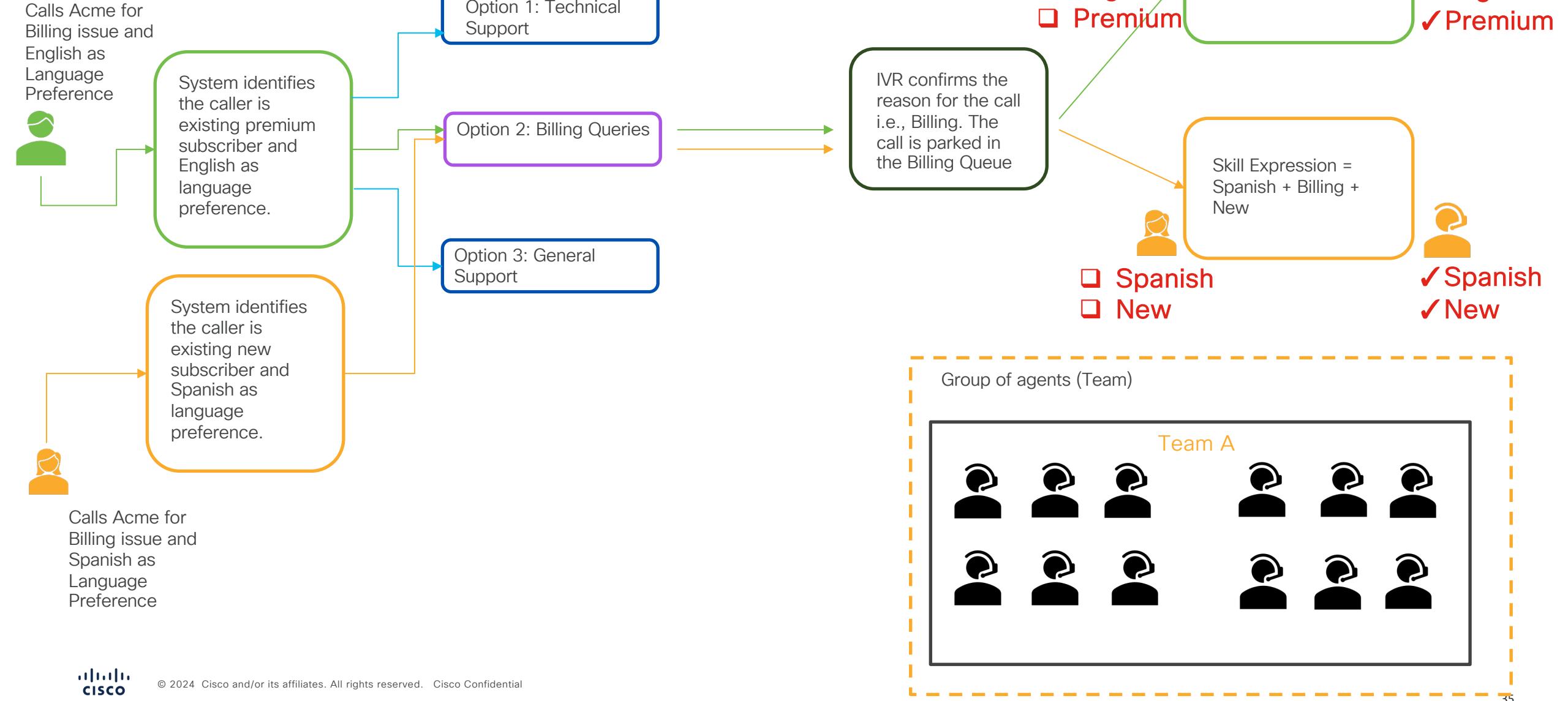


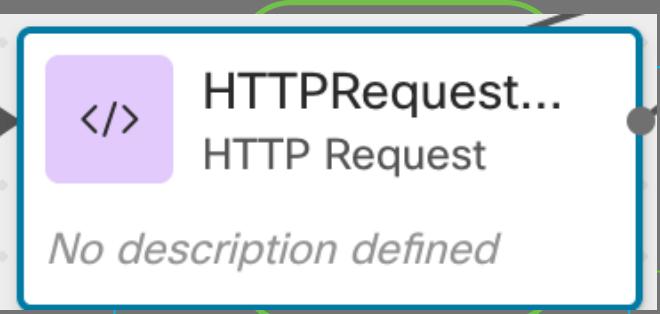
Calls Acme for  
Billing issue with  
Internet and  
Mobile Service  
with English as  
Language  
Preference





# Skills-based Routing





Calls Acme for  
Billing issue with  
Internet and  
Mobile Service  
with English as  
Language  
Preference

Option 1: Technical Support

Option 2: Billing Queries

Option 3: General Support

IVR confirms if  
the billing query  
is related to both  
the products

Skill Expression =  
English + Mobile +  
Internet + Existing  
Customer

Group of agents (

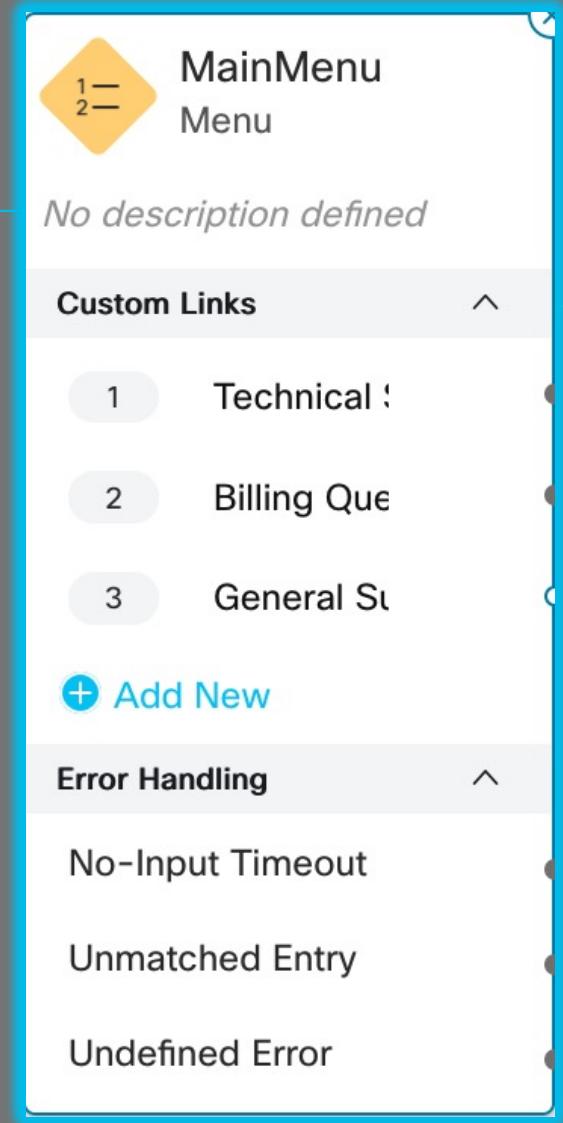
Team A





Calls Acme for Billing issue with Internet and Mobile Service with English as Language Preference

IVR identifies the caller is existing subscriber and has two products and English as language preference.

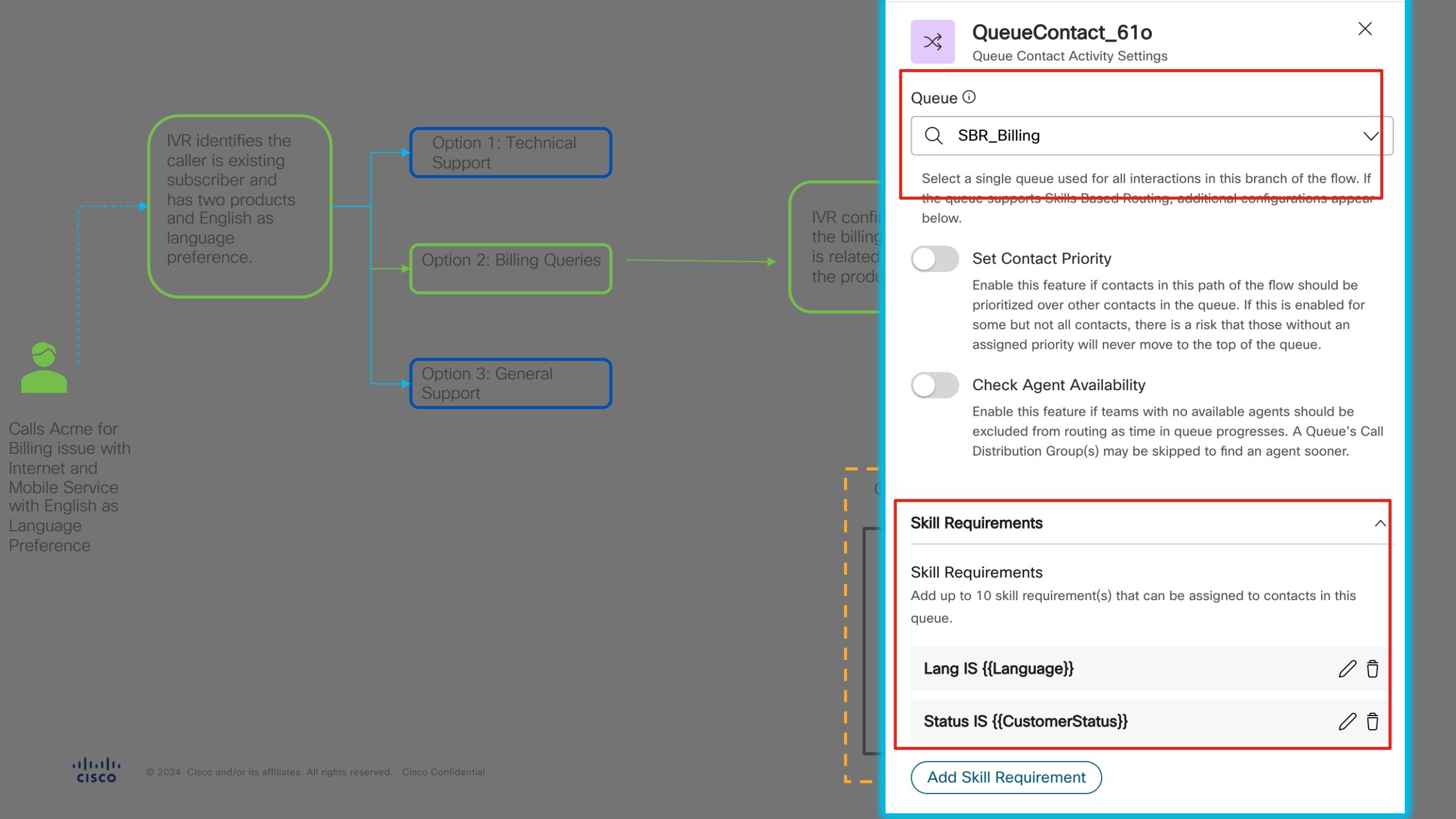


IVR confirms if the billing query is related to both the products

Skill Expression = English + Mobile + Internet + Existing Customer

Group of agents (Team)





## Contact Routing Settings

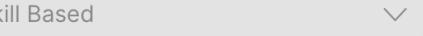
### Outbound Campaign ⓘ

Outbound Campaign is only applicable for Outdial Queues.



### Queue Routing Type

Skill Based



You can't change Queue Routing Type once the queue is created

### Select Agent

Agent available longest ⓘ

Best available agent ⓘ

### Call Distribution \*

You can add one or more teams to this Call through a Call Distribution Group. You can add multiple groups to distribute a call to more teams. Call distribution is independent of other queues login defined in Flows.

**Create Group**

#### Group Details

Priority	Group Name	Switching Time	Actions
1	Group 1	NA	

#### Team Details

Team name	Site Name	Team type
Billing Team	Cisco	Agent Based

## BillingTeam

### Active Skills

Select one or more skills with their specified values.

Select	Skill name	Skill type	Skill value
<input type="checkbox"/>	Burnout	PROFICIENCY	Select
<input checked="" type="checkbox"/>	Status	ENUM	Premium × New × 2 <span>Clear All</span>
<input type="checkbox"/>	CCUserStatus	ENUM	0 <span>Clear All</span>
<input type="checkbox"/>	Feel Good	PROFICIENCY	Select
<input type="checkbox"/>	Billing	PROFICIENCY	Select
<input type="checkbox"/>	CreditCard	PROFICIENCY	Select
<input checked="" type="checkbox"/>	Lang	ENUM	English × Spanish × 2 <span>Clear All</span>



Calls Acme for  
Billing issue with  
Internet and  
Mobile Service  
with English as  
Language  
Preference



Calls Acme for Billing issue with Internet and Mobile Service with English as Language Preference

IVR identifies the caller is existing subscriber and has two products and English as language preference.

- Option 1: Technical Support
- Option 2: Billing Queries
- Option 3: General Support

General

Name \*

Description

Parent Site \*

Team settings

Team type \*  Agent Based

Skill profile

Multimedia profile

Desktop layout

This team uses an unmodified Desktop Layout. Therefore, new layout will be applied to the desktop upon reload or when the user signs into the Desktop next time.

Agents

Type here

0 Agents



# Skills-based Reporting

Analyzer    ≡    ⚙️ Settings    ⬇️ Export    Skills Performance Report

Module1

Final Queue Name	Required Skills	Interval	Contacts Presented	Contacts Answered	Contacts Abandoned	Service Level Calls	SL%
SBR_Billing (3)	Lang=English, Status=New (1)	05/07/2024 (1)	2	1	1	1	50.00%
	Lang=English, Status=Premium (1)	05/07/2024 (1)	3	3	0	2	66.67%
	Lang=Spanish, Status=New (1)	05/07/2024 (1)	2	2	0	2	100.00%
Summary			7	6	1	5	71.43%

Statistics at the Skill Expression

Statistics at the Queue Level

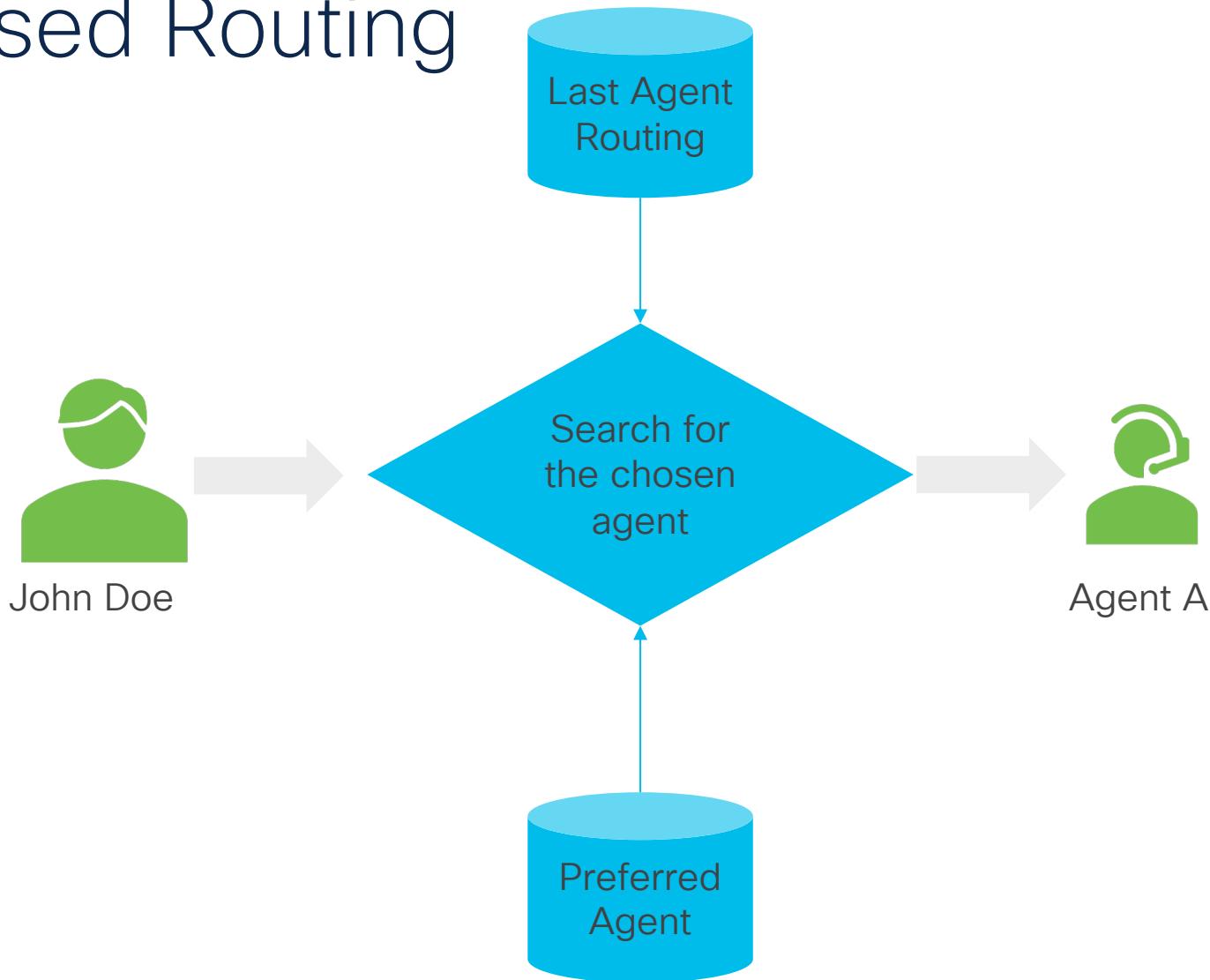
# Considerations with Skills-based Routing

- Many traditional contact center do agent expansion / skill relaxation *manually* – Agent Reskilling.
- The typical target expansion model is from highest skilled to skilled-enough.
- Exercise restraint. To maintain manageable routing, limit your expansions to less than five times. Aim to include as many agents as possible in each round to maximize efficiency.
- The timeout step handles an undesirable scenario where there are more calls waiting in the queue than there are available agents to handle them. However, the real goal is to handle the work optimally.

# Agent-based Routing

Acme, an e-commerce company, in addition to providing standard call queue distribution strategy also offers Agent-based Routing – an ability to route or queue a contact to the preferred agent directly.

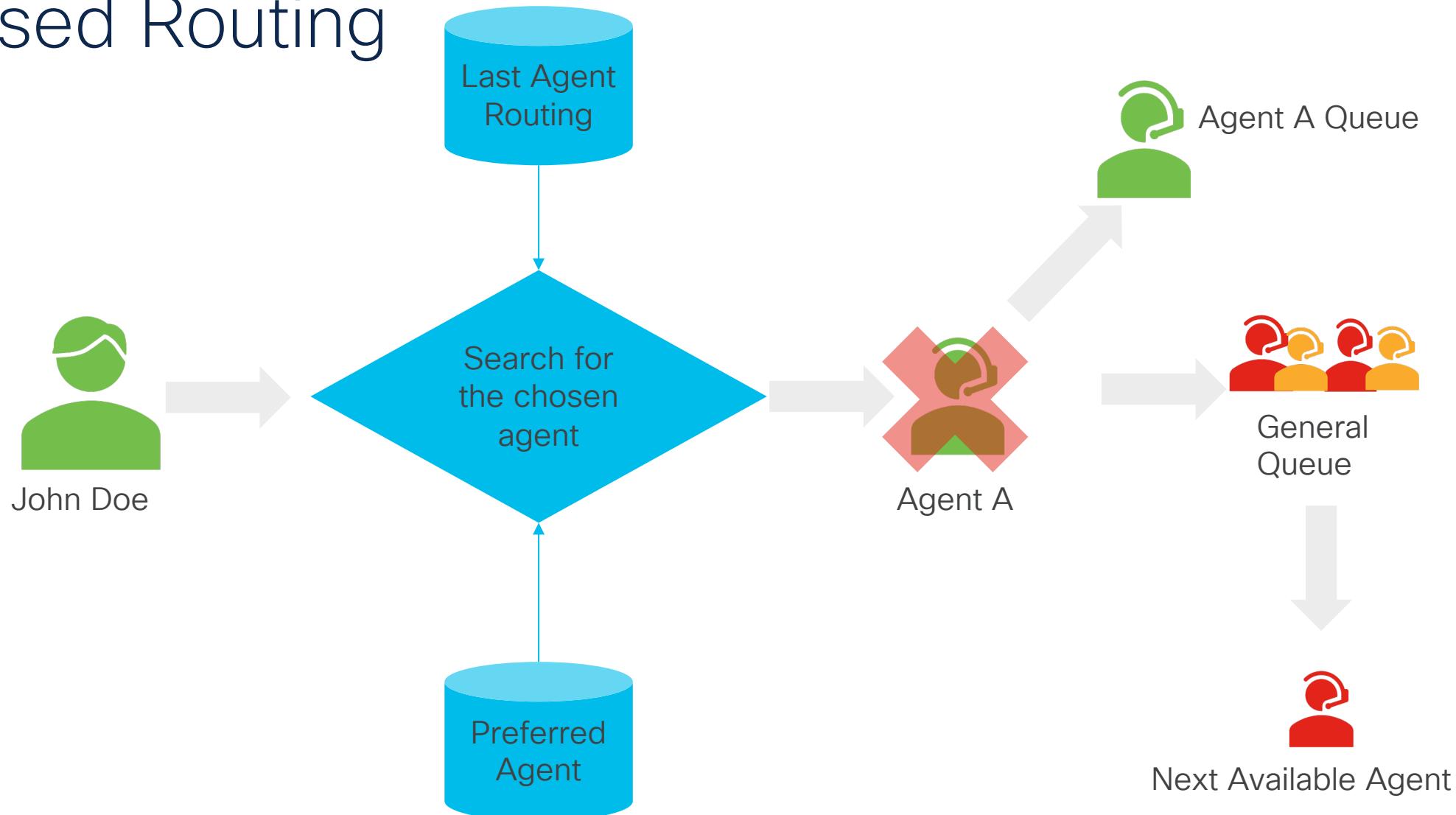
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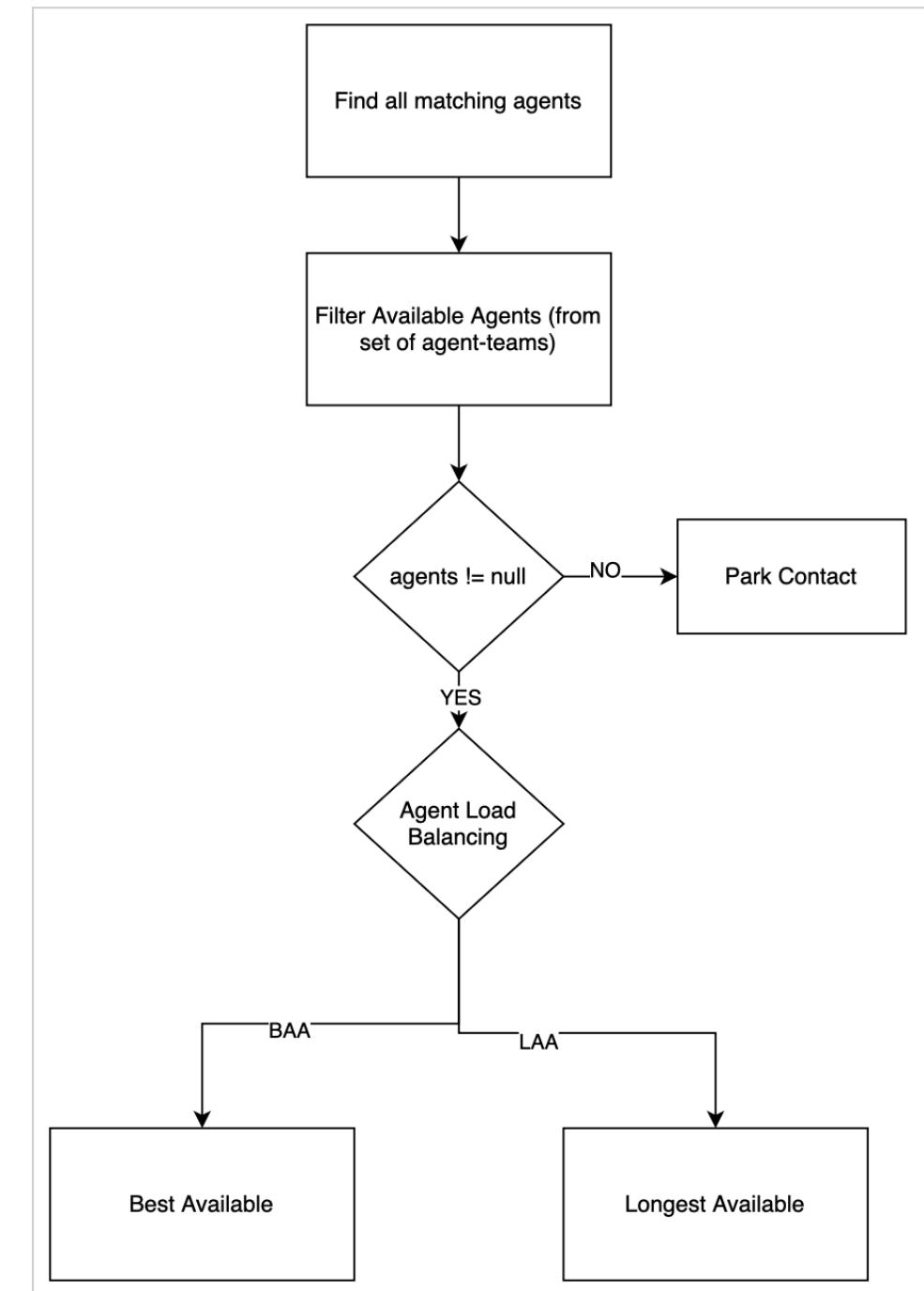
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# Agent Surplus Routing

Contact Triggered Routing is defined as the logic of finding an agent for a contact **when a contact is sent to a queue (or) the routing properties of a contact in the queue has changed**

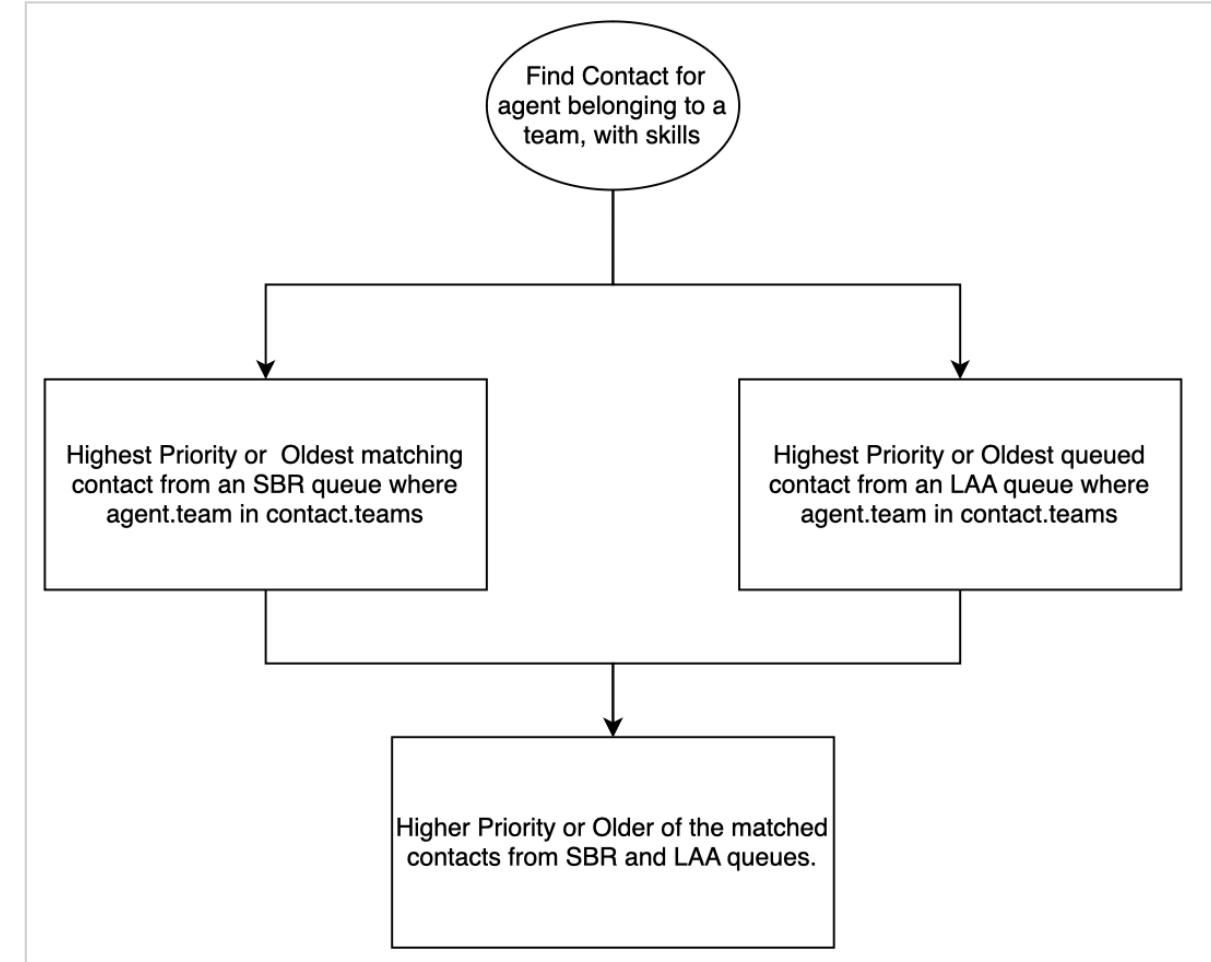
If this is a common use case in the business, then consider Skills-based Routing with BAA



# Contact Surplus Routing

Agent Triggered routing is defined as the logic of finding a queued contact and offer it to an agent, when an agent becomes available (or) the routing properties of an agent has changed.

If this is a common use case in the business,  
then consider Team based Routing



# Ask some key questions

As you consider using skills-based routing, there are some important questions to answer:

- What skills do your agents need to handle customer inquiries effectively?
- How will you manage and maintain the agent skills as the contact center evolves?
- What rules or systems will you use to match customers with agents who have the right skills?
- How will you train your agents to work with this new system and support them as they learn?
- How will you measure if skills-based routing is working well? How will it affect customer satisfaction, resolving issues on the first try, and how efficiently your contact center operates?

# Common Scenarios



# Comparing Routing Strategies in Customer Service

Criteria	Team Based Routing	Skills-based Routing
Task Complexity	Well-suited for uniform or less complex tasks	Ideal for diverse and complex tasks that require specific skills
Agent Skills	Assumes generalist capabilities among agents	Utilizes a wide range of specialized skills among agents
Efficiency	Efficient for standard tasks with minimal variability	Provides optimized handling for varied and specialized tasks
Customization	Limited customization; tasks are handled in a more standardized manner	Enables highly customized and personalized customer experiences
Resource Utilization	May result in underutilization of specific skills among agents	Optimizes resource utilization by matching agents to specific skills
Adaptability to Customer Profiles	Offers less adaptability to varied customer profiles	Adapts to diverse customer needs with personalized interactions

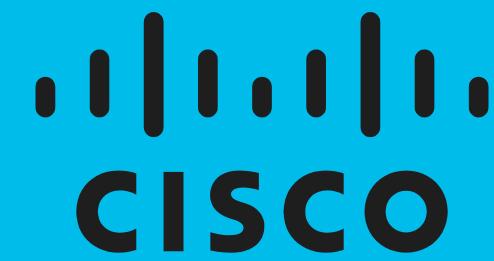
# Conclusion

Each routing methodology is tailored to its specific function. Team based routing streamlines the process for uniform contacts, while Skills-based Routing easily handles a diverse array of complex inquiries, harnessing the full potential of agent expertise.

Team based routing serves as an initial strategy that provides like-to-like configuration for legacy Contact Center platforms. Moving to Webex Contact Center's Skills-based Routing advances the design, enabling individualized customer interactions and precise alignment between agents and inquiries.

*Design Webex Contact Center routing with this in mind and enable successful customer deployments*





# Queue Based Routing Implementation

- Define each queue for a combination of Product + Language + CRM Traits.

