WCC Customer and Partner Experience

2024 America's Technical Partner Summit

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Program Overview

Track the pulse of customers and partners throughout their lifecycle and engagement with Webex Contact Center 2.0
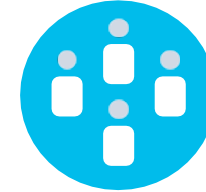
LISTEN
Proactively **LISTEN** to the customers and partners throughout their journey with WxCC

ANALYSE
Analyse data to gain actionable insights into experience & future expectations

ACT
Use insights to devise & optimize customer engagement strategies

Surveys

- Customers: Onboarding Experience Surveys (Post Go-Live) and Engagement Surveys (Quarterly intervals)
- Partners: Onboarding survey

Channels

- Email and Webex Teams (if registered)

Review

- Feedback Live Feed for Prod/Engineering Leadership
- Monthly review leaders and product liaisons
- Readouts with engineering (planned)

Actions

- Loop Closure with Passive and Detractors to acknowledge and follow-up on feedback
- Follow up actions include process and product improvements

We are acting on your feedback...

Feedback is reviewed and shared with relevant process and product owners. Examples of recent insights and improvements...

Customer	Partner
• Reporting and Analyzer • Webex Sync updates • MS Dynamics	• Bot Improvements: IMS notifications to customers • Documentation improvements

Your collaboration is key…

❑ **Be Vocal** – Onboarding Surveys are sent out to our partner contacts after every onboarding. If you

don't receive a survey for a recent onboarding, reach out to us (wcc_voc_contact_us@cisco.com)

❑ **Customer Communication** – Let your customers know that they will receive a survey and encourage

them to provide feedback. We are LISTENING!

❑ **Customer Context** – Provide context on customer implementations and issues as we try to resolve

concerns

CISCO
The bridge to possible