

Webex Contact Center digital channels

Deep dive on Webex Connect editions, caveats and billing model

Experts Call July 2022

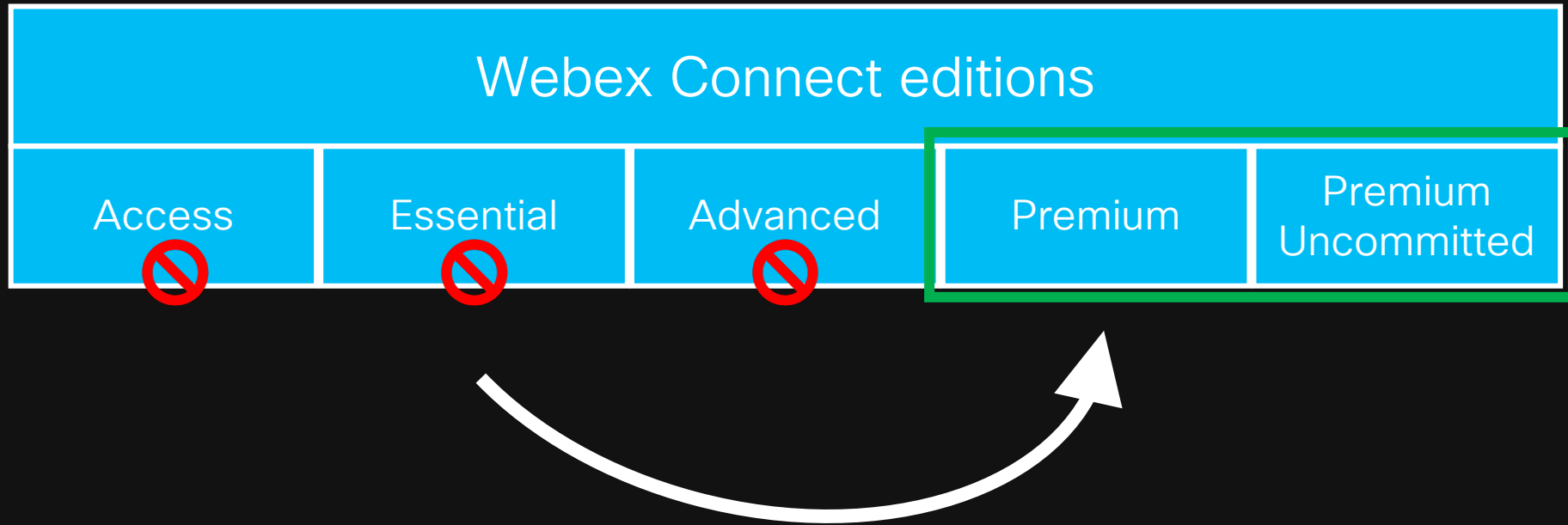
Emerik Giorgetti

Director, Product Management

1. What are the differences between Webex Connect and Webex Connect integrated with Webex Contact Center?
2. How does billing work in the integrated solution?

1. What are the differences between Webex Connect and Webex Connect integrated with Webex Contact Center?

First... we need to understand the Webex Connect offers



⊘ Access, Essential and Advanced editions are not supported by Webex Contact Center

Webex Connect Premium vs Premium Uncommitted – Pricing Model

	Premium	Premium Uncommitted
License fees	\$13K per month	None
Flow execution / Bot session entitlements	1 million flow execution, 10K bot sessions included	N/A
Flow execution / Bot session overage fees	\$0.0016 per add'l flow execution, \$0.25 per add't bot session	N/A
Automated Interaction* fee	N/A	\$0.065 per Automated Interaction*
Channel usage fees	Yes	Yes

*Webex Contact Center definition of Automated Interaction: a digital message sent or received by a flow or bot

Webex Connect Premium vs Premium Uncommitted – High-level Feature Set & Capacity

	Premium	Premium Uncommitted
Flow Builder with advanced decisioning nodes	Yes	Yes
Bot Builder (Task bots and Q&A bots)	Yes	Yes
Event API, Message API	Yes	Yes
Pre-built connectors	Yes	Yes
Flow Analytics	Yes	Yes
Event API transactions per second (TPS)	10	10
Message API transactions per second (TPS)	30	30
Number of dev/admin users	20	5
Additional users	Add-on option	No (upgrade to Premium)
Additional Event API TPS (10 addt'l TPS)	Add-on option	No (upgrade to Premium)
Additional Message API TPS (10 addt'l TPS)	Add-on option	No (upgrade to Premium)
Embedded BI for Logbook	Add-on option	No (upgrade to Premium)

Webex Connect Premium vs Premium Uncommitted – Detailed Feature Set

Included feature	Webex Connect Buying Edition				
	Access	Essential	Advanced	Premium	Premium Uncommitted
Channel Access, Asset Management and Template Management for 10+ channels	X	X	X	X	X
Message API	X	X	X	X	X
Inbound and Outbound Webhooks	X	X	X	X	X
Visual reporting and Transaction Logs	X	X	X	X	X
Scheduled Bulk Log Export	X	X	X	X	X
Flow Builder with Essential Nodes	-	X	X	X	X
Live Agent Conversation via Webex Engage	-	X	X	X	X
Event API and Message Scheduler	X	X	X	X	X
Single Sign-on and Audit Trail	X	X	X	X	X
Advanced Decisioning Nods (Evaluate JavaScript, Social Hours)	-	-	X	X	X
Third-Party & Custom Integration, Database** and Data Transformation Nodes	-	-	X	X	X
NLP/NLU, Intent and Entity Nodes**	-	-	X	X	X
Bot Builder/Bot Engine	-	-	-	X	X
Flow Analytics	-	-	-	X	X
Logbooks for Custom Data Feeds	-	-	-	X	X
Users Included	5	5	10	20	5

Webex Connect Premium vs Premium Uncommitted – Flow Builder Node Capabilities

Flow Builder Nodes	Webex Connect Buying Edition				
	Access	Essential	Advanced	Premium	Premium Uncommitted
Send	-	X	X	X	X
Receive	-	X	X	X	X
RCS Capability Check	-	X	X	X	X
Voice Nodes - Call User, Play Prompt, IVR Menu, Record, Collect Input, Call Pack	-	X	X	X	X
HTTP Request	-	X	X	X	X
Data Parser	-	X	X	X	X
Branch, Delay	-	X	X	X	X
Channel Profile	-	X	X	X	X
Page Connector	-	X	X	X	X
Call Sub-flow (Workflow)	-	X	X	X	X
OTP Generation, OTP Validation	-	X	X	X	X
Encryption, Decryption, Cryptographic Hash	-	X	X	X	X
Data Transformation	-	-	X	X	X
Evaluate	-	-	X	X	X
Social Hours	-	-	X	X	X
Pre-Built Integrations: Fresh Desk, Salesforce, Zendesk, Zoho CRM, Agile CRM	-	-	X	X	X
Custom Integration	-	-	X	X	X
NLP & NLU/Intent & Entity**	-	-	X	X	X
Bot Builder - Q&A and Task	-	-	-	X	X
Database **	-	-	Opt-in	Opt-in	Opt-in
Google DialogFlow	-	-	Opt-in	Opt-in	Opt-in

Webex Connect Premium vs Premium Uncommitted – Summary

		Premium	Premium Uncommitted
Pricing model	License fees	\$13K per month	None
	Flow execution / Bot session entitlements	1 million flow execution & 10K bot sessions included	N/A
	Flow execution / Bot session overage fees	\$0.0016 per add'l flow execution, \$0.25 per add't bot session	N/A
	Automated Interaction* fee	N/A	\$0.065 per Automated Interaction
	Channel usage fees	Yes	Yes
High-level feature set	Flow Builder with advanced decisioning nodes	Yes	Yes
	Bot Builder (Task bots and Q&A bots)	Yes	Yes
	Event API, Message API	Yes	Yes
	Pre-built connectors	Yes	Yes
	Flow Analytics	Yes	Yes
	Event API transactions per second (TPS)	10	10
	Message API transactions per second (TPS)	30	30
	Number of dev/admin users	20	5
	Additional users	Add-on option	No (upgrade to Premium)
	Additional Event API TPS (10 addt'l TPS)	Add-on option	No (upgrade to Premium)
	Additional Message API TPS (10 addt'l TPS)	Add-on option	No (upgrade to Premium)
	Embedded BI for Logbook	Add-on option	No (upgrade to Premium)

1. What are the differences between Webex Connect and Webex Connect integrated with Webex Contact Center?

(for real now)

Webex Connect features vs Webex Contact Center digital channel features

Channels available in Webex Connect

Email
Chat
SMS*
FB Messenger
WhatsApp
MMS
Twitter DM
Apple Business Chat
RCS Messaging
In-App Push Notifications
Browser Push
Voice

Channels currently supported
● in Webex Contact Center
(powered by Connect)

*SMS only available in select countries

Webex Contact Center digital channel entitlements (Flex 3.0 CC)

- No channel charges for the first 200 thousand outbound email messages each month
- No channel charges for the first 20 thousand web chat active devices each month

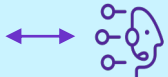


2. How does billing work in the integrated solution?

Digital channel charges in the Webex Contact Center offer – types & definition

Type of charge	Recurrence	Description
Number provisioning fees (SMS and WhatsApp)	One-time usage charges	Only channels that currently incur provisioning fees are SMS and WhatsApp. Charges will occur when the assets for these channels need to be created by the Cisco provisioning team. These usually refer to entry points (ex: phone number).
Number rental fees (SMS)	Fixed monthly usage charges	SMS requires a monthly fee to be paid to the service provider, related to the rental of phone numbers.
Channel usage fees	Usage monthly charges	Fees associated to usage of a digital channel. Most channel fees are based on message count, while others are based on Monthly Active User or Device.
Automated Interaction fee	Usage monthly charges	In the Connect Premium Uncommitted model, this is the fee charged for every message (inbound or outbound) sent / received by a flow or a bot. This is in addition to the channel usage fee.

Digital channel usage charges in the Webex Contact Center offer – definition

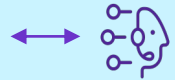
Charges are based on interaction types:

Premium Uncommitted	
<p>Automated Interactions (ex: conversation with a flow or a bot)</p> <p> Automated Interaction fee of \$0.065 USD per msg (each way) + Channel usage fees (based on rate table)*</p>	<p>Agent-assisted Interactions (ex: conversation with a live human agent)</p> <p> Only channel usage fees (based on rate table)*</p>
Premium	
<p>Flows and bots fees:</p> <ul style="list-style-type: none">• First 1 million flow executions included. Overage: \$0.0016 per additional flow execution• First 10 thousand bot sessions included. Overage: \$0.25 per additional bot session <p>+ Channel usage fees (based on rate table)*</p>	<p>Agent-assisted Interactions (ex: interaction with a live human agent)</p> <p> Only channel usage fees (based on rate table)*</p>

Digital channels usage charges in the Webex Contact Center offer – summary

Charges are based on interaction types (Premium Uncommitted):

Automated Interactions (ex: interaction with a flow or a bot)








Automated Interaction fee of \$0.065 USD per msg (each way)
+ channel usage fees (based on rate table)*

Agent-assisted Interactions (ex: interaction with a live human agent)



Only channel usage fees (based on rate table)*

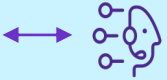



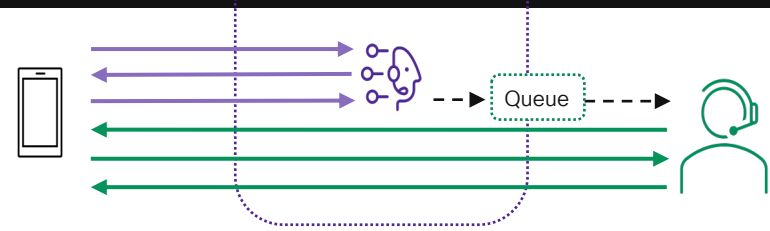
Channel fees

Channel	Billing unit	Inbound msg	Outbound msg	Monthly	Provisioning	Additional comments
 SMS	Per message	No ¹	Yes	Fixed rental fee per number	Yes	Number provisioning fee (one-time, per number)
 E-mail	Per thousand outbound messages	No	Yes	No	No	No channel fees for first 200 thousand outbound emails each month
 Web chat	Monthly active devices	N/A	N/A	No	No	No channel fees for first 20 thousand active devices each month
 Messenger (FB / Meta)	Monthly active users	N/A	N/A	No	No	---
 WhatsApp	Per outbound message and per conversation	No	Yes	No	Yes	Number provisioning fee (one-time, per number)

¹ A few Service Providers have fees for inbound SMS and in those cases the customer will be charged (Canada; US Toll-free numbers; T-Mobile US)

Digital channel usage charges in the Webex Contact Center offer – definition & examples

Premium Uncommitted model

Charges are based on interaction types (Premium Uncommitted):		
Automated Interactions (ex: interaction with a flow or a bot)	Agent-assisted Interactions (ex: interaction with a live human agent)	
 Automated Interaction fee of \$0.065 USD per msg (each way) + Channel usage fees (based on rate table)*	 Only channel usage fees (based on rate table)*	
<p>Example 1</p> <ul style="list-style-type: none"> • 3 outbound messages, automated 		$ \begin{aligned} &3 \times \$0.065 \text{ (automated interaction fee per msg)} \\ &+ 3 \times \$0.01 \text{ (channel usage fee per msg)} \\ &\hline &\$0.225 \end{aligned} $
<p>Example 2</p> <ul style="list-style-type: none"> • one inbound and one outbound msg, automated 		$ \begin{aligned} &2 \times \$0.065 \text{ (automated interaction fee per msg)} \\ &+ 1 \times \$0.01 \text{ (channel usage fee per msg}^1\text{)} \\ &\hline &\$0.14 \end{aligned} $
<p>Example 3</p> <ul style="list-style-type: none"> • 2 inbound and 1 outbound msg, automated • 1 inbound and 2 outbound msgs with a live agent 		$ \begin{aligned} &3 \times \$0.065 \text{ (automated interaction fee per msg)} \\ &+ 1 \times \$0.01 \text{ (channel usage fee per msg}^1\text{)} \\ &+ 2 \times \$0.01 \text{ (channel usage fee per msg}^1\text{)} \\ &\hline &\$0.225 \end{aligned} $
End-users sending / receiving digital messages	Webex Connect + Webex Contact Center	Customer charges

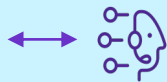
¹ No inbound channel fees today for the channels supported, with some exceptions in SMS

* Using a price of \$0.01 channel usage fee in these examples for illustrative purposes only

SMS usage charges in the Webex Contact Center offer – examples

Charges are based on interaction types (Premium Uncommitted):

Automated Interactions (ex: interaction with a flow or a bot)



Automated Interaction fee of \$0.065 USD per msg (each way)
+ SMS usage fees (based on rate table)*

Agent-assisted Interactions (ex: interaction with a live human agent)

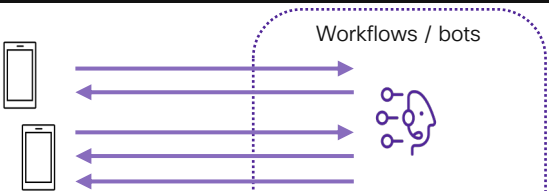


Only SMS usage fees (based on rate table)*

Cisco does not charge channel fees for inbound SMS, except in the few cases where certain service providers charge for it¹.

In addition to the usage cost examples shown below, customers using SMS numbers need to pay monthly fixed fees for phone number rental and phone number provisioning fees.

- Example 1**
• 2 inbound and 3 outbound SMS msgs, automated



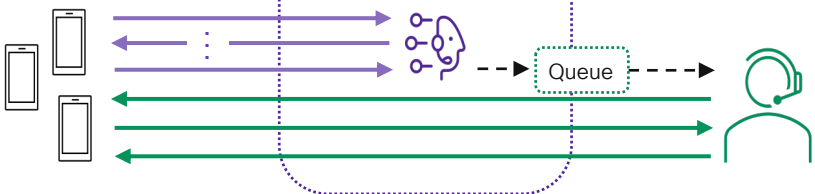
$$\begin{aligned} &+ 5 \times \$0.065 \text{ (automated interaction fee per msg)} \\ &+ 3 \times \$0.01 \text{ (SMS usage fee per outbound message)} \\ &\hline &\$0.355 \end{aligned}$$

- Example 2**
• 2 inbound and 2 outbound SMS msgs, automated



$$\begin{aligned} &+ 4 \times \$0.065 \text{ (automated interaction fee per msg)} \\ &+ 2 \times \$0.01 \text{ (SMS usage fee per outbound message)} \\ &\hline &\$0.28 \end{aligned}$$

- Example 3**
• 4 inbound and 4 outbound SMS msgs, automated
• 1 inbound and 2 outbound msgs with a live agent



$$\begin{aligned} &+ 8 \times \$0.065 \text{ (automated interaction fee per msg)} \\ &+ 4 \times \$0.01 \text{ (SMS usage fee per outbound message)} \\ &+ 2 \times \$0.01 \text{ (SMS usage fee per outbound message)} \\ &\hline &\$0.58 \end{aligned}$$

End-users sending / receiving digital messages

Webex Connect + Webex Contact Center

Customer charges

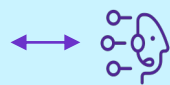
¹ A few Service Providers have fees for inbound SMS and in those cases the customer will be charged (Canada; US Toll-free numbers; T-Mobile US)

* Using a price of \$0.01 SMS channel usage fee per message in these examples for illustrative purposes

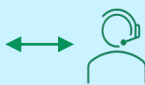
Email usage charges in the Webex Contact Center offer – examples

Charges are based on interaction types (Premium Uncommitted):

Automated Interactions (ex: interaction with a flow or a bot)

 Automated Interaction fee of \$0.065 USD per msg (each way)
+ email usage fees (based on rate table)*

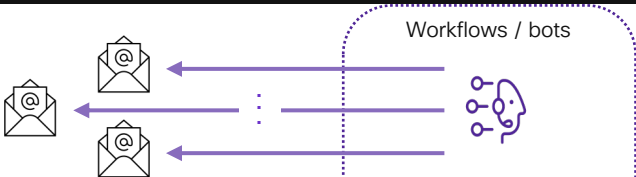
Agent-assisted Interactions (ex: interaction with a live human agent)

 Only email usage fees (based on rate table)*

There are no channel usage charges for inbound emails, only outbound. There are no channel charges for the first 200 thousand outbound emails each month. Emails are priced per thousand messages, not per message.

Example 1

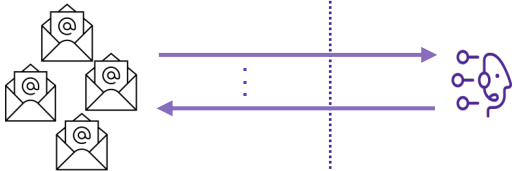
- 3,000 automated emails, outbound only



$$\begin{aligned} & 3,000 \times \$0.065 \text{ (automated interaction fee per msg)} \\ & + \frac{3 \times \$0.01}{1000} \text{ (email usage fee per 1000 outbound msgs)} \\ & \hline & \$195.03 \end{aligned}$$

Example 2

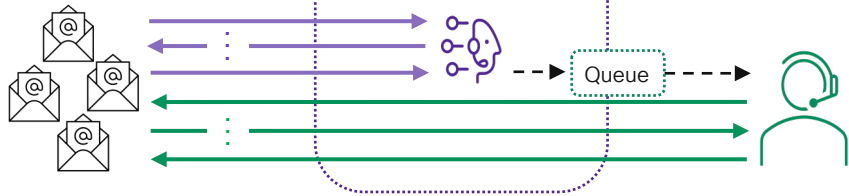
- 1,000 inbound emails and 1,200 automated outbound responses



$$\begin{aligned} & 2,200 \times \$0.065 \text{ (automated interaction fee per msg)} \\ & + \frac{2 \times \$0.01}{1000} \text{ (email usage fee per thousand outbound msgs)} \\ & \hline & \$143.02 \end{aligned}$$

Example 3

- 4,000 inbound & 2,500 outbound emails, automated
- 2,000 agent assisted outbound emails



$$\begin{aligned} & 6,500 \times \$0.065 \text{ (automated interaction fee per msg)} \\ & + \frac{3 \times \$0.01}{1000} \text{ (channel usage fee per 1000 outbound msgs)} \\ & + \frac{2 \times \$0.01}{1000} \text{ (channel usage fee per 1000 outbound msgs)} \\ & \hline & \$422.55 \end{aligned}$$

End-users sending / receiving digital messages

Webex Connect + Webex Contact Center

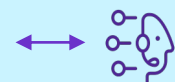
Customer charges

* Using a price of \$0.01 per 1,000 outbound emails in these examples for illustrative purposes

Web chat usage charges in the Webex Contact Center offer – examples

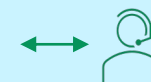
Charges are based on interaction types (Premium Uncommitted):

Automated Interactions (ex: interaction with a flow or a bot)



Automated Interaction fee of \$0.065 USD per msg (each way)
+ web chat usage fees (based on rate table)*

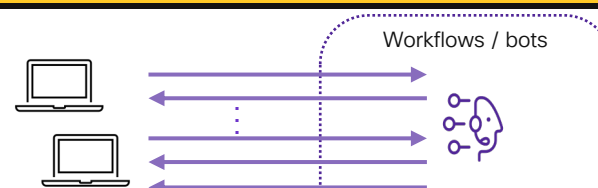
Agent-assisted Interactions (ex: interaction with a live human agent)



Only web chat usage fees (based on rate table)*

Web chat channel charges are based on the number of Monthly Active Devices, not per message.
There are no web chat channel charges for the first 20 thousand active devices each month.

- Example 1
- 50 automated chat messages
 - 2 active devices



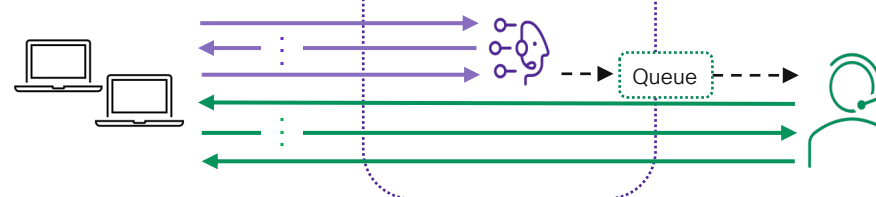
$$\begin{aligned} & 50 \times \$0.065 \text{ (automated interaction fee per msg)} \\ & + \quad 2 \times \$0.01 \text{ (chat usage fee per monthly active device)} \\ & \hline & \$3.27 \end{aligned}$$

- Example 2
- 40 automated chat messages
 - 1 active device



$$\begin{aligned} & 40 \times \$0.065 \text{ (automated interaction fee per msg)} \\ & + \quad \$0.01 \text{ (chat usage fee per monthly active device)} \\ & \hline & \$2.62 \end{aligned}$$

- Example 3
- 30 automated chat messages
 - 20 agent assisted messages
 - 2 active devices



$$\begin{aligned} & 30 \times \$0.065 \text{ (automated interaction fee per msg)} \\ & + \quad 2 \times \$0.01 \text{ (chat usage fee per monthly active device)} \\ & + \quad \text{--- (chat usage fee per active device already charged)} \\ & \hline & \$1.97 \end{aligned}$$

End-users sending / receiving digital messages

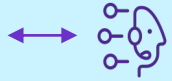
Webex Connect + Webex Contact Center

Customer charges

* Using a price of \$0.01 per Monthly Active Device
in these examples for illustrative purposes

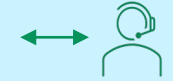
Meta (Facebook) Messenger usage charges in the Webex Contact Center offer – examples

Charges are based on interaction types (Premium Uncommitted):



Automated Interactions (ex: interaction with a flow or a bot)

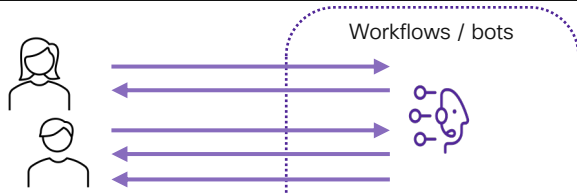
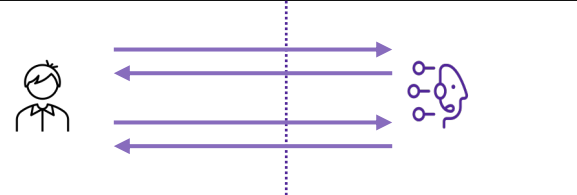
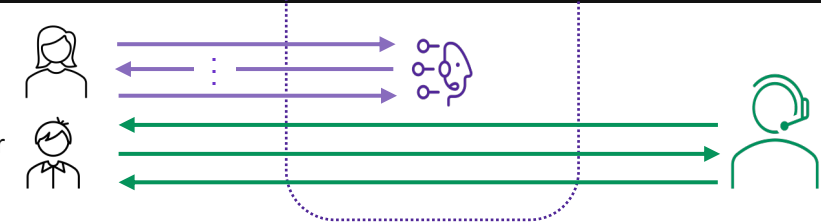
Automated Interaction fee of \$0.065 USD per msg (each way)
+ Messenger usage fees (based on rate table)*



Agent-assisted Interactions (ex: interaction with a live human agent)

Only Messenger usage fees (based on rate table)*

Meta (Facebook) Messenger channel charges are based on the number of Monthly Active Users, not per message.

<p>Example 1</p> <ul style="list-style-type: none">• 2 inbound and 3 outbound msgs, automated• 2 active users		<div><div>5 x \$0.065 (automated interaction fee per msg)</div><div>+</div><div>2 x \$0.01 (chat usage fee per monthly active user)</div><div>\$0.345</div></div>
<p>Example 2</p> <ul style="list-style-type: none">• 2 inbound and 2 outbound msgs, automated• 1 active user		<div><div>4 x \$0.065 (automated interaction fee per msg)</div><div>+</div><div>\$0.01 (chat usage fee per monthly active user)</div><div>\$0.27</div></div>
<p>Example 3</p> <ul style="list-style-type: none">• 8 automated messages with one active user• 3 agent assisted messages with another active user		<div><div>8 x \$0.065 (automated interaction fee per msg)</div><div>+</div><div>\$0.01 (Messenger usage fee per monthly active user)</div><div>+</div><div>\$0.01 (Messenger usage fee per monthly active user)</div><div>\$0.54</div></div>

End-users sending / receiving digital messages

Webex Connect + Webex Contact Center

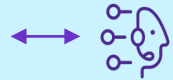
Customer charges

* Using a price of \$0.01 per Monthly Active User in these examples for illustrative purposes

WhatsApp usage charges in the Webex Contact Center offer – examples

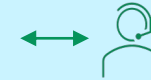
Charges are based on interaction types (Premium Uncommitted):

Automated Interactions (ex: conversation with a flow or a bot)



Automated Interaction fee of \$0.065 USD per msg (each way)
+ WhatsApp usage fees (based on rate table)*

Agent-assisted Interactions (ex: conversation with a live human agent)



Only WhatsApp usage fees (based on rate table)*

WhatsApp channel charges per outbound message plus a fee per conversation.

Example 1

- 2 inbound and 3 outbound msgs, automated
- 2 conversations



5 x \$0.065 (automated interaction fee per msg)
+ 3 x \$0.01 (WhatsApp usage fee per outbound msg)
+ 2 x \$0.015 (WhatsApp usage fee per conversation)

\$0.385

Example 2

- 2 inbound and 2 outbound msgs, automated
- 2 conversations

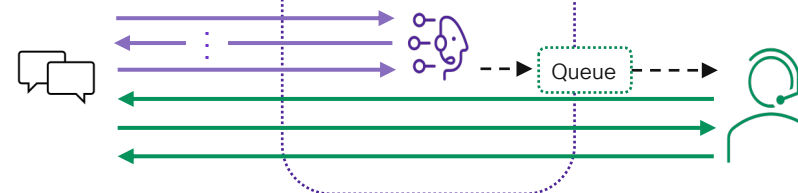


4 x \$0.065 (automated interaction fee per msg)
+ 2 x \$0.01 (WhatsApp usage fee per outbound msg)
+ 2 x \$0.015 (WhatsApp usage fee per conversation)

\$0.31

Example 3

- 4 inbound and 4 outbound msgs, automated
- 1 inbound and 2 outbound agent assisted messages
- 1 conversation



8 x \$0.065 (automated interaction fee per msg)
+ 4 x \$0.01 (WhatsApp usage fee per outbound msg)
+ 2 x 0.01 (WhatsApp usage fee per outbound msg)
+ 1 x 0.015 (WhatsApp usage fee per conversation)

\$0.61

End-users sending / receiving digital messages

Webex Connect + Webex Contact Center

Customer charges

* Using a price of \$0.01 per outbound message and \$0.015 per conversation in these examples for illustrative purposes


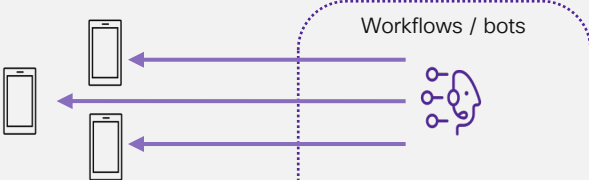

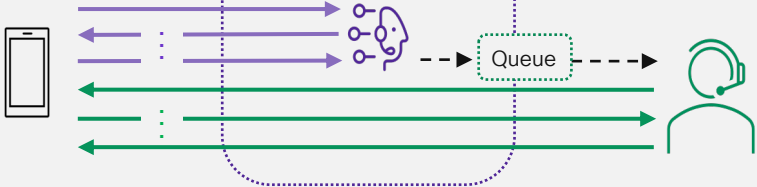
Reference material

- [Webex Contact Center ordering guide](#)
- [Webex Contact Center data sheet](#)
- [Webex Contact Center SKU list and rate tables](#)
- [Webex Connect ordering guide](#)
- [Webex Connect data sheet](#)
- [Webex Connect SKU list and rate tables](#)

Bonus material – Premium model

Digital channel usage charges in the Webex Contact Center offer – definition & examples

Premium model

Charges are based on interaction types (Premium):		
Flows and bots fees: <ul style="list-style-type: none"> First 1 million flow executions included. Overage: \$0.0016 per additional flow execution First 10 thousand bot sessions included. Overage: \$0.25 per additional bot session Plus applicable channel usage fees (based on rate table)*	Agent-assisted Interactions (ex: interaction with a live human agent)  Only channel usage fees (based on rate table)*	
Example 1 <ul style="list-style-type: none"> 1 workflow execution 3 outbound messages No bot sessions 		$ \begin{aligned} &1 \times \$0.0016 \text{ (flow execution fee)} \\ &+ 3 \times \$0.01 \text{ (channel usage fee per msg)} \\ &\hline &\$0.00316 \end{aligned} $
Example 2 <ul style="list-style-type: none"> 4 inbound msgs, 10 outbound msgs 1 flow execution 1 bot session 		$ \begin{aligned} &1 \times \$0.0016 \text{ (flow execution fee)} \\ &+ 1 \times \$0.25 \text{ (bot session fee)} \\ &+ 10 \times \$0.01 \text{ (channel usage fee per outbound msg}^1) \\ &\hline &\$0.3516 \end{aligned} $
Example 3 <ul style="list-style-type: none"> 10 inbound and 8 outbound msgs 1 flow execution 1 bot session 1 inbound and 2 outbound msgs with a live agent 		$ \begin{aligned} &1 \times \$0.0016 \text{ (flow execution fee)} \\ &+ 1 \times \$0.25 \text{ (bot session fee)} \\ &+ 8 \times \$0.01 \text{ (channel usage fee per outbound msg}^1) \\ &+ 2 \times \$0.01 \text{ (channel usage fee per msg}^1) \\ &\hline &\$0.3516 \end{aligned} $

End-users sending / receiving digital messages

Webex Connect + Webex Contact Center

Customer charges

¹ No inbound channel fees today for the channels supported, with some exceptions in SMS

* Using a price of \$0.01 channel usage fee in these examples for illustrative purposes only

Webex Connect Premium vs Premium Uncommitted – a compelling reason to upgrade



Q&A



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