



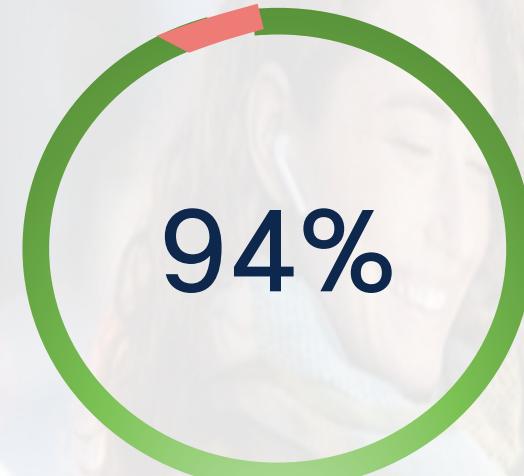
Webex Contact Center Routing and Flow Orchestration

Elevating Customer and User Experiences

Mahesh Mansanipalli – Technical Leader

May 2024

Revolutionizing Experiences & Delivering Outcomes



Cloud enablement is vital to achieving CX goals

Source: NTT Data 2023 Global Customer Experience Report



Digital era

Experience is as important as the product itself



Empowered customers

Customers choices, share experiences, brand reputation



Increased competition

Focus on customer retention and reducing churn



Time to value

Quickly deliver value to customers

Enhancing customer satisfaction and improved efficiency is the universal goal of all businesses

Persona and Outcomes



Customers

- Personalization
- Self-service
- Preference
- Efficient Human
- Proactive



Users

- Effortless
- Empowered
- Productive
- Personalization



Administrators

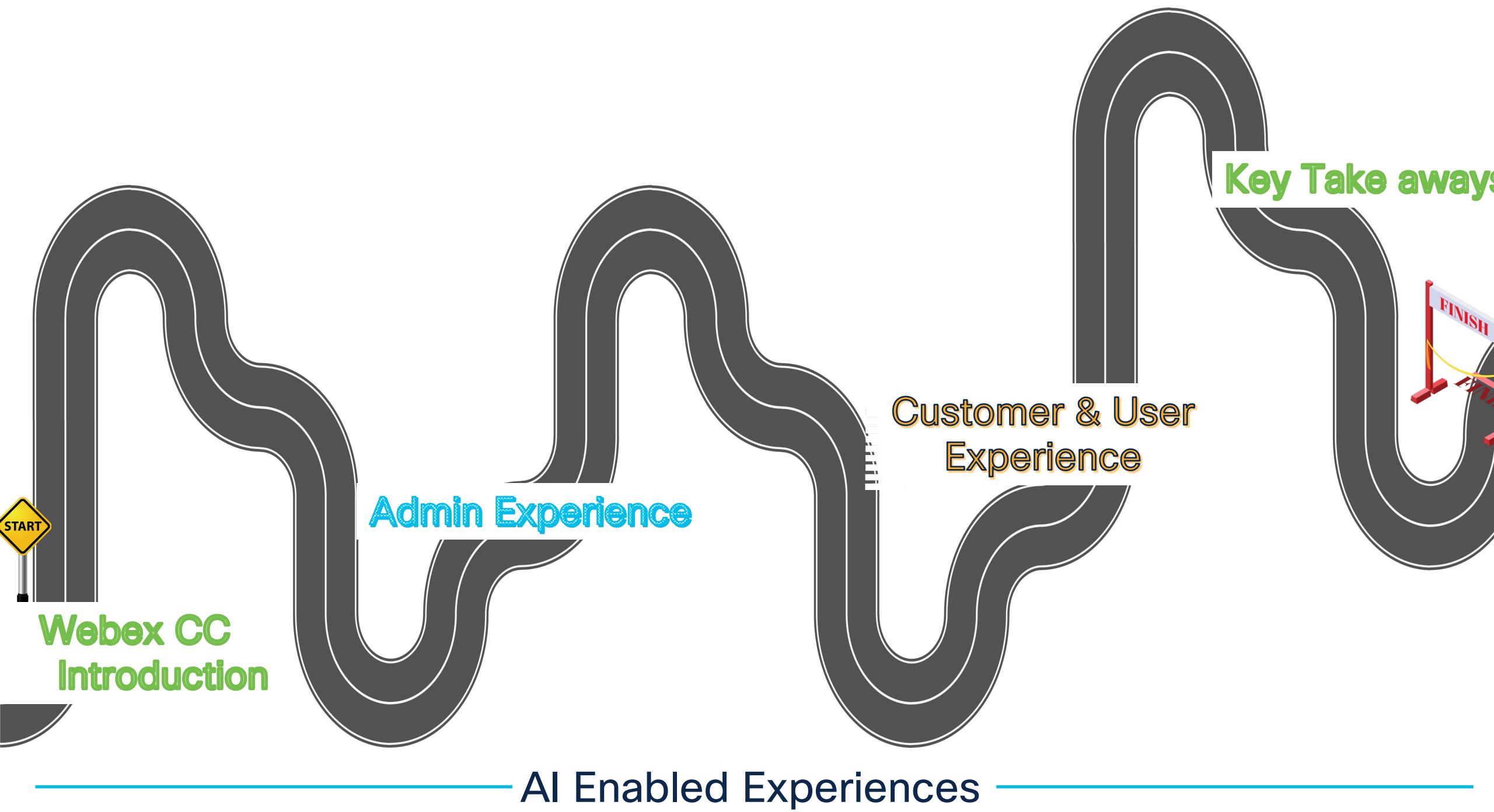
- Onboarding Excellence
- Easy Technology Adoption
- Simple
- Serviceability



Business

- Efficiency
- Automation
- Secure
- Reliability
- Revenue

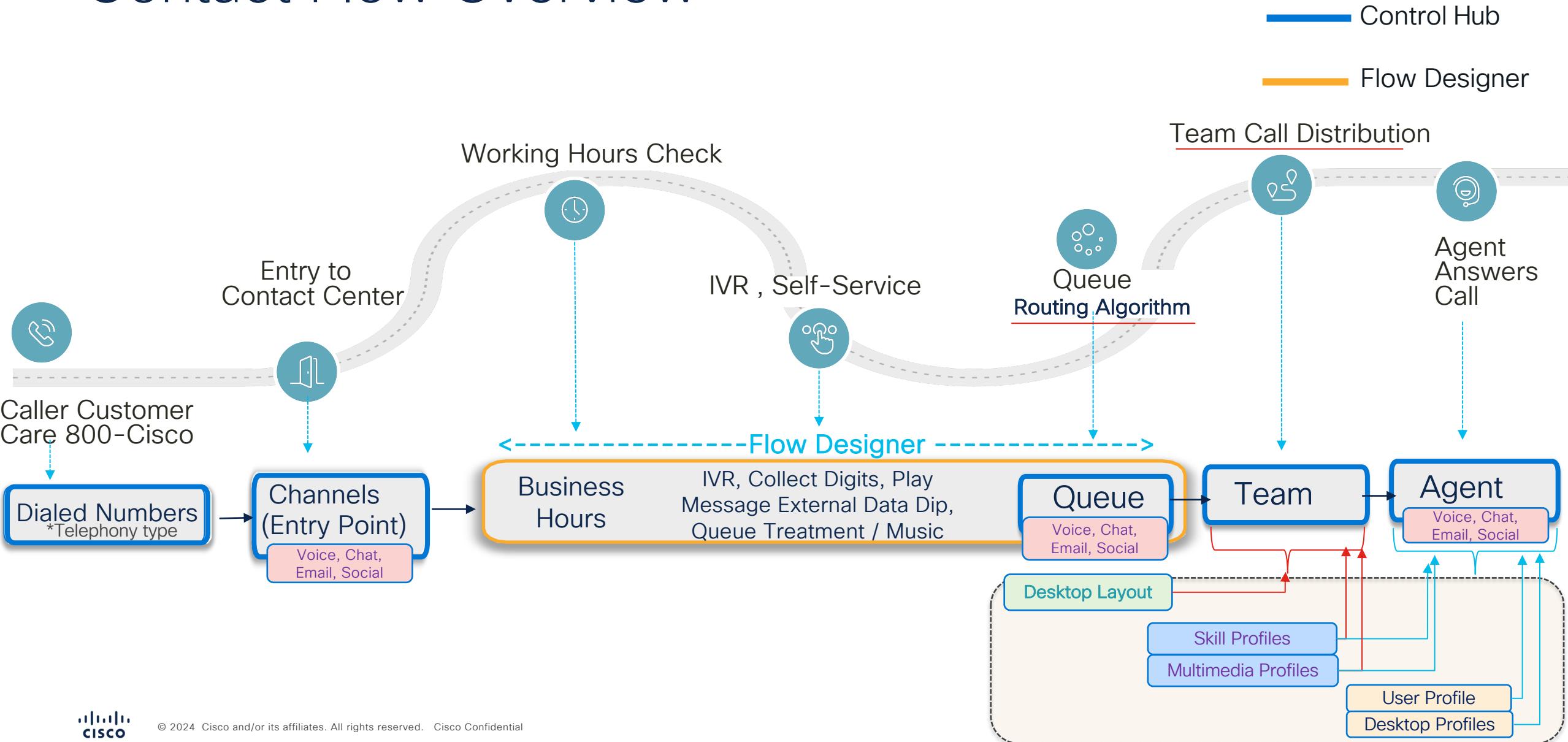
AI Enabled Experiences



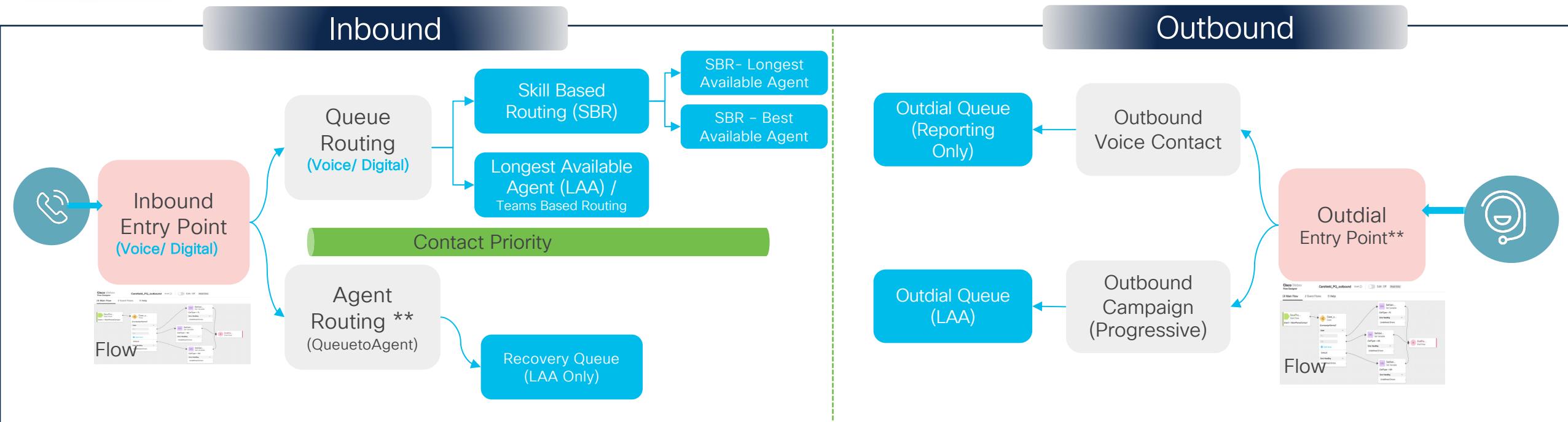
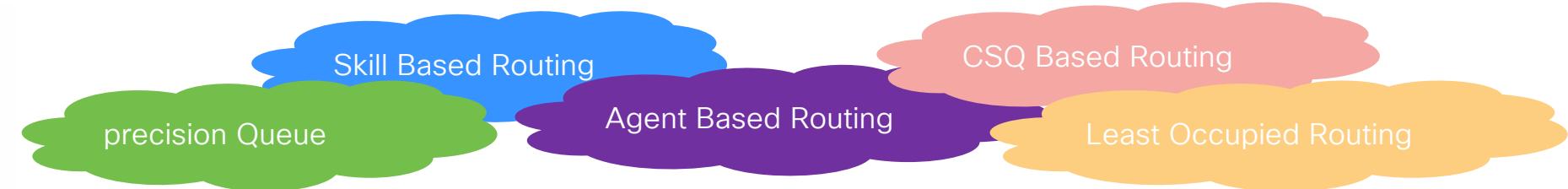
Webex Contact Center

Routing, Flow, Data and Administration

Contact Flow Overview



Contact Routing Types

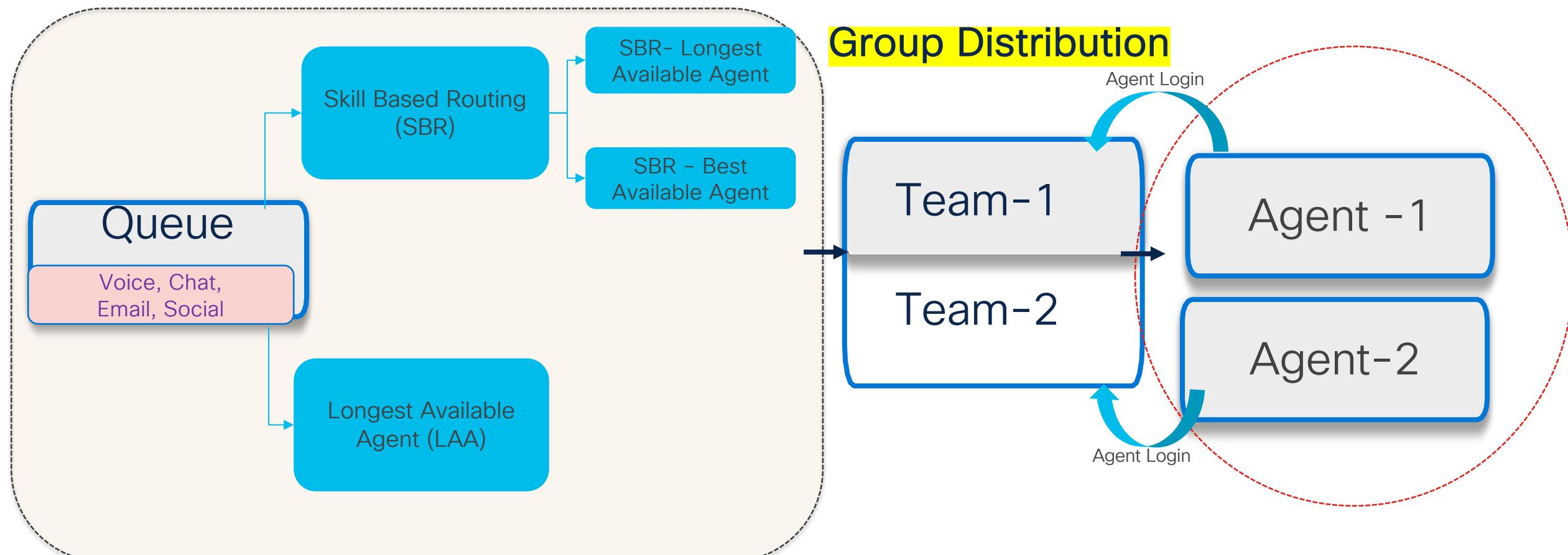


- Time-Based (Business Hours)
- Percentage Based Routing**



Demystify Contact Routing - A Clear Path Forward

The **TEAM** plays a central role in contact routing. **Group Distribution** enables the use of multiple teams as a single group.



Demystify Contact Routing – A Clear Path Forward

01

Routing Type

02

Group Distribution & Skill Type

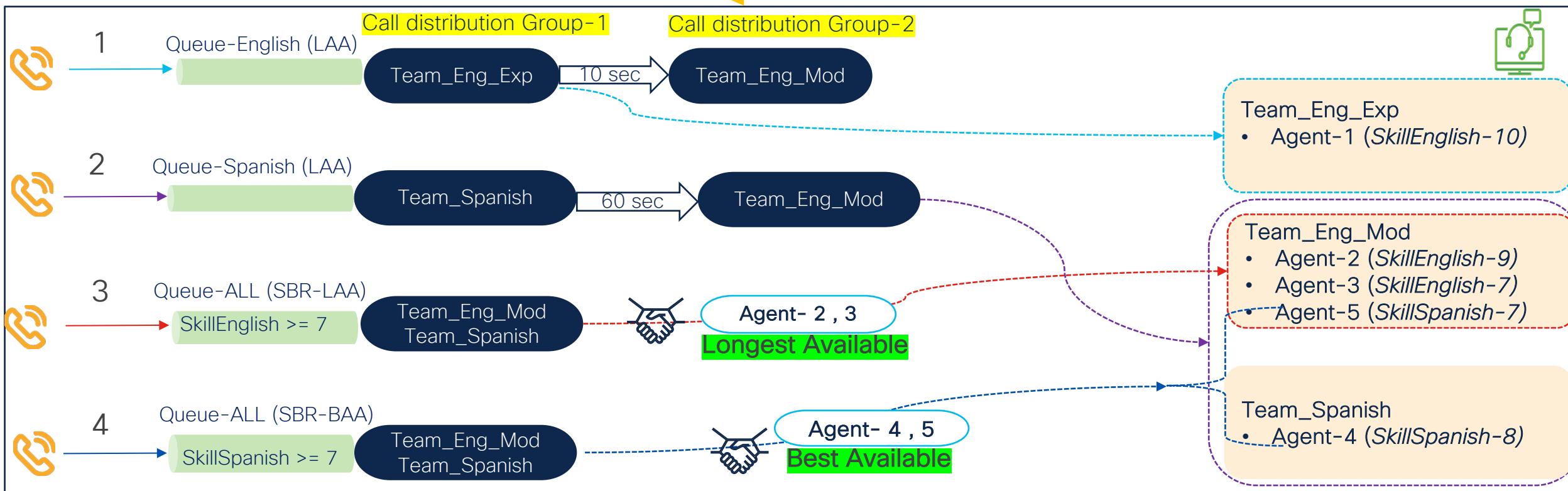
03

Call Priority

04

Reporting

Review business CX requirements along with team performance management and reporting to devise the optimal routing design



Skill Type: Text, Proficiency, Boolean, Enum



Skill Based Routing – Skill Types



Skill Type	Description	Examples	Character Limits
Text	A free-form text skill that must be matched exactly.	Skill named ' Extension ' for routing to a specific agent's extension number.	Up to 40 characters , including spaces.
Proficiency	Agent's expertise level on a scale of 0 to 10 .	Skill for each language with varying levels of proficiency .	Value range from 0 to 10 . With 10 as most skilled
Boolean	A True/False value indicating agent possesses a skill	Skill named 'VipSupport' . Experienced agents = True and less Exp = False	True or False .
Enum	A set of predefined values .	Skill named 'LOB' with values such as Sales, Service, and Billing.	Each value can include up to 20 characters , including spaces.

Contact Priority : Digital

New!

Highest priority across all queues of the same media type

- Contact Priority is assigned to the QueueTask node in Webex Connect
- Priority ranges from minimum 10 (default priority) to maximum 1.

Queue Task

Configuration Transition Actions (Optional)

Method Name	Queue task
Node Runtime Authorization	New
Task ID	\$(flid)
Media Type	Email
Conversation ID	\$(conversationId)
MEDIA CHANNEL	Email
Queue details	Contact Priority
Queue Name	GTEmail
Queue routing Type: Skill based routing	

A red dashed oval highlights the "Contact Priority" input field in the "Queue details" section.

<https://help.webex.com/en-us/article/n954r0k/Set-up-digital-channels-in-Webex-Contact-Center>

Persona and Outcomes



Customer

- Personalization
- Self-service
- Preference
- Efficient Human
- Proactive



User

- Effortless
- Empowered
- Productive
- Personalization



Administrator

- Onboarding Excellence
- Easy Technology Adoption
- Simple
- Serviceability



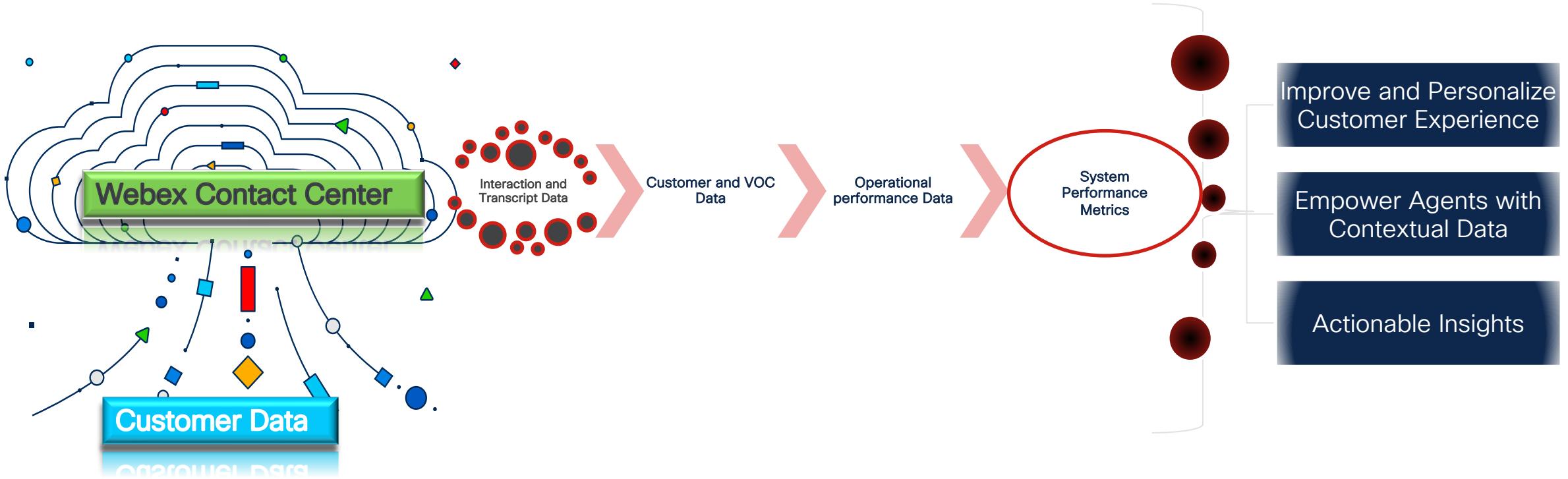
Business

- Efficiency
- Automation
- Secure
- Reliability
- CX / UX

AI Enabled Experiences

Data

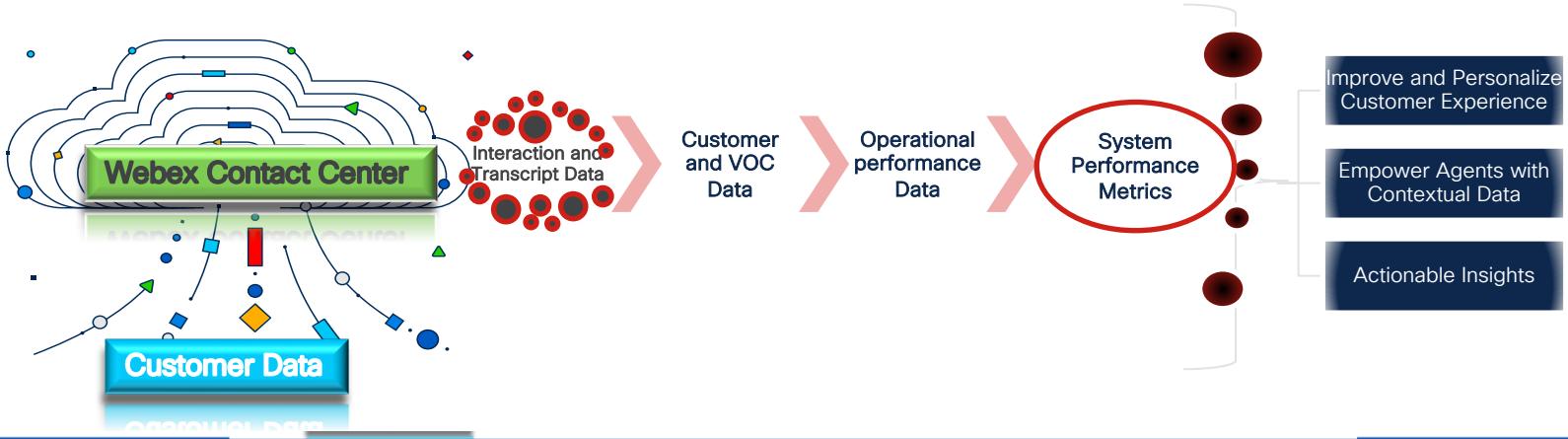
The power of Data



“ Data is a precious thing and will last longer than the systems themselves

Tim Berners-Lee

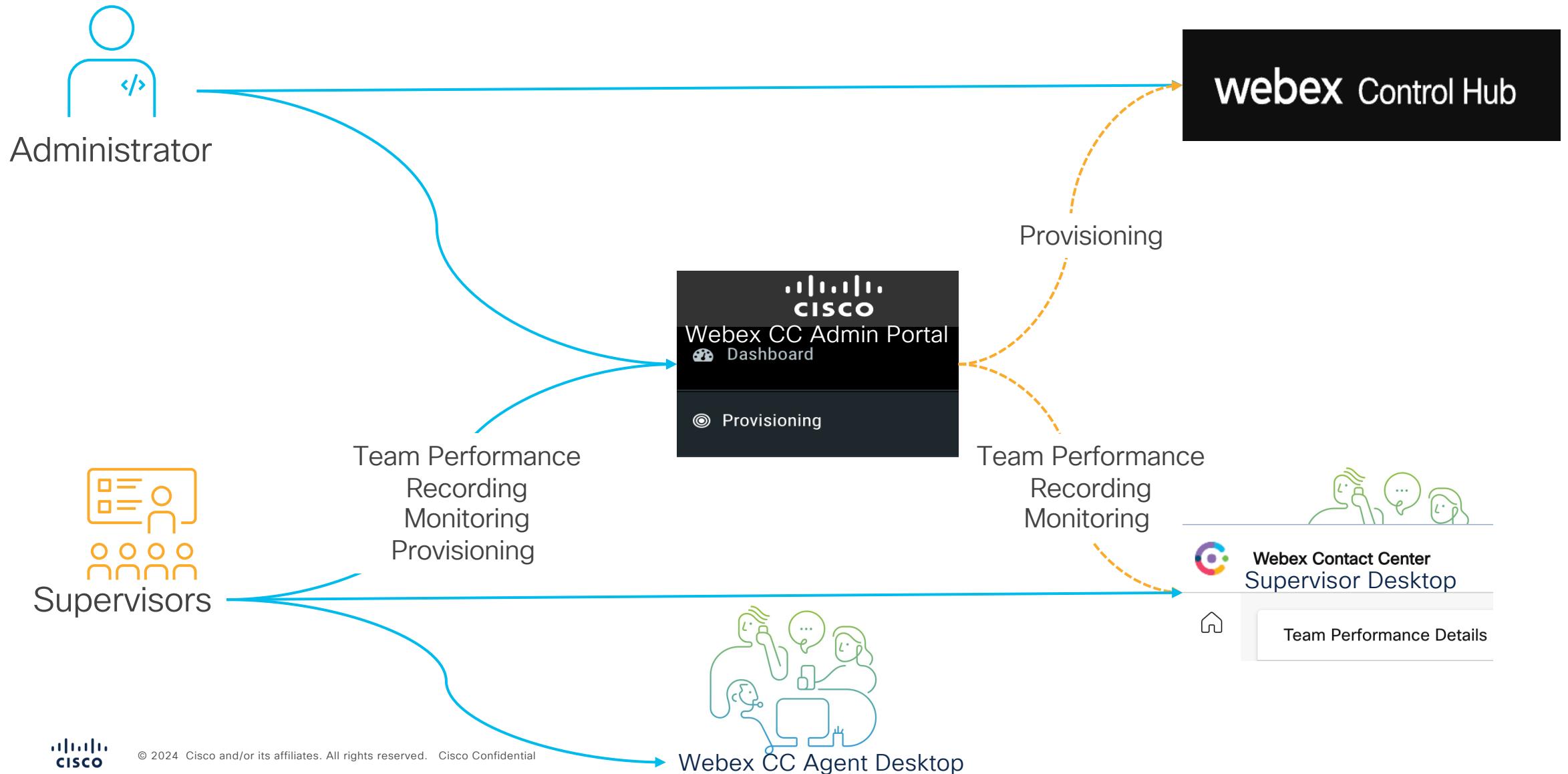
The power of Data



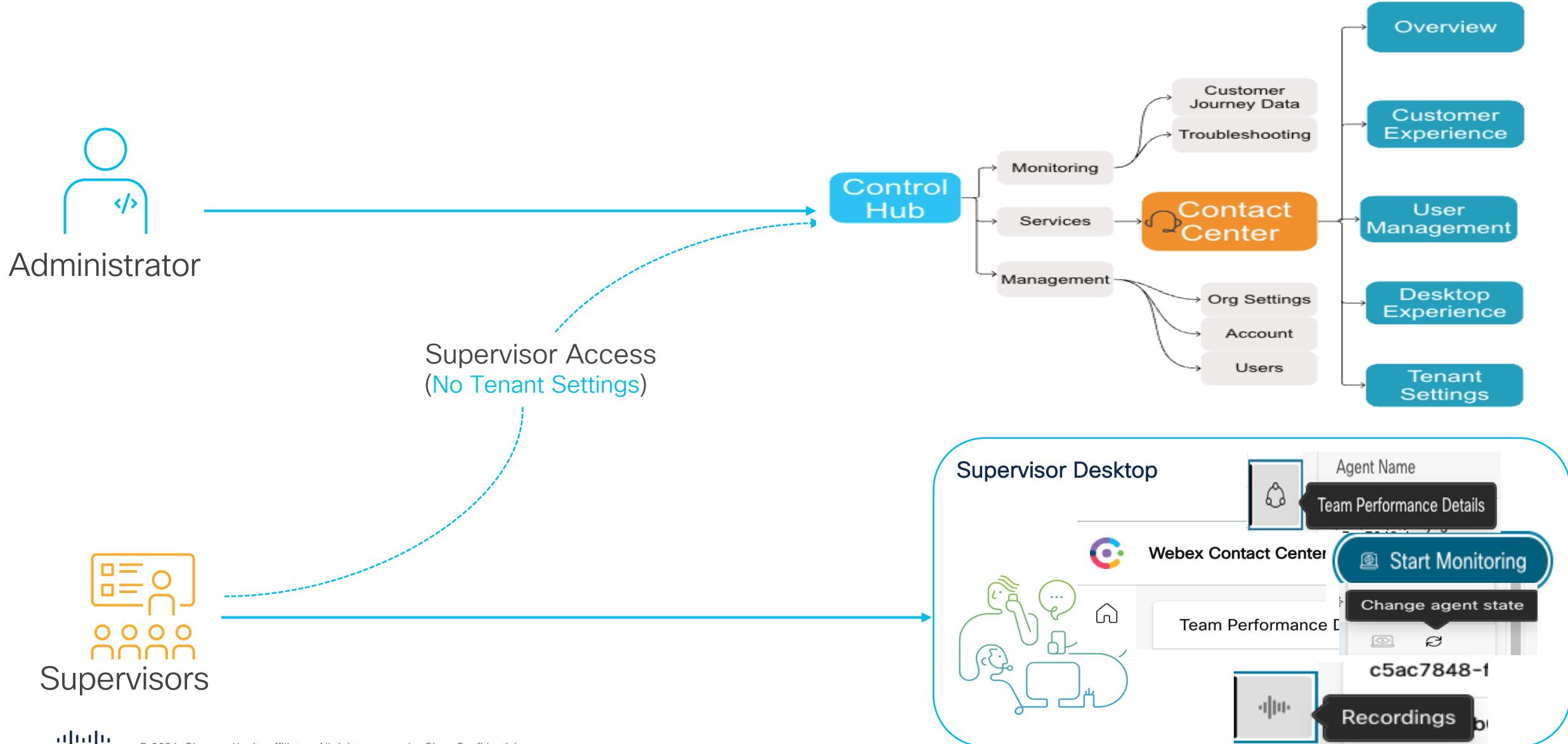
Variable Type	Description	Agent Viewable	Agent Editable	Reportable	Default Values	Marked Secure	Data Type	Channel Applicable
Local (Flow) Variables	You Create in the Flow Configurable variables of different data types that you can use throughout the flow.	YES	YES	NO	YES	YES	<ul style="list-style-type: none"> String Date Time Decimal 	Integer Boolean JSON
Global Variables	Custom variables that are defined in the Provisioning module and accessible throughout a flow.	YES	YES	YES	YES	NO	<ul style="list-style-type: none"> String Date Time Decimal 	Integer Boolean Telephony Digital
Output Variables	Store the data captured from activities.	NO	NO	NO	NO	NO	<ul style="list-style-type: none"> String Integer 	JSON Telephony

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Webex Contact Center Administration



Making Admin experience effortless



Webex Connect : Automated Provisioning and User Syncing



- Webex Connect automatically provisioned at the same time as Webex Contact Center.
- The Webex Connect URL will show in control hub for new and existing Webex Contact Center tenants.
- All partner admins and the first customer admin created.

The screenshot shows the Webex Control Hub interface. At the top, there's a banner for "webexone 24 OCT 21-24 | MIAMI AREA & VIRTUAL" with a "Save the date" button. Below the banner, the title "Contact centre overview" is displayed. On the left, a sidebar menu includes sections for "Contact Centre" (with "Overview" selected), "CUSTOMER EXPERIENCE" (Channels, Queues, Business Hours, Audio prompts, Flows, Call recording schedules, Surveys), and "USER MANAGEMENT" (Sites, Skill definitions). The main content area features a "No licence data" message with a "Please contact the partner for more licence information." link. Below this, there are sections for "What's new" (Multimedia profiles, Create new and manage existing multimedia profiles; Sites, Create new and manage the existing site. Associate your sites with multimedia profiles; Teams, Create new and manage the existing team. Associate your teams with sites; Skill profiles, Create new and manage existing skill profiles; Desktop profiles, Create new and manage desktop profiles; User profiles, Create new and manage existing user profiles). To the right, there are links to "Supervisor desktop user guide", "Analyser desktop user guide", "Flow designer guide", and "Google CCAI Guide". A "Quick Links" sidebar on the far right lists "Contact Centre Suite" (Desktop, Analyser, Create new flow, Webex Contact Centre Management Portal, Topic Analytics (beta), Webex Connect Bot Builder), "Digital channels" (Webex Connect, Webex Engage), and other links like "Supervisor desktop user guide".

Channel Search by DN support

New!

The screenshot shows the webex Control Hub interface with the 'Channels' page selected. The left sidebar has a 'Contact Centre' section with 'Overview', 'CUSTOMER EXPERIENCE' (Channels, Queues, Business Hours, Audio prompts, Flows, Call recording schedules, Surveys), and 'USER MANAGEMENT' (Sites). The main area has a search bar, a 'Save the date' button, and a 'Create' button. The 'Channels' table lists 24 entries:

Channel	Description	Channel type	Number of support nu...	Status	Last Modified
050_InboundVoice...		Inbound telephony	0	● Active	March 05, 2024 10:...
072_EP		Inbound telephony	1	● Active	March 05, 2024 10:...
130_InboundVoiceEP		Inbound telephony	1	● Active	February 23, 2024 ...
131_VoiceEP	131_VoiceEP	Inbound telephony	1	● Active	February 26, 2024 ...
132_VoiceEP		Inbound telephony	1	● Active	February 26, 2024 ...
134_InboundVoice...		Inbound telephony	1	● Active	March 05, 2024 10:...
AgentStatus_Test_EP		Inbound telephony	0	● Active	January 18, 2024 0...
CL2024_BasicFlow		Inbound telephony	1	● Active	December 21, 2023...
CL2024_CCAI_EP	Entry point for Bina...	Inbound telephony	0	● Active	March 14, 2024 03:...



Copying config support in Control Hub

Admins can now copy an existing Contact Center setting directly in Control Hub

The screenshot shows the webex Control Hub interface. At the top, there's a blue header bar with the text "webexone 24 OCT 21-24 | MIAMI AREA & VIRTUAL" and a "Save the date" button. Below the header is a dark navigation bar with the "webex Control Hub" logo, a search bar, and several icons. On the left, a vertical sidebar menu is open under the "Contact Centre" heading, showing options like Overview, Channels, Queues, Business Hours, Audio prompts, Flows (which is selected and highlighted in grey), Call recording schedules, Surveys, and others under Customer Experience and User Management. The main content area is titled "Flows" and shows a table of 32 flows. The columns are "Flow", "Description", "Status", and "Last Modified". The flows listed are: AgentState_Test, BasicFlow_130, BasicFlow_131, BS_TestBillingFlow, CL2024_CCAI_UseCase, CL2024_DataLab_PCS, CL2024_DataLab_Template, CL2024_DataLab_Template_2, and CL2024_TEST1. All flows are marked as "Published" and have their last modification dates listed.

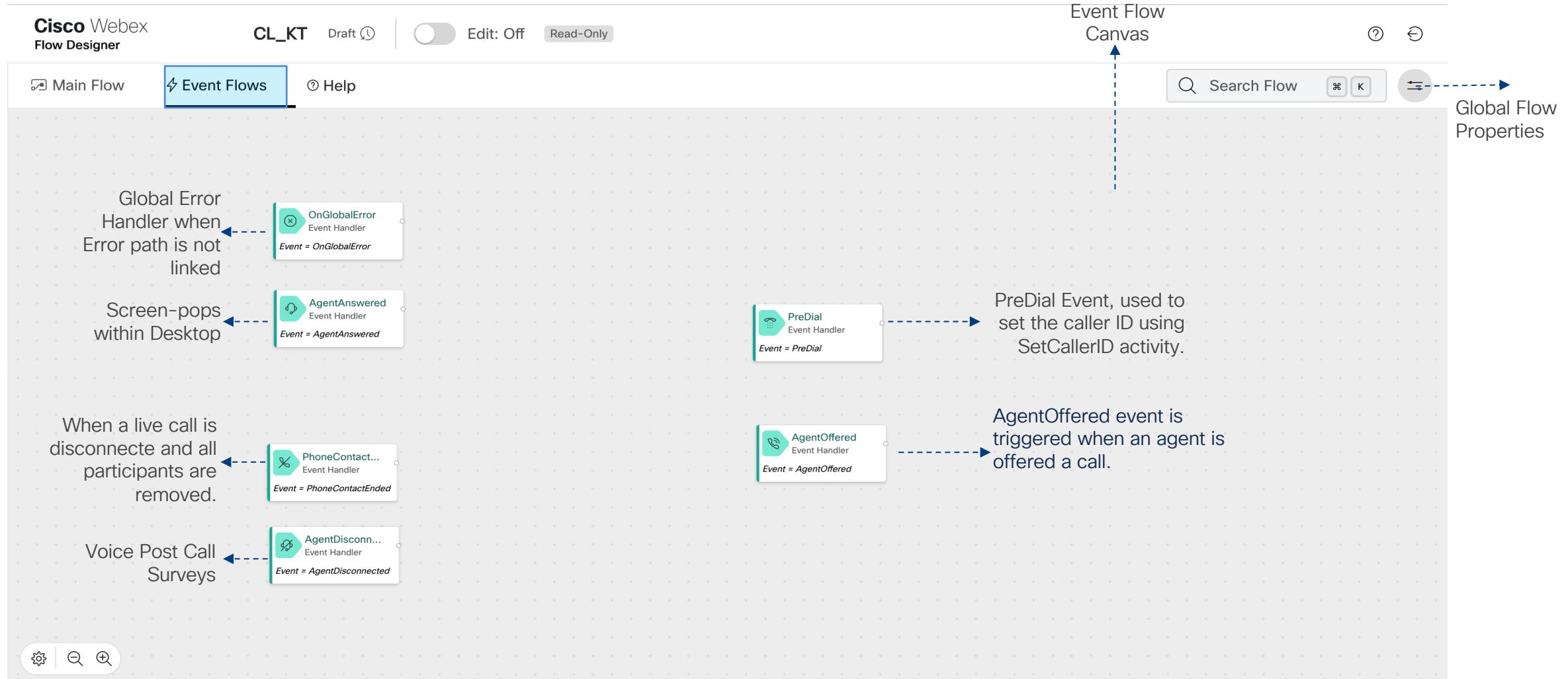
Flow	Description	Status	Last Modified
AgentState_Test		Published	March 05, 2024 10:16 am
BasicFlow_130		Published	February 24, 2024 05:46 am
BasicFlow_131	BasicFlow_131	Published	February 27, 2024 01:08 am
BS_TestBillingFlow		Published	March 14, 2024 04:16 am
CL2024_CCAI_UseCase		Published	March 07, 2024 08:03 am
CL2024_DataLab_PCS		Published	February 15, 2024 07:18 am
CL2024_DataLab_Template		Published	February 08, 2024 03:38 am
CL2024_DataLab_Template_2		Published	March 18, 2024 08:12 am
CL2024_TEST1		Published	March 18, 2024 04:32 am

Flow Designer – Main Flow

The screenshot illustrates the Cisco Webex Flow Designer interface, specifically the Main Flow view. The interface is divided into several sections:

- Top Bar:** Includes "Flow Version History" (with "Draft" status), "Flow Edit Toggle" (set to "Edit: On"), "Main Flow Canvas", "Search Flow", "Global Flow & Activity Properties pane", and "Help".
- Left Sidebar:** Titled "Cisco Webex Flow Designer", it contains sections for "Call Handling & Flow Control elements" (e.g., Disconnect Contact, Virtual Agent, Blind Transfer, Play Message, Collect Digits, Play Music, Feedback, Get Queue Info, Callback, Screen Pop, Queue Contact, Menu) and "Activity Library".
- Main Flow Canvas:** Displays the "Event Flow canvas" with a "Start Event" (green arrow) labeled "NewPhoneCo... Start Flow" and "Event = NewPhoneContact". A connector leads to a "QueueContact..." activity (purple box) labeled "Queue Contact". A context menu for this activity is open, showing "No description defined" and "Error Handling" (with "Failure" selected). Other options include "Duplicate Activity" and "View Global Flow Properties".
- Right Sidebar:** Titled "CLEMEA_KT Global Flow Properties", it includes "General Settings" and "Flow Description" (placeholder: "Enter a Flow Description"). It also contains "View Settings" with "Curved Links" (disabled) and "Flow View Settings" (with "Dark Gray" selected for Link Color, Error Path Color, Selection Color, and Thickness set to 1.0 px).
- Bottom Bar:** Shows "Autosave Enabled" (Application Version: 0.4.410-0), "Debug" (with "Flow Errors: 0"), "Autosave" (switched on), "Validation: On" (switched on), and "Publish Flow".
- Bottom Left:** Includes "Autosave toggle", "Flow Validation", and the Cisco logo.
- Bottom Right:** Includes "Save and Exit" and "Publish Flow".
- Bottom Center:** Includes "Open the interaction log pane".

Flow Designer – Event Flow

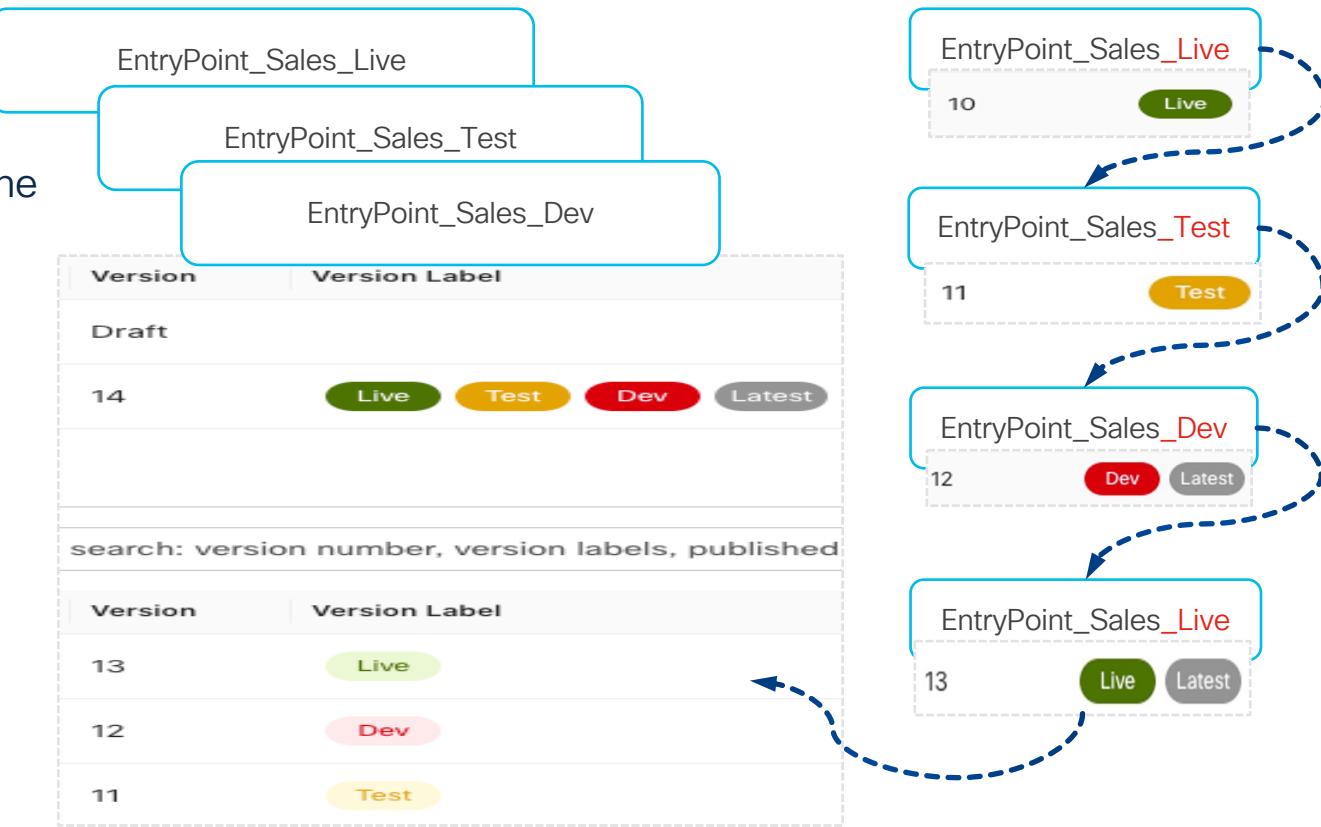


Enhanced Flow Versioning

Outcome

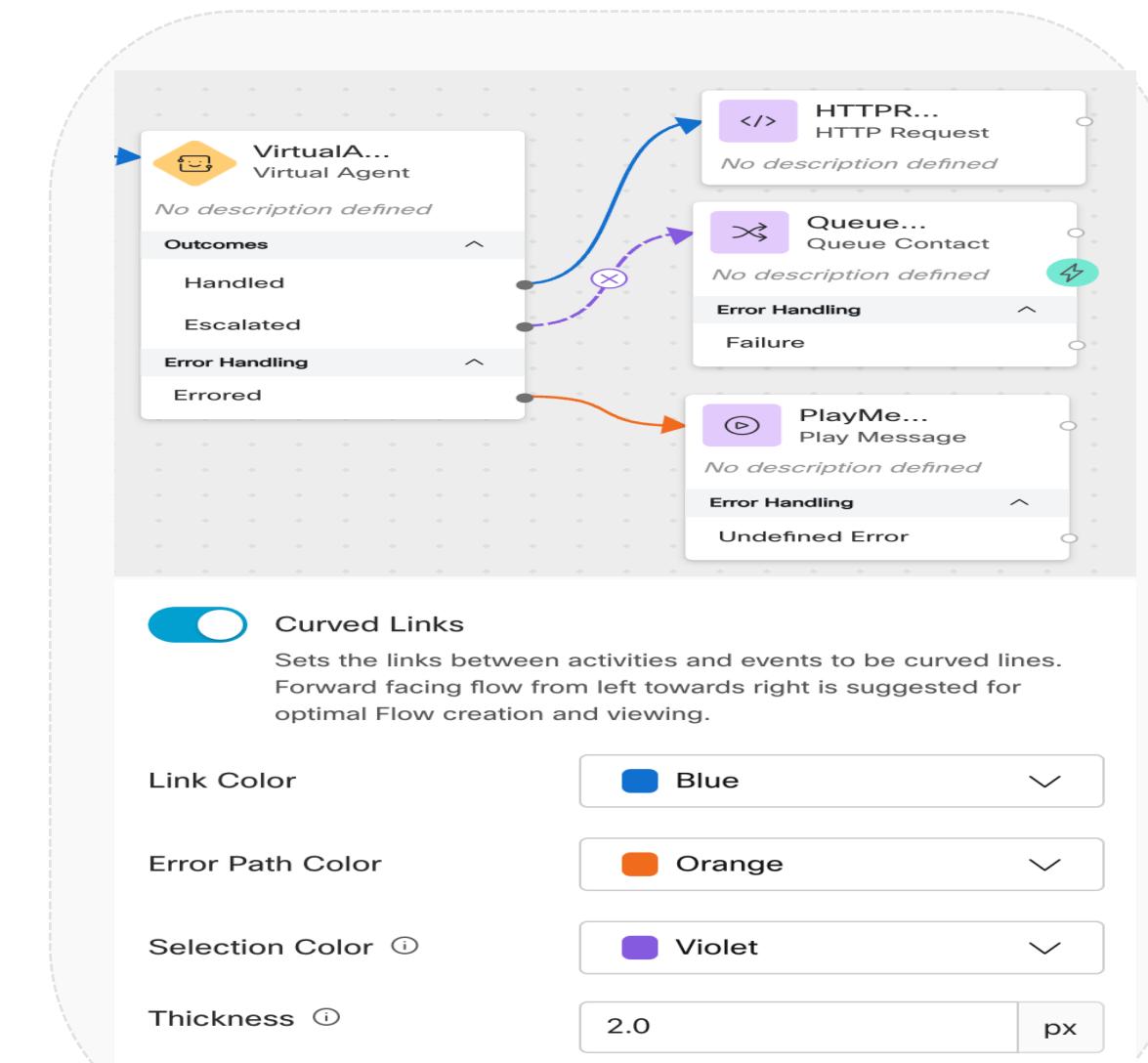
- Streamlined Maintenance & improved change Management
- Enhanced Risk Management and Auditing Capabilities
- Optimized UAT, System Testing, and DR Protocols

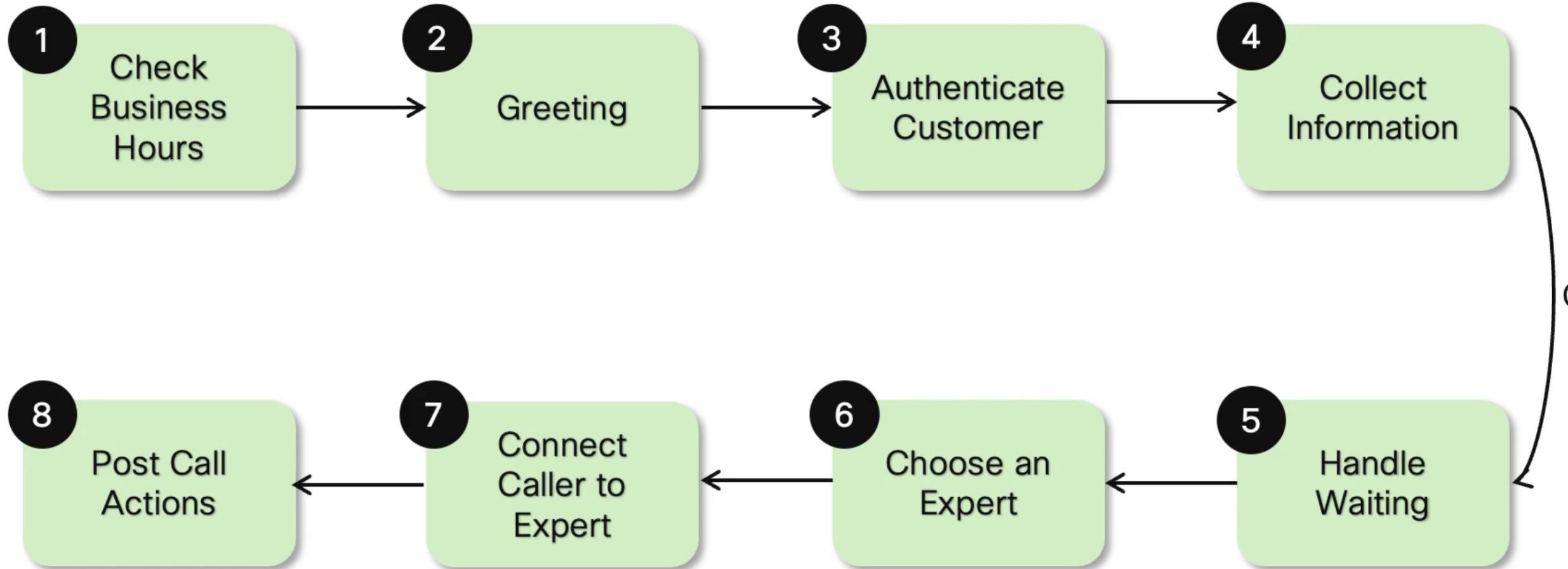
- ❖ Environment Tagging ([Live](#), [Dev](#), [Test](#), [Latest](#)) and “Publishing Note” for organized version management
- Flow can be tagged to one or multiple tags. “Latest” tag is the default tag
- [Edit ON/OFF option](#) to prevent unintentional edits
- ❖ Tagging support for “[GoTo](#)” Flow node, Debugging
- ❖ Reported as “[IVR Script Tag Name](#)” in CSR/CAR
- ❖ Locking Mechanism for Flow Editing to prevent simultaneous editing



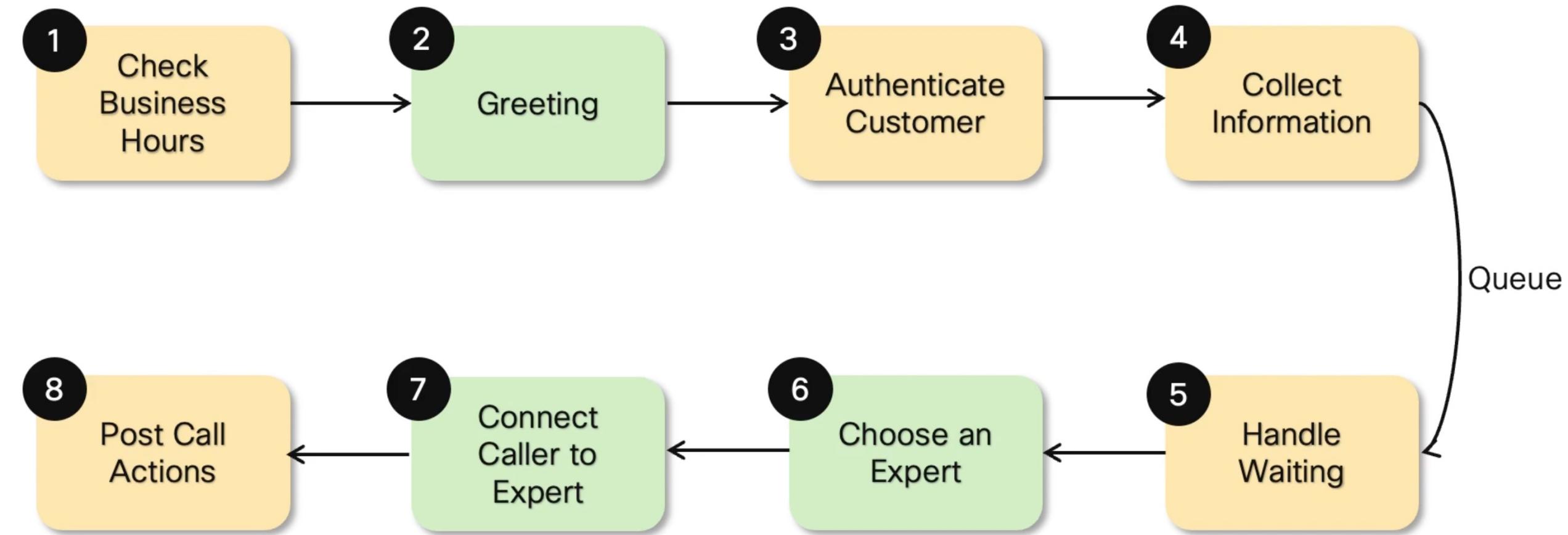
Flow Aesthetic Improvements

- ❖ Enhanced Design: Introducing curved connector lines for improved flowchart visualization and aesthetics.
- ❖ Customizable Clarity: Toggle between curved and straight lines to enhance visual clarity.
- ❖ Complex Flow Simplified: Use curved lines to prevent overlap and simplify path tracing in complex diagrams.
- ❖ Color Customization: Set specific colors for successful activities, errors, and highlights
- ❖ Personalized Thickness: Adjust line thickness for clear distinction of activity states and highlights.





Flow Orchestration



Repeated Across flow

Flow Designer – Subflow Catalog in Main Flow

Catalog of all published Subflows in the org

The screenshot shows the Cisco Webex Flow Designer interface. On the left, there's a sidebar titled "Activity Library" with tabs for "Activity Library" and "Subflows". The "Subflows" tab is selected, displaying a catalog of published subflows: Alex_Subflow_0117_1, Subflow_TACTOI, businesshours_subfl..., subflow_gt_Jan29, test_gt_1, test_subflow_Ashish..., test_subflow_Ashish..., and testingjan29. Below this is a button labeled "+ Create Subflow". The main workspace is titled "Subflows_MainFlow_TACTOI" and shows a "Main Flow" diagram. It starts with a "NewPhoneContact" event (Event = NewPhoneContact) which triggers a "Subflow_TACTOI" subflow. This subflow is currently set to version "gt4". A tooltip for the subflow says "Subflow_TAC... Subflow_TACTOI No description defined Error Handling Undefined Errors". Following the subflow, there's a "PlayMessage..." action (Play Message). At the bottom of the workspace, there are buttons for "Debug", "Flow Errors: 0", "Autosave", "Validation: On", and "Publish Flow". The status bar at the bottom indicates "Autosave Enabled Application Version: 0.4.415-0".

Ability to create a new Subflow directly

This screenshot shows the "Subflow_TACTOI_gt4" activity settings dialog. It has a header "Subflow_TACTOI gt4 Subflow_TACTOI Activity Settings" with a close button. Below it is a section titled "Subflow Version" with a note: "Select which Subflow version to use by selecting a version label. When the version label is moved to a new version, it will automatically update here the next time you edit this flow." A dropdown menu titled "Subflow Version Label" is open, showing "Live". The "Subflow Input Variables" section maps variables: "Current Flow Variable" (flowInputString, GlobalVariable_) to "Subflow Input Variable" (inputString, inputInteger). A note at the bottom says: "The variables from the current flow and destination subflow appear below for reference. Click each tag to see variable details." At the bottom right is a "View" button.

Ability to select the Subflow version based on tag

Mappings for Input/Output Variables



Flow Designer – Building a Subflow

Canvas similar to flow designer

Activities available to use in subflows

Flow tracing for subflows

The screenshot shows the Cisco Webex Flow Designer interface for a subflow named "demo_subflow".

- Activity Library:** On the left, there are two sections: "Call Handling" and "Flow Control". "Call Handling" includes actions like Get Queue Info, Play Message, Menu, Collect Digits, Virtual Agent, Play Music, and Advanced Queue Info. "Flow Control" includes Wait, End Subflow, BRE Request, Condition, HTTP Request, Case, Parse, Percent Allocation, Set Variable, and Business Hours.
- Canvas:** In the center, a single "StartSubflow" activity is placed on the canvas. A tooltip "Start Subflow" and "No description defined" is shown over it.
- Subflow Settings:** On the right, the "demo_subflow" settings are displayed. It includes sections for Variable Definition, Subflow Definition Variables, Subflow Input Variables, Subflow Output Variables, Custom Variables, Subflow Local Variables, Predefined Variables, Activity Output Variable, and a bottom section with Autosave, Validation: Off, and Publish Subflow buttons.

Configure input, output, and local variables

Validation and publish



Let's Dive Into a Quick Tour

admin.webex.com/overview

webex Control Hub

Search

What do you think of Webex? Share your thoughts on Gartner Peer Insights and they'll send you a \$25 Visa gift card

Overview

Here's how to get the most out of Webex!

Meetings experience Strengthen security

Provide a powerful meeting experience ⓘ

You'll see all engagement data here when your users start using Webex. After 60 days of engagement, you'll also see data trends.

Goal
Promote human connection through video collaboration

Goal
Upgrade meeting experiences with Messaging

Is this helpful? ⏪ ⏴ ⏵

Set-up guide

ⓘ Start using Webex

Is this helpful? ⏪ ⏴ ⏵

Updates

Update your services to the new Webex experience. [Learn more](#)

New offers

Webex Webinar 5,000 ⏪ [Free trial](#)

Host webinars that scale with your organisation.
[View trial](#)

Device carbon emissions ⓘ

0 kWh | 0 metric tonnes CO₂e

You can further reduce the energy consumption of your devices by enabling office hours. This will also extend the display's lifespan.

Devices

No devices added

Basic Meetings ⏪ [New offer](#)

Allow everyone in your organisation to host a Webex Meeting with a Basic Meetings licence.
[View offer](#)

MONITORING

Analytics

Troubleshooting

Reports

Customer Journey D...

MANAGEMENT

Users

Groups

Locations

Workspaces

Devices

Apps

Account

Organisation settings

SERVICES

Updates & Migrations

Messaging

Calling

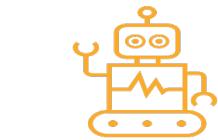
Solution Assurance

RTMS

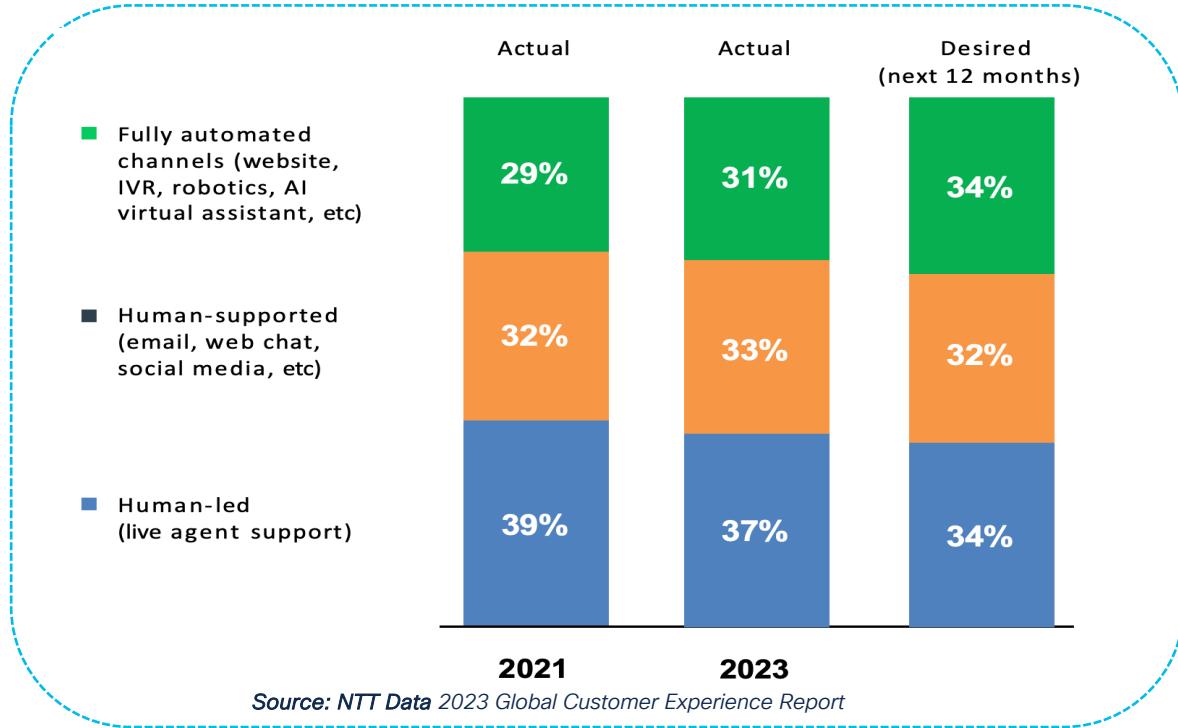
Customer and User Experience

Easy, Dynamic, Contextual

A Glimpse of Future CX



Self-Service



Empowered Human Engagements

Personalization

AI Enabled Experiences

Data

Customer Experience and Business Outcomes

- 24x7 coverage
- Self-service when possible
- Quick Agent access and personalized Exp



92%
CEOs agree that CX
improvements directly impact net
profit.

Source: NTT Data

71%

Customers expect businesses to
use their data to provide
personalized service.

Source: McKinsey

ACME CARS

- Improve Customer Experience
- Meet high demand with Limited agents
- Control Cost of serving 24x7



A Day in the Life of Rob...

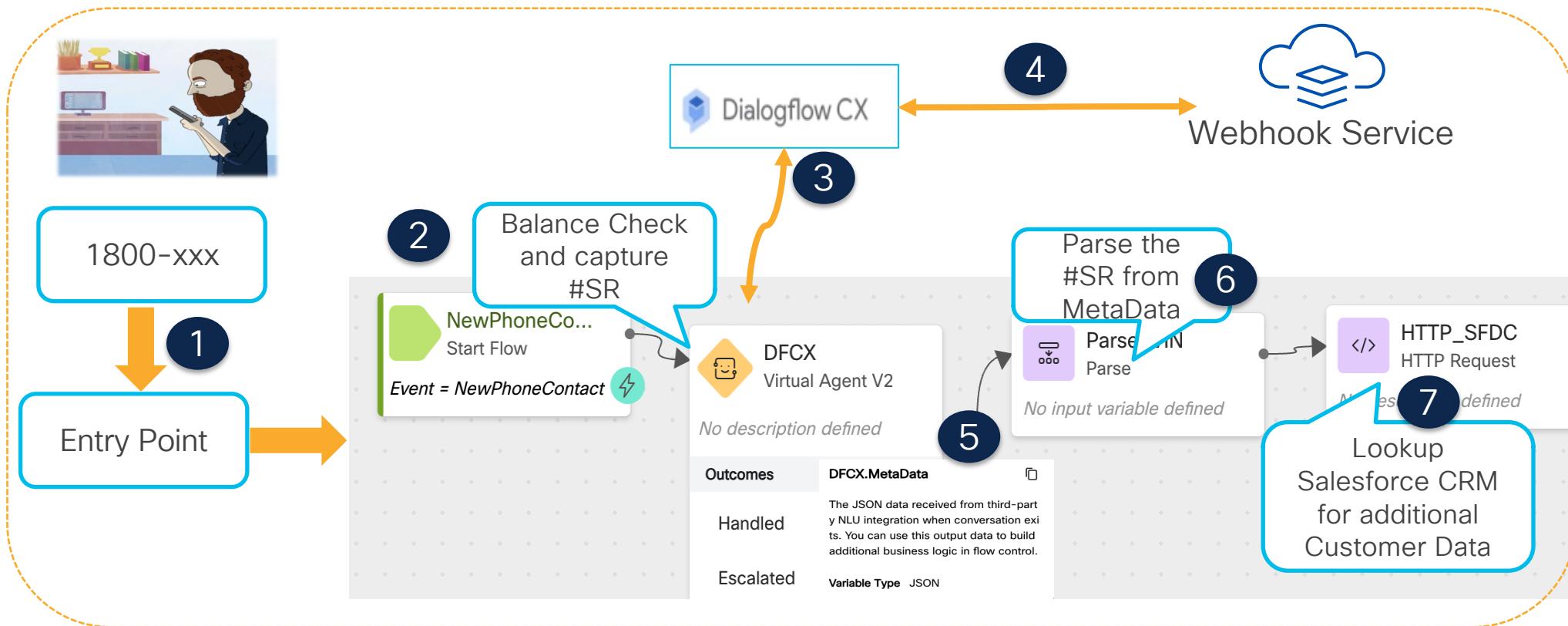


“You know me, use my data
to elevate my experience”

“Allow me to **verify** the
pending payment amount.”

“Service Request Status?”

Let's build that experience for Rob!



Drive experiences with Data (HTTP)

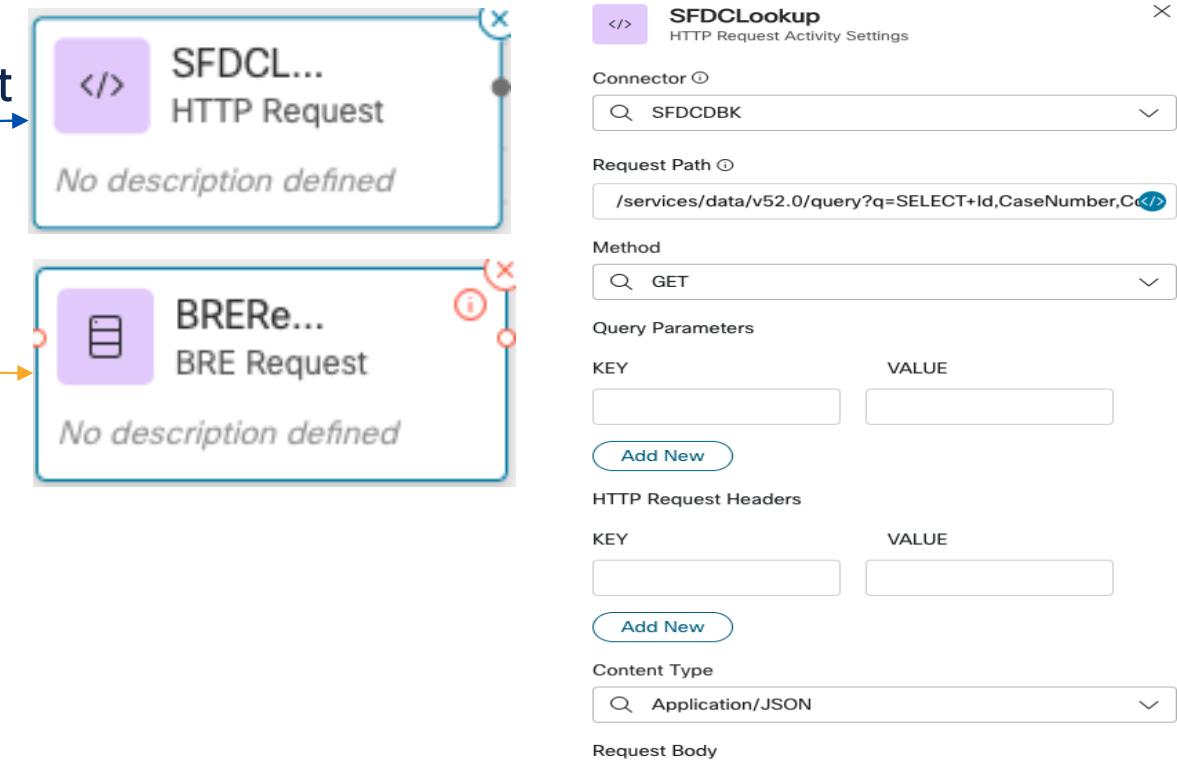
Outcome

- ❖ Personalize customer interactions in real-time
- ❖ Boost agent productivity with faster data retrieval and presentation

Data Retrieval → Data Processing → Data Utilization → Storing Data

- ❖ The HTTP Request activity can fetch and send information from/to an external data source / Endpoint

- Salesforce Native Connector
- Custom Customer Database
- Business Rule Engine (BRE)

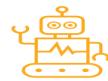


- ❖ Type of authentication: Basic Auth and OAuth 2.0
- ❖ Support Methods (GET, POST, PUT, DELETE etc..)
- ❖ Content Type: JSON, XML, File etc.

Git Samples: [CRM HTTP Connector Samples](#)



Virtual Agent with Dialogflow CX - Voice



24/7 Customer Support

Virtual agents are available anytime, anywhere to answer customer questions and resolve issues.



Handle Simple Inquiries

Virtual agents address basic customer requests, freeing up human agents for more complex issues.



Collect Customer Data

Virtual agents gather valuable customer information to personalize the experience.

- ❖ **State Event** : Better End user experience , custom payload feature help to send payload information from CX to client side

- Event Name
- Event Data

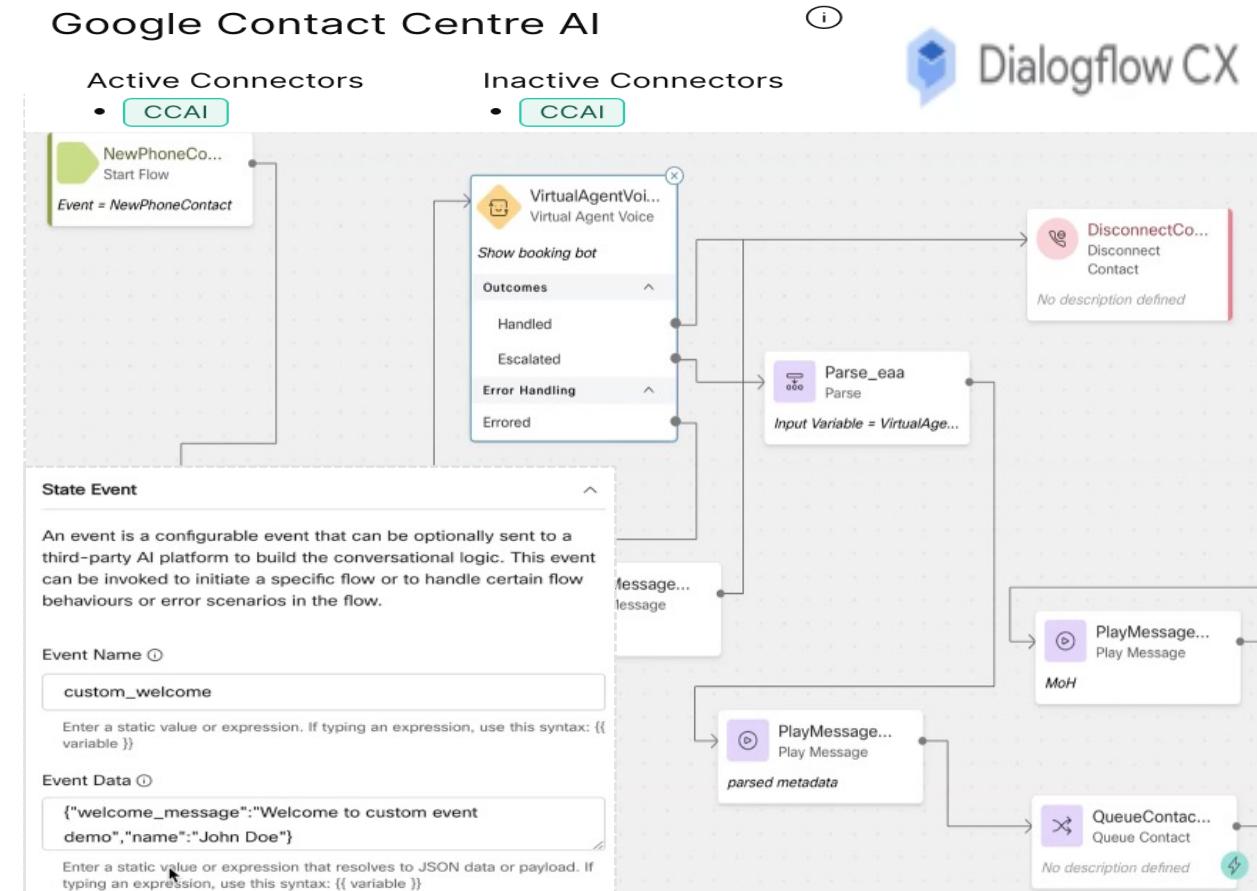
- ❖ Support Custom Exit using **Custom Payload**

- ❖ Output Variable

- StateEventName
- Metadata
- TranscriptUrl

- ❖ **Support Partial Response** up to 30 seconds

GIT Sample: [Link](#)



Virtual Agents



24/7 Customer Support

Virtual agents are available anytime, anywhere to answer customer questions and resolve issues.



Handle Simple Inquiries

Virtual agents address basic customer requests, freeing up human agents for more complex issues.



Collect Customer Data

Virtual agents gather valuable customer information to personalize the experience.

REFERENCE

Dialogflow ES (Essential)

Dialogflow CX (Customer Experience)

Agent Type

Standard, suitable for small to medium complexity

Advanced, suitable for large or very complex agents

Conversation Design

Flat structure of intents and contexts for conversation paths

[State machine approach](#) with flows, pages, and state handlers

Agent Management

Supports one agent per project

Supports up to 100 agents per project

Integration

Suitable for simpler integrations

Designed for [complex integrations](#) with external systems

User Interface

Standard Dialogflow console

[Advanced Dialogflow CX](#) console with visual flow builder

Scalability

Does not scale well for complex conversation flows

Better scalability for complex and broad agents

Webex CC Supportability

Supported

Supported

Digital Channels support

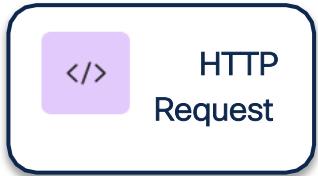
Yes

Yes



Data Parsing

- Parsing Results from Response from Virtual Agent



Output Variable: caseType
Path Expression: \$.records[0].Type

Output Variable: customerName
Path Expression: \$.records[0].Account.Name

K Create json expression to extract postal code: {

```
"firstName": "John",
"lastName": "doe",
"age": 26,
"address": {
  "city": "Nara",
  "postalCode": "630-0192"
},
"phoneNumbers": [
  {
    "number": "0123-4567-8888"
  },
  {
    "type": "home",
    "number": "0123-4567-8910"
  }
]
```



- Jayway Path expression guide - <https://github.com/json-path/JsonPath/blob/master/README.md>
- Validate online using <https://jsonpath.com/>

To extract the postal code from the given JSON expression, you can use the following JSONPath expression:

javascript

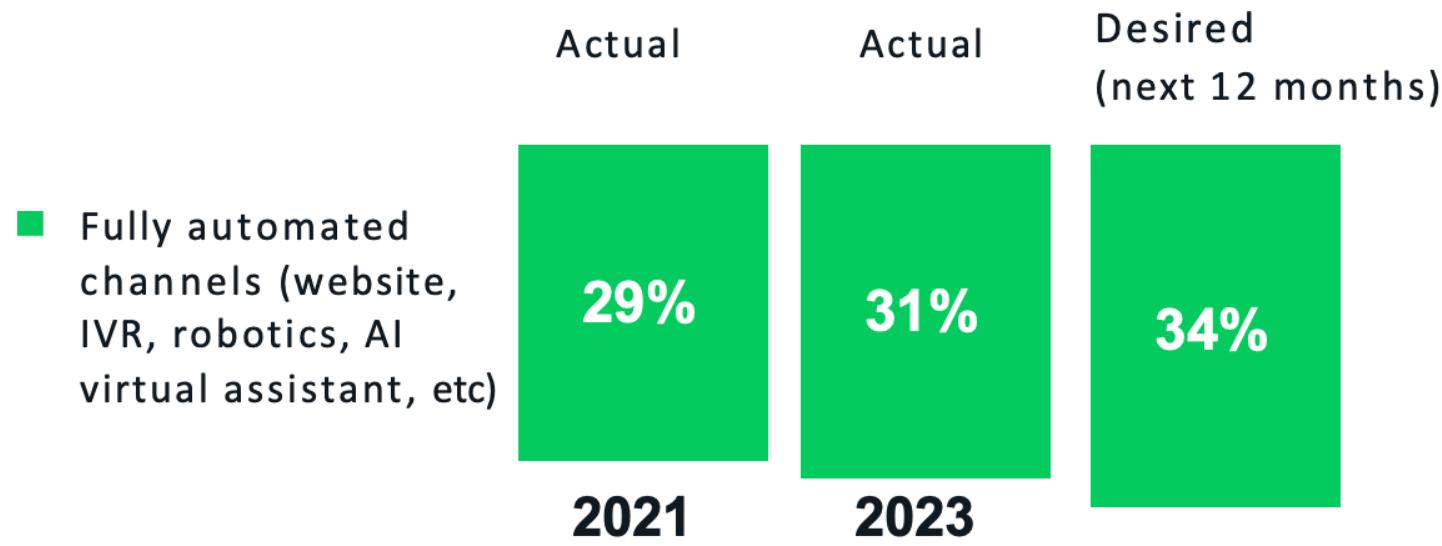
Copy code

```
$.address.postalCode
```

This expression targets the "postalCode" field within the "address" object. Applying this expression to the provided JSON, you will obtain the postal code "630-0192".

Continuous improvement of Automation

How to **identify suitable opportunities** for implementing automation and self-service solution?





Automation analytics using Analysis

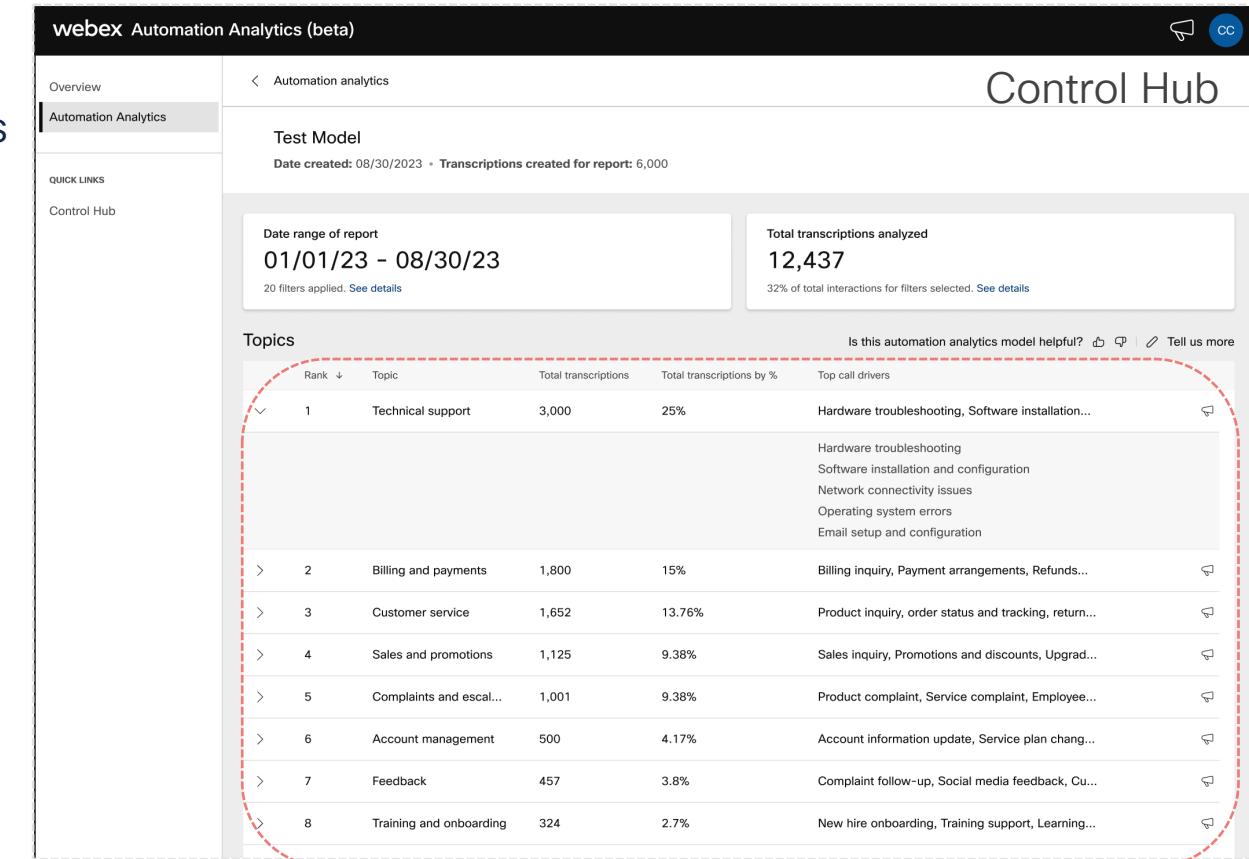
Outcome

- Enhancing customer service efficiency and satisfaction
- Increased Self-service and IVR containment

Customer inquiries Trend ➔ Automation/ Self-Service

- ❖ AI-driven analytics with actionable insights
- ❖ Identification of Self-Service and Automation opportunities
- ❖ Flexible User interface to run the automation based on:
 - ❖ Date Range
 - ❖ Specific Queue, Site, Team and Agents
- ❖ Topic and Top Call Drivers
- ❖ Available for Beta

<https://gobeta.webex.com/> ask-ccai@cisco.com



Self-Service Experience



Something wrong
here?



Text-To-Speech and SSML

Outcome

- Dynamic and Natural experience
- Allow Pauses, and audio formatting for acronyms, dates, times, abbreviations
- Faster onboarding and Change

Text-to-Speech capability powered by Google's Text-to-Speech service



Play
Message



Collect
Digits



Menu

Prompt

Enable Text-to-Speech

Add the ability to read dynamic messages. These messages can contain variables and be used in a sequence with audio files. If typing variables, use this syntax: {{ variable }}. You can also use SSML to construct the message. If using SSML, insert it inside the <speak></speak> tags.

SSML allows for tweaking the emphasis, speech Intonation, Pause, Humanizing of IVR, customization settings of how the text is spoken

Text-to-Speech Message

1 <speak>
Welcome Rob, <break time="500ms"/> your current balance is <say-as interpret-as="currency">EUR263.56</say-as>. </speak>

Add Audio File **Add Audio Prompt Variable**

Add Text-to-Speech Message

Text-to-Speech Settings

These settings apply to all Text-to-Speech messages configured for this prompt.

Speaking Rate ⓘ

Volume Gain ⓘ decibels



<https://cloud.google.com/text-to-speech/docs/ssml>



Personalization of IVR using SSML



Expression	Description
<speak><say-as interpret-as="ordinal">1</say-as>call</speak>	ordinal "First call"
<speak><say-as interpret-as="characters">cisco</say-as></speak>	characters "C I S C O"
<speak><say-as interpret-as="fraction">9+1/2</say-as></speak>	fraction "nine and a half"
<speak><say-as interpret-as="expletive">censor this</say-as></speak>	expletive or bleep
<speak><say-as interpret-as="date" format="yyyymmdd" detail="1">2022-06- 12</say-as></speak>	date format "The twelfth of June twenty twenty two"
<speak><prosody rate="slow" pitch="-2st">Can you hear me now?</prosody></speak>	uses the <prosody> element to speak slowly at 2 semitones lower than normal



<https://cloud.google.com/text-to-speech/docs/ssml>



Any other option beyond Google TTS ?



Cisco Text-To-Speech (TTS)



- ❖ Webex CCAI Config in the CH Feature
- ❖ Support 21 languages with 2 voices each
- ❖ Support SSML tag
- ❖ Set 'Global_VoiceName' for Language

The screenshot shows the Cisco Webex Contact Centre AI integration page. The main menu is visible at the top left, and the 'Integrations' section is selected. Below it, there are tabs for 'Connectors' and 'Features', with 'Features' being the active tab. A search bar and a filter button are also present. A large callout box highlights the 'Webex CCAI Config' section, which contains the 'Contact Centre AI' configuration. The configuration table lists four language pairs:

Language Pair	Primary Language	Secondary Language	Default Voice
en-IN	English (India)	en-IN-Veer	en-IN-Ananya *default
en-US	English (United States)	en-US-Daniel	en-US-Maria *default
es-ES	Spanish (Spain)	es-ES-Pablo *default	es-ES-Cristina
es-MX	Spanish (Mexico)	es-MX-Arturo *default	es-MX-Luna

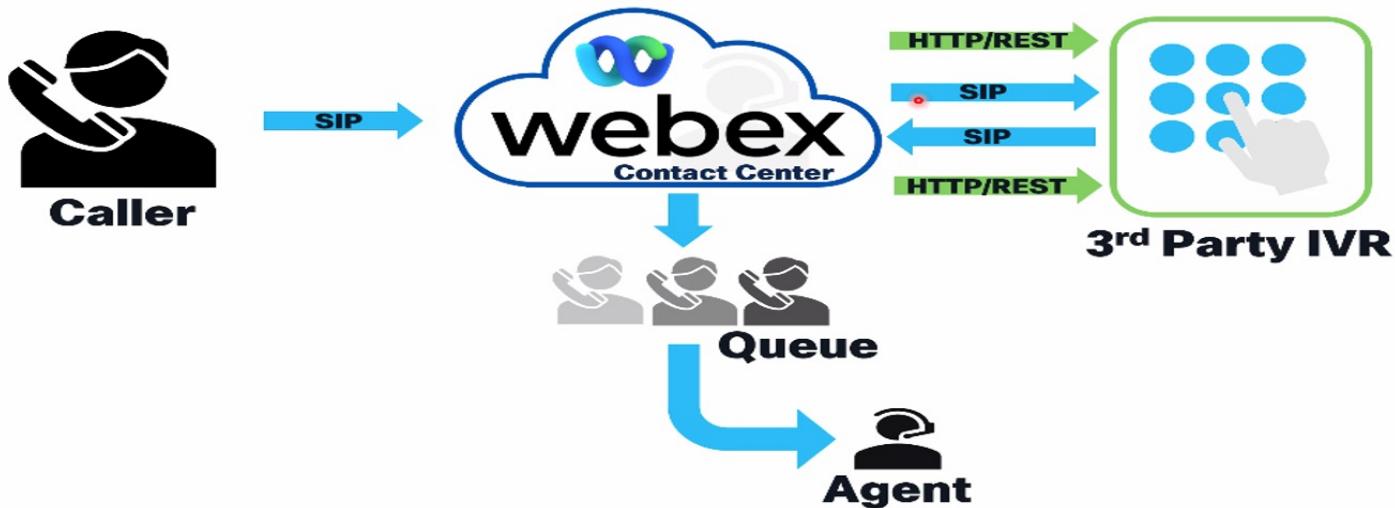
[https://help.webex.com/en-us/article/preview/ntkjhw/Text-to-Speech-\(TTS\)-in-Webex-Contact-Center](https://help.webex.com/en-us/article/preview/ntkjhw/Text-to-Speech-(TTS)-in-Webex-Contact-Center)



Third-Party IVR?



Bridge Transfer to 3rd Party IVR



1. Call routed to entry point
2. BRIDGE TRANSFER extends call to 3rd party IVR.
3. Caller interacts with IVR
4. WxCC resumes flow and requests IVR outcome using HTTP/REST
5. Queue and Agent delivery

The screenshot shows the configuration of a 'BridgedTransfer_dxm' activity. The 'Activity Label' is set to 'BridgedTransfer_dxm'. In the 'Transfer Dial Number' section, the 'Specific Dial Number' option is selected with the value '8882223039'. The 'Transfer timeout settings' section shows a timeout of '30 seconds'. Under 'Activity Output Variables', two variables are listed: 'BridgedTransfer_dxm.FailureCode' and 'BridgedTransfer_dxm.FailureDescription'. The interface includes sections for 'General Settings' and 'Error Handling'.



REFERENCE

Bridge transfer Activity Output Failure Codes

FailureCode	FailureDescription	Explanation
1	INVALID_NUMBER	The external DN is an invalid number.
2	BUSY	The external DN is busy or has rejected the call from device.
3	NO_ANSWER	The external DN does not answer the call within the configured timeout period.
48	Unsupported flow activity	The Bridged transfer activity is not supported after the call has been queued or assigned to an agent.
5	UNSUPPORTED_DN	The external DN is not supported if it is configured as an EP-DN number in the portal or if it's the logged-in agent's DN number on the Agent Desktop . <i>Note: If the agent is not logged in, the call can be bridged to the agent's DN.</i>
6	SYSTEM_ERROR	General errors that are not covered by the above categories.



Customer's Choice and Compliance

“Your call may be recorded for quality assurance and training purposes”



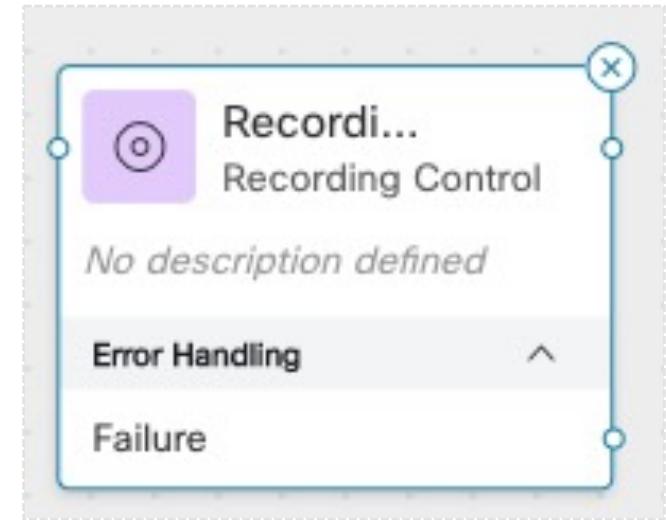
Health Insurance Portability and Accountability Act

Content based call recording

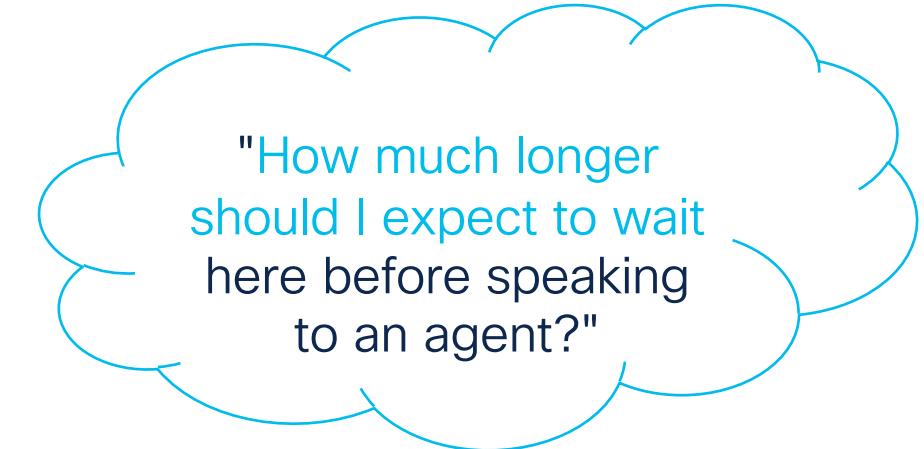
Outcome

- Respect customers preference and privacy concerns
- Regulatory Compliance requirements

- ❖ Call Recording Options:
 - Tenant Level
 - Queue Level
- ❖ The customer should be able to choose if the call can be recorded or not during the IVR options
 - Contact Level
- ❖ Reporting data insights available on customers selection
- ❖ Use Boolean Global variable and set to enable or disable
- ❖ Consent must be captured before Queueing



The Waiting Game - Customers and Queue Expectations



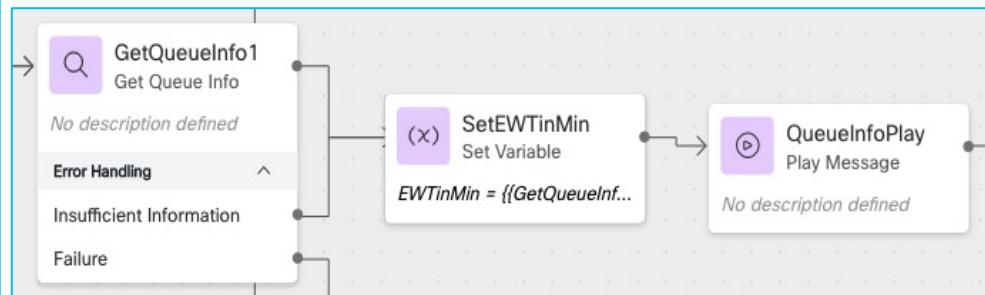
Queue Wait Information

Outcome

- ❖ Manage Customer Expectation and Enhance experience
- ❖ Trigger Actions: Queueing or Alternative Routing (Different Queue, Callback etc.), Notify supervisors

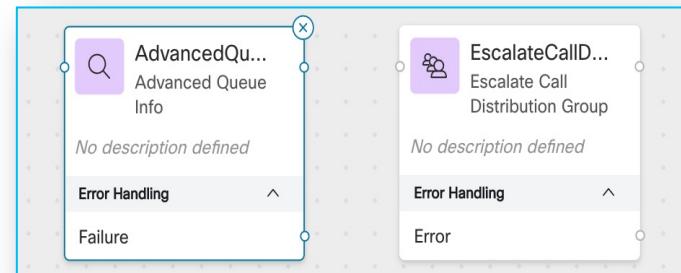
GetQueueInfo

- ❖ Provides Expected Wait Time and Position in Queue
- ❖ Recommended only for LAA Routing
- ❖ Should be used after Queue activity



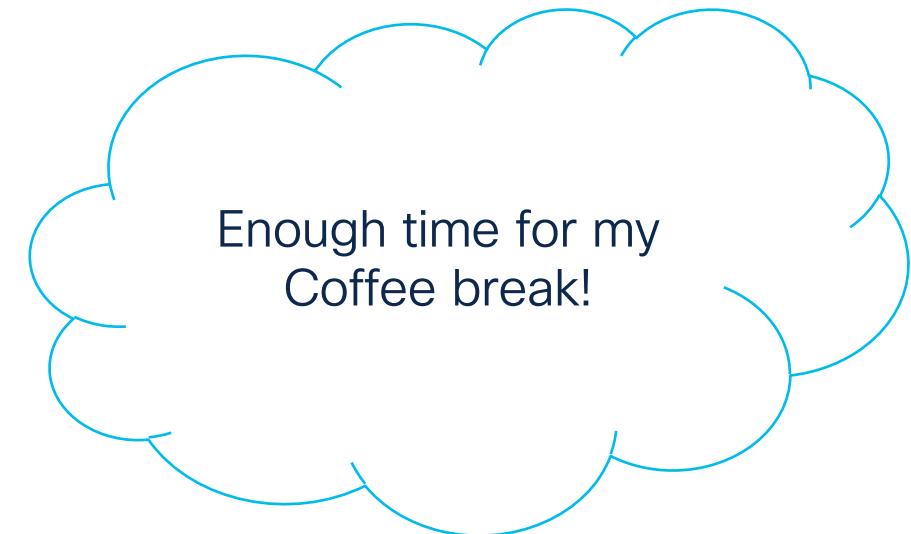
AdvancedQueueInfo

- ❖ Account for contact skill requirements (**support both LAA and Skill Based Queue**)
- ❖ Support Position in Queue
- ❖ Can be Used before or after Queue activity**
- ❖ Escalate Call Distribution offers the ability to move to subsequent call distribution group(s) after the contact is queued.

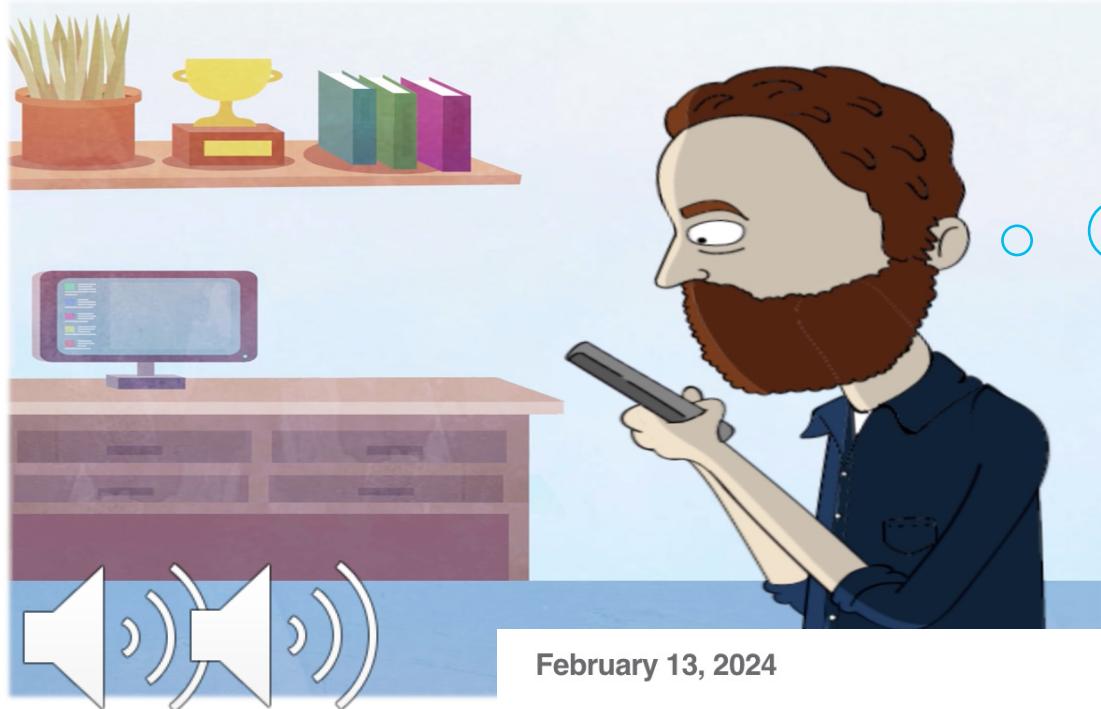


** Resulting varying output variable data

Espresso Yourself - Waiting in the Queue with Coffee



Empowering Rob with Choices: Wait or....?



Still Waiting...

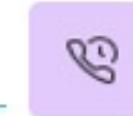
New On-hold Music Available for Contact Center

New on-hold music is available for your Webex Contact Center tenant. For new customers, this new audio file will be the default on-hold music when creating your tenant. The old on-hold music will also be available for use. For existing customers interested in using the new on-hold music, please contact your Customer Support Manager (CSM) or Partner Support Manager (PSM) to retrieve the audio file.

Courtesy Callback

Outcome

- Enhances Customer Satisfaction
 - Reduce Abandonment Rate
-
- ❖ Maintain call Skills, Priority, position and contextual Data for the callback
 - ❖ Callback can be to the [Original Queue or a dedicated callback Queue](#)
 - ❖ Support Variable Queue



Callback1

Callback Activity Settings

Callback Settings

Define the callback number and queue in which the contact should be placed for the callback request. The caller's place in queue is reserved. Note: You must use a Disconnect contact activity to terminate a flow branch that uses a Callback activity.

Callback Dial Number ⓘ

NewPhoneContact.ani

Callback Queue ⓘ

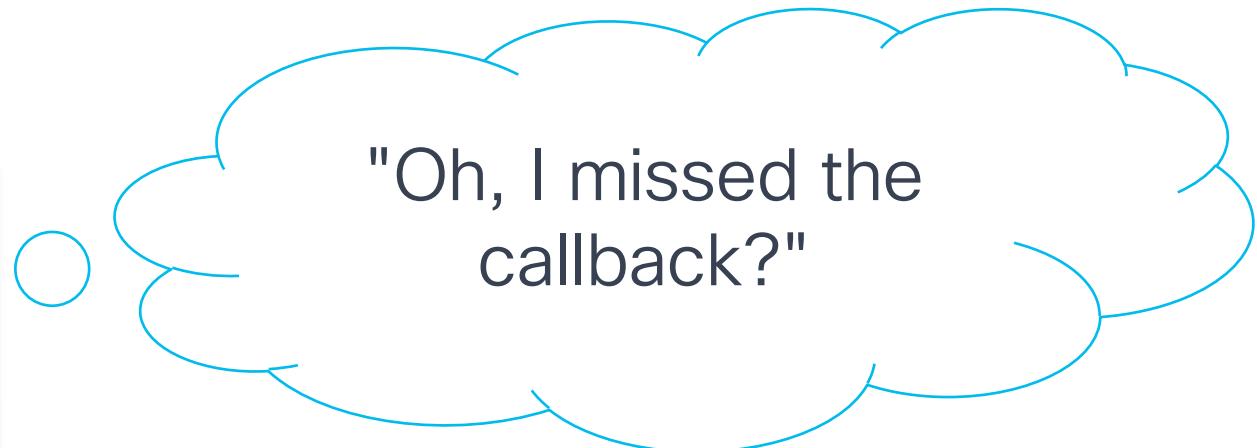
Variable Queue

QueueContact1.QueueId

Choose a variable that yields a valid Queue ID. Default is set to the queue in which the caller is placed.

Static Queue

Oops! Did I Miss That Call?

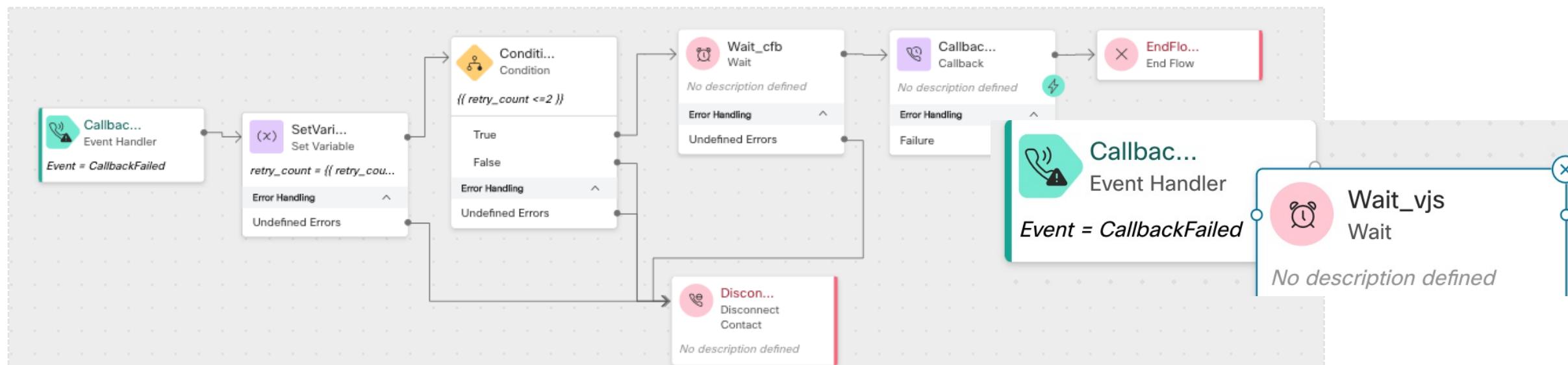


Callback Retry Attempts to Customer

Outcome

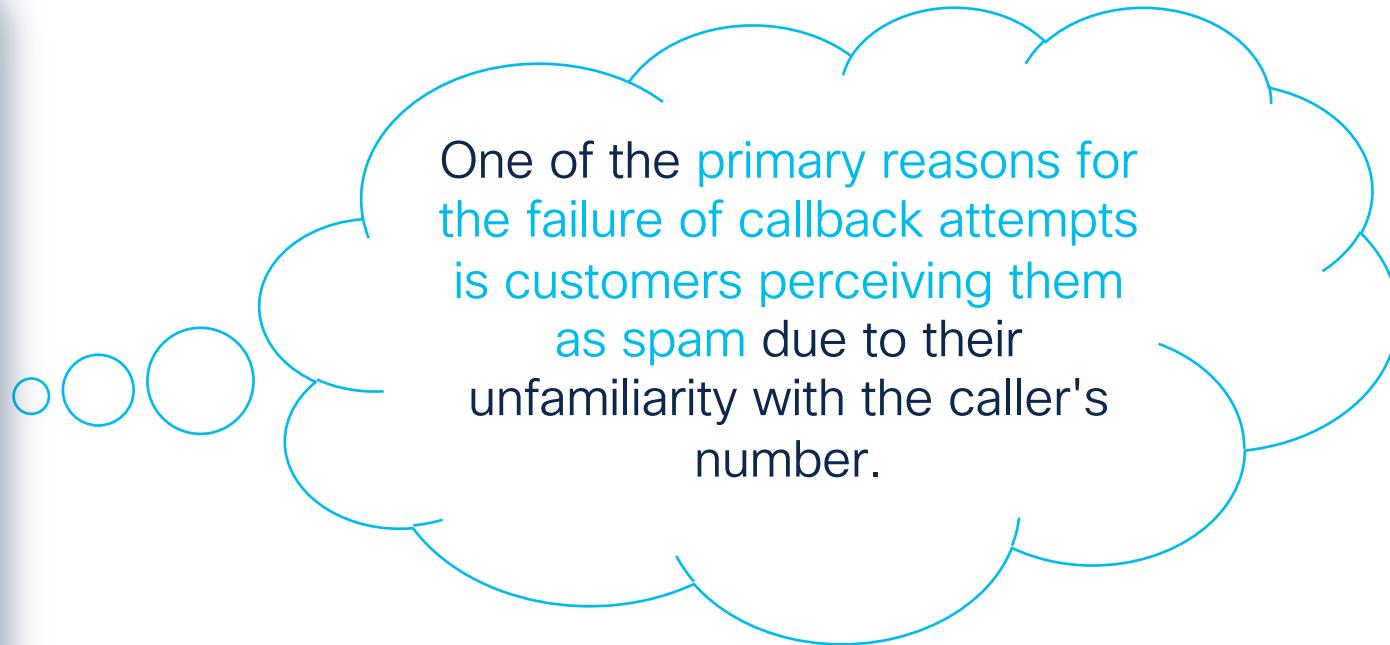
- Ensure a more reliable customer experience
- Improved Issue Resolution, reducing abandoned calls.

- ❖ Designed in the Event Flow on triggering the Event “CallbackFailed”
- ❖ Allow you to retry to the customer as specific interval (Max 10 retries across 14 days using Wait)
- ❖ Callback Retry attempt Data, failure reason insight available
- ❖ Minimum delay interval between retry is 10 seconds, and Max is 72 hours.



When Callbacks Go Unanswered: The Spam Risk Dilemma

+1 (469) 255-0400
Spam Risk
+1 (469) 464-7329
Spam Risk
+1 (469) 636-0530
Spam Risk
+1 (469) 492-0033
Spam Risk
+1 (469) 845-7897
LAWRENCE KAMETR
+1 (806) 391-7043
Spam Risk
+1 (469) 647-4573
Telemarketer
+1 (469) 626-3536
Spam Risk
+1 (469) 500-5398
Spam Risk



Configurable ANI for Callback

Outcome

- Ensure Brand Consistency
- Reduce the possibility of Call rejection with recognizable Caller ID

- ❖ Allow you to customise the ANI during a Courtesy call-back (CCB)
- ❖ Choosing a Callback ANI in the activity is OPTIONAL
- ❖ DN mapped with an Entry point in the Org are only supported to be used as ANI
- ❖ If using Variable ANI, it must be string data type and a valid DN with an EP-DN mapping for that org

The screenshot shows the 'Callback_jzt' activity settings page. It includes fields for 'Callback Dial Number' (set to 'NewPhoneContact.ani'), 'Callback Queue' (set to 'Static Queue' with value 'KT_SBR_BA'), 'Callback ANI' (set to 'Static ANI' with value '+1-2064240000'), and an 'Activity Output Variables' section containing 'Callback_jzt.FailureCode' and 'Callback_jzt.FailureDescription'.

Customer queue management

Can I leave a
message, while
waiting in Queue?

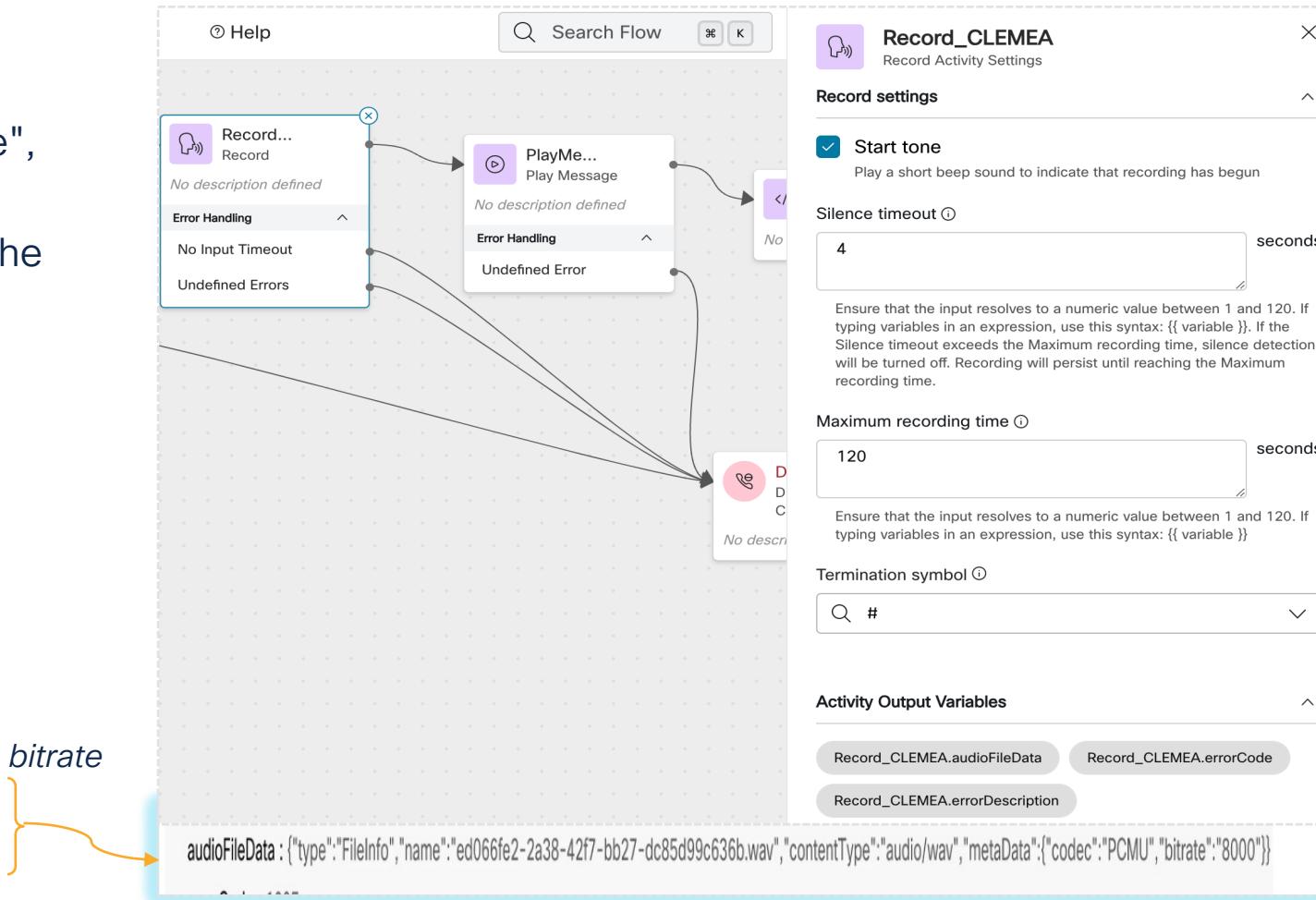


This Photo by Unknown Author is licensed under CC BY

Record Utterance (IVR)

NEW!

- ❖ Allows for recording caller audio and using these recordings within the same call.
 - Audio can be played back using "Play Message", "Menu", and "Collect Digits" activities
 - Audio can be sent to an external server using the HTTP Request activity (POST).
- ❖ The recording will be deleted once the call ends
- ❖ Configurable Max Recording Time up to 120 Sec
- ❖ Output Variables:
 - **audioFileData** (JSON Variable type: *Filename, codec , bitrate etc.*)
 - **errorCode** and **errorDescription**



Record Utterance (IVR)

REFERENCE

Enhanced HTTP Request

- ❖ Enhanced HTTP Node support Content Type “File”
- ❖ Allow you to **POST** the recorded file to external service
- ❖ **2 MB Max file size**
- ❖ CONTENT – Output Variable (**audioFileDialog**) out of list all JSON Variables
- ❖ File Name : Support variable

Ex: {{NewPhoneContact.interactionId}}

HTTPRequest_RecordingPOST

HTTP Request Activity Settings

Content Type: File

Request Body:

CONTENT: Record_feedback.

FILE NAME: {{NewPhoneContact.interactionId}}

Response Timeout: 2000 milliseconds

Number of retries: 1

Name	Reason suggested	Owner
+134775	Stephanie Schimmel You modified • 5:15 PM	me



Record Utterance (IVR)

REFERENCE

- Output Variables : errorCode and errorMessage

errorCode	Error Description	Reason
1001	INVALID_SILENCE_TIMEOUT	Configured Silence timeout is out of the valid range 1 and 120secs
1002	INVALID_MAXIMUM_RECORDING_DURATION	Configured Maximum record time is out of the valid range 1 and 120secs
1003	INVALID_TERMINATION_SYMBOL	Configured Termination symbol is not one of the allowed ones *, #
1004	RECORD_API_FAILURE	Error occurred in the API to start the recording
1005	FEATURE_DISABLED_FOR_ORG	Feature is not enabled for the Tenant/Org
1006		No input audio detected to record. The recorded audio file may contain only the silence.
1007		Error occurred in the media services while recording
1008	JSON_PARSING_ERROR	Failed to parse the input event from the Record activity
1009	DECODING_ERROR	Failed to decode the input event from the Record activity
1010	START_NEW_IVR_SESSION_FAILED	Failed to start a new IVR Session for the Recording
1011	INVALID_SELFSERVICE_URL	Invalid Self-Service URL is received for the IVR Session

The Personal Touch: Where is my Account Rep?



Would be great if I can talk to Amanda instead of dealing with someone New!



Preferred Agent Routing

Outcome

- Enables Personalized and Improved Customer experience
- Faster Issue Resolution
- Agent Empowerment

- ❖ Allow you to route to Preferred agent dynamically by AgentId or Agent's Email
- ❖ Allow you to set the contact Priority
- ❖ Supports Reporting and Recovery Queue
- ❖ Recovery Queue Support Longest Available agent Routing

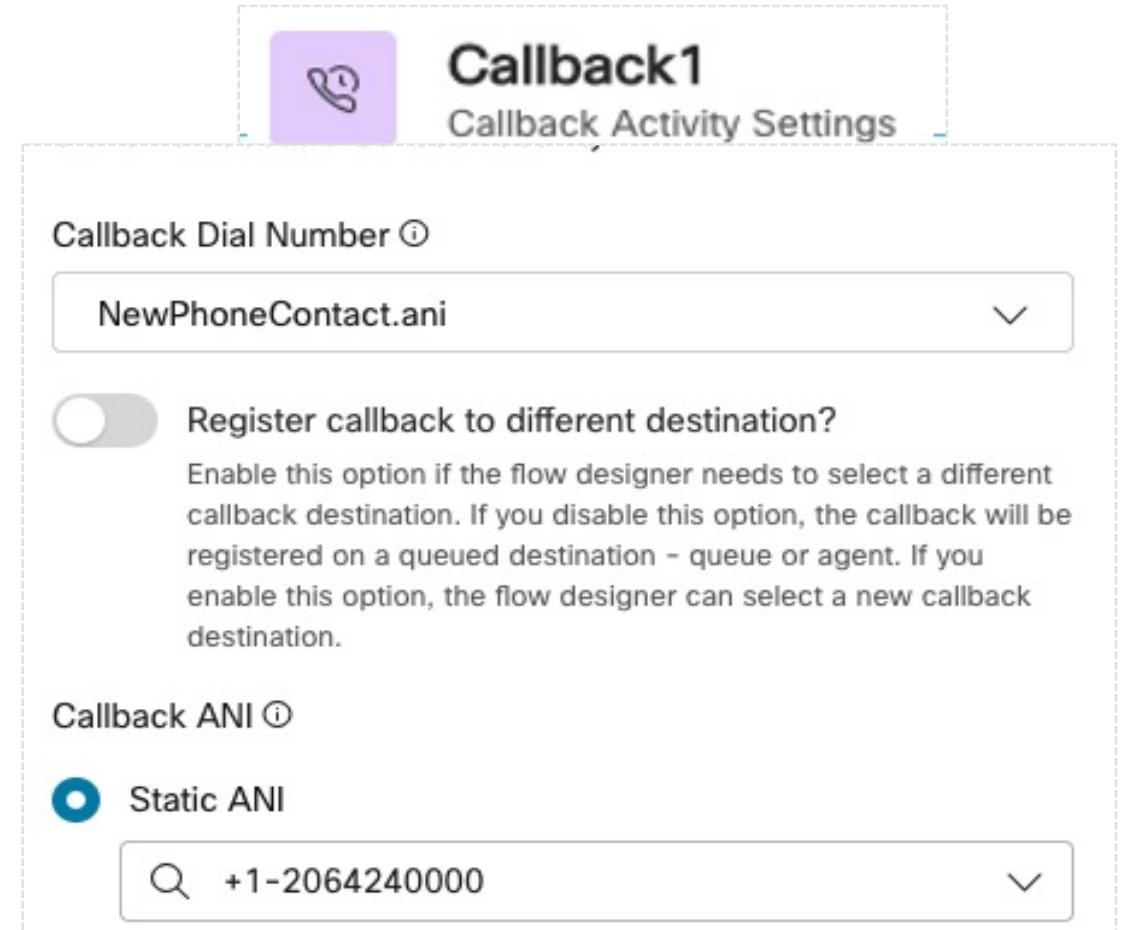
The screenshot shows a contact flow editor interface. On the left, a contact flow diagram is displayed with a node labeled "QueueToAgent" and "Queue To Agent". This node has an incoming arrow from the left and an outgoing arrow pointing to the right. Below the node, there is a section titled "Error Handling" with a dropdown menu showing "Error". On the right side of the screen, a detailed configuration pane for the "QueueToAgent1" activity is open. The pane is titled "QueueToAgent1 Queue To Agent Activity Settings". It includes sections for "General Settings" (Activity Label: "QueueToAgent1", Activity Description: "Enter a Description"), "Contact Handling" (Agent Variable: "Global_VoiceName" - a dropdown menu), "Agent Lookup Type" (Email - a dropdown menu), "Set Contact Priority" (Reporting Queue: "QueueToAgent" - a dropdown menu), "Park Contact if Agent Unavailable" (a toggle switch that is turned on), and "Recovery Queue" (RecoveryQueue - a dropdown menu). A callout bubble on the left points to the "QueueToAgent" node with the text "Park in Queue-to-agent option". Another callout bubble on the right points to the "RecoveryQueue" dropdown with the text "IF RONA happens".

Preferred Agent Callback

Outcome

- Improved customer experience and Personalization
- Providing flexibility and customization in managing the callback requests

- ❖ Allow to request a callback from with the preferred Agent or alternatively any other agent in Queue
- ❖ “**Register Callback to different destination**”
- ❖ Callback Retry applicable and can be used



Customer Delight - A Successful Call with Amanda



I know I am in
good hands!

Hey Rob, How are you
doing. I have all the details
here for your recent service
order, let me check...



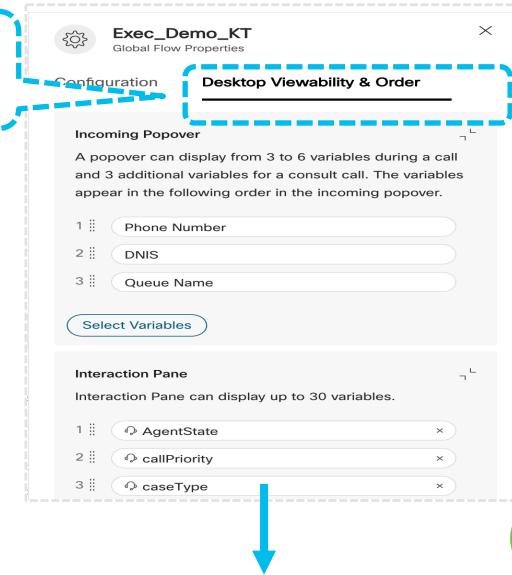
Data Display on the Agent Desktop

Outcome

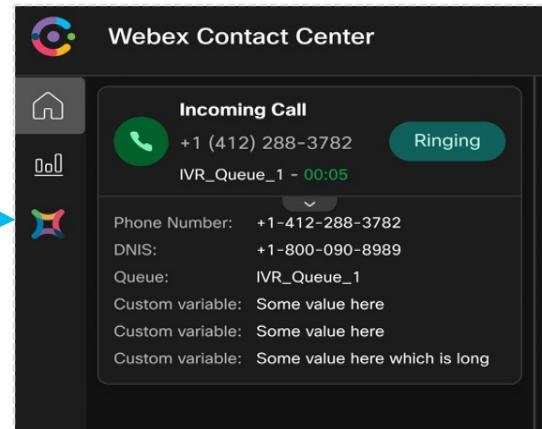
- Agents presented with valuable & call-relevant data in the popover and interaction details
- Improved Customer experience and Agent productivity.

Desktop Viewability & Order

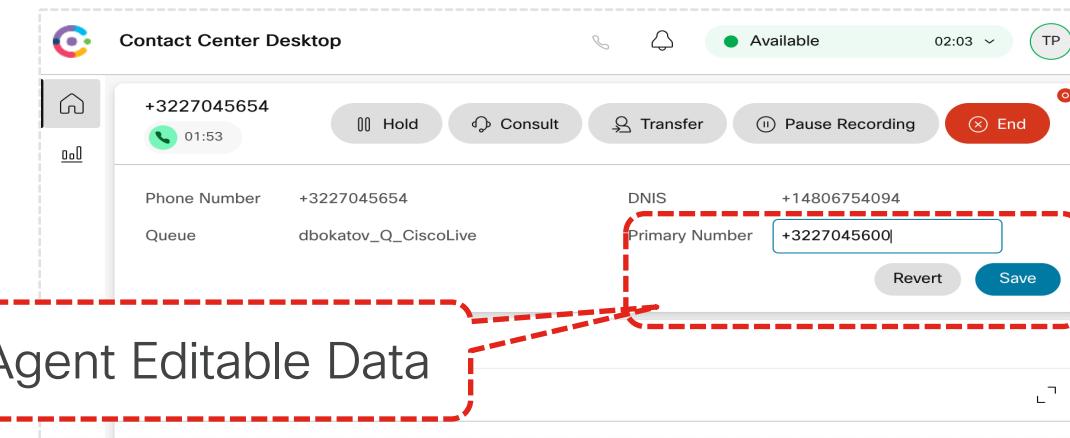
- Customized Pop-Over pane and Interaction pane
- Pop-over upto 6 and Interaction Pane up to 30 variables
- Allow ability to re-order the Variables for Agent view
- Set Data Agent Editable

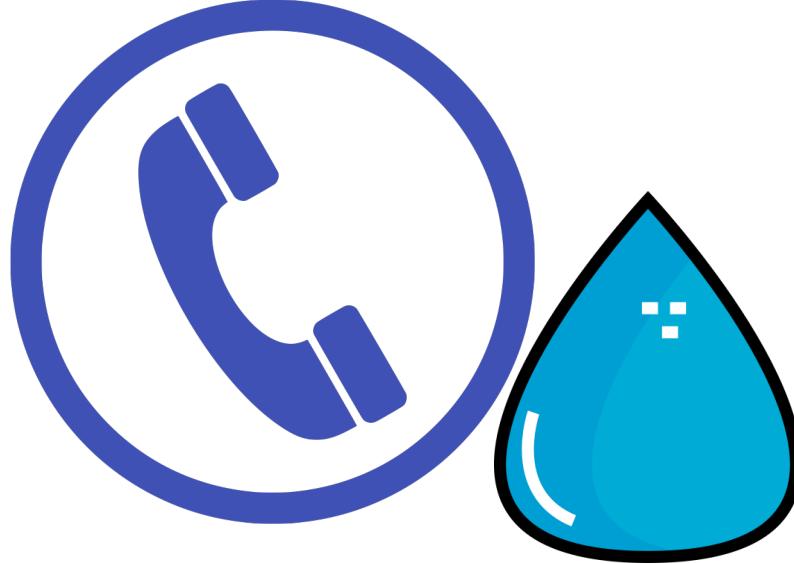


1 Call Ringing



2 Call Answered





Imagine Call drop in the middle of conversation 😞

Call Drop Summary

Soon available for Beta

<https://gobeta.webex.com/> ask-ccai@cisco.com



ACME Airlines

+18185716975
Demo_Queue_Sameer 00:09

+18185716975 00:09 Keypad Mute Hold Consult

Phone Number +18185716975 Queue

Customer Name James Tiberius K Address 2250 E President George Bush Hwy, Richards

Age 23 US Citizen

Customer Language en-US Boarding Pass Pending

Revert Save

All Customer Journey IVR Transcript Contact History Screen Pop Call Drop Summary

Call Drop Summary

Last Call Date Time: 25/01/2024 21:53

- The final issue discussed in the call was requesting a full refund for a flight cancellation due to a medical emergency.
- Call dropped when the agent suggested providing medical documents for a full refund.

Is this summary helpful?

+18185716975 FAQ | 00:33 09:39 PM

+18185716975 Sales | 01:25 09:36 PM

+19846000831 TEST | 06:07 02:19 PM

Following Up with Rob - A Customer Care Chronicle

After a Week **Outdial Call to Rob...**



Let me check back with Rob to see if he is all good with the the service!

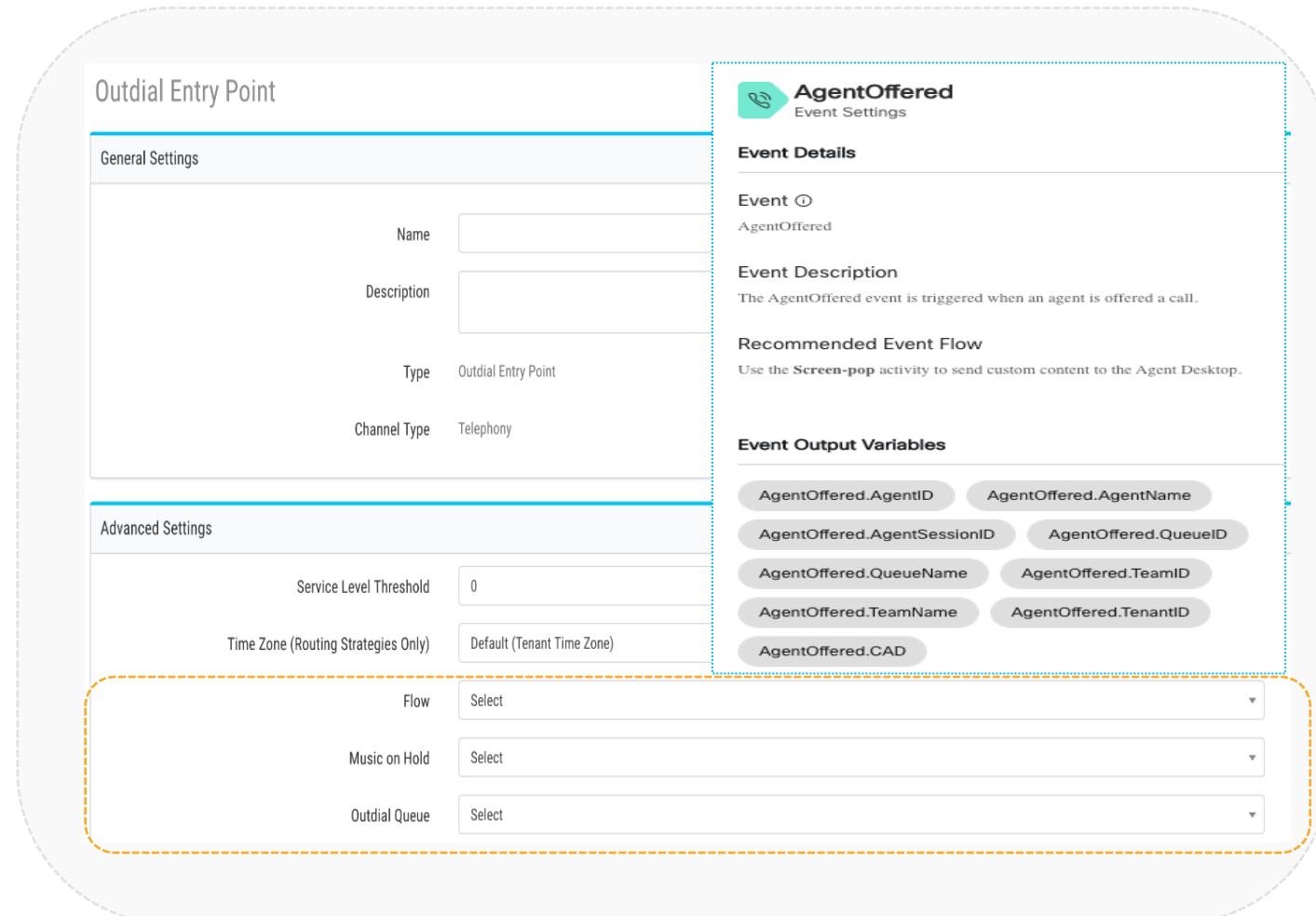
It would have been great to have all account details on the screen...

Workflows in Outdial Entry Point

Outcome

- Allow customise Agent experience for Outbound calls
- Simplify administrator configuration

- ❖ Offer Agents Contextual customer information during Outbound calls.
- ❖ The [AgentOffered](#) event is triggered when an agent is offered a call.
- ❖ Customized Outbound experience. Customising ANI, Screen Pop-up, Global CAD support for outbound workflow etc.
 - HTTP Request
 - Condition
 - Business Hours
 - Set Variable
 - Parse
 - Screen Popup
- ❖ Configure Outbound flow, queue and Music On Hold(MoH) at Out dial Entry Point

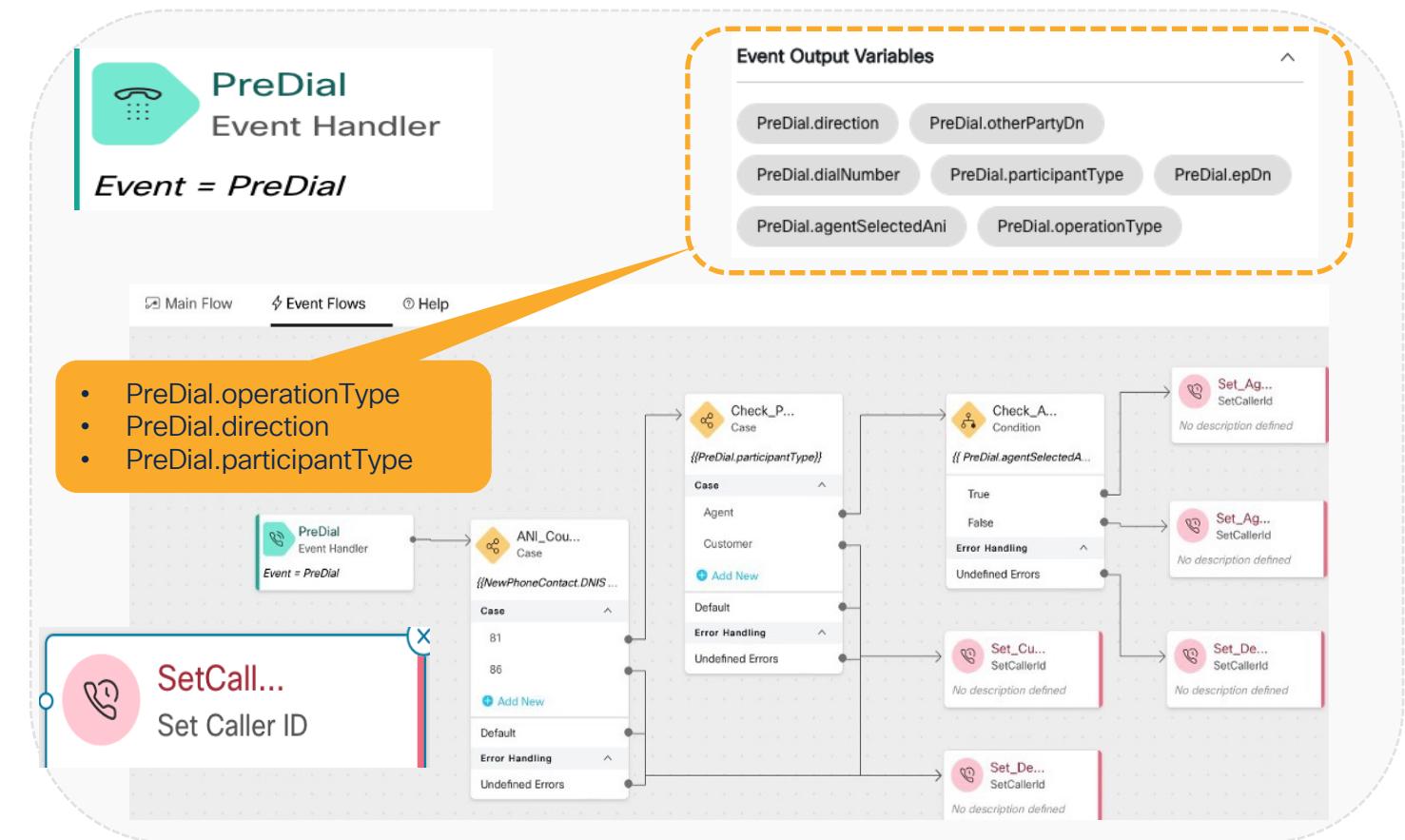
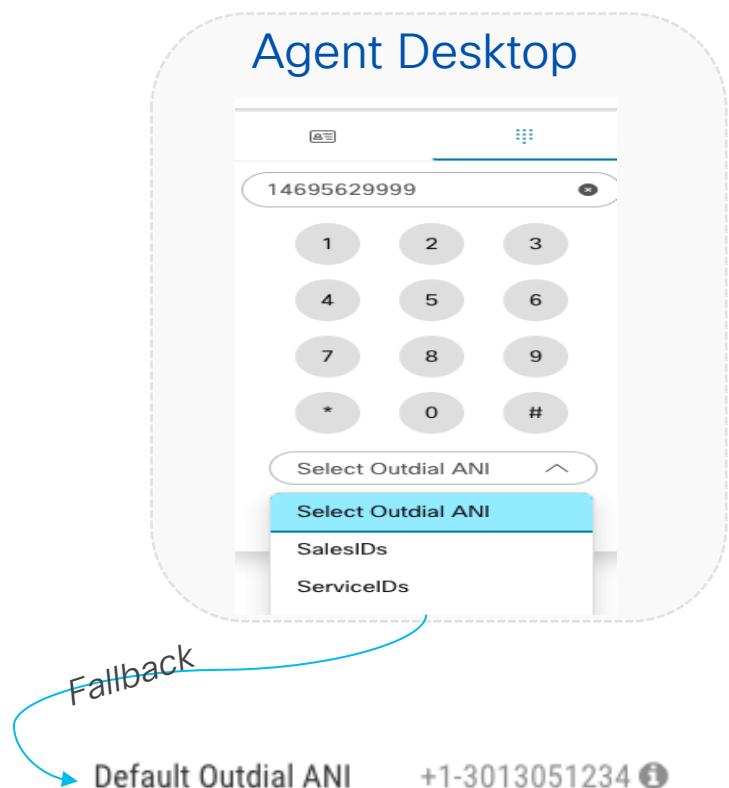


Ability to customize ANI for Different Call Scenarios

Outcome

- Ensure Brand Consistency and Reduce the possibility of Call rejection
- Improve Agent Productivity

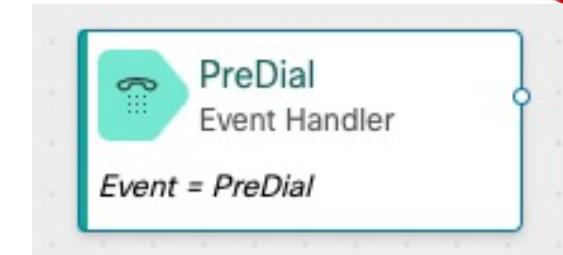
- ❖ Enable ANI customization for Outdial, Callback, Transfer, Consult scenarios
- ❖ Customize uniquely for Caller and Agent Leg
- ❖ **PreDial Event**, used to set the caller ID using **SetCallerID** activity.



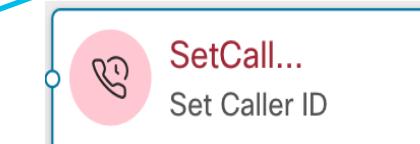
Ability to customize ANI for Different Call Scenarios

REFERENCE

OutputVariable	Description
PreDial.direction	Specifies whether the contact direction is inbound or outbound.
PreDial.participantType	Indicates whether the call is being sent to a caller , an agent , or a DN.
PreDial.dialNumber	Represents the DN associated with the participant for whom this PreDial is triggered.
PreDial.otherPartyDn	Represents the DN associated with the other party - caller or agent.
PreDial.epDn	Represents the DN associated with the Entry Point.
PreDial.agentSelectedAni	Denotes the ANI selected by the agent, if any.
PreDial.operationType	Specifies the type of operation, such as:



- INBOUND
- OUTDIAL
- COURTESY_CALLBACK
- SCHEDULED_CALLBACK
- PREVIEW_CAMPAIGN
- WEB_CALLBACK
- EXECUTE_FLOW
- TRANSFER_TO_DN
- TRANSFER_TO_AGENT
- CONSULT_TO_DN
- CONSULT_TO_AGENT
- CONSULT_TO_QUEUE
- CONSULT_TO_EP_DN



Business Problem and Outcomes



What if Amanda try to transfer or call to back-office team

?



Support internal extensions as customized ANI

Enable front-office agents to call back-office staff.

- ❖ Display Agent Directory Number (DN) as customized ANI.
- ❖ Supported for the physical device not agent desktop
- ❖ Include DN/extension in contact list for dialling.
- ❖ Configure Predial flow with agent's registered DN as caller ID

PreDial.otherPartyDn

ANI Precedence

1. Predial configuration (Flow)
2. Agent selected ANI (Agent Desktop)
3. Tenant default outdial ANI (control hub)

The screenshot shows the 'Voice' settings in the webex Control Hub. The left sidebar lists various settings like Multimedia profiles, Outdial ANI, Desktop layouts, Dial plans, Address books, Desktop profiles, and Idle/wrap-up codes. Under 'TENANT SETTINGS', the 'Voice' tab is selected, showing options for Call Settings (Short call threshold: 0 seconds, Sudden disconnect threshold: 30 seconds), Default Outdial ANI (+14694097617), and Record all calls (which is turned on). Below that, Concurrent voice call details are shown with Entitlements (300 Licences), Surge percentage (30 Per cent), and Maximum threshold (390 Concurrent calls).



REFERENCE

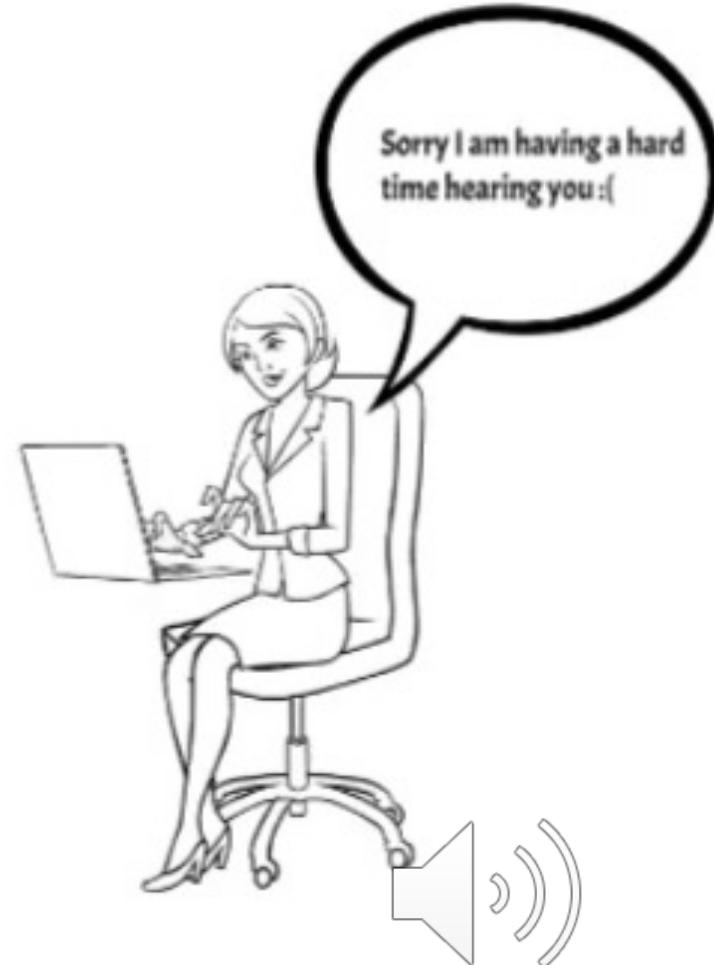
Support internal extensions as customized ANI

Operation	Scenario	Configuration
Outbound	Agent A1 outdial calls to an internal extension	participant type : Customer set variable caller ID as Predial.otherPartyDn
consult	Agent A1 consults to an internal extension in an inbound / outbound call	participant type : DN operation type : CONSULT_TO_DN set variable caller ID as Predial.otherPartyDn
	Agent A1 consults to a queue , goes to another agent A2 in an inbound / outbound call	participant type : Agent operation type : CONSULT_TO_QUEUE set variable caller ID as Predial.otherPartyDn
	Agent A1 consults to another agent A2 in an inbound / outbound call	participant type : Agent operation type : CONSULT_TO_AGENT set variable caller ID as Predial.otherPartyDn
	Agent A1 blind transfers to an internal extension in an inbound / outbound call	participant type : DN operation type : TRANSFER_TO_DN set variable caller ID as Predial.otherPartyDn
Blind Transfer	Agent A1 blind transfers to another agent A2 in an inbound / outbound call	participant type : Agent operation type : TRANSFER_TO_AGENT set variable caller ID as Predial.otherPartyDn
Callback	Courtesy/Web Callback registered by an internal extension	participant type : Customer operation type : COURTESY_CALLBACK / WEB_CALLBACK set variable caller ID as Predial.otherPartyDn

Noise vs. Clarity - Bridging the Communication Gap



Before



After

Background Noise Removal



Outcome

- Remove frustration and misunderstanding in conversation due to excessive background noise, eventually leading to improved customer experiences

- ❖ Eliminating [Customer Background Noise](#) in Webex Contact Center
- ❖ Breakthrough AI noise removal technology
- ❖ Enhanced agent productivity
- ❖ Improved customer satisfaction



Coming soon: Soon will be available for Standard agents as well

A Happy Customer - Feedback After a Positive Experience

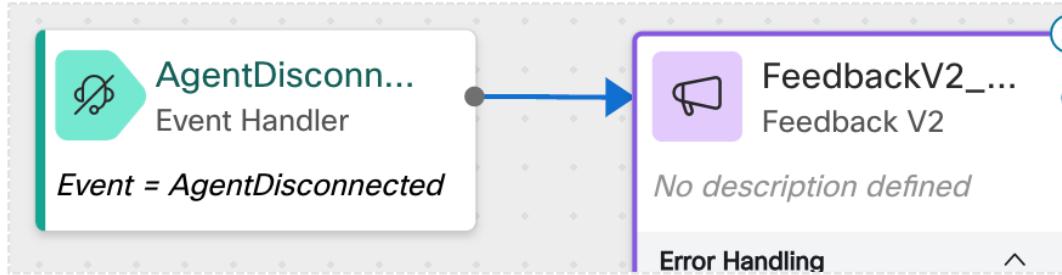


Happy to help and please as always!
Please take few seconds to provide your feedback...



Voice of Customer Post-Call surveys

- ❖ New and integrated Experience Management for post-call surveys
- ❖ Easy to configure and manage surveys in multiple languages using the [Survey Builder in Control Hub](#)
- ❖ IVR surveys collect feedback with audio-based questions, supporting metrics like NPS, CSAT, and CES
- ❖ [Downloaded survey from the Control Hub](#) for analysis
- ❖ The [Feedback V2](#) activity in the Flow Designer triggers the IVR post-call survey
- ❖ Flow control includes opt-in/opt-out functionality for voice surveys using `Global_FeedbackSurveyOptin` variable



Surveys

Name	Type	Responses	Status
Test PCS 4 (DND)		17	Incomplete
Test PCS 5 (DND)		5	Incomplete
PCS_CH_2	IVR	1	Complete
TEST_PCS	IVR		Complete
Test_PCS_Demo	IVR		Complete

FeedbackV2

General Settings

Activity Label: FeedbackV2

Activity Description: Enter a Description

Survey

Select a questionnaire for survey from the ones configured in Webex Experience Management.

Survey Method: Voice Based

Survey name: TEST_SURVEY

Languages to support: 1 item selected

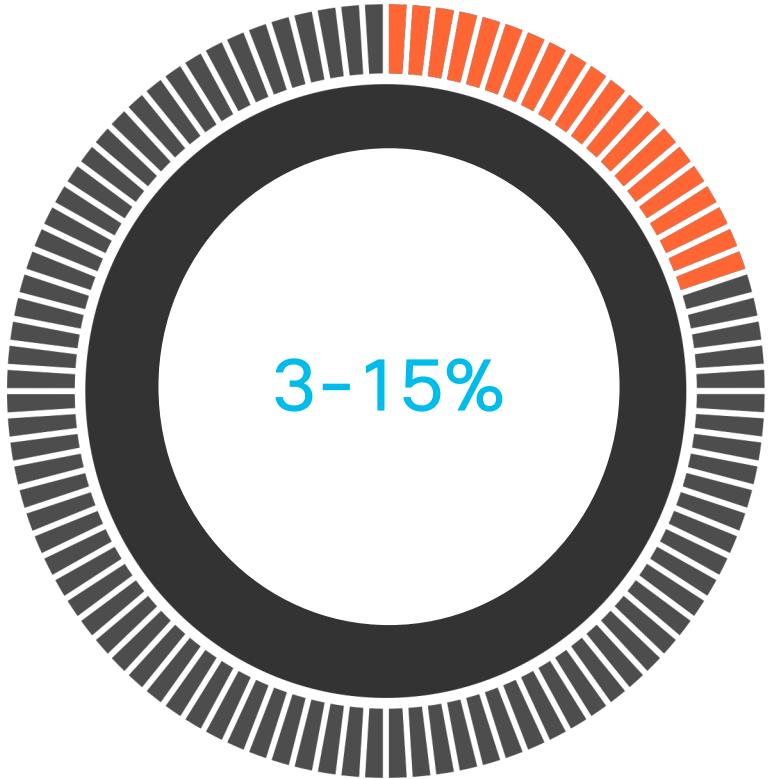
Language Settings

The language in which the customer experiences the survey. Language will fallback to English in case the language is not supported in Webex Experience Management.

Override Language Settings

Enable this feature to configure custom language and voice settings for Webex Experience Management. If not enabled, the Global_Language variable is referenced to define the default WxM settings.

Engagement Gap - Low CSAT Survey Response Rates



Response rates for traditional
CSAT surveys are low

Immediate Customer Follow-up

Enables swift action and follow-up with unsatisfied customers, preventing potential customer churn

Enhanced Decision Making

Enhanced Decision Making and assists in evaluating agent performance more accurately and Training needs

Auto CSAT



Maximize Customer satisfaction & Agent performance.

Predictive CSAT Scoring

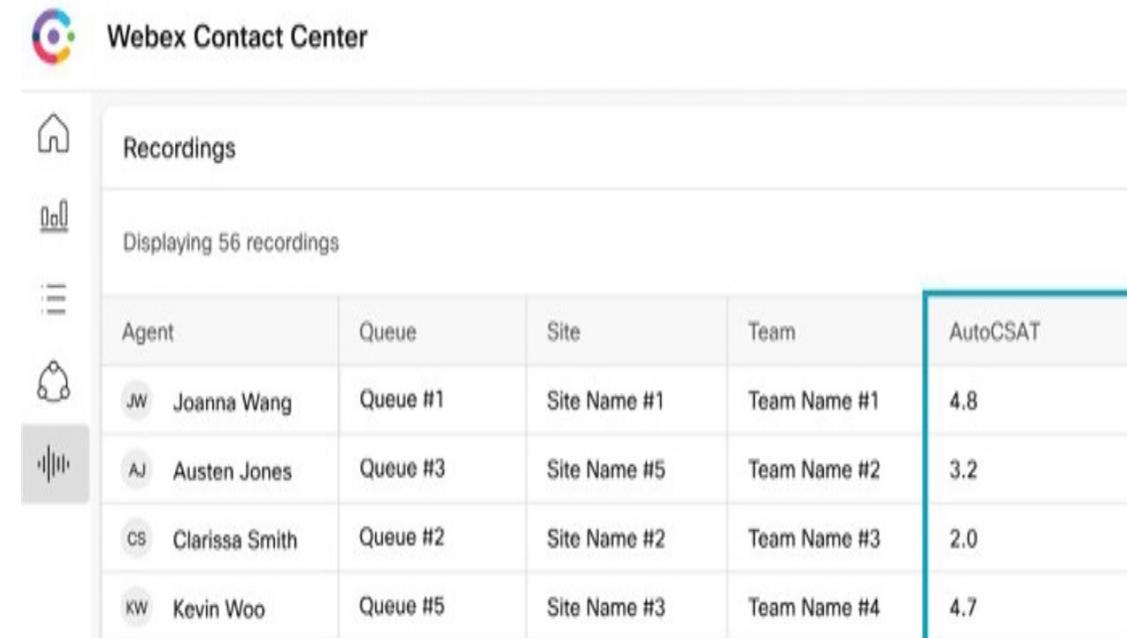
Audit and Training
Indicator

Immediate Customer
Follow-up

Enhanced Decision
Making

- ❖ CSAT score will be assigned automatically [using sample Survey data and operational metrics](#)
- ❖ Training Dataset CSAT scores from Experience Management IVR
Survey will be used as training datasets
- ❖ CSAT data assigned to Contact session (CSR) and available in Analyzer and via GraphQL SEARCH API

Trials Completed, soon available for Beta
<https://gobeta.webex.com/> ask-ccai@cisco.com



The screenshot shows the Webex Contact Center interface. On the left, there's a sidebar with icons for Home, Recordings, Queue, Site, and Team. The main area is titled "Recordings" and displays a table with 56 recordings. The table has columns for Agent, Queue, Site, Team, and AutoCSAT. The last column is highlighted with a teal border. The data in the table is as follows:

Agent	Queue	Site	Team	AutoCSAT
JW Joanna Wang	Queue #1	Site Name #1	Team Name #1	4.8
AJ Austen Jones	Queue #3	Site Name #5	Team Name #2	3.2
cs Clarissa Smith	Queue #2	Site Name #2	Team Name #3	2.0
KW Kevin Woo	Queue #5	Site Name #3	Team Name #4	4.7

Cisco Principles for Responsible Artificial Intelligence

Coming soon <https://gobeta.webex.com/>

- Topic Analytics – Recordings & Transcriptions
- Auto CSAT
- Agent Wellness
- Call Drop Summary
- Virtual Agent Transfer Summary
- Virtual Agent Voice (powered by Webex Connect Bot Builder)

Webex Contact Center Summarization Features

AI Transparency Technical Note

March 2024



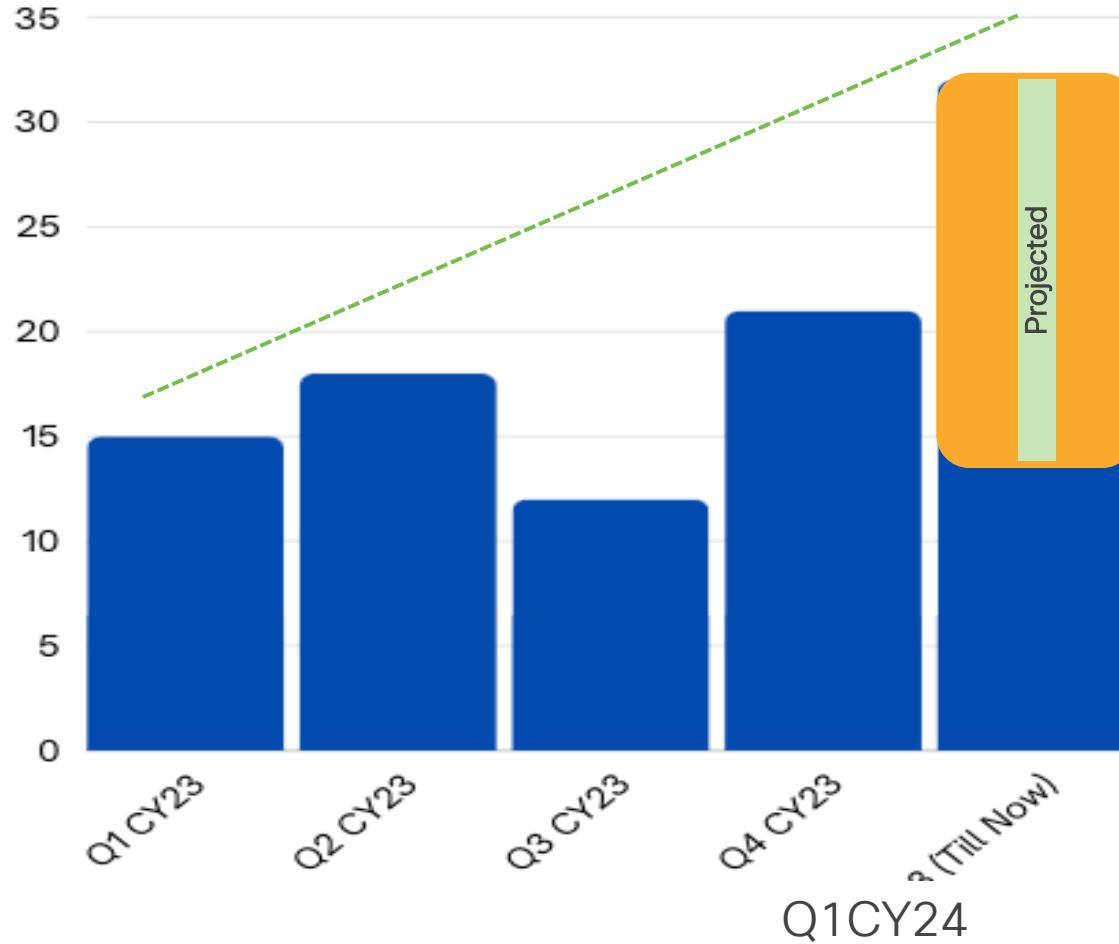
<https://trustportal.cisco.com/c/r/ctp/trust-portal.html#/19496680491489903>



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Take Aways

Webex Contact Center - Velocity and Innovation



[Webex Contact Center What's New](#)

Digital or Voice

Customer or User Experience

Proactive or Reactive

Self-Service AI

Webex Contact Center



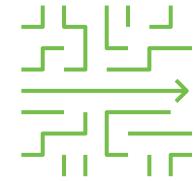
Solve real business problems

Delivering Experiences at every customer touchpoint and Business outcomes



Building for Future

Innovation and velocity



Keep it simple

Remove complexity for our Admin and Partners

With a focus on simplicity, solving real business problems, and rapid delivery of value, we can transform customer experiences and outcomes.