

# Webex Contact Center Expert

Product Overview and Connectivity Options

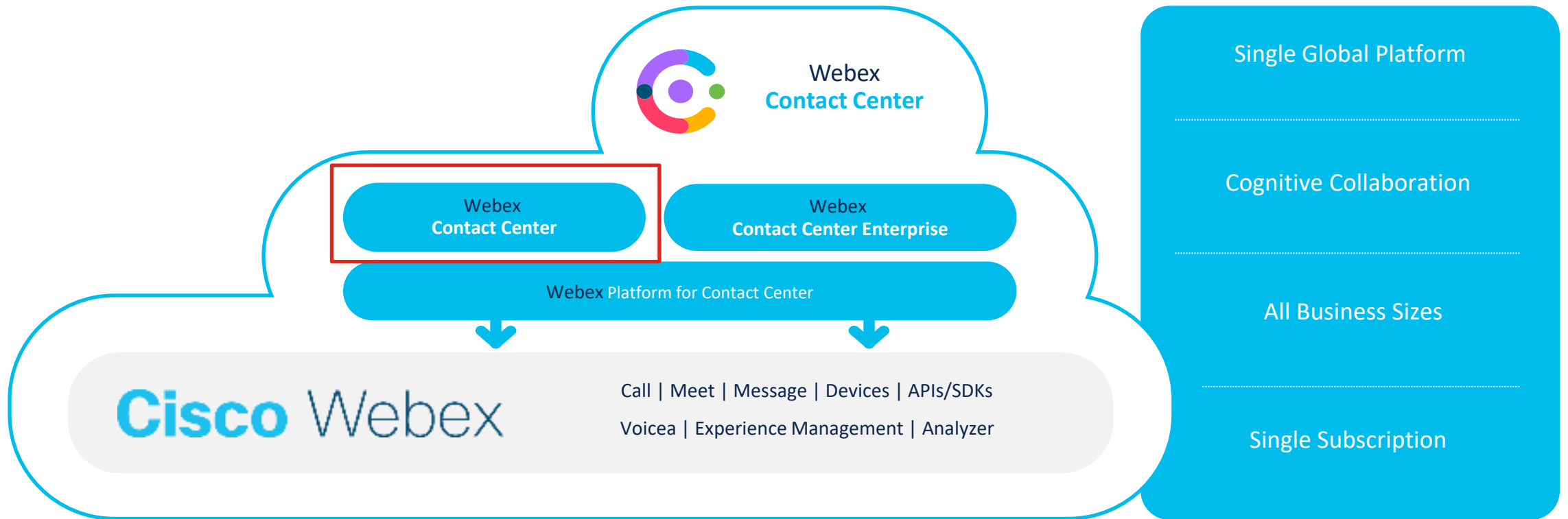
Module 2

# Module Objectives

- Understanding the Cisco Cloud Contact Center Portfolio
  - Main Features and Benefits
- Understanding the capabilities of each Webex Contact License
  - Standard
  - Premium
- Understanding the Webex CC Connectivity options

# Webex Contact Center Portfolio

  in scope of this course



# The new Webex Contact Center

## Next Generation Platform

- **Multi-Cloud**, for customer choice and flexibility
- **Open and Extensible** via APIs for customization
- **Intelligent** and insightful, leveraging the power of AI
- **Accessible** to enable autonomous operations without code
- **Secure** – backed by Cisco's decade of domain experience

# Cisco's unique customer experience innovation

Connecting to the power of the full Webex cloud portfolio



## Digital

Meet users  
where they are

- 12+ digital channels\*
- Proactive call deflection
- Channel escalation to agents
- Customer journey automation and orchestration with low—code/no-code interface



## AI

Optimize with AI

- Conversational (virtual agents)
- Agent augmentation
- Supervisor automation
- Audio intelligence



## Platform

Power of the platform

- Webex Control Hub
- 3<sup>rd</sup> party integrations
- Global market access
- Security



## Analytics & Insights

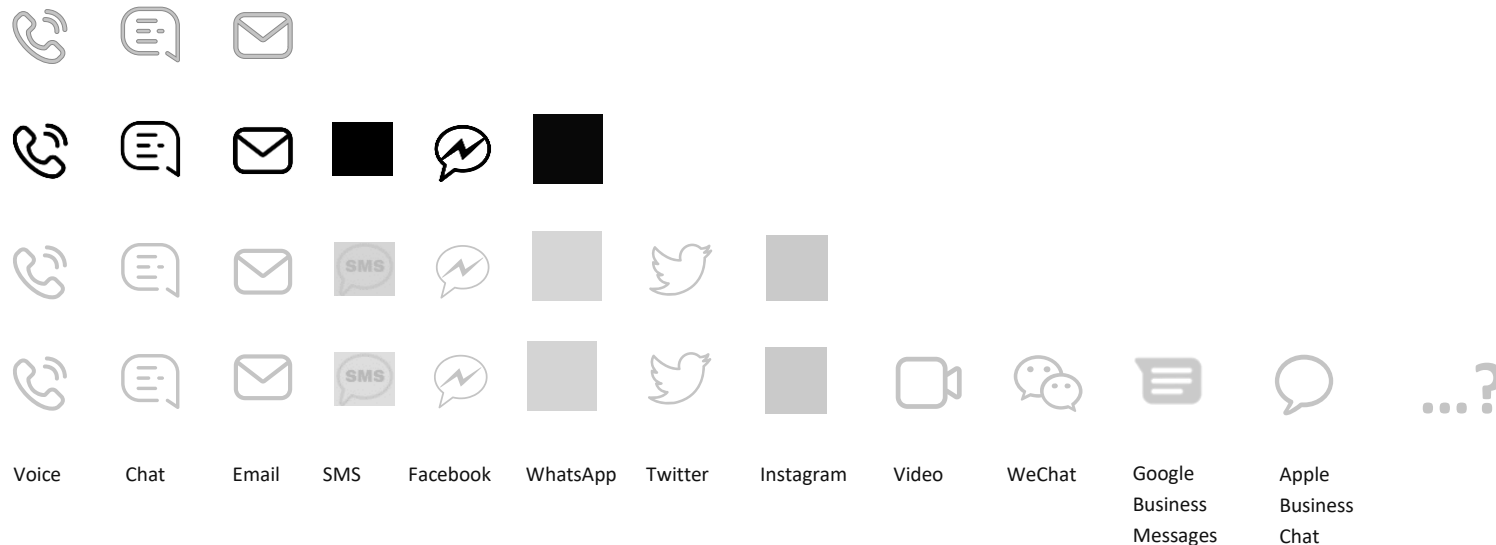
Improve business visibility

- Journey data
- Business insights
- Voice of customer insights

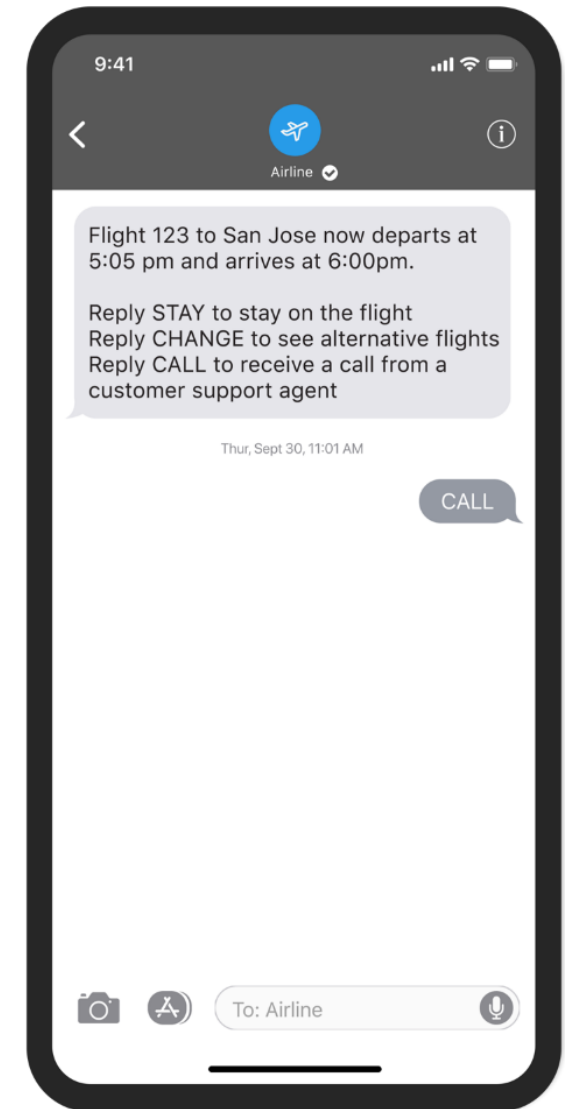


# Expanded digital channels for customer engagement with agents

Text/SMS, Facebook Messenger, WhatsApp, chat, and email now available in Webex Contact Center



The number of digital channels will only continue to increase.



# The new Webex Contact Center

## Next Generation Platform

- **Native cloud** - Webex Contact Center is designed and built as a cloud solution with a design philosophy to bring security and unlimited visibility, flexibility, and scalability to contact centers. It can reduce complexity and expense and enhance productivity to lower the Total Cost of Ownership (TCO). Cisco Collaboration Flex pricing makes it easy to buy.
- **Connect**- Voice, email, chat and social channels communications for your agents, managers, and administrators, providing a seamless customer experience. Interaction histories give the agent context about a customer, enabling better customer service.
- **Skills-based routing** - Customers and agents are matched using data about the agent with the best skills to meet that need and deliver the desired business results.
- **Agent and expert collaboration** - Cisco Webex voice and team collaboration tools provide on-demand collaboration between your agents, managers, and subject matter experts throughout the enterprise to speed first contact resolution and enhance your customer's experience.
- **Business application integrations.** Pre-built connectors for CRM and other business applications (Salesforce, Microsoft Dynamics, Zendesk, and more) create seamless workflows that improve contact center performance and first contact resolution.



# The new Webex Contact Center

## Next Generation Platform

- **Reporting and dashboards** - Data from customer interaction and agent activity records, including Interactive Voice Response (IVR) and Automatic Call Distributor (ACD), is brought together into real-time and historical reports and dashboards to optimize contact center operations.
- **Comprehensive Workforce Optimization (WFO) suite** in a unified environment (optional) - Offer contact center supervisors, agents, and staffing analysts the ability to dynamically manage agent schedules, forecast and plan staffing based on trends, and ensure adherence to schedules. Quality Management (QM) helps customers measure agent efficiency and performance using tailored evaluation forms.
- **Outbound campaigns** (optional) - An outbound campaign manager automates outbound calls for sales and marketing campaigns. Easy administration, a compliance tool, flexible and intelligent list management, and sophisticated dial management rules—including campaign chaining—put you in control.





# Webex Contact Center Core Features

# The new Webex Contact Center

## Next Generation Platform

Feature	Description
Queue Management	Webex Contact Center intelligently distributes calls across: Teams and agents in multiple sites Remote agents Calls are <b>queued in the cloud network</b> , not on-premises based equipment.
Routing Types	Skills Based Routing Agent Based Routing Longest Available agent Routing Capacity Based Team Routing
Call Distribution	Call distribution <b>configuration, management, and reporting</b> is managed through the web-based Webex Contact Center flow builder. Access rights are restricted by user login, so customer administrators or supervisors can only manage the sites for which they are responsible
Flow Builder	The Webex Contact Center flow builder provides a drag-and-drop interface that allows business users to build custom contact flows on top of system-generated events (such as agent answer, transfer, hang up) as well as external third-party variables, allowing contacts to be handled with precise workflows and routing

# The new Webex Contact Center

## Next Generation Platform

Feature	Description
Disposition Codes	<p>Administrators can create disposition codes (wrap-up codes) that can track the reason for a call's end and the reason for agent inactivity (idle codes)</p> <p>The idle reason codes can be for any non-contact-related agent activity. They allow supervisors to track agent availability in detail</p> <p>There are specific reports—called auxiliary code reports—that track idle codes and wrap-up codes</p>
Callback Options	<p>Webex Contact Center offers <b>callback from queue</b> functionality. When the queue reaches a specific predetermined point, callers can be offered the option to leave their phone number for a callback rather than waiting in queue</p>
Agent Greeting	<p>With professional services support, Webex Contact Center can be set to play a configurable, automated agent greeting to callers, standardizing the caller experience. The greeting helps keep the agent voices fresh because they do not have to repeat the same greeting in every call</p>

# The new Webex Contact Center

## Next Generation Platform

Feature	Description
Agent Desktop	Provide agents with an experience-focused, extensible agent desktop. Agent State timer and connected timer Channel Capacity Interaction History Virtual Agent – chat bot interactions Campaign Call Notifications Settings Toaster Notification Screen Pop Pause and Resume Recording Desktop Layout Reset Error Report Downloads Install as an Application Performance Statistics Admin Desktop layout and customization options

# The new Webex Contact Center

## Next Generation Platform

Feature	Description
Supervisory Features	Call monitoring Coaching Barge-in
Call Recording	Recording can be restricted at the site, team, and agent level and includes the flexibility of deciding whether all or only a percentage of total calls will be recorded The recording schedule also provides an option to allow agents to <b>pause recording</b> for a specific duration when sensitive information is to be shared
Multi- Media Channels	Email Chat Social Channels
Virtual Agent	Chat or Voice Bots

# The new Webex Contact Center

## Next Generation Platform

Feature	Description
CRM Integrations	Webex Contact Center has pre-built connectors for integration with several industry-leading CRM systems, including Salesforce, Zendesk, and MS Dynamics Additionally, the Cisco Professional Services team can help deliver integration with other CRM applications as a custom paid professional services engagement
Reporting and Dashboards	Analyzer brings data together from your Webex Contact Center Automated Call Distributor (ACD) and interactive voice response (IVR) so that you can analyze, understand, and manage your contact center and optimize for operational efficiency in new and innovative ways. Real-time Historical Scheduled
Integrations and Open API's	Webex Contact Center APIs allow third parties to develop software to leverage and extend Webex Contact Center capabilities.

# Webex Contact Center Licenses

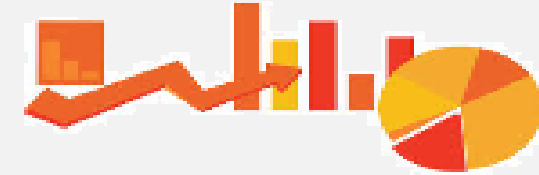
# Webex Contact Center Licenses

## Standard\*:

- Standard Agent provides essential functionality.
- Voice: Standard Agent functionality includes browser-based agent desktop, inbound and outbound voice, call recording, touch-tone IVR, web and voice callbacks, and standard CRM connectors.
- Webex Connect self service and Email and Chat agent assisted
- Agent Standard User type only.
- Preview outbound dialer\*\*

## Premium\*:

- Premium Agent includes all Standard Agent features
- Connect SMS, WhatsApp, Facebook Messenger agent assisted
- Supervisor Features, monitoring, barge-in, sign out agents, reporting and analytics
- Predictive and progressive dialer\*\*
- Administrators that require to access and take interactions in Agent Desktop





# Webex Contact Center Licenses

## Feature Comparison

Features	Standard	Premium
Inbound and outbound voice	Included	Included
Intelligent skills-based routing and queuing	Included	Included
Browser-based agent desktop	Included	Included
Touch-tone IVR	Included	Included
Voice callback <sup>1</sup>	Included	Included
Web callback <sup>1</sup>	Included	Included
Basic outbound (preview dialing) <sup>2</sup>	Included	Included
Call recording (with one month of storage)	Included	Included
CRM connectors for Salesforce, Zendesk, and MS Dynamics	Included	Included
Standard and customizable reporting	Included	Included
Multi-channel reporting and analytics	Not included	Included
Real-time and historical reports data storage	Not included	Included
Webex Connect Self-Service and Email, Chat Agent Assisted	Included	Included
Webex Connect Facebook Messenger, WhatsApp, SMS Agent Assisted	Not included	Included
Supervisor privileges (monitoring, barge-in, and coaching of all agents)	Not included	Included

Note: Workforce optimization services will be billed for all Webex Contact Center Named Agents.

<sup>1</sup> May require services

<sup>2</sup> May require campaign management software

<sup>3</sup> WFO analytics and WFO analytics with transcription cannot be ordered together

<sup>4</sup> WFO bundle cannot be mixed with a-la-carte quality management, workforce management, WFO analytics, and WFO analytics with transcription

# Webex Contact Center Licenses

## Feature Comparison

Features	Standard	Premium
Additional recording storage	Optional	Optional
Campaign management (outbound campaigns)	Optional	Optional
Workforce optimization Quality Management (QM)	Optional	Optional
Workforce management (WFM)	Optional	Optional
Workforce optimization (WFO) analytics <sup>3</sup>	Optional	Optional
Workforce optimization (WFO) analytics with transcription <sup>3</sup>	Optional	Optional
Workforce optimization (WFO) bundle <sup>4</sup>	Optional	Optional
Workforce optimization (WFO) Storage	Optional	Optional
Workforce optimization (WFO) Recording	Optional	Optional

Note: Workforce optimization services will be billed for all Webex Contact Center Named Agents.

<sup>1</sup> May require services

<sup>2</sup> May require campaign management software

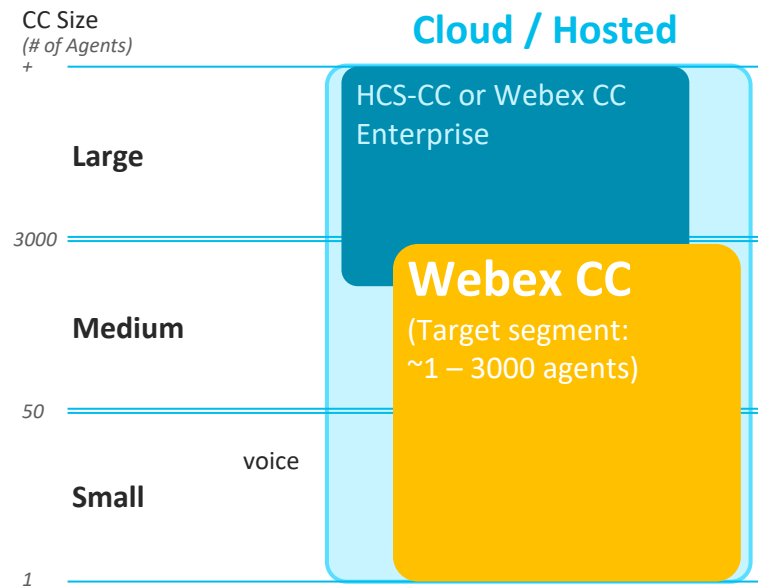
<sup>3</sup> WFO analytics and WFO analytics with transcription cannot be ordered together

<sup>4</sup> WFO bundle cannot be mixed with a-la-carte quality management, workforce management, WFO analytics, and WFO analytics with transcription

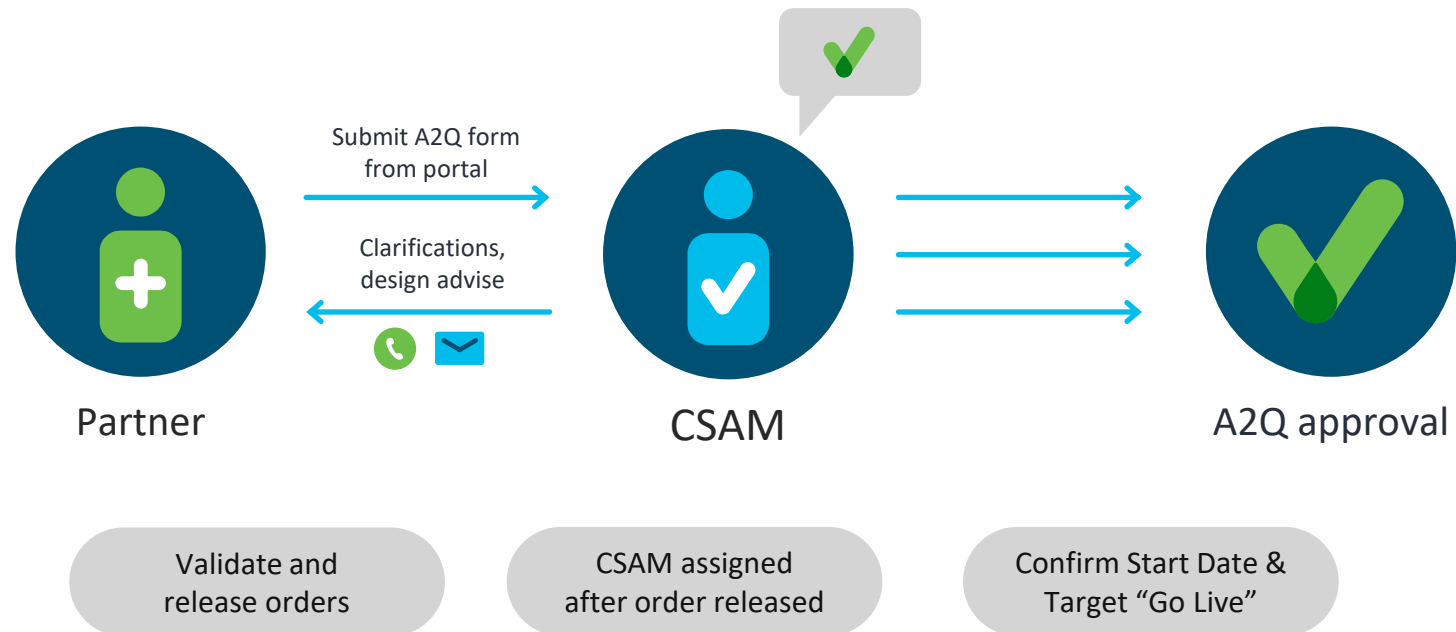
# Webex Contact Center Target Customers

Target customer:

- Solely defined by Contact Center size at this stage, for simplicity reasons
- Target range: 1-3000 agents
- Request for exceptions need to be addressed in A2Q (Assurance to Quality) process



# Assurance to Quality Process



High level validation off design proposed



Detailed design and workflow review



Confirms expectations of the product deliverables



Cisco confirmation that there will be no issues in the field



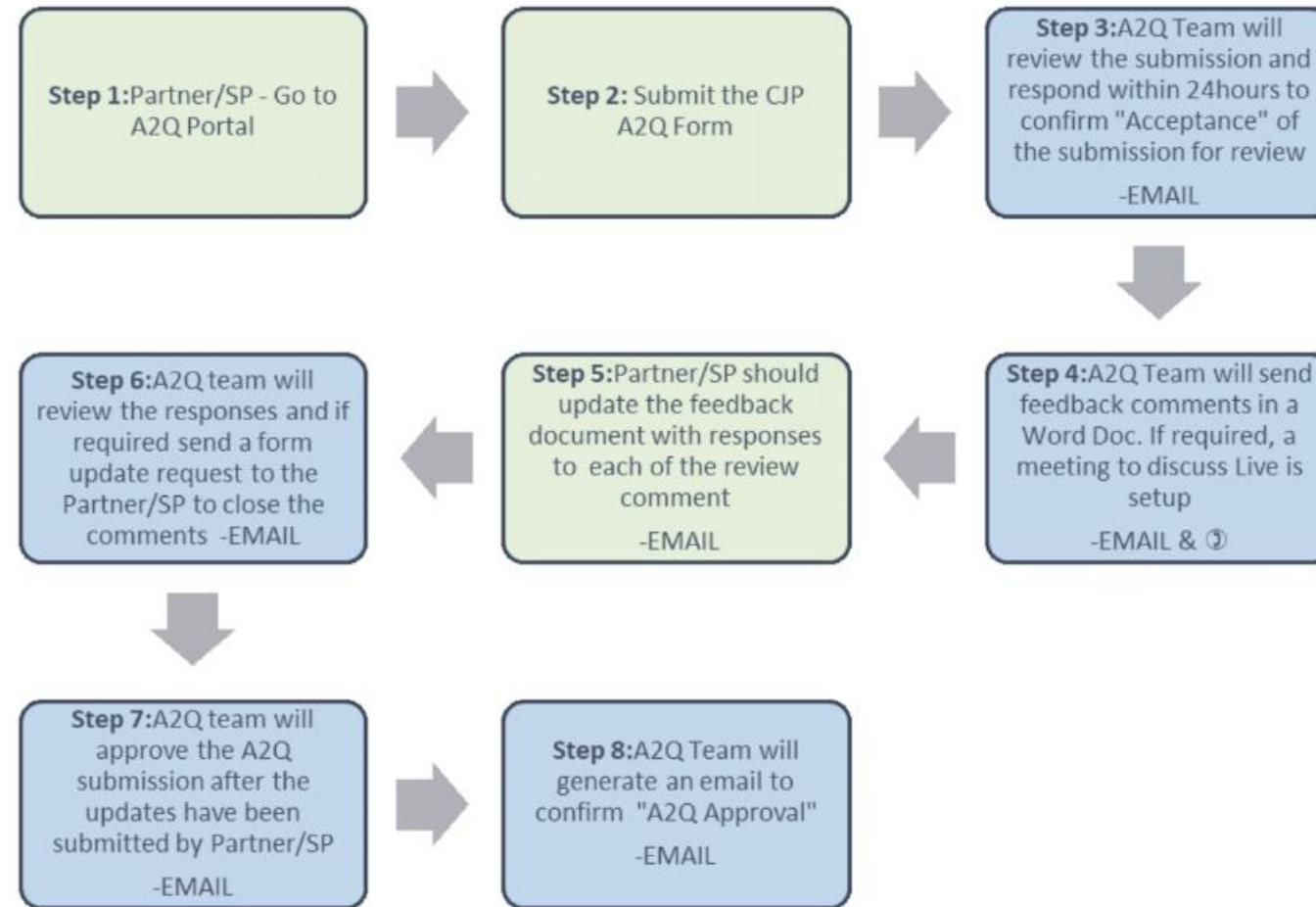
Validates any Integrations requirements and realistic Target "Go Live" dates



Detailed scripting or configuration overview

# A2Q Process

48 hrs\*



<https://community.cisco.com/t5/contact-center-documents/assurance-to-quality-a2q-process-for-cisco-webex-contact-center/ta-p/3648683>

# Review Questions

What is the License most suitable for customers who want to receive email interactions?

**Standard**

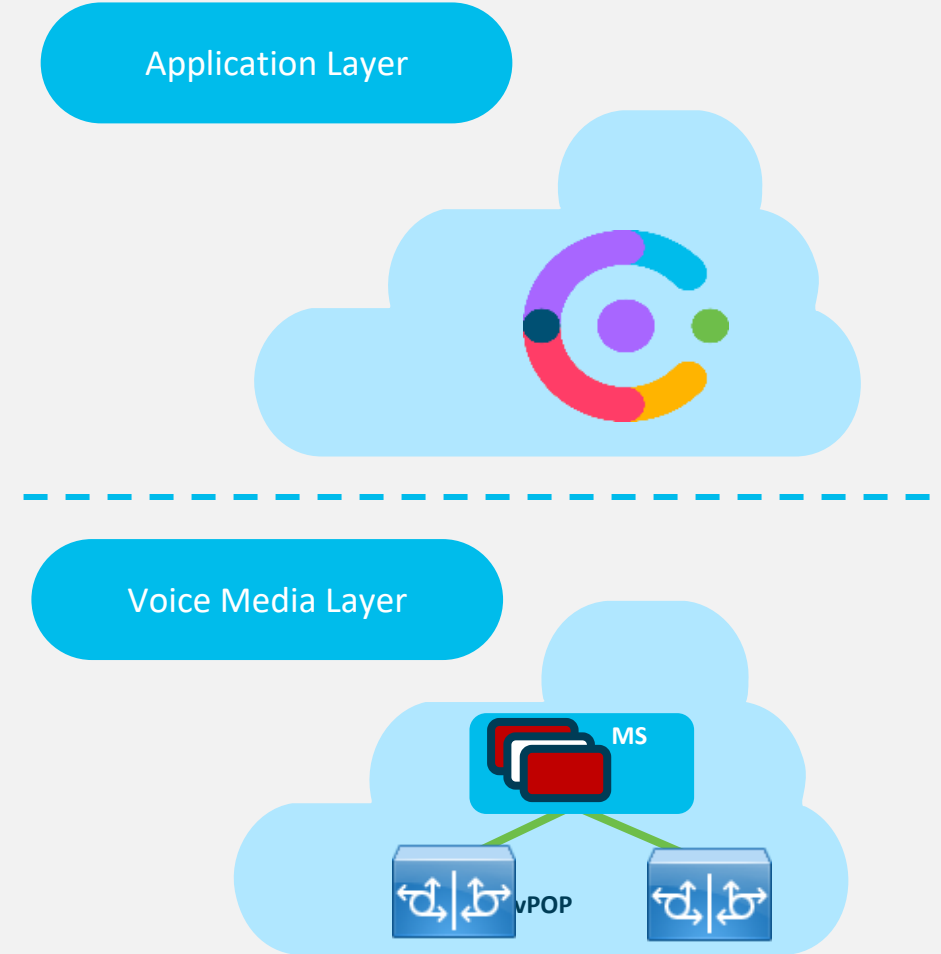
What are the main differences between Standard and Premium licenses?

**Facebook Messenger, SMS, Supervisory features and Analytics**

# Webex Contact Center High-Level Architecture

# Webex CC High-Level Architecture

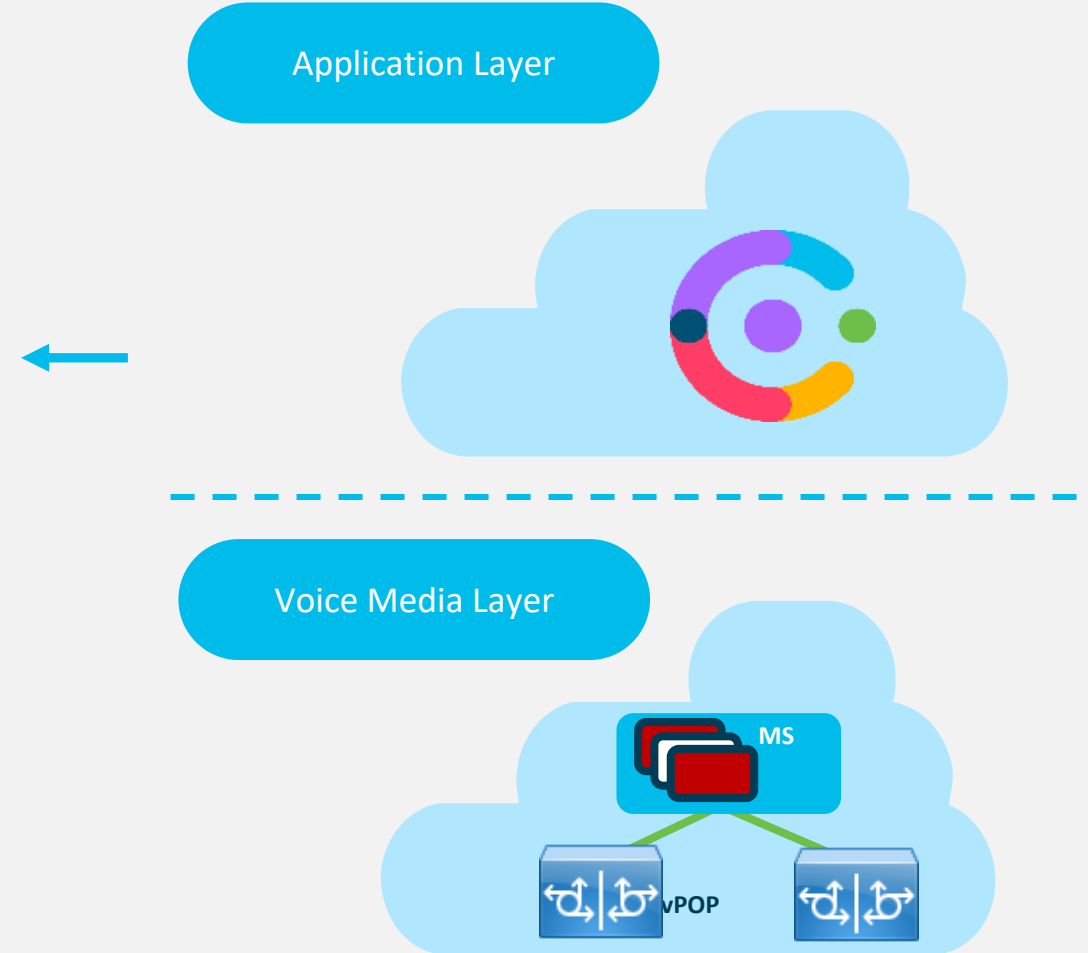
- Webex CC's architectural strength is in the separation of media from application
- Media is handled by voice POPs (vPOPs) and stays in the vPOPs, Application functionality is handled in the Cloud
- Media is kept in geographic region, application logic is centralized (Cloud)





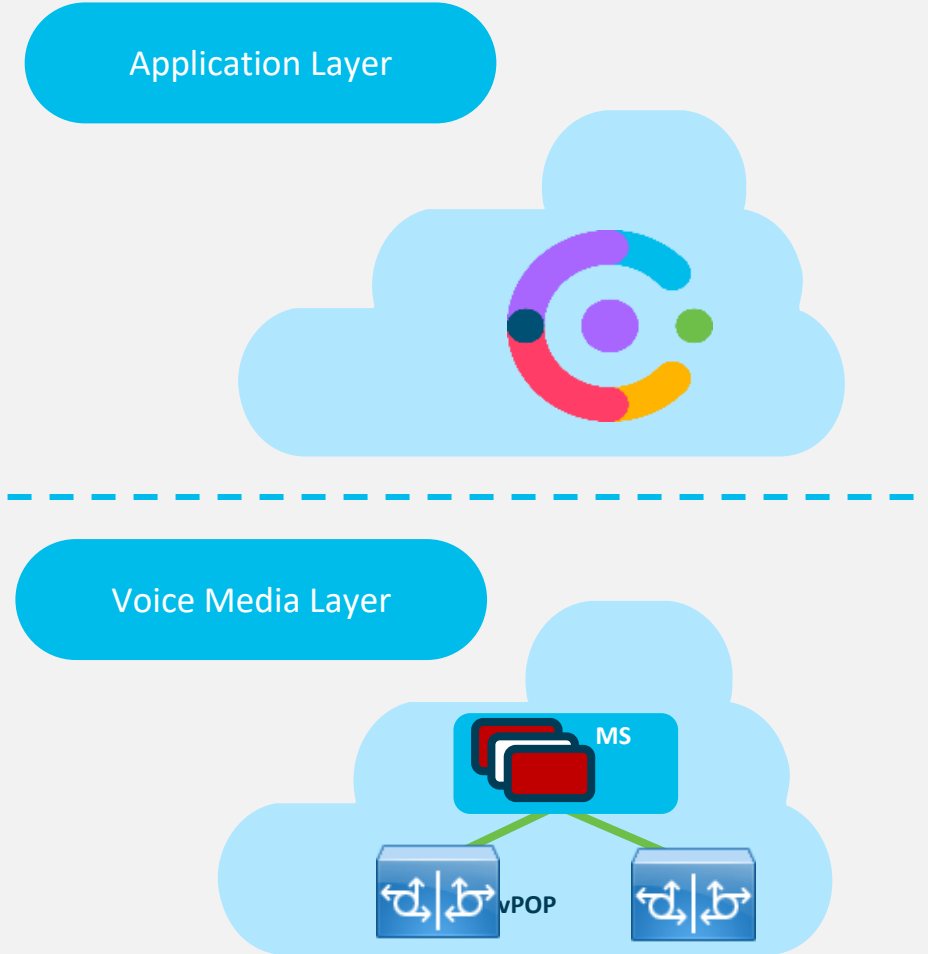
# Webex CC Application Layer

- House Voice, Multimedia and Analytics application stacks
- End users access their applications via the Internet
  - Zero footprint on customer premise
- Voice stack works with multiple voice media layer
- Voice application generates data that is fed into the Analytics stack in real-time



# Webex CC Media Layer

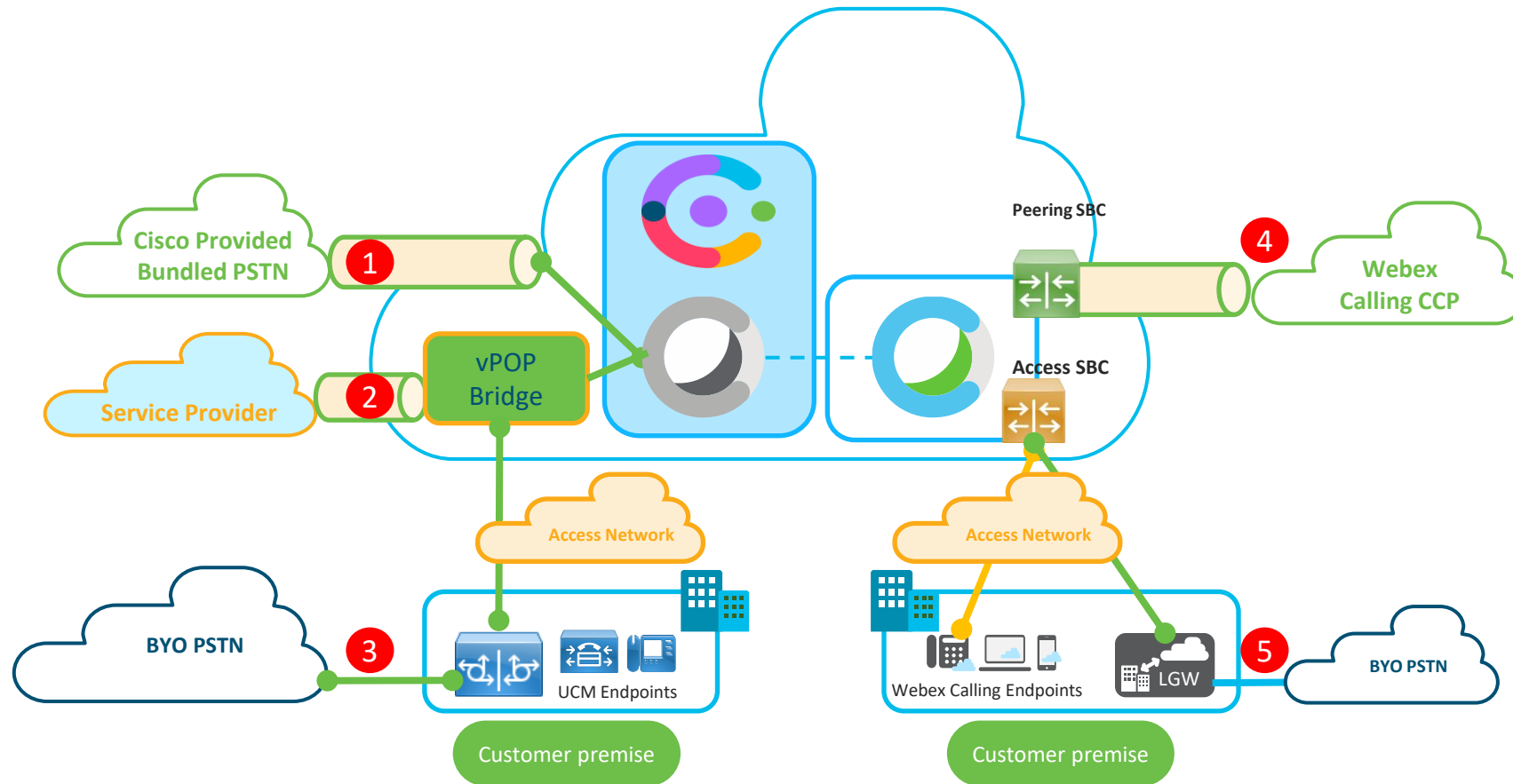
- Handles Voice call media
- Includes basic IVR and SBCs
- Call Control (Answer, transfer, conference,...)
- Recording
- PSTN integrations
- TTS integration



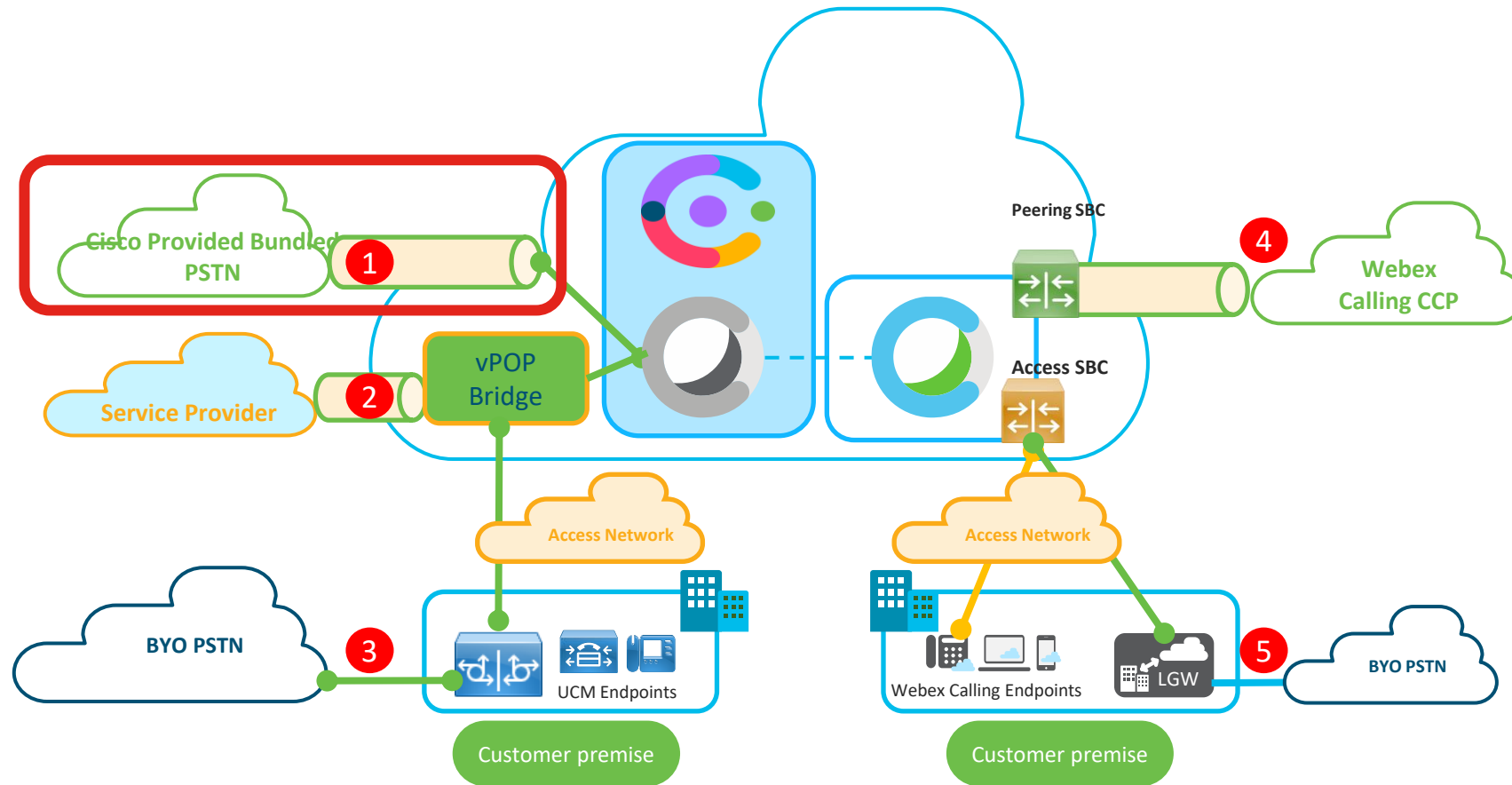
# Webex Contact Center Connectivity Options

# New WxCC with Webex Calling

## All the PSTN Options



# WxCC with Cisco provided bundled PSTN



# Bundled PSTN Add-on SKUs for Contact Center

Only for US and Canada

- SKUs available on CCW as of May 18, 2020.
- Bundles need to be purchased for all Webex CC agents
- No additional recurring charge for the numbers or number porting
- No metering/reporting of PSTN usage
- Bundled PSTN for CC is a non-regulated service
- Webex CC is an over-the-top service, E-911 not supported

1

Local number access into Webex CC

+

Per peak concurrent agent (Standard + Premium) per month  
PSTN termination to agent

2

Toll-free access into Webex CC

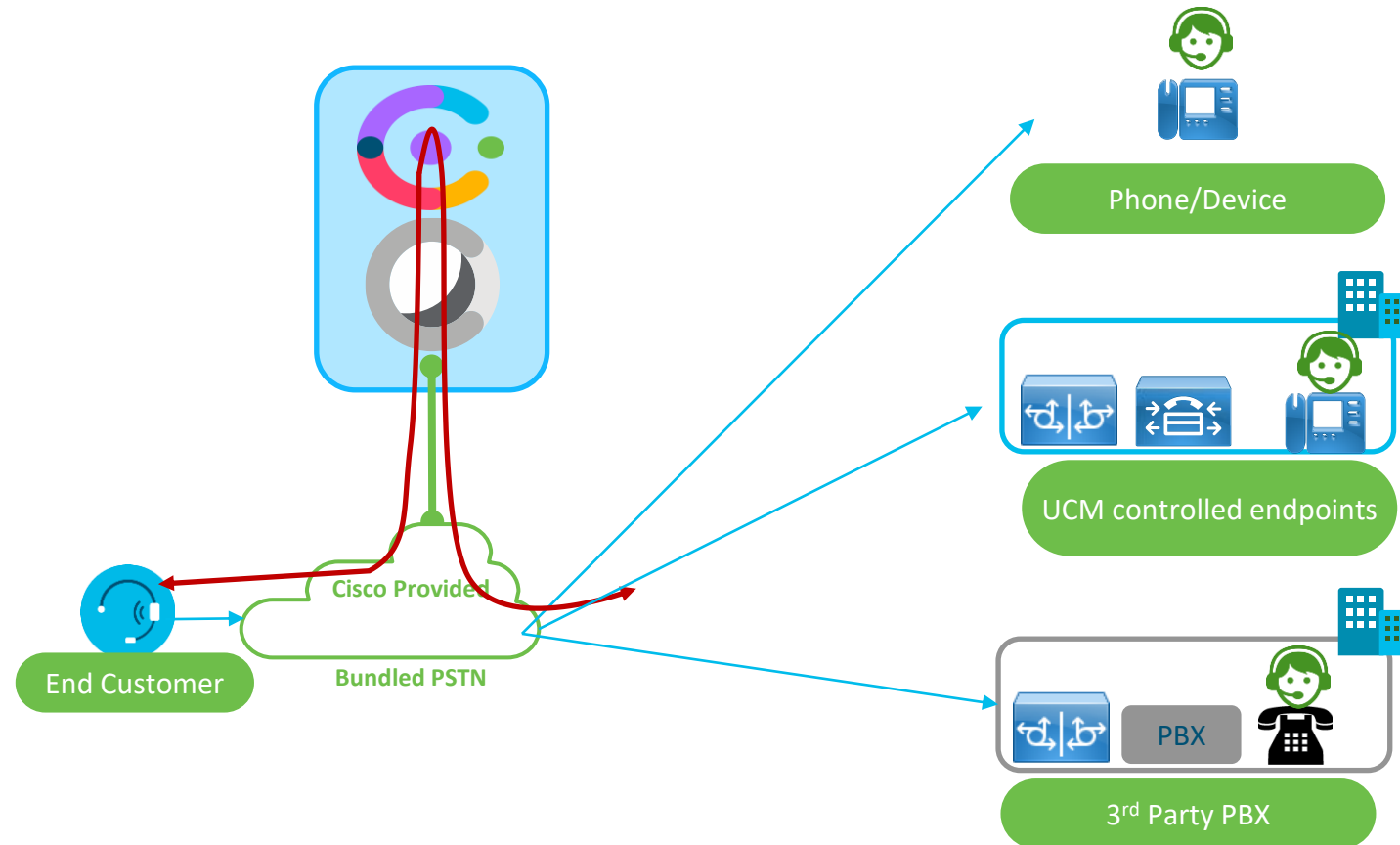
Per peak concurrent line (agent + IVR) per month

*US Only*

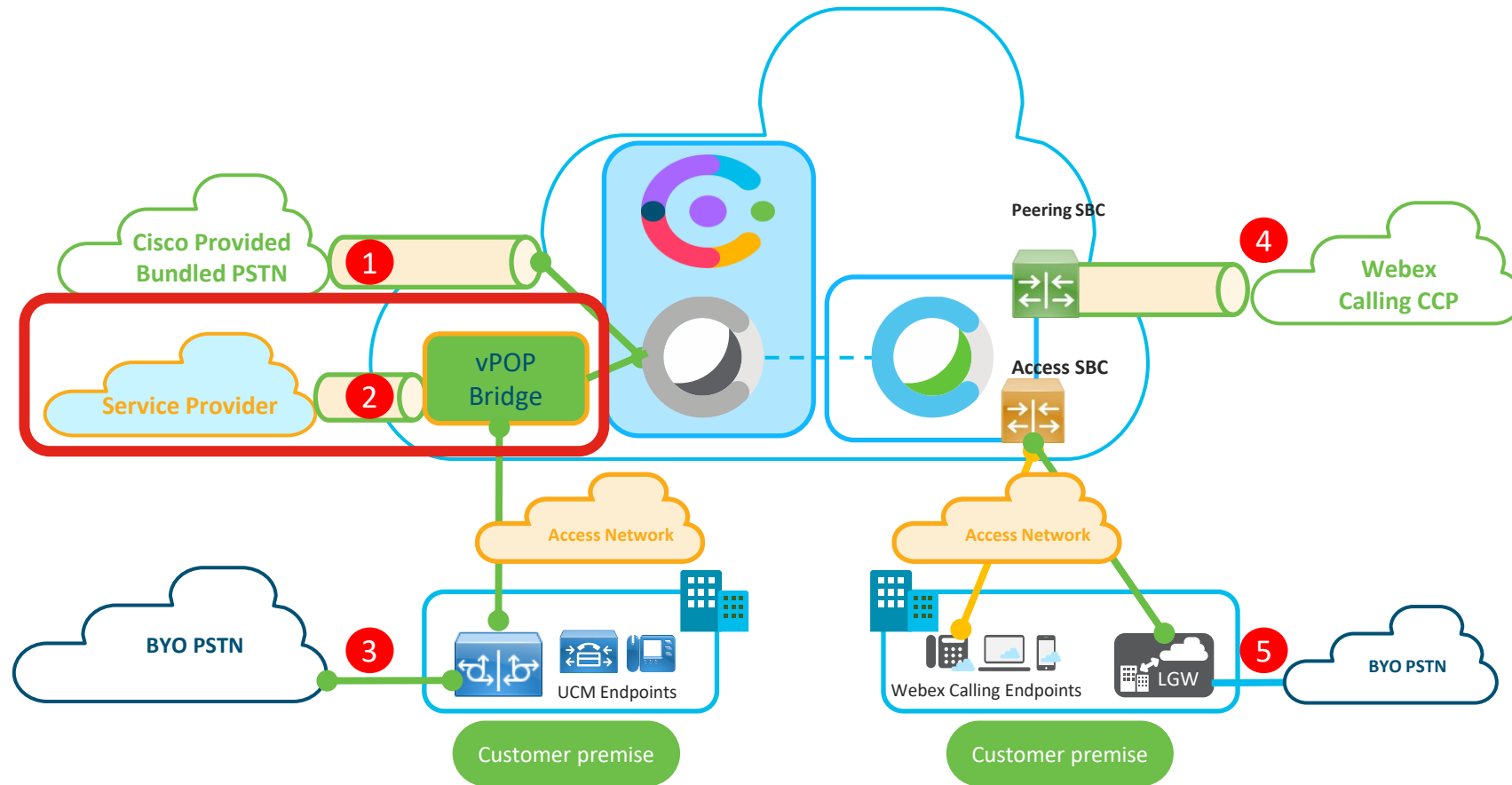
# New WxCC with Webex Calling

Cisco provided bundled PSTN

- Calls come in via Cisco provided PSTN
- After getting contact center treatment, it goes out to the same PSTN to reach the agent at the customer premises



# WxCC with Service Provider

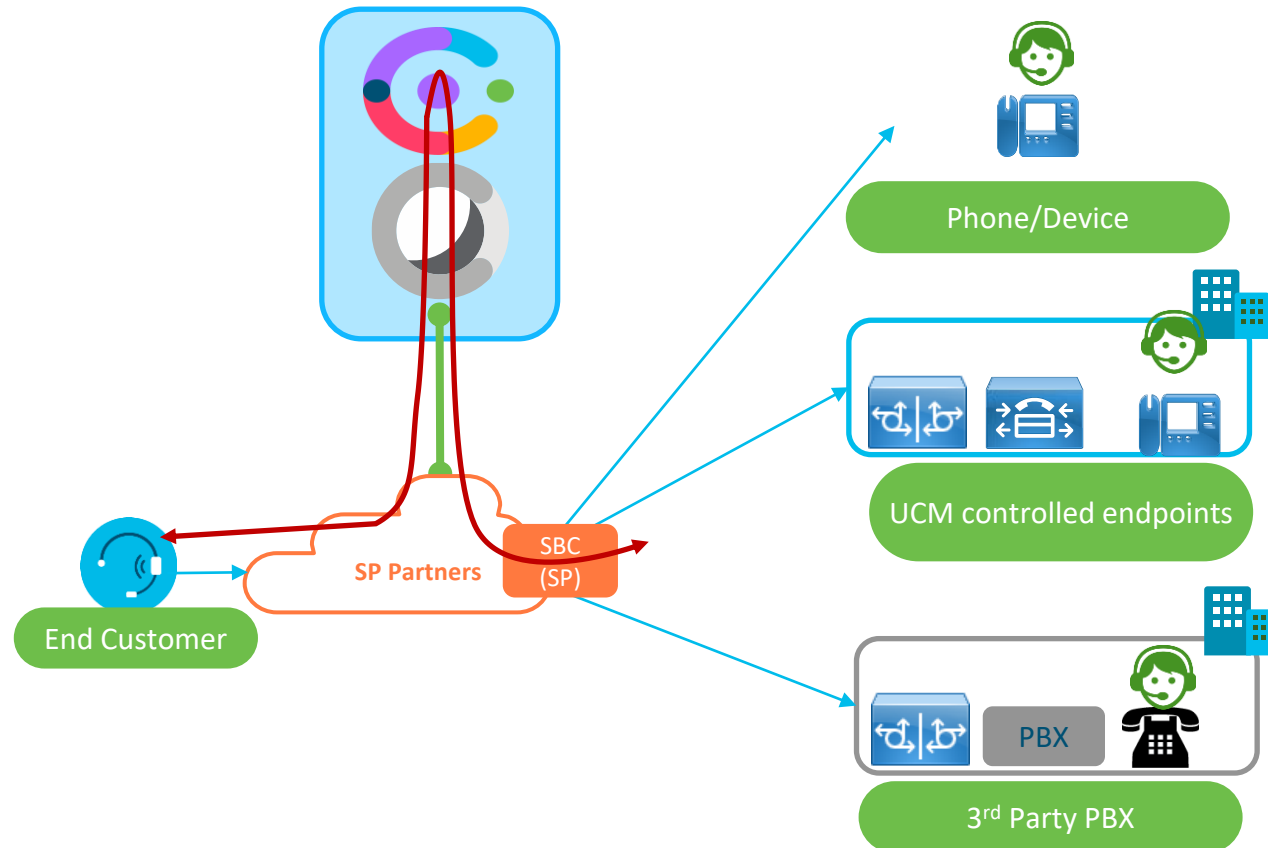




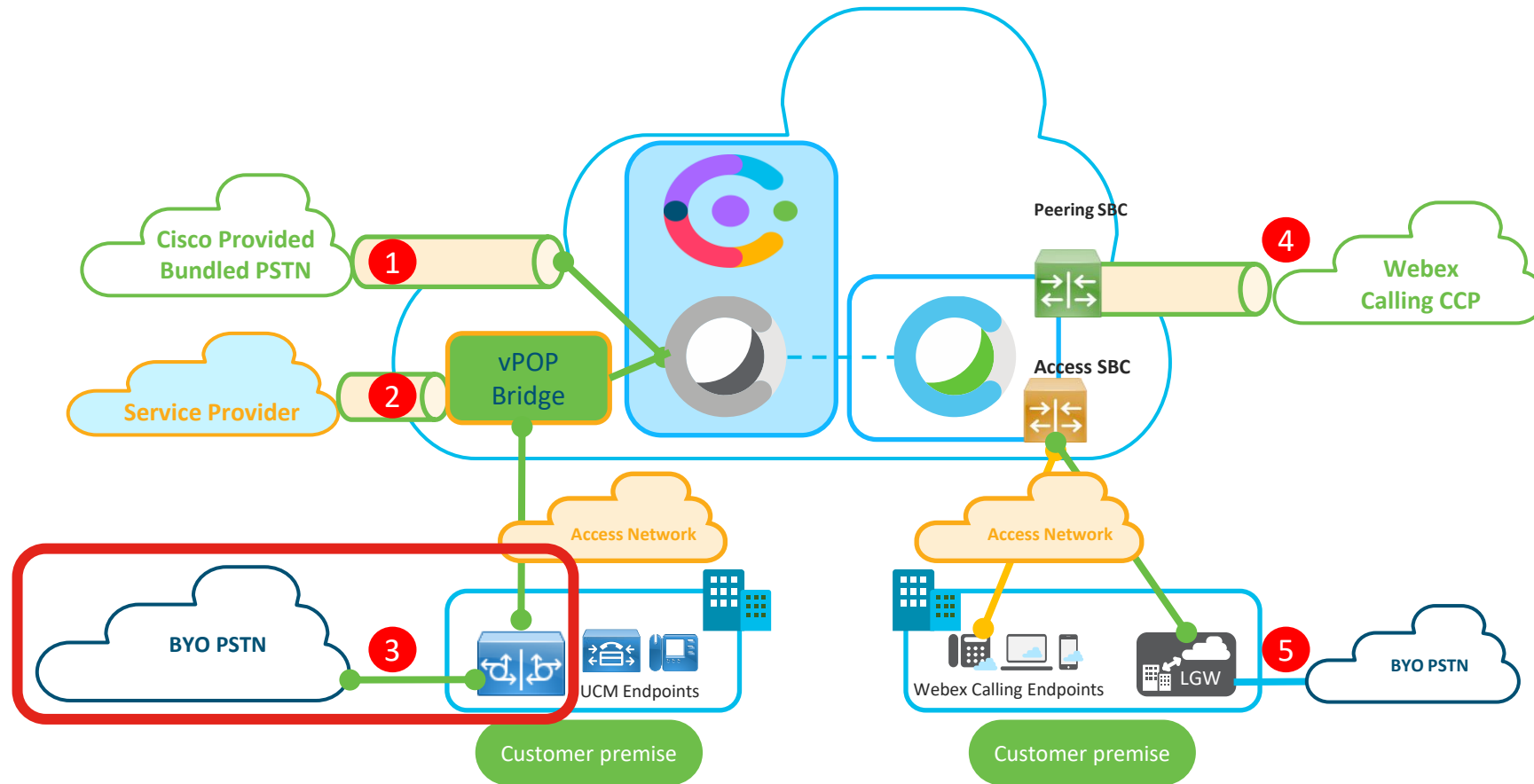
# WxCC with Service Provider

## vPOP Bridge

- Webex Contact SP partners send the incoming call to the vPOP bridge and on the egress to towards the agent on customer premises
- Requires Voice Media Manager (VMM) steering digit support (CUBEs in vPOP bridge)



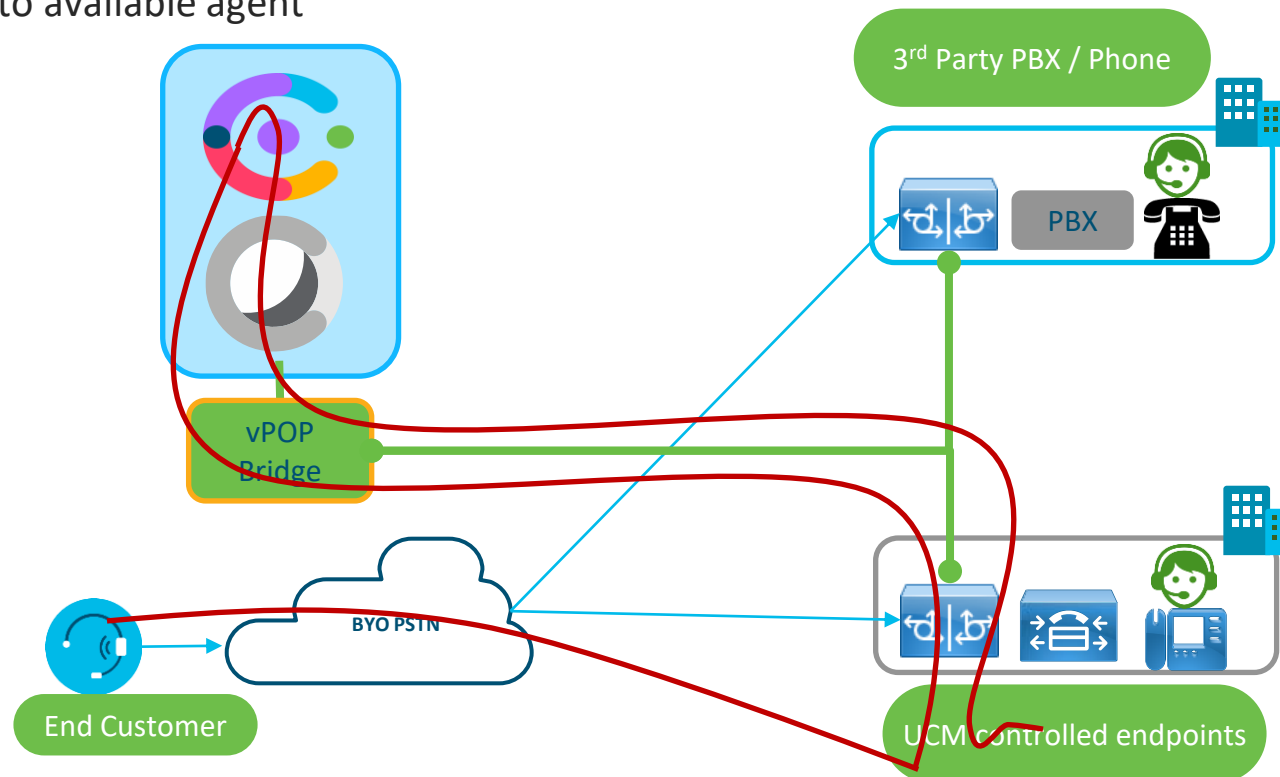
# WxCC with BYO PSTN



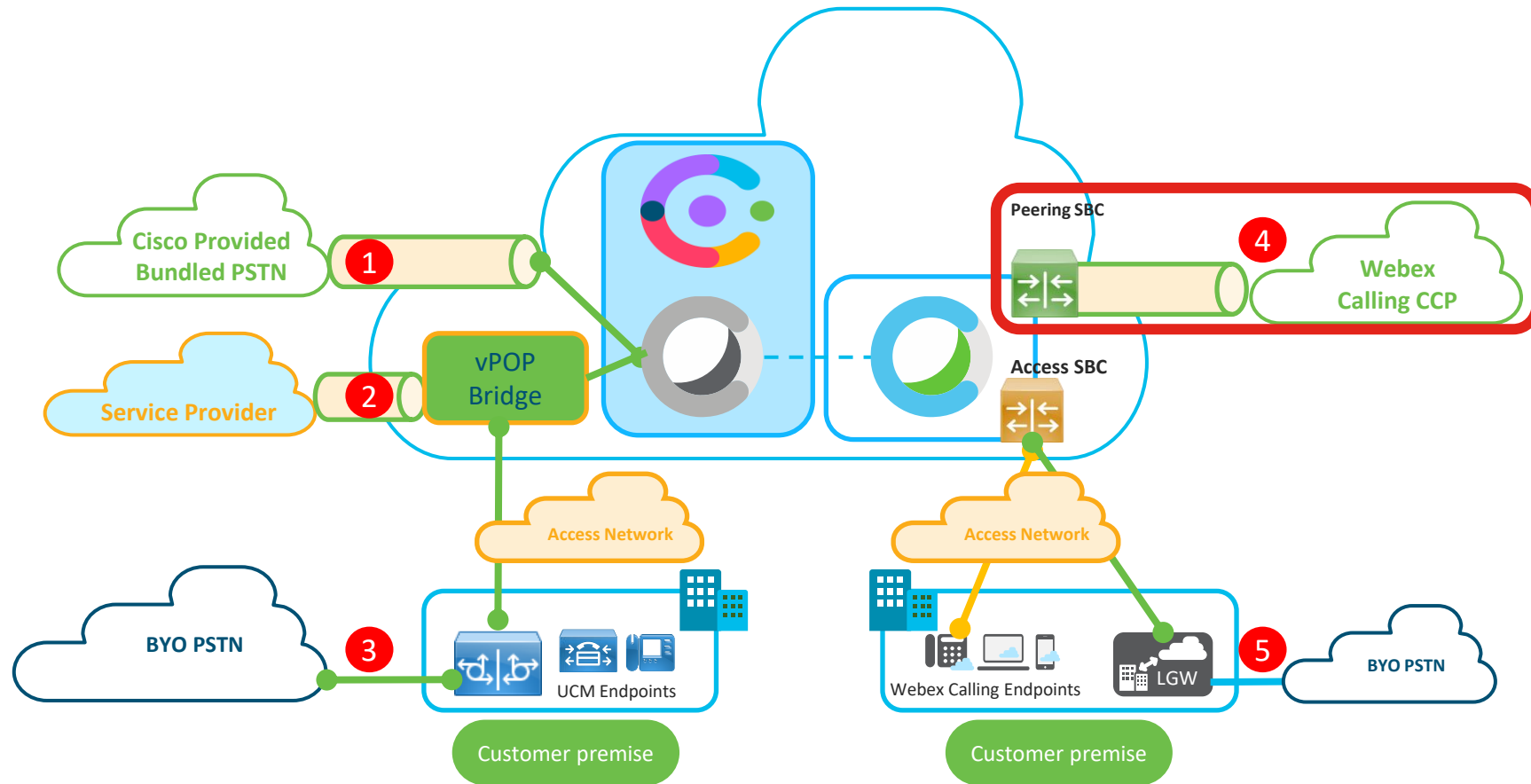
# WxCC with BYO PSTN

## vPOP Bridge

- Call comes in via customer owned PSTN service, terminating on CUBE
- The same or a different CUBE delivers the call to the vPOP
- After getting contact center treatment, call is sent to the customer premise (same CUBE as above), which delivers it to the call control (e.g. UCM) and then to available agent



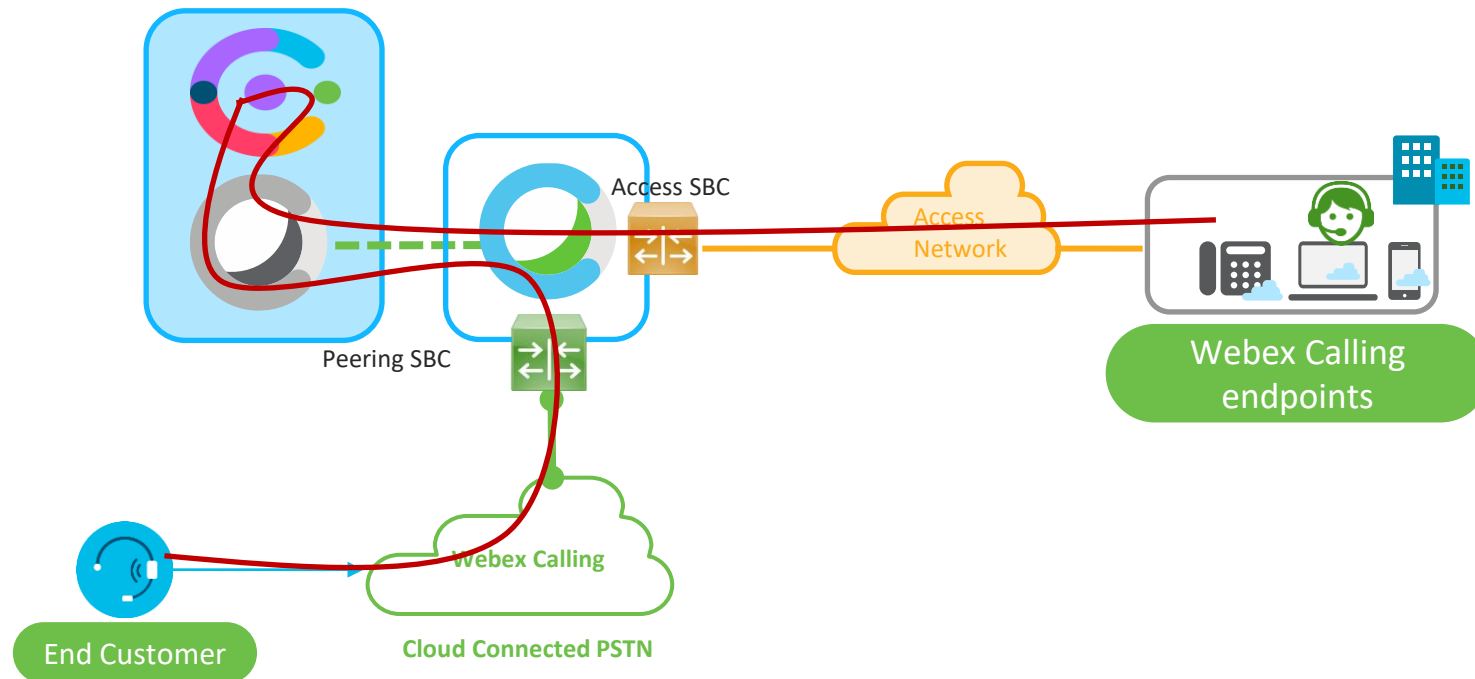
# WxCC with Webex Calling Cloud Connected PSTN (CCP)



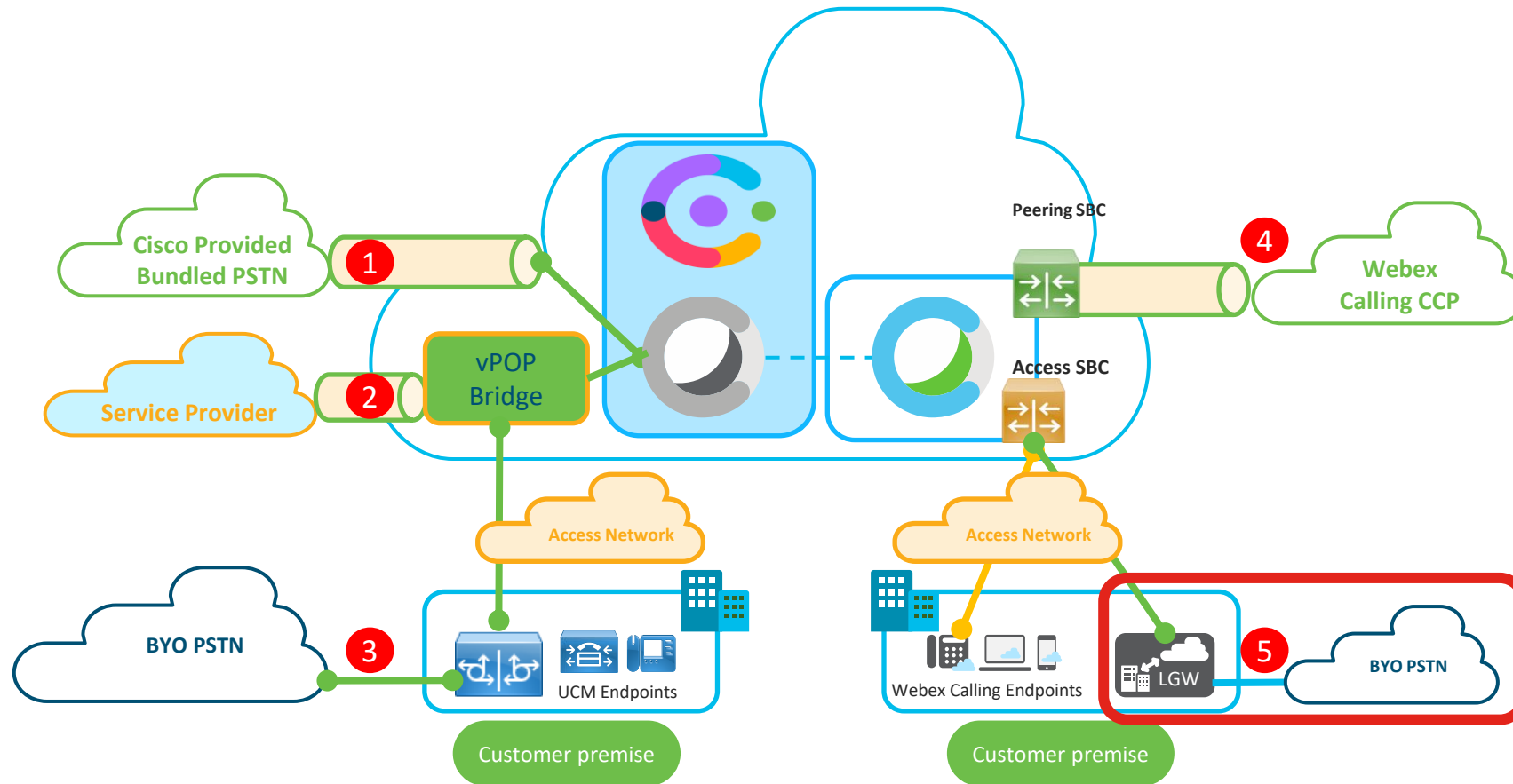
# WxCC with Webex Calling Cloud Connected PSTN (CCP)

Customer has Webex Calling Cloud Connected PSTN (CCP) service

- All inbound PSTN calls come in via the Cloud Connected PSTN (CCP) service or LGW, the enterprise has subscribed to
- After getting contact center treatment, call is sent to the agent (Webex Calling endpoint) via the Webex Calling Access SBC (OTT)

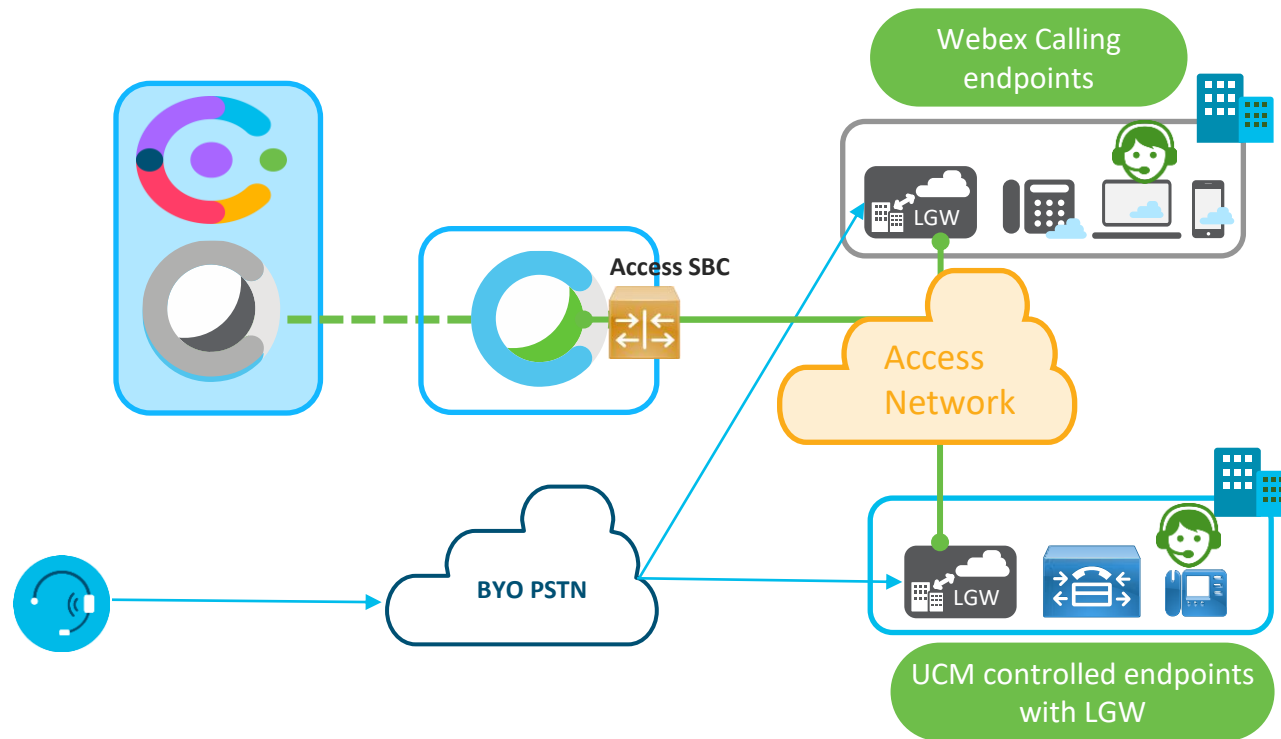


# WxCC with Webex Calling BYO PSTN



# WxCC with Webex Calling BYO PSTN

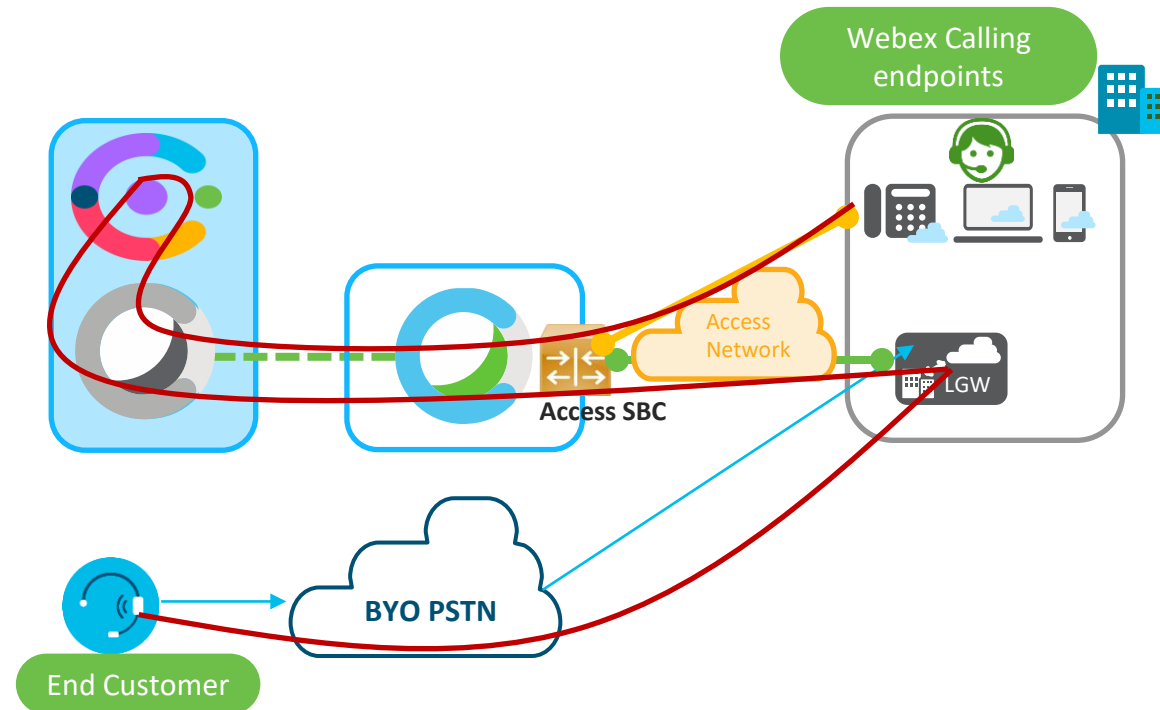
BYoPSTN with Local Gateway—Customer owned PSTN service



# WxCC with Webex Calling BYO PSTN

BYoPSTN with Local Gateway— Webex Calling customer

- Call comes in via customer owned PSTN service, terminating on LGW
- LGW delivers the call to the Webex Calling Access SBC/Webex Contact Center with Webex Calling
- After getting contact center treatment, call is sent to the agent (Webex Calling endpoint) over the Internet

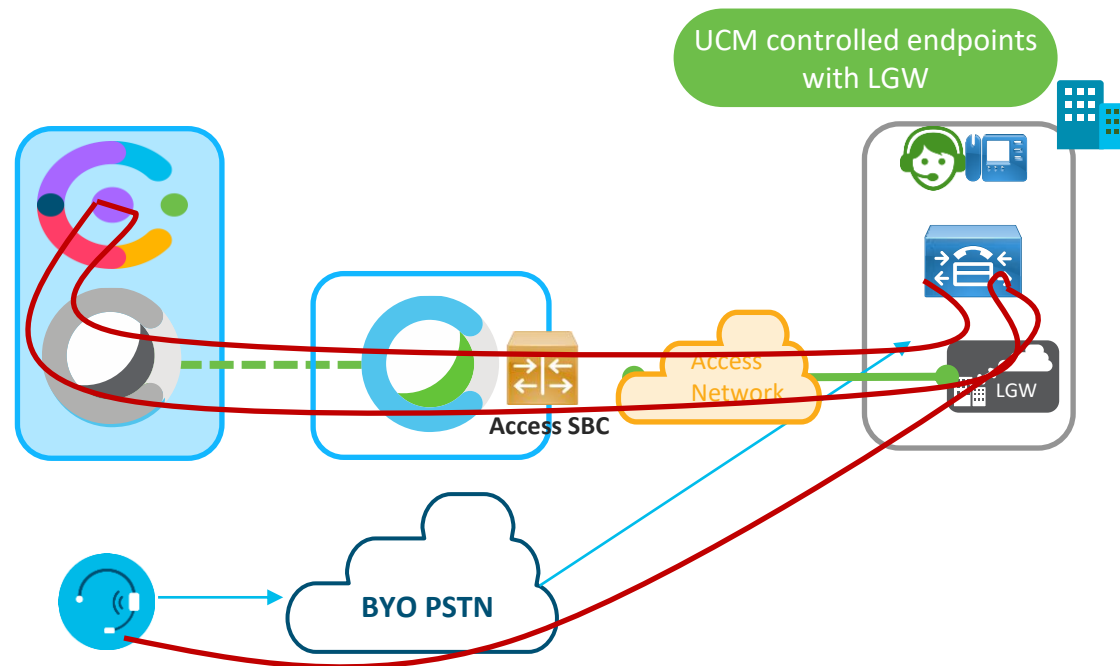




# WxCC with Webex Calling BYO PSTN

## BYoPSTN with Local Gateway— On-premise UCM Agent

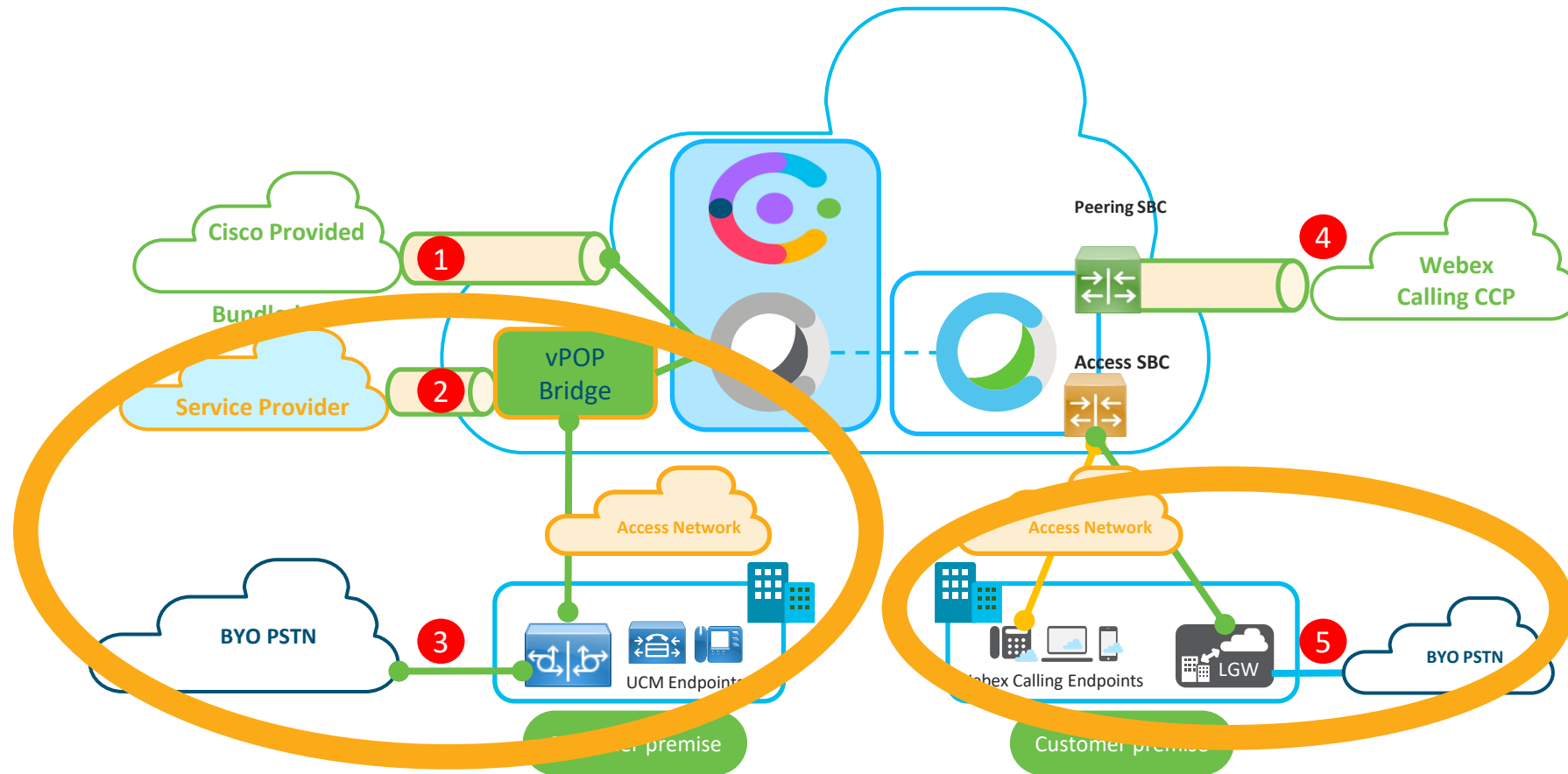
- All inbound PSTN calls come into the LGW, which sends it to UCM (centralized dial plan – combination of agent and non-agent phones)
- UCM sends the call to Webex Contact Center with Webex Calling via the LGW
- After getting contact center treatment, call is sent to the agent (UCM endpoint) via the LGW (OTT)



# Trunk Sizing

# Trunk Sizing

## Connectivity Options



# Trunk Sizing

Enterprise Trunk size = 2 x Maximum Number of Active Agents + Number of Supervisors + Max Calls in all Queues + Max Calls in all IVRs

## Example

- Max Agents = 100
- Number of Supervisors = 5
- Max Calls in all Queues= 10
- Max Calls in all IVRs= 15
- Minimum Number of Trunks = 230

All Trunks should be provisioned with the maximum number of calls

# Connectivity and Bandwidth

Service Provider / Enterprise and WXCC

- Physical Interconnection
  - Internet (OTT)
- SIP Signalling
  - 1.5kb/s per concurrent call
- Media
  - Number of Trunks (see previous slide) \* Codec bandwidth

# Agent Requirements

# Agent Requirements

Many features of the Agent's PBX System may affect the behavior of calls.

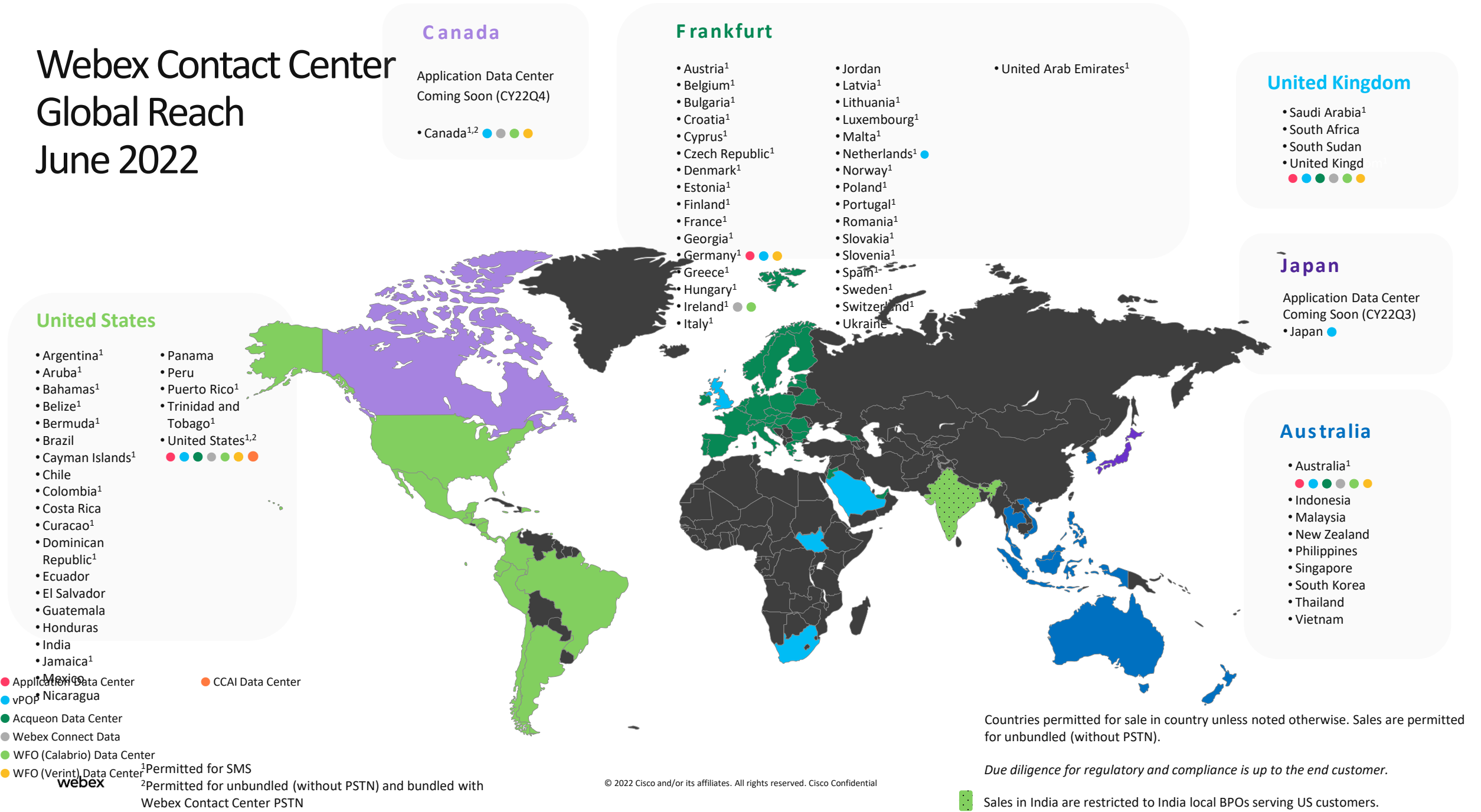
These features are highly recommended to be disabled

- Voicemail
- Call Waiting
- Outgoing call capabilities
- Shared lines
- Any feature that may answer the call instead of the agent.

# Webex Contact Center Global Reach



# Webex Contact Center Global Reach June 2022



United States  
Application  
Data Center

- Argentina<sup>1</sup>
- Aruba<sup>1</sup>
- Bahamas<sup>1</sup>
- Belize<sup>1</sup>
- Bermuda<sup>1</sup>
- Brazil
- Cayman Islands<sup>1</sup>
- Chile
- Colombia<sup>1</sup>
- Costa Rica
- Curacao<sup>1</sup>
- Dominican Republic<sup>1</sup>
- Ecuador
- El Salvador
- Guatemala
- Honduras
- India
- Jamaica<sup>1</sup>
- Mexico

Canada  
Application  
Data Center

- Nicaragua
- Panama
- Peru
- Puerto Rico<sup>1</sup>
- Trinidad and Tobago<sup>1</sup>
- United States<sup>1,2</sup>

United Kingdom  
Application  
Data Center

- Saudi Arabia<sup>1</sup>
- South Africa
- South Sudan
- United Kingdom<sup>1</sup>

Frankfurt  
Application  
Data Center

- Austria<sup>1</sup>
- Belgium<sup>1</sup>
- Bulgaria<sup>1</sup>
- Croatia<sup>1</sup>
- Cyprus<sup>1</sup>
- Czech Republic<sup>1</sup>
- Denmark<sup>1</sup>
- Estonia<sup>1</sup>
- Finland<sup>1</sup>
- France<sup>1</sup>
- Georgia<sup>1</sup>
- Germany<sup>1</sup>
- Greece<sup>1</sup>
- Hungary<sup>1</sup>
- Ireland<sup>1</sup>
- Italy<sup>1</sup>
- Jordan
- Latvia<sup>1</sup>
- Lithuania<sup>1</sup>
- Luxembourg<sup>1</sup>
- Malta<sup>1</sup>
- Netherlands<sup>1</sup>
- Norway<sup>1</sup>
- Poland<sup>1</sup>
- Portugal<sup>1</sup>
- Romania<sup>1</sup>
- Slovakia<sup>1</sup>

Australia  
Application  
Data Center

- Slovenia<sup>1</sup>
- Spain<sup>1</sup>
- Sweden<sup>1</sup>
- Switzerland<sup>1</sup>
- Ukraine<sup>1</sup>
- United Arab Emirates<sup>1</sup>
- Australia<sup>1</sup>
- Indonesia
- Malaysia
- New Zealand
- Philippines
- Singapore
- South Korea
- Thailand
- Vietnam

Japan  
Application  
Data Center

- Application Data Center Coming Soon (CY22Q3)
- Japan

<sup>1</sup>Permitted for SMS

<sup>2</sup>Permitted for unbundled (without PSTN) and bundled with Webex Contact Center PSTN

Countries permitted for sale in country unless noted otherwise. Sales are permitted for unbundled (without PSTN).

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

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

Application Data Centers	vPOP	Acqueon Data Centers	Webex Connect Data Centers	WFO (Calabrio) Data Centers	WFO (Verint) Data Centers	CCAI Data Centers
Australia Germany United Kingdom United States (2)	Australia (2) Brazil (2) Canada (2) Germany India (2) Japan (2) Netherlands Singapore (2) United Kingdom United States (2)	Australia United Kingdom United States	Australia Canada India Ireland United Kingdom United States	Australia Canada Ireland United Kingdom United States (2)	Australia Canada Germany United Kingdom United States (2)	United States
webex						

# Data Center

## Country Mapping







Based on the country selected while mapping a Webex Contact Center order to a customer organization on commerce.webex.com, the Tenant gets created at the closest Regional data center.

Country	Data Center
United States	US
Japan	US
Mexico	US
Canada	Canada
Australia	AU
New Zealand	AU
Europe	UK/DE

More info can be found at <https://help.webex.com/en-us/n0p6xa1/Data-Locality-in-Cisco-Webex-Contact-Center>

# Localization

- The Agent Desktop, Management Portal and Analyzer are localized in 6 languages
  - Eng, Japanese, French, German, Italian and Spanish

UI Language Support	 US English	 Japanese	 French	 Italian	 German	 Spanish	Other
Agent/supervisor Desktop	✓	✓	✓	✓	✓	✓	
Management Portal	✓	✓	✓	✓	✓	✓	
Chat end-user interface	✓	✓	✓	✓	✓	✓	12 more
Analyzer	✓	✓	✓	✓	✓	✓	

# Review Questions

How many calls going outside from the WXCC platform perspective are set up for Agent and Supervisor client calls?

**Two**

**1 to the Agent**

**1 to the Supervisor**

# Review Questions

What kind of calls arrive to WXCC?

**Calls from a customer to the Call Center TNs**

# Review Questions

What kind of calls exit from the WxCC perspective?

**Calls to Agents**

**Calls to Customers**

**Calls to Supervisors**

# Review Questions

What should you take into account for the Trunk connection sizing?

**Max number of Agents times two**

**Number of Supervisors**

**Queue and IVR sizes**

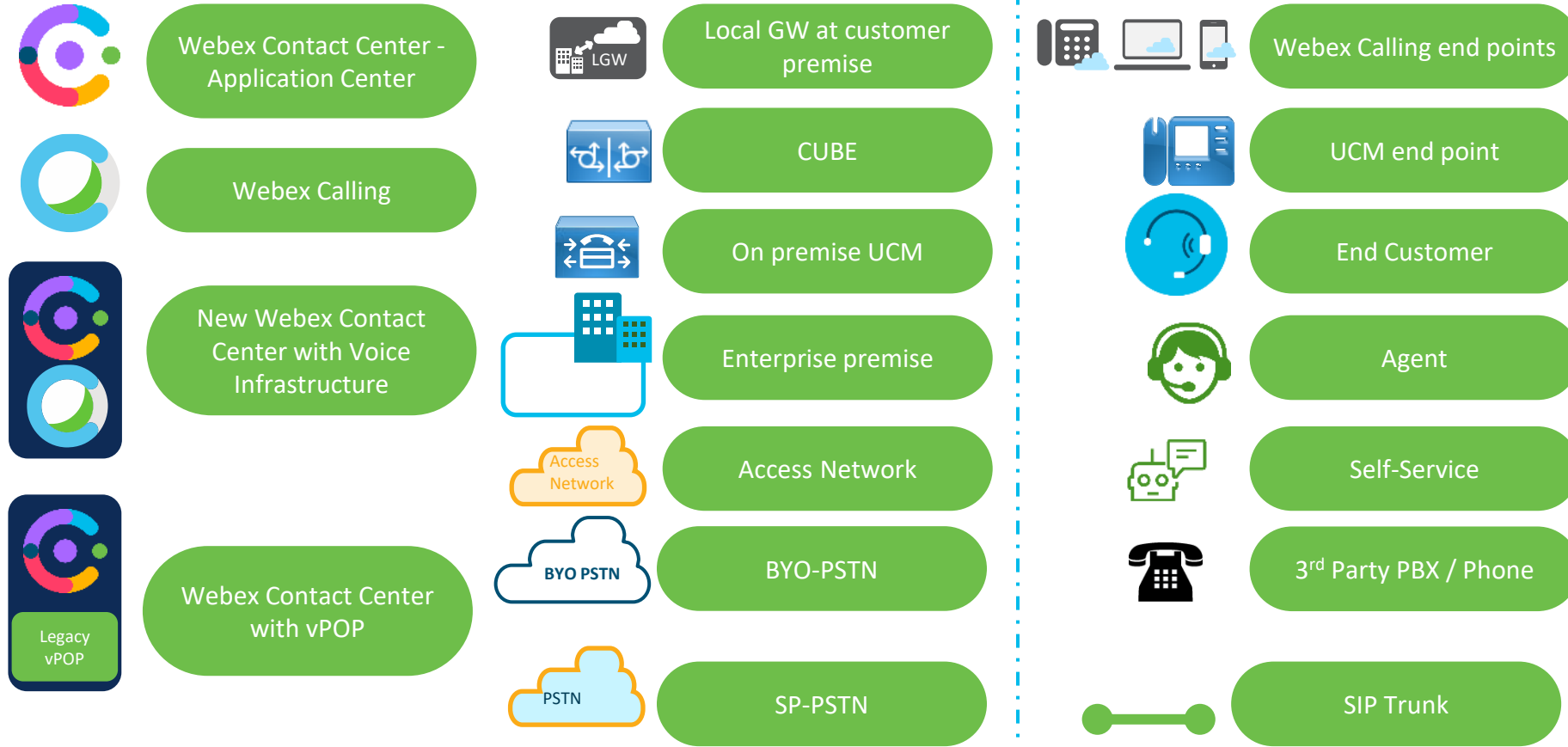
**Codec**

**Signaling**














# Notational Conventions



# Terminology

	<b>WxCC</b>	<b>Webex Contact Center</b>	<b>Cloud based omnichannel contact center solution that is centrally managed and administered from Cisco Cloud</b>
	<b>WxC</b>	Webex Calling	Complete business phone service operated and managed in Cisco cloud
	<b>CCP</b>	Cloud Connected PSTN	Webex Calling's cloud based PSTN option
	<b>LGW</b>	Local Gateway	On premise IOS-XE voice platform that registers and connects to cloud calling (Webex Calling). It enables bring your own PSTN and IP PBX interop for Webex Calling
	<b>CUBE</b>	Cisco Unified Border Element	On premise IP-IP voice gateway
	<b>BYO-PSTN</b>	Bring Your Own PSTN	Customer (enterprise) owned existing premised-based PSTN (contract with a PSTN SP provider)
	<b>SP</b>	Service Provider (Carrier)	PSTN service provider
	<b>vPOP</b>	Voice Point Of Presence	An option to integrate Webex contact center to PSTN and the first connectivity point for customers. It also has media server for treatment as well as call recording
	<b>Access Network</b>		Mode of connectivity between customer premises and cloud. Could be OTT (Internet) or Direct Connect