

How Cisco IT Integrated Web Collaboration into the Technical Assistance Center

Cisco contact management and web collaboration solutions add flexibility and features for increased customer satisfaction.

BUSINESS BENEFITS

- Enhanced customer service
- Faster, more accurate advice
- Reduced routing and personnel costs
- Ability to take route calls for language and culture
- Support for customized Web interactions

“It gives us flexibility that we’ve never had before.”

– La Vita Gibbs, Senior Manager, Cisco Global Contact Centers

Given the importance of network reliability to businesses, it’s crucial that Cisco offer customers quick and accurate customer support provided by highly knowledgeable support engineers.

Cisco Systems customers have come to rely on the Cisco Technical Assistance Center (TAC) for technical support in managing their Cisco-powered networks, from the front-line support of the Customer Response Center, which fields telephone calls, to the customer support engineers who provide technical support.

But with the TAC averaging more than 100,000 inquiries per month through a combination of phone calls, e-mails, and Web requests, Cisco wanted a system that was capable of quickly and intelligently routing each inquiry to the best available TAC representative in any one of worldwide contact centers.

Cisco TAC implemented the Cisco Intelligent Contact Management (ICM) solution to link its 11 centers. Cisco ICM software intelligently routes contact requests originating from the Internet or to the best resource, allowing an organization to optimize service levels, provide a consistent customer experience across all communication channels, and improve the efficiency of the contact center. Further, it enables Cisco to implement a single set of business rules that uniformly address customer needs across all contact channels and multiple, geographically dispersed contact centers.

Through use of Cisco ICM software, Cisco TAC reduced costs by US\$30,000 per month on tie lines between San Jose and Raleigh, N.C. and eliminated \$19,000 per month spent on carrier routing. In addition, it significantly reduced IT and administrative support and personnel costs.

“The Cisco ICM solution has provided us with the ability to better manage our agent resources and maintain better service level agreements with our customers.”

Cisco ICM also proved to be an excellent platform for TAC’s Cisco Live!, a click-to-talk service that allows customers using the Website to request assistance from a live agent in the form of an immediate callback, a voice-over-the-Internet conversation, or a text chat session. Using the software’s browser synchronization capability, Cisco support personnel can guide customers’ browsers to the location on the Website that has the answer to their question.

Case Study: http://www.cisco.com/en/US/about/ciscoitwork/case_studies/ipcommunications_dl7.html

FOR MORE INFORMATION

To read the entire case study or for additional Cisco IT case studies on a variety of business solutions, visit Cisco on Cisco: Inside Cisco IT www.cisco.com/go/ciscoit

NOTE

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