



Virtual Sales Expertise

How Cisco Supports Virtual Access to Technical Experts



A Cisco on Cisco Case Study: Inside Cisco IT

Overview

- Challenge

Sales specialists faced high demand with limited resources; hard for salespeople to find the right technical experts

- Solution

Cisco SOAR program to support new collaboration tools and virtual access to experts

- Results

Increased sales and productivity; higher satisfaction for customers and employees

- Next Steps

Launch SOAR program worldwide

Challenge

High Demand, Limited Resources

- Small number of technical sales specialists support a large number of salespeople
- Specialists faced huge demand with limited tools for their work
- Difficult for salespeople to find the right technical experts
- Specialists needed ways to work more efficiently and collaborate easily
- Cisco needed more in-depth product expertise to meet increasing competition



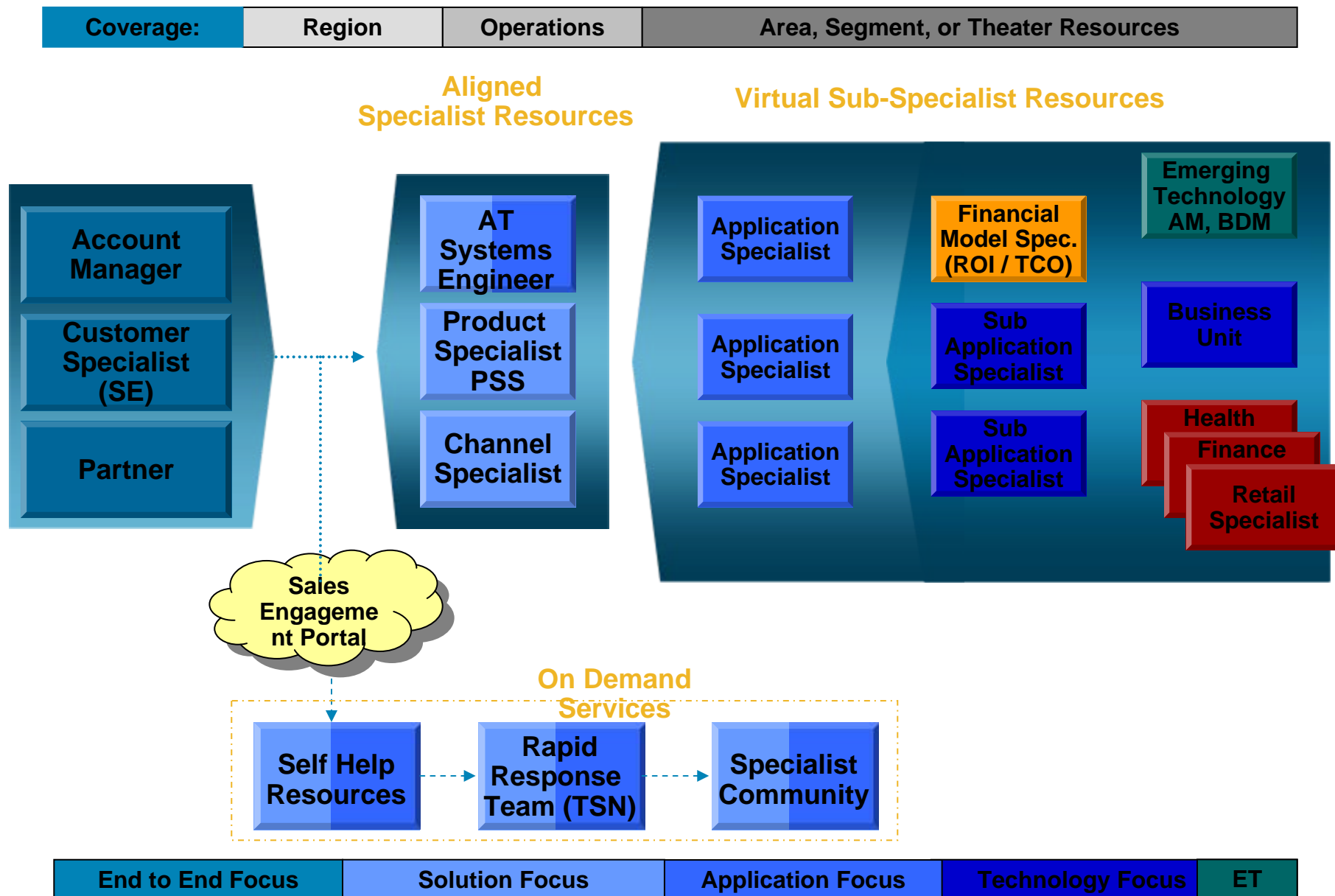
Solution

Cisco SOAR Program

- Self-help resources for salespeople
- Virtual access to sales specialists and other technical experts
- Knowledge wiki and online community expand specialist resources
- Expertise Locator with presence information
- Virtual demos serve multiple customers
- Online access to a customer reference database



Solution – SOAR Components



Solution – SOAR Components

The screenshot displays the Cisco UC SOAR Space web application. The top navigation bar includes tabs for Discussions, Files, WebSites and Links, UC Resource Finder, Competition, Training, Calendar, and Dashboard. The main content area features a list of discussion topics such as "Group Discussion(8)", "Beta 3 Upgrade(7)", "Beta 3.0 and Site Feedback(12)", "Canada TOI First Mtg Recording(2)", "Canada specialist matrix.xls(8)", "Clustering over the WA... (10)", "Cuwl in Canada(9)", "Files(7)", "Lab and Demo Software(2)", "Telepresence and Professional Services(7)", "The killer report-TheReport.pdf(4)", "UC Resource Finder", and "UC System Release 7.0 PRE-LAUNCH Play... (6)".

The "UC Resource Finder" section is highlighted, showing a search bar and a list of messages. The messages are as follows:

- enolster@cisco.com** 4/7/2008 4:39 PM: Start by looking for a CSE or PSS in the West. See if they are on Webex next, IM them.
- vijain2@cisco.com** 4/7/2008 4:40 PM: Done that, but seems no-one is around
- eholstei@cisco.com** 4/7/2008 4:40 PM: Looks like Geoff Chubb is online.
- vijain2@cisco.com** 4/7/2008 4:42 PM: I will try with him
- jsadecky@cisco.com** 4/7/2008 4:42 PM: Sent an Email

A "How Do I?" sidebar on the right provides instructions on how to join a discussion, add a document to a thread, start a new topic, and find the most popular topics.

At the bottom right, the text "Online Discussions" is displayed with a "Send" button.

Solution

Cisco Components

- Cisco Unified Personal Communicator
- Cisco Unified Presence platform
- Cisco Unified Application Environment
- Cisco Virtual Office
- Cisco TelePresence
- Cisco WebEx Connect, WebEx Meeting Center, WebEx ACD
- Cisco Unified Video Advantage



Results

Improved Sales and Satisfaction

- Higher sales productivity
- Accelerated revenues, increased sales opportunities
- Higher customer satisfaction
- Improved work/life balance for sales specialists
- Better resources for sales teams
- Reduced travel expense and environmental impact



Next Steps

Global Rollout

- Deploy in all sales segments and regions
- Worldwide expertise locator
- Access to more experts
- Adapt collaboration tools and virtual resources for other business processes



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