

# The Front Door of Customer Experience

*Digital Messaging, Branded Texting, and  
Proactive Engagement with Webex Connect*

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# Consumer expectations have evolved

Who...am I?

Personalized Messaging

What...do I need?

Relevant Information

When...do I need it?

Timely Communication

Where...do I want to receive it?

Preferred Channel



# Proactive and 2-way Communication

**84%** of consumers expect personalized, proactive communication tailored to their preferences.

Timely and relevant messaging can increase engagement rates by **40%**

Businesses using AI to orchestrate customer journeys see a **33%** higher customer lifetime value (CLV).

- 2024 Demand Gen Report

# Proactive and 2-way Communication

## Proactive Digital Communication:

- **Reduces Issues Before They Arise**
- **Informs and Educates Customers**
- **Builds Trust and Satisfaction**
- **Frees Up Agents for Complex Issues**

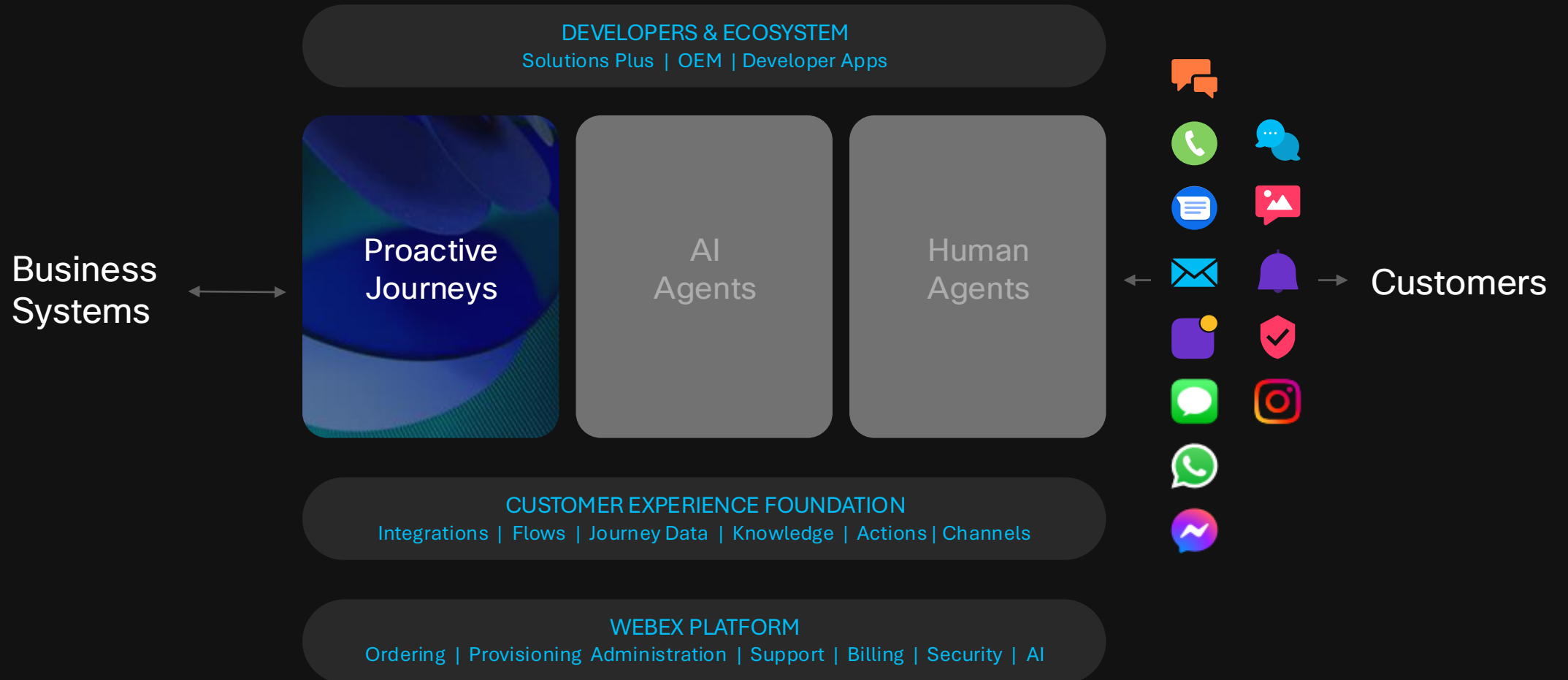
## Self-Service Digital Messaging Options:

- **Deflects Routine Inquiries**
- **24/7 Availability**
- **Empowers Customers**
- **Reduces Wait Times**
- **Cost Savings**

# End-to-End Customer Experience



# Customer Experience – Proactive Journeys



# The Evolution of Messaging

1980s - 1990s

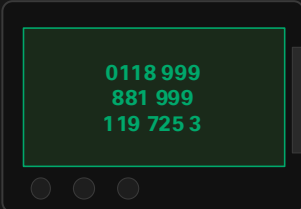
1992 - 2007

2002 - 2012

2010 - 2020

2024 → Future

**PAGER**



**You received a number.**

Then found a phone to call back.

*One-way. No reply.*

**SMS**

+1 (855) 000-0000

Your appt is tomorrow 9AM. Reply STOP 2 opt out. Msg & data rates may apply.

Today 8:47 AM

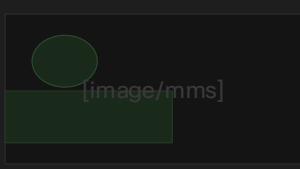
143/160 characters

**No branding. No name. No logo.**

*Text only. No trust signal*

**MMS**

55555



WIN a FREE iPhone! Txt SAVE to 55555 Msg rates may apply.

**Images added. But still no brand verification.**

*Images + keywords only.*

**OTT**

**AcmeCo**  
Online

Hi! Your order #4821 has shipped.

When will it arrive?

Estimated delivery: Friday.  
Track at acme.co/track

Requires WhatsApp / Messenger app

**Rich & two-way. But requires the right app.**

*Rich but fragmented.*

**RICH MEDIA + AI**

**Acme Healthcare**  
Verified Business

Acme Medical Center, Suite 400

**Your appointment is confirmed for Friday Mar 21 at 9:00 AM.**

**Confirm** Reschedule

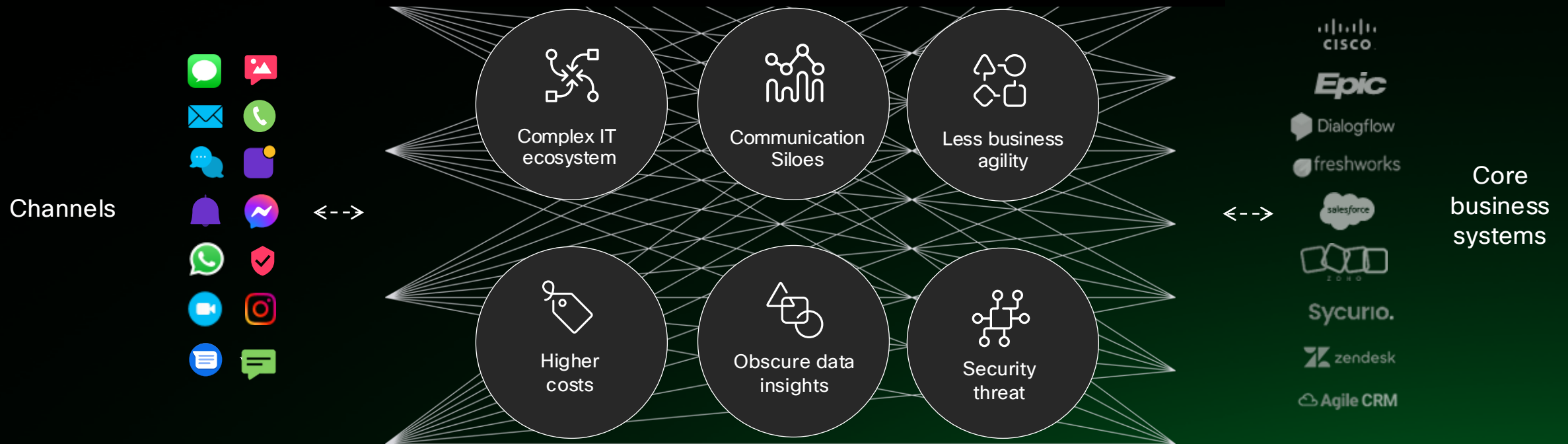
**AI** Got it! See you Friday at 9am. Reminder arrives Thursday.

All channels

**Verified. Branded. AI-native. No app needed.**

**Webex Connect**

# Managing customer interactions is increasingly complex



# We have a flexible CPaaS platform to meet enterprise needs



## Messaging APIs

“I need a **single API** for SMS and Push messaging”

“I want to send out alerts & notifications **at scale**”



## Solutions to specific problems

“I want to provide **pro-active notifications** for order status”

“I want to provide more **granular appointment notifications** for my customers”



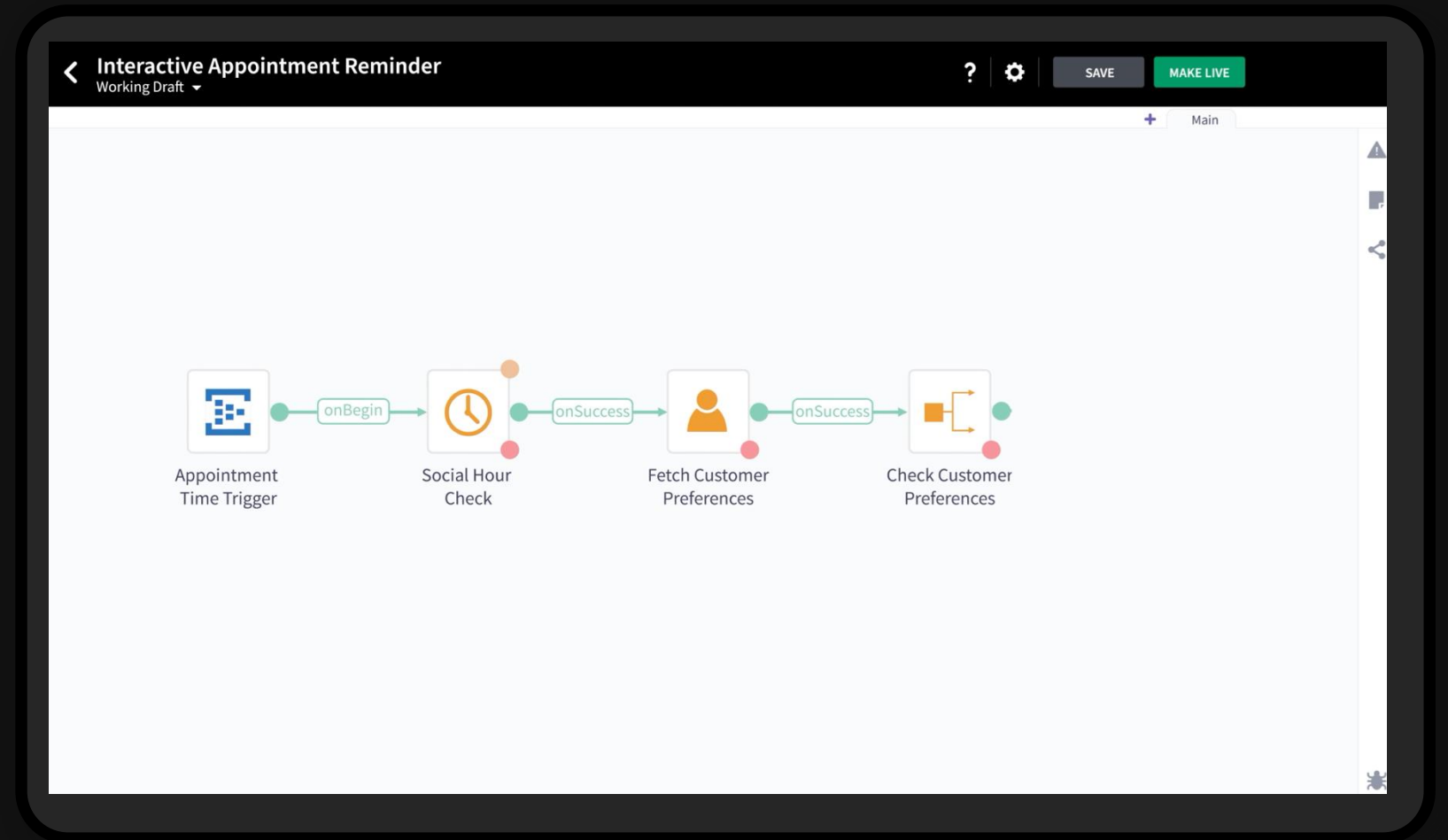
## Full CPaaS Platform

“I want to ensure my customers have a **multi-channel experience**”

“I want to **centralize all digital communications**”

# Orchestrate customer journeys

Quickly build personalized flows with no code or low code



# Pick a use case from your chosen industry



## Logistics

- Dispatch confirmation
- Estimated arrival alerts
- Delivery amendments



## Public Sector

- Self-services
- Citizen updates
- Payment reminders



## Retail

- Abandoned basket alerts
- Where is My Order
- Home delivery notifications



## Healthcare

- Digital appointments alerts
- Medication reminder
- Patient follow-up



## Telco & Utilities

- Welcome & On-boarding
- Upgrades
- Appointment Scheduling



## Contact Centre

- Support existing chat
- Appointment scheduling
- AI assisted interaction routing



## Travel

- Reservation/ticket confirmation
- Travel disruption alerts
- Car breakdown service
- Check-in/out



## Banking & Finance

- Event triggered communications
- Real-time fraud alerts
- SIM Swap protection
- Proactive payment reminders

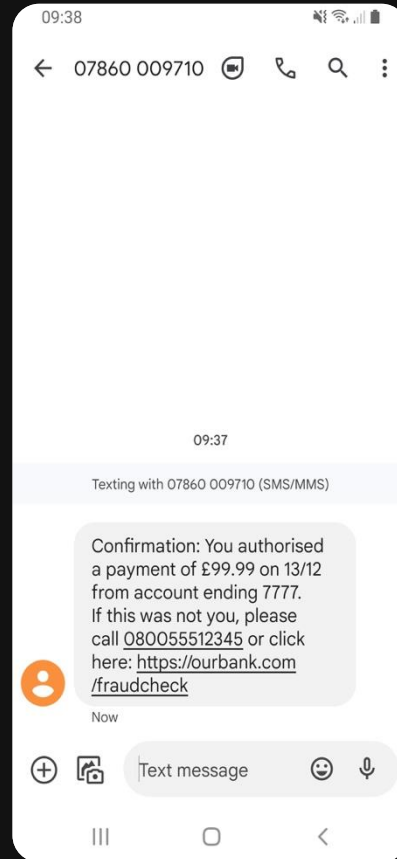
# SMS is the most ubiquitous messaging channel

30 Years

First SMS sent in 1992  
“Merry Christmas”

18.7 Billion

SMS still sent every day



7 Billion

Mobile Phones that can all receive  
SMS

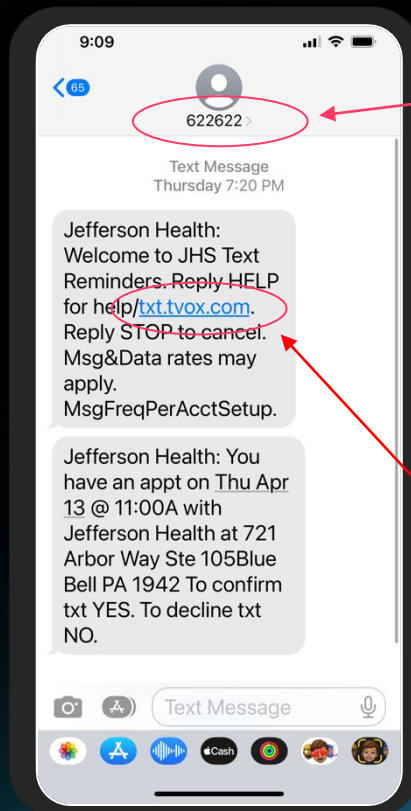
US\$19.74 Billion

A2P Messaging Market  
continuing to grow

# Fragmented Experience (actual screenshots)

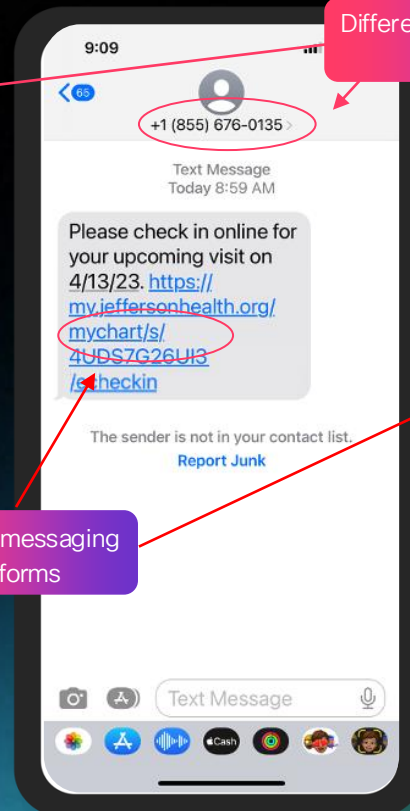
## Enrollment Referral

- Short code
- Program Name



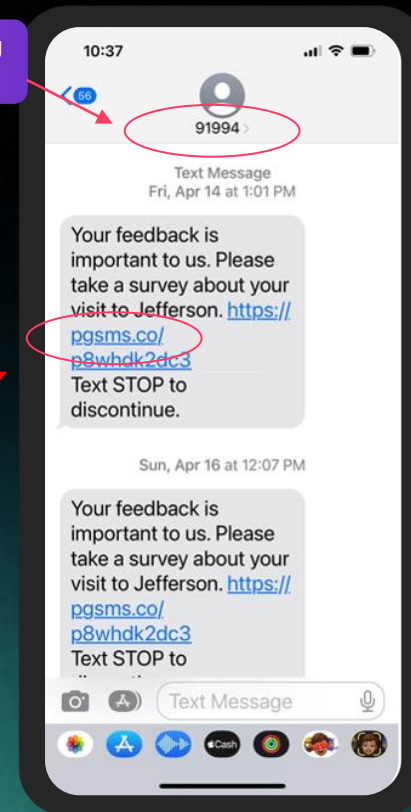
## Registration/Scheduling

- Long code
- No connection to the welcome message



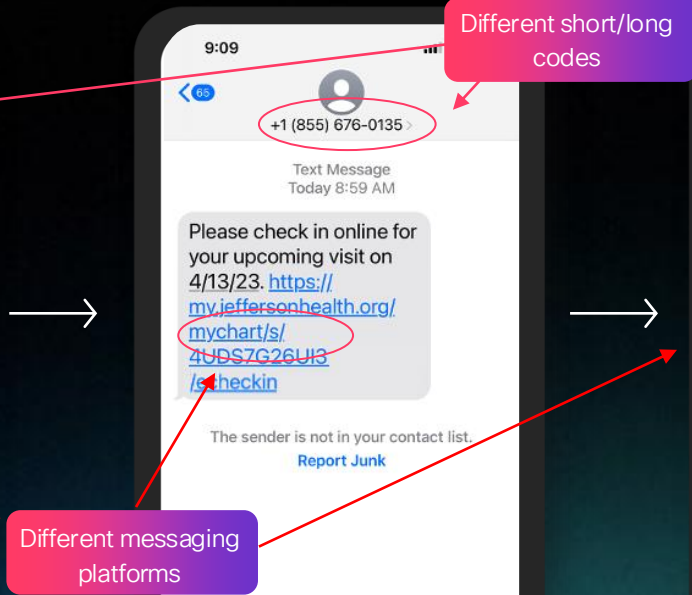
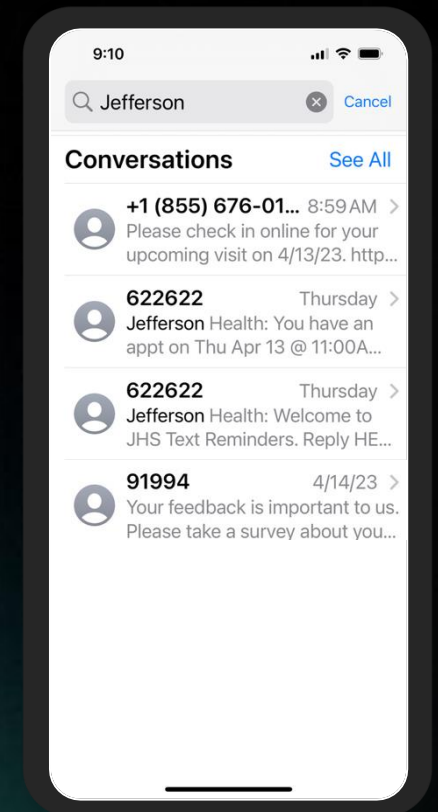
## Outpatient Billing and Feedback

- Different short code
- No connection to the previous messages



## Your SMS Inbox

- Interactions displays as different engagements



# SMS's open standard is being abused and fraud is on the rise

\$800

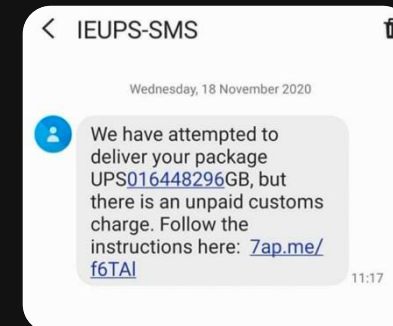
Reported Financial Losses  
Per Scam Text

Source - [FTC](#) 2021

\$101,000,000

Projected Financial Losses to  
Spam Texts in 2021

Source - [RoboKiller](#) 2021



82%

Have received a  
suspicious message

Source - [Ofcom](#) 2021

18%

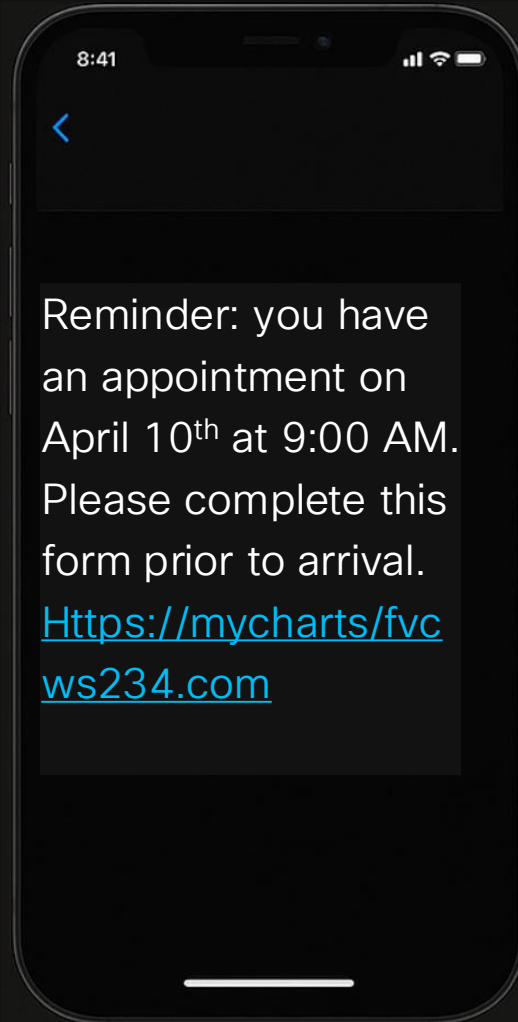
Projected Annual Increase  
of Losses

Source - [RoboKiller](#) 2021

# SMS vs. Rich Media

## SMS

With traditional SMS, messages compete with constant noise from promotions, alerts, and spam. Without a recognizable sender or branding, customers often hesitate to engage, unsure if the message is legitimate. This leads to lower response rates, delayed action, and a higher likelihood that important messages are overlooked.



Vs.



## Branded Text

With sender ID and your branding, customers can instantly recognize and trust that the message is authentic. This verification provides peace of mind, reinforces your brand's reputation for trusted care, and strengthens customer confidence. It also simplifies communications, making it easier for customers to receive timely updates, follow instructions, and stay engaged in their care journey.

# From Appointment to Recovery: Health Care's New Connected Patient Journey

Digital messaging is now the #1 communication preference for patients. Customers can meet patients where they are, while improving efficiency and care quality



## Appointment Reminder

Branded Texting & Verified Sender

# From Appointment to Recovery: Health Care's New Connected Patient Journey

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**Appointment Reminder**  
Branded Texting & Verified Sender



**Digital Check-In**  
Streamlined Intake Forms

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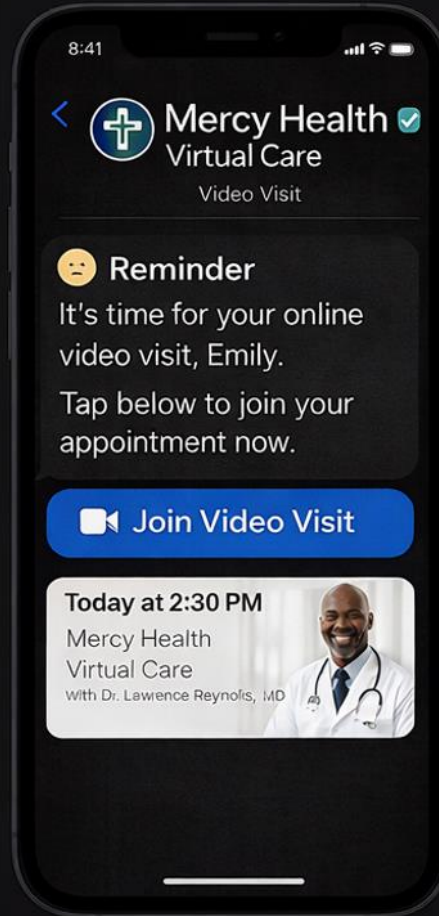
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Branded Texting & Verified Sender



**Digital Check-In**  
Streamlined Intake Forms



**Telehealth Reminder**  
Secure Link to Video Visit

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**Telehealth Reminder**  
Secure Link to Video Visit



**Lab Results Notification**  
Secure, Patient Portal Link

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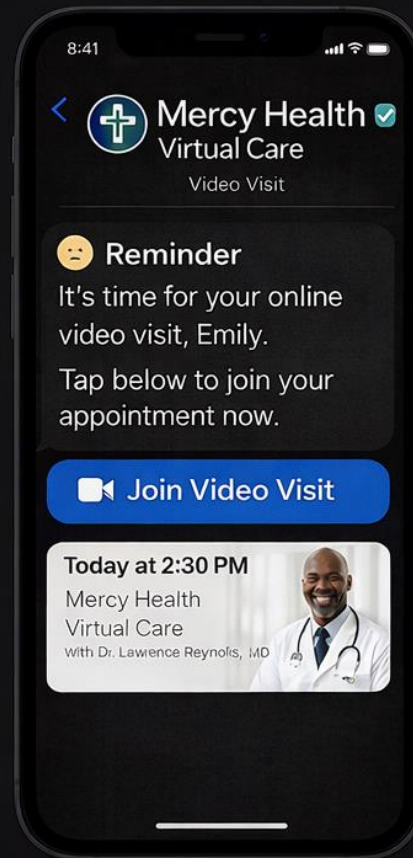
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Branded Texting & Verified Sender



**Digital Check-In**  
Streamlined Intake Forms



**Telehealth Reminder**  
Secure Link to Video Visit



**Lab Results Notification**  
Secure, Patient Portal Link

- Reduces inbound calls and manual staff work
- Improves patient readiness and on-time arrivals
- Provides real-time updates and reduces family anxiety
- Supports chronic care and reduces avoidable readmissions

# RCS delivers app-like interactions to the messaging inbox

**RCS Breakdown**

**Benefits**

- Trusted branding
- Real-time insights
- Better metrics
- Creative control



**Features**

- Verification
- Customizable branding
- Rich media
- Interactive carousels
- Time saving actions (buttons, maps, calendar, and dialer)

webex by cisco

88%

higher propensity to engage vs SMS

80%

of consumers will open and read an RCS message

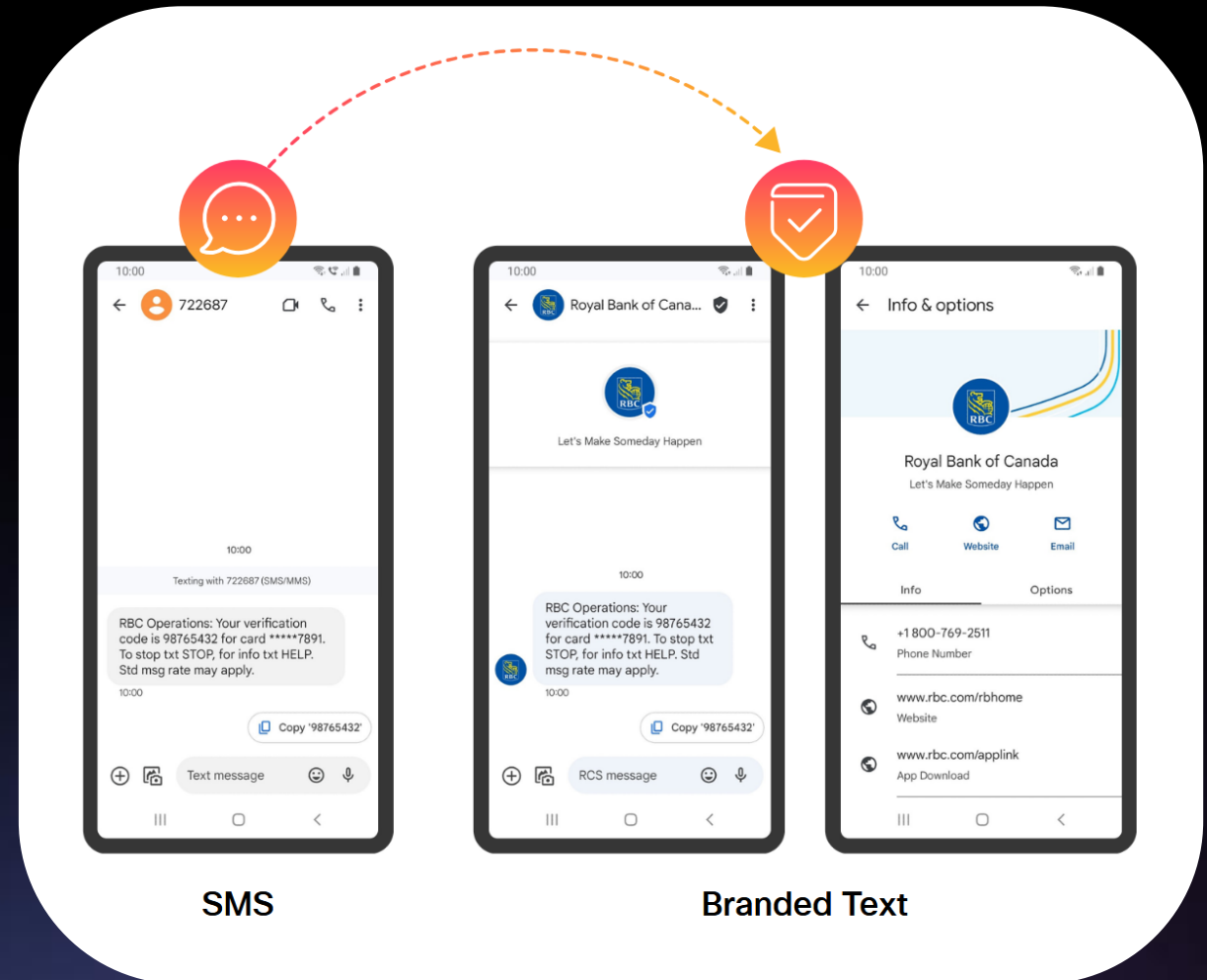
100%

growth in RCS reach from 2024 to 2025

- Mobile Squared RCS White Paper

# Branded Text at Royal Bank of Canada

- Making SMS messages instantly recognizable and authentic
- Easy and simple first step in elevating SMS messages to a richer, more secure experience
- Leverage Branded Text to reduce the risk of fraud and better protect customers
- Ensure customers can trust and safely engage



# Branded Text

Securing notifications with improvements across the spectrum



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## Secure

Each uplifted notification is delivered via an secure channel.

Secure from platform to handset



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## Verified

Business is verified during setup. Only your business can send messages as you.

Verified tick for enhanced customer trust



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## Branded

Delivered from your brand with named contact with your logo.

Standing out from any other notification on the customers device



CISCO WEBEX CONNECT

# IoT Automation & Compliance

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# The Big Idea — What Webex Connect Does for IoT

**IoT sensors generate signals. Webex Connect turns those signals into action.**



## Receive

MQTT, REST webhook, or Kafka. Any IoT platform Cisco Spaces, SCADA, Samsara, Azure IoT Hub can trigger a flow.



## Orchestrate

Visual low-code flow builder applies business rules, CRM/ERP lookups, scheduling logic, and escalation timers.



## Notify & Close Loop

SMS, RCS, Webex, voice, WhatsApp, right person, right channel. Acknowledgment captured back to ServiceNow/SAP.

# Three-Layer Architecture Where Connect Sits

## LAYER 3 — WEBEX CONNECT

*Orchestration & automation*

Visual flow builder · Multi-channel delivery (SMS/RCS/Webex/Voice) · CRM/ERP/ITSM integration · Audit trail · Consent management



## LAYER 2 — IOT PLATFORM

*Where sensor data lives*

Cisco Spaces · Samsara ELD · SCADA/OMS · AWS IoT Hub · Meraki MT sensors · Cisco IoT Control Center



## LAYER 1 — PHYSICAL ASSETS

*The things generating events*

Motors · Pumps · Compressors · GPS/ELD in vehicles · Smart meters · Occupancy & air quality sensors

# Use Cases by Vertical



## Manufacturing

- Machine fault → tech dispatch via SMS
- PLC/SCADA trigger → ServiceNow ticket
- Shift schedule lookup → on-call routing



## Utilities

- Outage event → segmented customer alerts
- Medical necessity accounts → voice first
- OMS status → ETA updates, no manual resend



## Logistics / Fleet

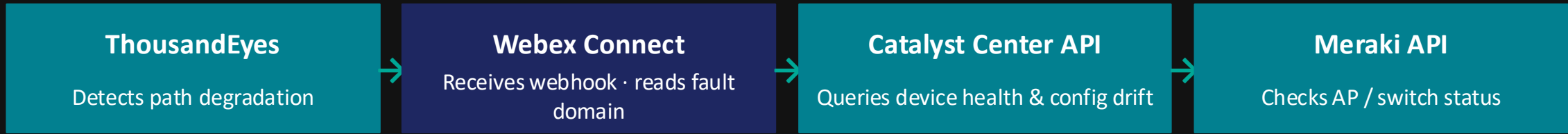
- ELD hours alert → driver + dispatcher SMS
- McLeod TMS update → load reassignment
- Delivery ETA auto-recalculate → shipper notify



## Smart Buildings

- Cisco Spaces occupancy → HVAC setback
- CO<sub>2</sub>/temp threshold → facilities work order
- Visitor pre-check & wayfinding via SMS

# Closed-Loop Remediation - ThousandEyes + Webex Connect + Catalyst Center / Meraki



## Connect decision — where is the fault?

### Your network (internal)

Device reachable + config drift →  
SMS to engineer: 'Push fix? Reply YES'  
Engineer replies YES → Connect calls  
Catalyst Center compliance remediation API  
OR Meraki: reboot AP / reset port  
Full action log + ACK timestamped

Human approval gate - engineer confirms via SMS  
before any config push

### ISP / internet path

No internal remediation triggered  
NOC P1 SMS with TE path data  
Auto-open carrier trouble ticket  
App owner notified: 'Known ISP issue'  
ETA communicated when available  
Audit trail logged

### Cloud / SaaS provider

No internal remediation triggered  
App owner SMS with impact summary  
CS team Webex: customer talking points  
Status page monitored via Connect  
Auto-update when provider resolves  
Audit trail logged

Only Cisco has ThousandEyes (detect) + Webex Connect (decide + notify) + Catalyst Center/Meraki (act) in one portfolio. No competitor can close this loop.

# Webex Connect is THE 800LB GORILLA IN THE ROOM

webex  
by CISCO

You've never heard of us, but your customers interact with us every day.

## 600B+

messages delivered  
annually

Across voice, SMS, email,  
WhatsApp & digital channels

## 8 of 10

largest US banks

Trust Webex Connect to power  
customer communications

## #1

CPaaS by enterprise reach

More Fortune 500 deployments  
than any competing platform

## Top 5

US health systems

Patient engagement, alerts &  
care coordination at scale

## Tier 1

carrier – direct to network

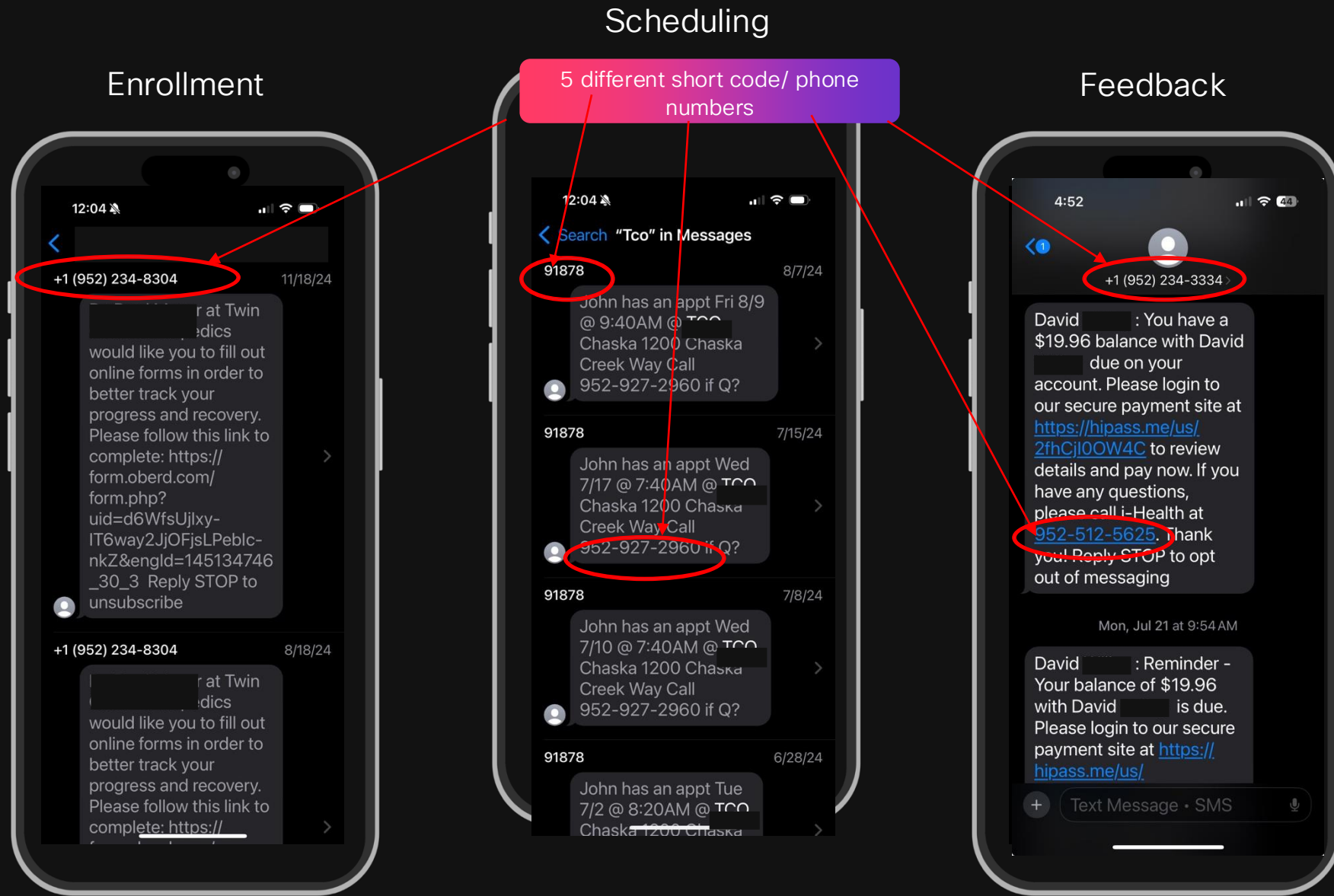
No middlemen. Lowest cost.  
10-25% savings vs aggregators

## 190+

countries & territories

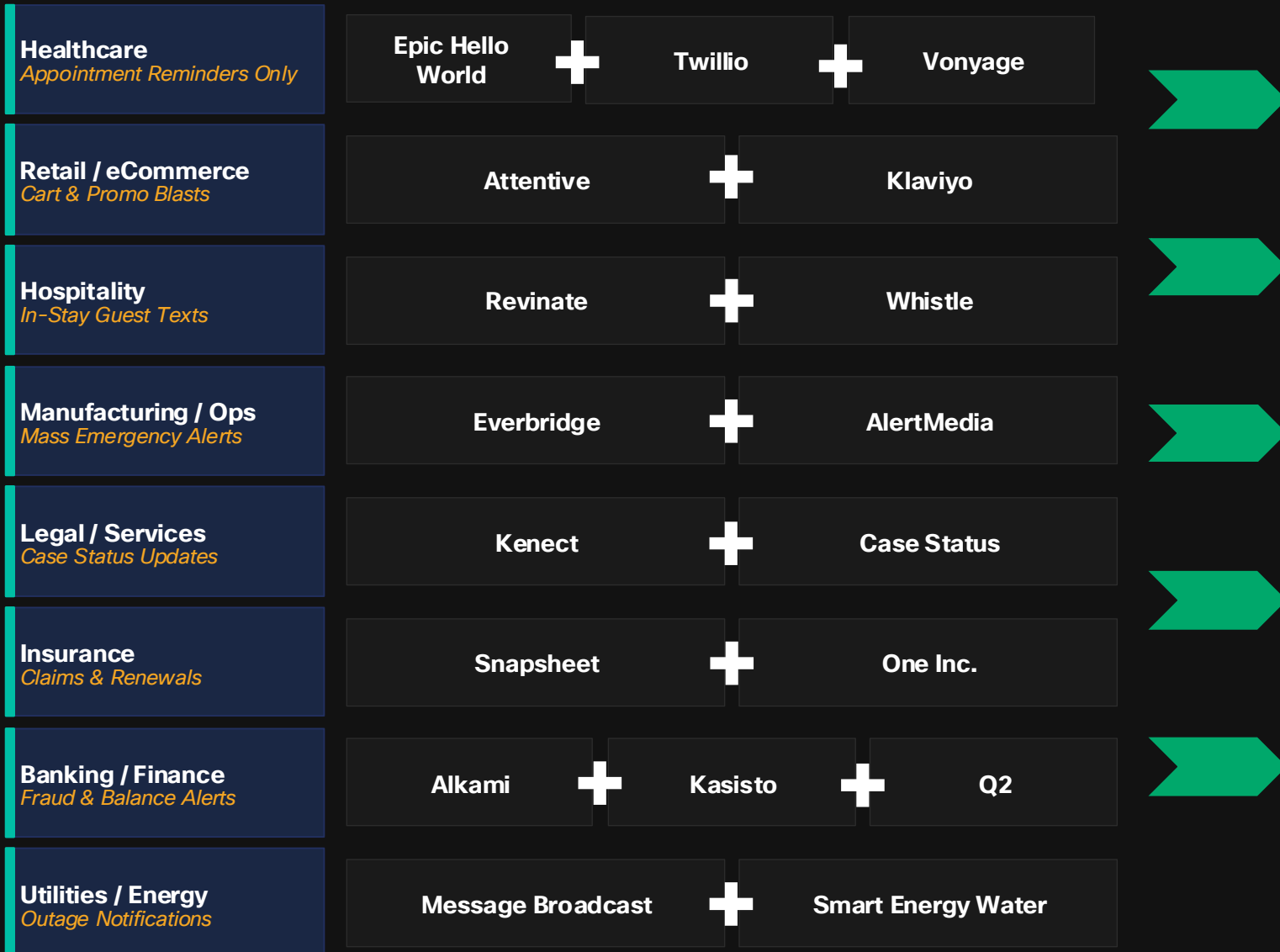
One platform. Global reach.  
Local compliance built in

# My Fragmented Experience (actual screenshots)



# The Messaging Landscape: Hundreds of Point Solutions

Most vendors are built for one use case. One industry. One workflow.



**Unified CPaaS Platform**  
*That Powers Every Industry*

**WEBEX CONNECT**

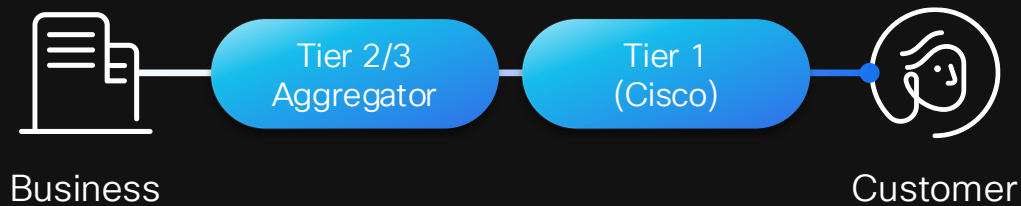
**The platform that molds to any need.**

- ✓ Any channel. Any workflow.
- ✓ Any industry. One platform.
- ✓ AI-native. Enterprise-grade.

Most messaging vendors solve one use case. | Cisco Webex Connect orchestrates them all, messaging, AI, and contact center in one platform.

# Today

Basic one-way SMS, limited control, no intelligence in the workflow

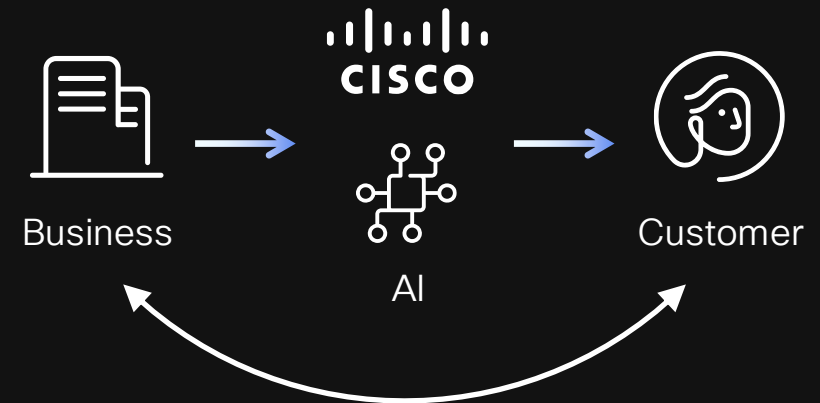


Your appointment is scheduled. Reply STOP to opt out. Msg & data rates may apply.

- Multiple intermediaries (slower delivery, inconsistent performance)
- 10-25% higher cost due to resellers
- No automation or ability to take action

# Direct with Cisco

AI augments your team by answering repeatable inquiries at scale



You have an upcoming appointment. How would you like to proceed?



Confirm

Cancel

Reschedule

- Direct-to-carrier for fastest, most reliable delivery
- 10-25% lower cost with Tier 1
- AI handles routine interactions automatically

# Webex: Leader in RCS Business Messaging

Apple's adoption of RCS into iOS 18 brings new ways to communicate with brands.

- **Branded Messaging & Verified Sender:** More trust, 3x higher engagement & 30% increase in response rates
- **Direct Tier 1 Connectivity:** Global delivery, enterprise grade reliability, efficiency at scale
- **RCS at Scale:** 91% of smartphones (4.5B market) support RCS

