



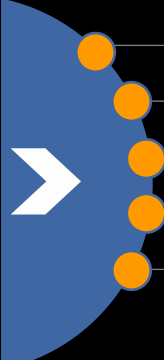
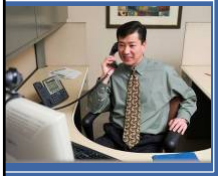
Emerging Trends in Customer Contact



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Agenda



Introduction
Shifting Markets

Disruptions in Communication/IT

Emerging Trends in Collaboration

Contact Centre Design

Q&A



What Keeps Business Leaders up at Night?



How Can I Increase Revenues and Opportunity?

How Do I Improve Our Customer Relationships?

How Can I Make Us More Agile and Resilient?

How Do I Cut Costs and Make Us More Productive?

Getting More Value out of Interactions
(EFFECTIVENESS)

Influencing (blogs), motivating (MySpace), collaborating (telepresence), creating (iTunes)

Getting More Value out of Transactions
(EFFICIENCY)

Shipping (SCM), paying (PayPal), stocking (IMS), counting (ERP)



CBC News in Depth – 11/22/07 “How May I Help You?”

- Surveyed 40 of Canada's Top Companies
- Benchmark Quality of Voice Interactions
- Only 12 Companies Rated Over 80%
 - Only 2 > 90%
- Measures – examples:
 - *Demeanour;*
 - *Transfers;*
 - *Simple IVR Navigation;*
 - *Account Information*
- Efficiency to Effectiveness Swing



<http://www.cbc.ca/news/background/customer-service/>



Cisco's Vision...

Work



Live



Play



Learn

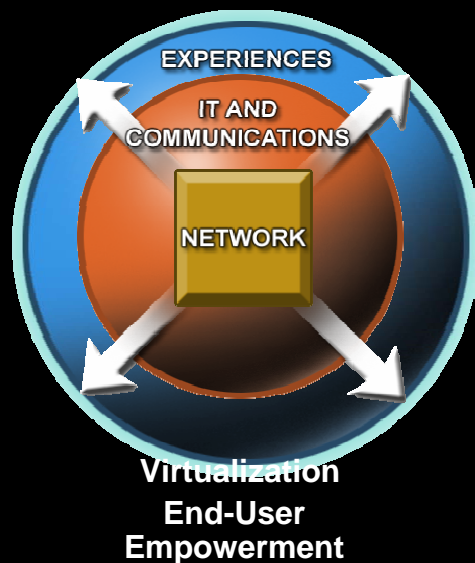


...and Mission

Shape the future of the Internet by creating unprecedented value and opportunity for our customers, employees, investors and ecosystem partners



Leveraging the Network



Network as the
Platform for Life's
Experiences

Leader in Next
Generation IT and
Communications

Worldwide Leader
in Networking

CISCO Unified Communications As a Service

Applications

- Cisco Unity Messaging
- Unified MeetingPlace Conferencing
- Unified Customer Contact**
- Unified Video Advantage
- Unified Workspace Licensing
- Unified CRM Connectors
- Mobile Communicator

Endpoints

- Cisco Unified IP Phones
- Wireless IP Phones
- Unified IP Phone 7985
- Unified Personal Communicator
- IP Communicator
- Dual Mode Phones

Services

- Smart Business Communications Sys
- Communications Manager Express
- Cisco Unified Presence
- Communications Manager Bus Edition
- Communications Manager

Infrastructure

- Routing
- POE Switching
- Voice Gateway
- Messaging Gateway
- QoS
- Security
- Session Border Control

CISCO Unified Communications Defined Supports Multiple Networks And Applications

CUSTOMER CONTACT CENTRE

Unified communications

- Mobility
- Presence
- Instant messaging
- IP telephony
- Unified messaging
- Collaboration
- Email
- Directories and calendars
- Video, Web, audio conferencing

Source: Forrester Group
August 2007 "Are You Ready For Unified Communications?"

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Shifting Markets & Expectations

Winds of Change

How Tailored Choice Is Creating Unfulfilled Demand

The Long Tail

Why the Future of Business Is Selling Less of More

CHRIS ANDERSON

THE ULTIMATE QUESTION

Driving Good Profits and True Growth

FRED REICHHELD

WIKINOMICS

How Mass Collaboration Changes Everything

Don Tapscott
Author of *The Digital Economy*
and Anthony D. Williams

The World Is Flat

A BRIEF HISTORY OF THE TWENTY-FIRST CENTURY

Thomas L. Friedman

Time Magazine Person of the Year 2006: You

TIME
Person
of the
Year

TIME
Person
of the
Year

TIME
Person
of the
Year

TIME
Person
of the
Year



“Yes, you.
You control the Information Age.
Welcome to your world.”

“For seizing the reins of the global media...
Founding and framing the new digital democracy...
Beating the pros at their own game”

Time Magazine's "Person of the Year 2006: You"

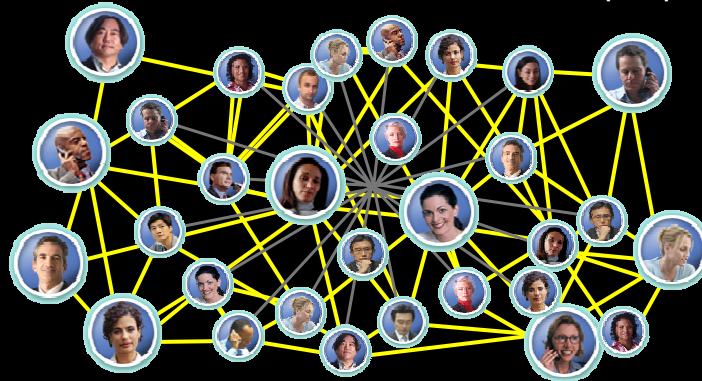




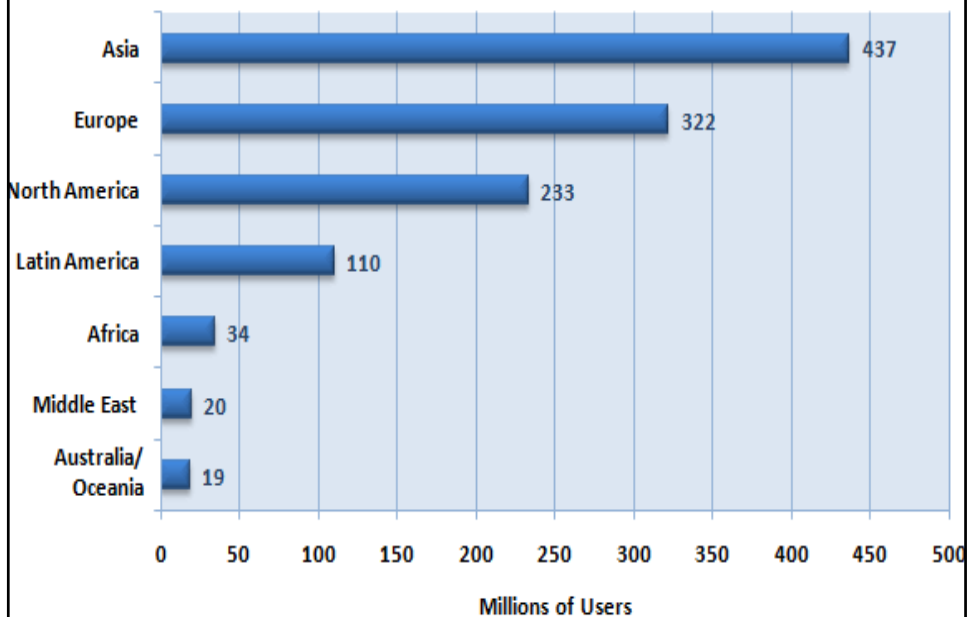
Welcome to the Human Network

The Internet Is Not a Network of Computers,

It is a network of people.



Internet Usage by World Region



Copyright © 2007, www.internetworldstats.com



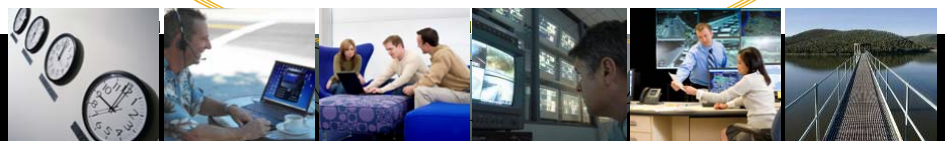
Web 2.0

"I think the future is about us, about collaboration, about social networking going into business, interactivity into our home entertainment in ways we are just beginning to imagine. It will drive a generation of productivity, likely beyond 10 years"

*John Chambers
Chairman & CEO
Cisco Systems*



Business In Transition



One Time Zone, Real-time

Mobility and Uniformity of Experience

Working Moments

Staffing Dynamics

New and Changing Regulations

Business Continuation

Welcome the Millennials
(Spoiled Brats!)

Social Networkers, Collaborators

Real-Time Communicators

Largest new workforce since the baby boom

Totally connected—Anytime, Anywhere

Multi-Cultural, Global

The video generation

Influence of Consumer Technology on the Enterprise

Generation X and Y Influence

Consumerization the most significant trend to affect IT over the next 10 years

Virtualization: Connected Content Anytime, Anywhere, Any Device



Data **AND** Voice **AND** Video **AND** Mobility

Connected Content / Devices

Eliminating boundaries and
unnecessary tradeoffs



Growing Importance of Networked Communications

Improved Internal
Communication

Better / Faster
Decision Making

Increased
Customer
Satisfaction

Shortened
Production
Cycle

**“Integration of communication
and collaboration applications
provides business agility not
previously possible...”**

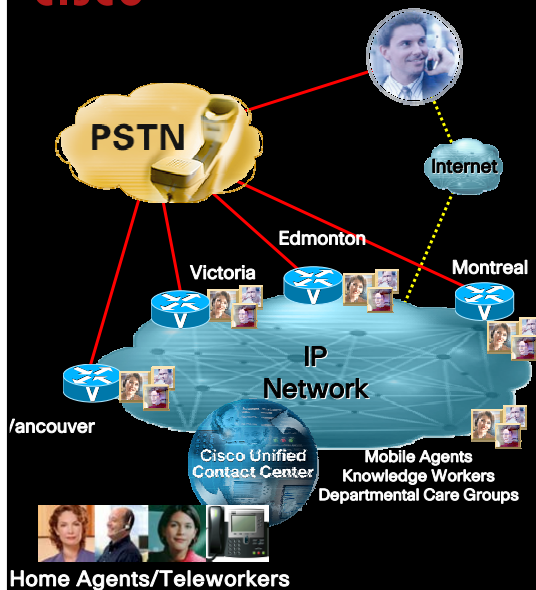
- Forrester



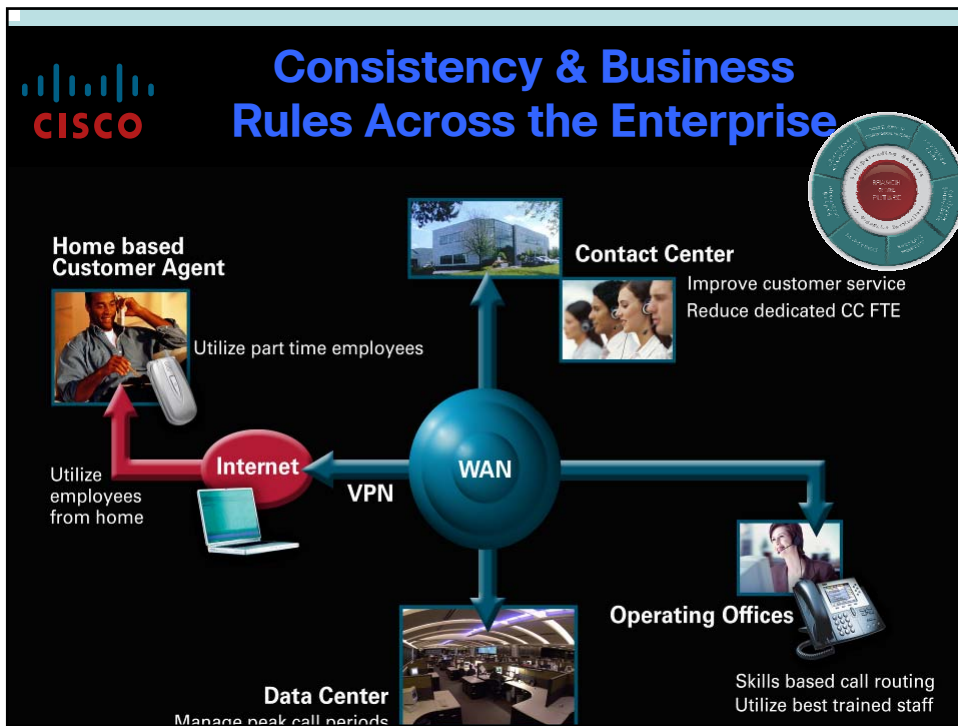
The Case for Contact Centre Virtualization



A Unified IP Contact Centre *Lowering Business Cost*



- ✓ Common Technology Architecture
- ✓ Shared Applications Environment
- ✓ Improved/Simplified Management & Workflow (Design/MAC's)
- ✓ Consistent & Intelligent Call Routing/Treatment
- ✓ Leveraged Branch Expertise (7x24)
- ✓ Pooling of Software Licenses
- ✓ Less servers & queue ports
- ✓ Edge queuing - more efficient and less complex than pre or post-routing
- ✓ Cost Effective Continuity Plan



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New Findings from Gartner April 2007

'Companies Should use IP Telephony to Virtualize their Contact Center'

- The 'true' virtual call center is finally a mature technology in IP Telephony
- WAN is key to deploying a true virtual CC
- Consistent with companies centralizing enterprise wide applications in a data center
 - i.e. ERP & CRM apps relying on browser @ desktop
- "...generally beneficial if the contact center's telephony layer is the same as the office telephony layer"

Key Benefits → Companies using virtual contact centers increase productivity by 15 percent and save an estimated one million dollars per 100 call center agents. In addition, annual agent turnover decreases, falling from 60 percent to only 5 percent.

Source: AMR Research



Today's Key Themes

IT & Business Agility



Unified IP Contact Center

- Next-Gen IP Based Contact Centre
- Single Application Instance:
 - ACD w/Skills Based Routing;
 - Integrated Voice Response (IVR)
 - Integrated CTI
 - Blended Outbound
 - Multi-Channel – E-Mail/Web Collaboration
 - Video Enabled
 - Workforce Optimization
- Consistent Workflow Design
- CRM and Business Apps Integration
 - Leverage cost efficiencies while improving customer experience/satisfaction
- Unified Management & Reporting





The Agent Experience



A Typical Agent Desktop

Functional Applications

Sales and Marketing

CRM
Order Management
Product/Service Catalog

Logistics

Inventory Management
Distribution Management

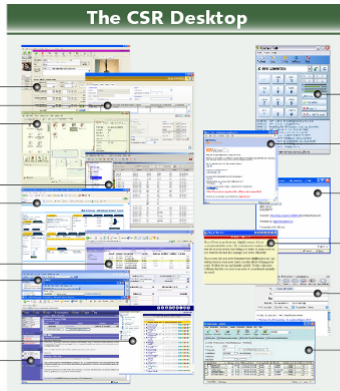
Finance

Billing
Customer Information System

Internal Operations

Document Management
Knowledge Base/FAQs

The CSR Desktop



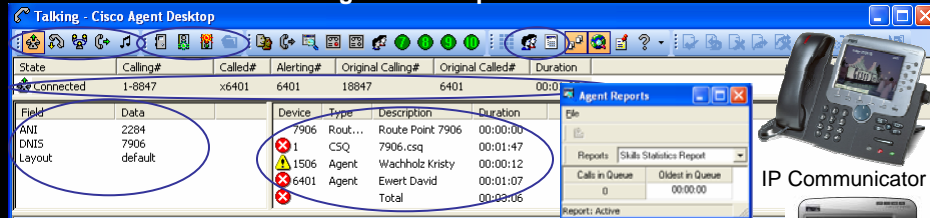
CSR Tools

Softphone
Call Scripting
IM/Chat
Notes
E-Mail
Disposition System

- More than 65% of contact center agents use three or more applications.
- More than 25% use five or more applications.
- 70% say they waste time switching between applications.
- Two-thirds say their IT systems could be improved.

Example: Cisco Agent Desktop ...
Enables Customer Interaction

Cisco Agent Desktop – CTI Soft Phone



IP Communicator

Cisco Agent Desktop:

- Call Control – Answer, Hold, Transfer, and Conference
- Agent State Control – Call delivery, Agent status, and activities
- Chat and Phone Directory – Supporting first call resolution and speed call processing.
- Contact Appearance – Verify real time status as call progresses.
- Enterprise and Call History Data – To view caller specific data
- Skill and Queue Statistics – To keep agent informed of status

Example: Cisco Supervisor Desktop
Improves Agent/Supervisor Productivity

Agent State Control **Barge In Intercept** **Chat** **Team Messaging** **Recording** **Silent Monitoring**

CSD reinforces consistent agent behavior and management:

- Collaboration
- Communication
- Alerting
 - Email
 - Audible
 - Visual
- Real time display
 - Graphical
 - Tabular
- Agent status
- Agent state

Real Time Graphical Skills Displays **Supervisor Alerts** **At-a Glance Agent State** **Real Time Graphical Agent Displays** **Integrated Browser**

The screenshot shows the Cisco Supervisor Desktop interface. At the top, there's a toolbar with icons for Agent State Control, Barge In Intercept, Chat, Team Messaging, Recording, and Silent Monitoring. Below the toolbar is a 'Skill Groups' window showing a bar chart of 'Skill Groups - Total Calls' for various skill groups (7902, 7901, 7900, 7906). To the right, there's an 'Agents' window showing a list of agents and their status. A 'Supervisor Workflow Notification for Skill Group: 7906.csq' window is open, displaying a pie chart and a message: 'Calls in queue exceeded for customer loyalty.' At the bottom, there's a status bar with various indicators and a 'Scanning message 1 of 1' notification.

CRM Integrated Desktop

A single agent application for CRM and call center needs

Call Control Features

Agent State Controls

Integrated Multi-channel Communications Toolbar

Cisco Unified CallConnector for Microsoft Dynamics CRM

Cisco Unified Communications is a comprehensive IP communications system of voice, video, chat, and mobile IP services and applications. It enables more effective, more consistent, more personalized customer service that directly impacts your bottom line by bringing people together for working a new way of customer service—enhance your business process with this, results in a more efficient, more effective, more reliable, consistent and abundant customer service. Cisco Unified Communications is part of the integrated solution that includes network infrastructure, security, mobility, network management, presence, IP-based services, flexible, self-managed and self-organized, multi-tenant services, real-time and partner training packages, and directory communications applications.

Cisco Unified CallConnector for Microsoft Dynamics CRM (customer relationship management) and the Cisco Unified Communications System, is a third-party application for Microsoft Dynamics CRM. Cisco Unified CallConnector for Microsoft Dynamics CRM is a Call Management, Cisco Unified Communications Manager, Service Center, Agent, Call Manager, and Cisco Unified Call Center Express with Microsoft Dynamics CRM 3.0.

Cisco Unified CallConnector for Microsoft Dynamics CRM Overview

- Quick and easy integration with Microsoft Dynamics CRM 3.0
- Customer contact information (customer ID, email, name, phone, address) is available to all agents in the system. Engage in one-to-one, highly personalized customer relationships such as those in accounting or shipping, can view the latest customer information to better serve customer requests and increase customer satisfaction.
- Productivity enhancement features for employees, such as screen pop, click-to-dial, and log tracking. The call information provided by Cisco Unified CallConnector for Microsoft Dynamics CRM allows companies to make better business decisions based on actual call center performance in real-time and customer.

Figure 1 shows the user interface for Cisco Unified CallConnector for Microsoft Dynamics CRM.

The Customer Experience



What's Happening to Businesses Today?

- Products are vulnerable to replication
- Automation is losing its competitive advantage
- Globalization is impacting consumer choice
- Emerging countries are preparing for inclusion
- Consumers and citizens are more demanding

Differentiation is drawn from the “how” versus the “what” is sold.



What Trends Are We Seeing? Change in Customer Priorities

Q: Competitive Differentiation in the Next Decade Will Come from...

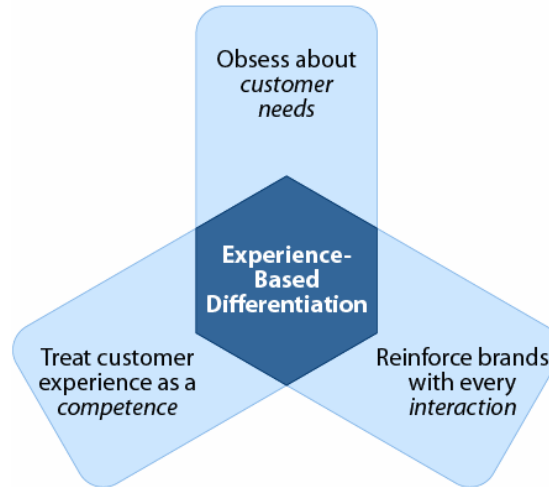


Customer Priorities: Now and in the Year 2020



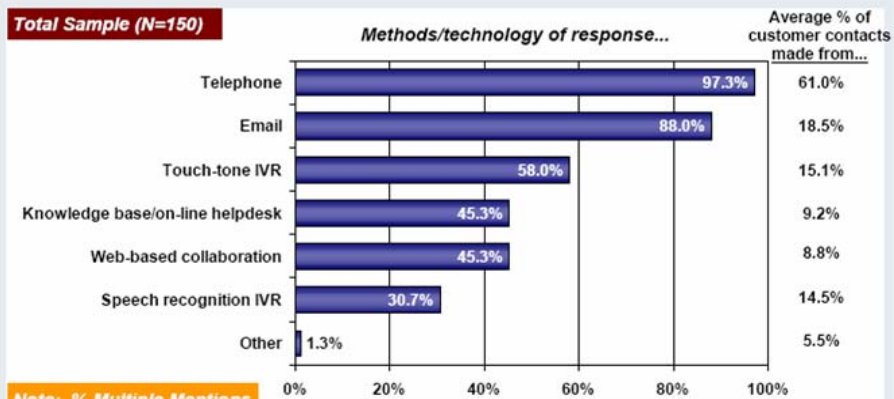
Experience-Based Differentiation

The principles of Experience-Based Differentiation



Contact Channels Supported

Telephone continues to be the most preferred contact channel. Email is also gaining popularity. Speech recognition penetration is still low, most IVR systems are still touch-tone based. The usage of web-based collaboration and online helpdesk are also still low.



Q4. What methods/technology of response does your call center support(s)? Select all that apply.
 Q5. What percent of your customer contacts are made through the following mediums?
 N088 © 2008 Frost & Sullivan. All rights reserved

Example:
CISCO Cisco E-Mail Interaction Manager

E-Mail Client Look and feel

Visual cues for overdue tasks

Knowledgebase
Customer History
External Links

Suggested Responses
Bookmarks
Spell-check

The screenshot shows a Microsoft Internet Explorer window titled "Cisco Interaction Manager - Agent Console". The main area displays an email inbox with columns for Department, Queue name, Activity ID, Subject, Created on, Contact point, and Due on. One email is highlighted in red, indicating it is overdue. Below the inbox, there are panes for "Information: Activity Body" and "Reply". The "Reply" pane shows a suggested response template. A toolbar at the top of the email client interface includes icons for suggested responses, bookmarks, and spell-check. Callout boxes point to these features and the overdue email.

Example:
CISCO Cisco Web Interaction Manager

Multiple simultaneous chat sessions
Red if awaiting input

Push web pages
Knowledgebase
Customer History
External Links

Frequently-used responses
Spell Check

The screenshot shows a Microsoft Internet Explorer window titled "Cisco Interaction Manager - Agent Console". The main area displays a chat session with a list of chat sessions on the left. One chat session is highlighted in red, indicating it is awaiting input. Below the chat list, there are panes for "Information: Activity Body" and "Chat". The "Chat" pane shows a chat session with a customer asking for a password. A toolbar at the top of the chat interface includes icons for frequently-used responses and spell-check. Callout boxes point to these features and the chat session.



Understanding the Customer Experience Multi-Channel Agent Contact Summary Report

For each Agent, show...

Inbound metrics

Outbound metrics

Email metrics

Chat metrics

Multi-Channel Agent Contact Summary Report
Start Date Selected - End Date Selected

| Agent Name | Extension | Inbound ACD | | Inbound Non-ACD | | Outbound | | Email | | Chat | |
|---------------|-----------|---------------|-------|-----------------|-------------------------------|----------|-------------------------------|-------|---------|-------|---------|
| | | Total Inbound | Total | Total | Avg Talk/ Hold/Work | Total | Avg/Max Talk Time | Total | Time | Total | Time |
| agent1 | 1003 | 1 | 1 | 0 | 0.00:01 0.00:01 0.00:01 | 0 | 0.00:00 0.00:00 0.00:00 | 0 | 0.00:00 | 0 | 0.00:00 |
| agent123 | 1000 | 1 | 0 | 1 | 0.00:00 0.00:00 0.00:00 | 1 | 0.00:01 0.00:01 0.00:01 | 0 | 0.00:00 | 0 | 0.00:00 |
| caltrack 1010 | | 0 | 0 | 0 | 0.00:00 0.00:00 0.00:00 | 0 | 0.00:00 0.00:00 0.00:00 | 1 | 0.00:00 | 0 | 0.00:00 |

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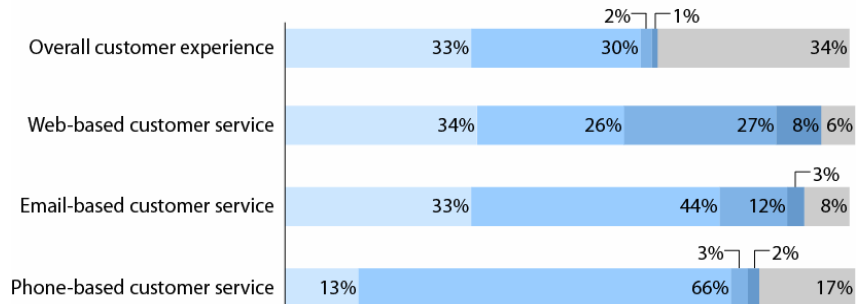


August 2006, Best Practices "Twelve Steps To Experience-Based Differentiation"

Customer Executives Expected To Lead EBD Strategies

"Within your company, which group is primarily responsible for the following?"

Marketing Customer service eCommerce IT N/A or other



Base: 176 North American firms with annual revenues of \$500 million or more (percentages may not total 100 because of rounding)

CISCO Unified Communication for Effective Collaboration

Where your ability to collaborate is limited only by preference

Robert Frank
Status: Preferred:

311 Animal Care
Multi-lingual
Pay Violation
Zoo Special
Animal Care

Sanitation
Help Desk
Urgent - Animal Skills
Recreation

Debbie Pattison
Status: Preferred:

Mike Contreras
Status: Preferred:

Kim Hansen
PRIVACY PROTECTED

The diagram illustrates a unified communications system. A central figure, Robert Frank, stands on a circular platform surrounded by various communication devices: a computer monitor, a desk phone, a mobile phone, a laptop, and a headset. A large circular hub in the center contains a globe and several smaller circular icons representing different users or services. Callouts provide status and preference information for Robert Frank, Debbie Pattison, Mike Contreras, and Kim Hansen. The hub also lists various services such as 311 Animal Care, Multi-lingual, Pay Violation, Zoo Special, Animal Care, Sanitation, Help Desk, Urgent - Animal Skills, and Recreation.

CISCO

Customer Interaction Network Video

(see www.cisco.com/go/cc)

The slide features the Cisco logo in the top left corner. The main title, "Customer Interaction Network Video", is displayed in large white text on a blue background. Below the title, a photograph shows a man in a light blue shirt wearing a headset, sitting at a desk in a call center environment. At the bottom of the slide, a black bar contains the text "(see www.cisco.com/go/cc)" in white.

The Importance of Visual Interaction A Person Remembers...

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Importance of Visual Traffic

- 30% of brain's cortex devoted to vision, 8% for touch and 3% for hearing
- More than 60% of communication is non-verbal

Sources: Cisco Human Productivity Lab 2006

Pearl Kandola: The Psychology of Effective Business Communications in Geographically Dispersed Teams 2006

CISCO

Cisco Video Contact Center

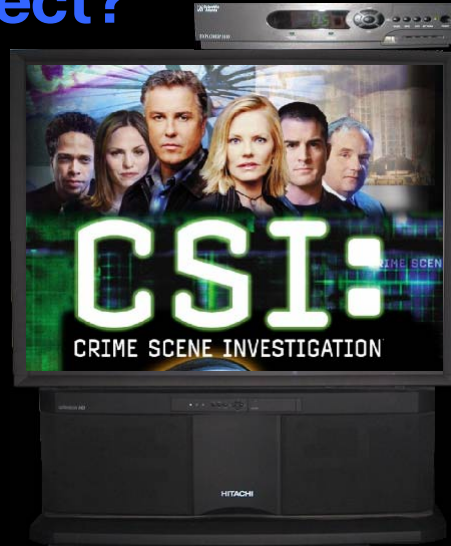


1. Video-equipped mobile subscriber places video call
2. Can navigate a menu to make self service or routing selections
3. Receives streamed video while waiting for an agent
4. Video call directed to video-enabled agent under UCCE control
5. Agent can direct additional video streams to the caller



What is Consumer Connect?

The ability for the click of a TV remote to initiate a rich media interaction between the **TV viewing consumer** and a **contact center agent** specific to the current TV viewing content.



TELEPRESENCE VIRTUAL AGENT

- Connects virtual agents to callers via skill-based treatment
- Video of Agent/customer on displays
- High impact, face-to-face customer service from any location
- Create an intimate customer experience
 - Life-size, HD video and CD quality audio
- New Vertical Market Applications:
 - Finance: Branch office experts
 - Retail: High-end electronics sales
 - Healthcare: Remote consultation, interpretive services
 - Administration: Three lobby ambassadors manage 10 buildings

BusinessWeek



"The Best of 2008"

Connecting Customers With Experts



"You forget there's any technology going on between you and the people you're meeting with."
Gartner

"This is a dream come true."
- BusinessWeek



Closing Thoughts



Applications and Business Processes: Sequence Matters

Customer Service and Support



Source: Momentum Research Group—Net Impact 2003 and Net Impact 2004

Epilogue – Supporting Business Concerns

- Virtualize the Business
 - *Leverages Investments into the Network*
 - *Access Talent Across Your Enterprise*
- Lower Operational Costs
- Optimize Human Resource
- Supporting Business Continuity
- Supporting New Business Modeling Practices – NOW!
 - *Integrated CTI Desktop*
 - *Introduction of new Business Productivity applications*
 - *FUTURES – i.e. Video, Presence – SME's 'in the moment'*
- Consistency - Brand Strategy & Management