Cisco Customer Collaboration Solutions
An overview of the Cisco contact center portfolio

Customer care has never been more important to an organization's success and profitability than it is today. Creating unique customer-centric experiences is crucial to enhancing customer loyalty and retention — making your investment in customer service a proven path to greater revenue and profitability. To achieve these goals, you must personalize each customer's experience based on the customer's specific needs and preferences — one size does not fit all.

Cisco® Customer Collaboration solutions can help you extend customer care beyond simple phone transactions and the traditional contact center. With Cisco solutions, you can personalize your communications with customers through a variety of channels, including voice, web, email, and video.

The comprehensive portfolio of Cisco Customer Collaboration solutions provides capabilities to differentiate your business by:

- Routing contacts to the most appropriate and available agent based on your own business rules and objectives
- Streaming call-event and customer-profile information directly to your agents' desktops for a more personal interaction with your customers
- Incorporating social media to proactively respond to customers communicating on Twitter, Facebook, or other public forums or blogging sites
- Supporting mobile customers through innovative integrations with mobile applications, including video interactions, to deliver service the way customers prefer
- Providing contact center managers and supervisors with detailed reports and dashboards about agent productivity and customer service levels
- Generating reports specific to the management of your contact center business based on an enterprise-wide view of timely and accurate data that puts you in control

You can improve more than just your human interactions, too. Your automated telephone voice self-service operations can apply similar personalization principles. For calls not requiring agent assistance, optional speech recognition technologies give callers personalized answers to increasingly complex questions, affording them innovative ways to conduct business with you at their convenience.

Both you and your customers will benefit from Cisco's open and interoperable architecture, which provides complete flexibility to match the delivery model to your preferences, your business needs, and your legacy technology investments. Whether you have an on-premises, cloud-based or hybrid deployment model, your customers will enjoy a consistent service experience.

Cisco Customer Collaboration solutions can help you:

- Provide personalized service through unique customer-centric experiences
- Make customer service agents more efficient, productive, and satisfied
- Identify up- and cross-sell opportunities to increase profits even while decreasing contact center costs
- Proactively reach more customers the way they preferred to be contacted with outbound capabilities, whether it be through the phone, chat support, email or social media
- Build an adaptive customer interaction environment supporting a new generation of customer-centric applications with highly flexible deployment models

To learn more about Cisco Customer Collaboration solutions, please visit: www.cisco.com/go/cc.