A person wearing a dark jacket is holding a large white rectangular sign in front of their chest. The sign contains the text "Get back to a personalised customer experience." in a blue, sans-serif font. The background is a blurred office environment with desks, computers, and windows.

Get back to a
personalised
customer
experience.



How-To Guide: Bringing Customer Satisfaction to the Forefront

How is customer service changing?

Think of customer service in three waves: Wave one is how customer service was in the past, wave two is how it has been more recently, and wave three is how it can be in the attainable future. You'll remember wave one, when the contact centre was a physical place, the predominant channel was voice, and there were predictable call volumes and times. You'll recognise wave two as well—the contact centre went virtual with multiple care channels, but the

channels were disjointed. Wave three, the reachable future, includes not only multiple channels like video, mobile, and social, but also continuity across all those channels. The challenge is to integrate all channels into a seamless, consistent, contextual experience throughout the entire customer journey.

Today's customers want to be taken care of at any time, in any location, and on any device, and they expect a level of continuity across those channels of interaction. They want borderless customer care. Borderless customer care can create opportunities for your business to connect in a much more sincere, personal way.



Discovering the value of a changing customer service landscape.

- Representatives can chat online with customers the same ways those customers chat with their friends online, which can make the transaction not only more convenient for the customer but also more familiar and fun.
- Face-to-face video interactions can not only prevent misunderstandings but can also boost loyalty and create relationships and trust.
- Continuity across channels can deliver a personalised customer journey that helps increase customer satisfaction, loyalty, and advocacy.

Delivering a total customer experience through the contact centre (chat, social media, video, mobile, email, voice) and brick-and-mortar locations (kiosks) provides borderless customer care.

What customers really want is a differentiated and delightful customer experience, and you can deliver. A successful customer care strategy can bring phone, video, mobile, chat, and social media together while streamlining your processes.

Cisco® DX80, DX70, and CX650 endpoints bridge the distance right from your desktop.



Delivering exceptional customer service.

Always start with an omnichannel approach.

- Customers are looking for a consistent, high-quality experience regardless of how, when, and where they choose to engage with your organisation, and no matter what the purpose is. When customers interact across channels, or when they involve second-line, back-office, or expert help, those customers expect those interactions to be linked so the organisation has a full picture of what is going on. Omnichannel experiences are created when separate, often-siloed interactions across channels such as voice, video, email, chat, and social media are contextually linked into a seamless customer journey.
- The Cisco platform serves as the central point in an organisation's omnichannel strategy. It provides persistent context and data as the customer traverses care channels so the customer experiences a more personalised journey and less frustration and effort. Our platform is also built in a way that can easily integrate third-party solutions as additional channels or types of customer interaction become popular.

Mobilise your experts for service to-go.

- In 2013, less than 5 percent of organisations had a mobile customer service strategy. By 2015, at least 60 percent of Internet users will opt for mobile customer service as their first option. – *Gartner*
- Agent Request API from Cisco lets your organisation easily add instant live-assistance capability to your mobile apps. This means customers can connect conveniently, at any time, through their mobile device.

Make customer care personal with video.

- Video interaction means customers can experience service face-to-face. That service ensures every interaction is personal. Solving challenges and assisting the customer through these interactions can help create connections and brand loyalty.
- Cisco provides kiosk video, mobile video, and immersive video solutions. This means customers can not only see who they're talking to, but can then get help beyond the video chat, whether it's connecting and providing real-time tutorials on a specific device, suggesting nearby locations if a customer needs help in person, setting up appointments with agents, or following up on progress.

Always be flexible—stretch with the cloud.

Flexibility is key for your business. You need to not only be able to connect data easily between applications in different hosting environments, but you also need to be able to quickly scale during peak seasons and add new services seamlessly to stay up to date.

The Cisco Hosted Collaboration Solution for Contact Centre has the flexibility to meet your changing customer service needs and expectations. It can support anywhere from 10 to 12,000 agents per customer instance. Cisco is also investing in its Intercloud, which looks forward in terms of cloud infrastructure and connecting not only Cisco- and partner-developed applications but also customer and other partner clouds. One example of how this could benefit would be that Cisco Hosted Collaboration Solution partners could connect to a cloud-based CRM.

Go from expected to exceptional with Cisco Collaboration.

Cisco Collaboration solutions help you deliver face-to-face, personal customer service and exceed customer expectations. And Cisco Collaboration is ready to start the collaboration journey from where you are; it's not a rip-and-replace strategy.

Create exceptional collaboration experiences in every room, on every desk, and in every pocket.

- [Learn](#) more about exceptional Cisco DX, SX, MX, and IX lines of video endpoints.

Integrate voice, video, mobile, social, and presence effortlessly across any device.

- [Discover](#) Cisco market-leading unified communications platforms for midmarket and enterprise.

Connect anyone, anywhere, anytime with high-quality, secure WebEx® conferencing.

- In the cloud or on premises, [see how](#) Cisco lets you create your perfect conferencing solution.

Increase customer satisfaction, loyalty, and advocacy with innovative customer collaboration solutions.

- [Find out](#) how Cisco customer collaboration solutions are making service personal again.

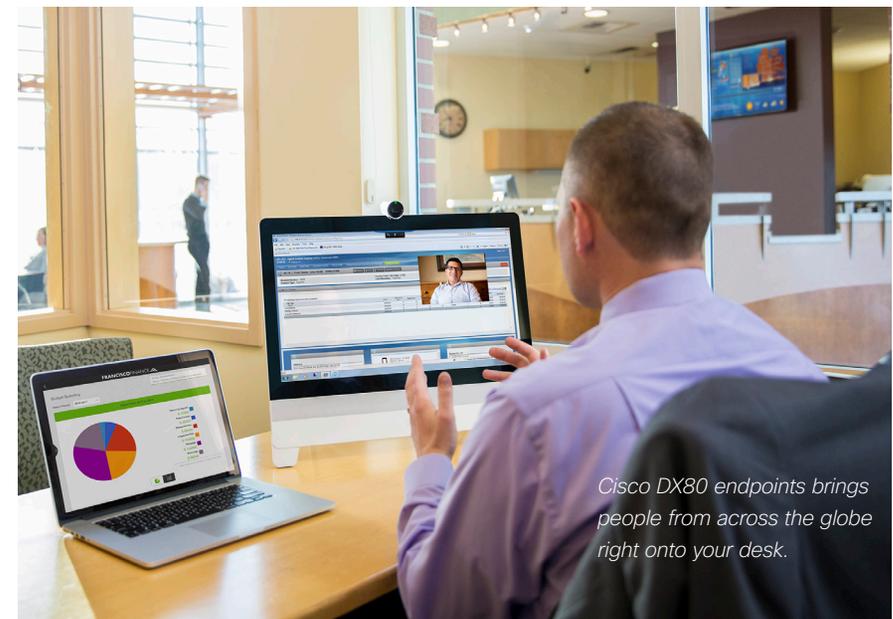
For more guidance, check these helpful resources:

[Cisco Remote Expert Solution Design Guide](#)

[Reshaping Retail with Mobility: How to Benefit from Changing Consumer Behaviours](#)

[Revitalising the Store in a Cross-Channel World](#)

[Winning Strategies for Omnichannel Banking](#)



Cisco DX80 endpoints brings people from across the globe right onto your desk.