Requirements for New World Customer Care

Session 3104
Agenda

- Drivers
- Network Requirements
- Communications Software Requirements
- Cisco Case Study
- Q&A

The Value of Customer Loyalty

- Customers have never been more empowered to manage their business relationships
- Customer interactions are more important now than they have ever been in the past
- Businesses must make the most of every customer interaction
The Value of Customer Loyalty

A 10 percent increase in repeat customers can lead to a 9% increase in profits.\(^2\)

Enterprises that deploy customer service Web sites for the sole purpose of reducing customer service costs will not realize their goals in 95 percent of deployments and will reduce customer satisfaction.\(^4\)

Customer satisfaction with online shopping has steadily eroded, from a high of 88% in July 1999 to just 62% one year later.\(^3\)

72 percent online buyers said that customer service is a critical factor in their online shopping satisfaction.\(^3\)

E-customers expect acknowledgement of their contact within an hour.\(^6\)

Customer loyalty is the number one priority of CEOs.\(^1\)

60 percent to 70 percent of all shopping carts were abandoned.\(^5\)

Brick-and-click retailers are attracting customers more cheaply, spending less, and converting one-time buyers into repeat more successfully than Net pure-plays.\(^7\)

Sources: ¹The Conference Board, ²McKinsey & Co., ³Jupiter Communications, ⁴Gartner Group, ⁵Forrester Research, ⁶e-Satisfy.com, ⁷Boston Consulting Group

Relative Costs of Customer Care Transactions

<table>
<thead>
<tr>
<th></th>
<th>Time Expenditure</th>
<th>Labor Cost</th>
<th>Travel</th>
<th>Total</th>
<th>Service Requests per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Person Remote</td>
<td>480</td>
<td>$192</td>
<td>$500</td>
<td>$692</td>
<td>261</td>
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<tr>
<td>In-Person Local</td>
<td>120</td>
<td>$48</td>
<td>$30</td>
<td>$78</td>
<td>1,043</td>
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<tr>
<td>Call Center</td>
<td>30</td>
<td>$12</td>
<td>$0</td>
<td>$12</td>
<td>4,171</td>
</tr>
<tr>
<td>World Wide Web</td>
<td>0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>Infinite</td>
</tr>
</tbody>
</table>

Source: The Yankee Group, 1999
### Framework

**Customer-Facing Business Functions**

- Marketing
  - Campaign management
  - Business planning
  - Catalog
- Sales
  - Account management
  - Field sales automation
  - Configuration
- Commerce
  - Buy side
  - Sell side
- Order Fulfillment
  - Delivery status
  - Inventory
- Service and Support
  - Tech Support
  - Case mgmt.
- Education
  - Distance Learning
- Ecosystem Mgmt.
  - COINs
  - Channel/Partner Ecosystem

**Information and Business Policy Middleware**

- Business Policy/Workflow
- Knowledge/Customer Information

**Communication Management Platform**

- Interaction Technologies
  - E-Mail, Co-Browsing, IVR, IP-VRU, Unified Messaging
- Communication Enablers
  - ICM, IP CallManager, PBX, ACD, Click to Talk

**Network / Network Services**

- Data, Voice, Video/Cisco IOS

### Evolution to New World Customer Care

**Online Customer Self-Service**

- 24 x 7 support
- Search engine
- Content
- Knowledge base
- FAQ site
Network Requirements
Online Customer Self-Service

- Server load balancing
- Web content caching
- Geographic load distribution

Network Requirements
Online Customer Self-Service

- Ensure secure site
- Automatically detect and deny intruders
- Report security violations
Network Requirements
Online Customer Self-Service

- Internet service fail-over protection
- High availability network services
- Full redundancy and resiliency

Evolution to New World Customer Care

Intelligent Contact Management
- Intelligent call routing
- Network-to-desktop CTI
- IVR integration
- Business policy workflow
- Consolidated reporting
Intelligent Contact Management

$1,000,000 Stock Portfolio; Speaks French

Stock Trading License; Speaks French; 15 years’ Experience

Checking Account; Wants Balance

$100,000 Mortgage; Wants Credit Line Info.

Mortgage Specialist; 5 Years’ Experience
Intelligent Contact Management

Evolution to New World Customer Care

Multimedia Customer Interaction
- Click to call
- Blended collaboration
- Page sharing
- Application sharing
- White boarding
Shift in Customer Interaction

Integrated Communication Channels

Highly Skilled Agents

Satisfied Customer

Online Sales and Support

Another fine mesh: The tough, tenacious Tipped Collar

Some people just can’t get enough of our mesh shirts. Seems the cost, any 100% combed cotton gingham fabric is just too hard to say no to. So we’ve added this sporty tipped collar version to please those discerning mesh fans looking for a fresh twist.

Every bit as sturdy and comfortable as our regular mesh, the Tipped Collar Mesh Shirt for Men and Women is just a bit shorter in the body and sleeves to achieve an overall niftier look. And fiber-reactive dyes in the tipped collar keep colors bright and true long after the seasons change. Try one on and you’ll be a fan for life.
Customer Interaction

Click

Internet

PSTN

Customer

Web Servers

Trailhead

ICM Web PG

ICM CC

Media Blender

ACD

ACD/PBX

Collaboration Server

Customer Service Agent

✔ Callback only (1 Line)
✔ Callback with collaboration (2 Lines)
✔ Chat with collaboration (1 Line)
✔ VoIP with collaboration (1 Line)
✔ Meet me (2 Lines)

Evolution to New World Customer Care

New World IP Contact Center

- Combines people and information resources
- Multimedia contact
- IP telephony
- Unified messaging
- Converged IP-based network infrastructure
New World Customer Care

Customer Interaction

IP Telephony

Converged IP Network

Internet

PSTN

Voice, VoIP, Web, Email, Fax, ...

Unified Messaging

Agent
E-Mail Manager

Intelligent Contact Management

Cisco’s Migration to New World Customer Care

Search Engine
Content
Knowledge Base
FAQ Site

Information Access

Self-Help

Multiple 2-Way Internet Communications

Enhanced Collaboration

Interactive Troubleshooting
Network Design
Configuration
Application Sharing
Web Forms
Voice Over IP/Internet

Value and Phased Approach Over Time

(Commerce Support Tools)
Collaboration
Order Inquiry
Customer Care
Personalization

(Single Entry Point for All Customer Interactions)
Open Internet Ecosystem

Cisco Powered Networks

Applications
E.Piphany/Octane,
Kana/Silknet,
Oracle, Siebel

Internet
Appliances
Hitachi,
Microsoft,
Panasonic,
Sony,
Samsung

Service Providers
Cisco Powered Networks

System Consultants/
Integrators
E&Y, eLoyalty,
KPMG, IBM, PWC

Servers
Compaq, EMC,
HP, IBM,
Microsoft, Sun

Next Steps

- Review network infrastructure to meet scalability, security, and availability requirements
- Establish communications software strategy to support all forms of customer contact (voice, web, email, chat, fax, IP telephony, …)
- Work with Cisco and Cisco Ecosystem Partners for complete customer care solution
Other Networkers Sessions

- 2006: Advanced Enterprise Campus/WAN IP Telephony Design and Implementation
- 2100: Enterprise PBX to IP Telephony Migration Strategies
- 2800: Caching and Load Balancing Technologies
- 2801: Deploying Highly Available Networks
- 3101: E-Commerce Networking
- 3105: Internet Hosted Markets Technology

Questions?

Thank You
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