Case Study: Cisco’s Global Contact Center Operations

Session ICS-102

Interactive Internet Technologies Group

• Formed in early 1999
• “Click-to-talk” w/collaboration for Cisco’s Technical Assistance Center
• Evaluated vendors and selected Webline (pre-acquisition)
• Internal clients now include many enterprise-wide contact centers
• Our ICSG and enterprise voice/video BUs provide us with the core products of the next generation IPCC (ICM, CIS, CCM, etc.)
Cisco Live! Objective

- To improve “ease of access” and overall customer satisfaction by offering seamless escalation and interaction from website to contact center

Cisco Live! Goals

- Increase customer satisfaction
- Increase agent productivity (do more in less time)
- Reduce repeat calls by advocating “fix on first visit” approach
- Empower customers to help themselves
- Resolve customer issues faster
- Showcase Cisco Customer Interaction Suite (CCIS)
Primary CCIS Features Deployed Internally

- “Click to talk” and “click to chat” with browser synchronization
- Internet voice option
- Lucent and Nortel ACD integration
- “Meet me” collaboration
- Simple and advanced sharing
- PC application sharing
- Web seminars

Contact Center Implementation Phases

Phase 1: Integration of Web-Based “Call Me” Requests with Collaboration

Phase 2: Addition of Click-to-Chat, Outsourcers, Internet Telephony, and Application Sharing

Phase 3: “Meet Me” Collaboration

Phase 4: “Next Gen IPCC” Full IP-Centric, Media Independent Contact Center with ICM & CCM (IP IVR/PBX/ACD)
Cisco Live! Global Infrastructure

Proposed Intelligent Contact Management (ICM) Infrastructure
Site Architecture

Cisco Live! Collaborative Whiteboard
Cisco Live! Collaborative Telnet

“TAC Express” Multi-Session Chat

- 30% of our TAC cases are generated using our Cisco.com case open tool, bypassing our frontline Global Contact Center
- Some customers are now offered a chat session option, depending upon case type
- Chat session is routed to an appropriately skilled, multi-tasking support engineer
Average Talk Time

GCC Cisco Live! Average Talk Time

Average Speed of Answer

GCC Cisco Live! Average Speed of Answer
Customer Satisfaction

GCC Cisco Live! Customer Satisfaction Trends

Average Close Time

TAC Cisco Live! Multi-Session Chat Average Close Time
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