

• NETWORKERS



Building a New World Contact Center Using Cisco IPCC

Session ICS-103

Agenda

- **What Is IPCC**
- **Architecture/Deconstructing a Call Center**
- **Case Studies**
 - Response Center**
 - BKW**
 - Vcustomer**

What Is IPCC?

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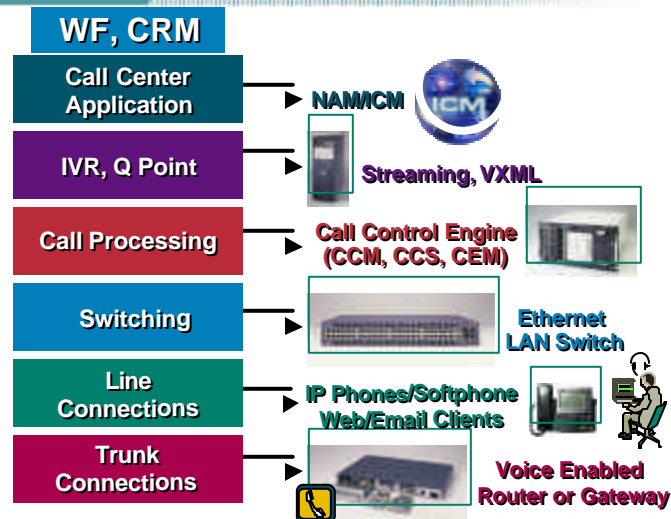
- Cisco umbrella solution for multimedia virtual contact enabler (call center) based on IP and convergence
- Based on AVVID
- Based on ICM
 - Providing legacy migration
 - Scalable location independent solution
 - Taking ACD's to the Internet model

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De-constructing Call Center

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Cisco IPCC Case Study

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About RESPONSE

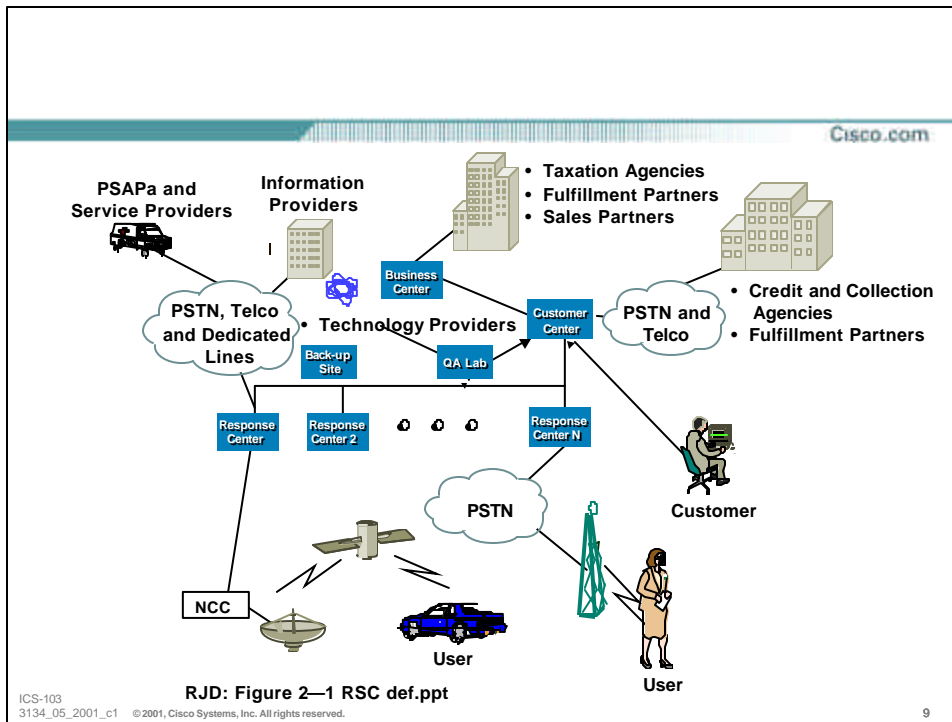
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- **Joint venture of AAA companies**
- **Wireless ASP providing telematics service delivery to AAA and other clients**
- **Formed December 1, 1999**

Telematics: Location aware wireless voice and data services (e.g., cell-phone with GPS)

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- ## Why VoIP?
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- **Telematics service transactions are inherently integrated voice and data sessions**
 - **Benefits of new-start business state and “greenfield” infrastructure development (i.e., no legacy systems, no operations disruption)**
 - **Good alignment to future wireless tele-services (i.e., 3G networks)**
 - **Better support for distributed service delivery**
 - **Compatible basis for Web-based agent application environment**
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Why Cisco?

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- **Partnership, not “suppliership”**
- **Commitment to the product/vision (has the most to gain/lose)**
- **Willingness to support specific evaluation and development tasks for our application**
- **Strong local field team**
- **Implementation costs favorable against that of “classic” solutions**
- **Willingness and ability to think “out of the box”**

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RESPONSE IPCC Deployment

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- **ICM (ACD functionality)**
Skills-based routing for requested service session within the network of response centers
- **CCM (PBX functionality)**
Setup and control of IP call dataflow within center
- **IP IVR**
Call queuing
- **CTI Server**
Gateway to proprietary system for managing wireless device data stream, directing voice and data to agent
- **AS5300**
PSTN <-> IP Gateway for voice
- **6509 Switches**

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Results and Rewards

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- **It works!**
- **Solid integration with Web-based application environment**
- **Service delivery management**
- **Straight forward addition of new devices, communication protocols and content**

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Wrap-up

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- **Would we go VoIP again?**
Absolutely
- **Would we use Cisco?**
Yes
- **What would we do different?**
Involve more of Cisco's support team in deployment to speed knowledge transfer

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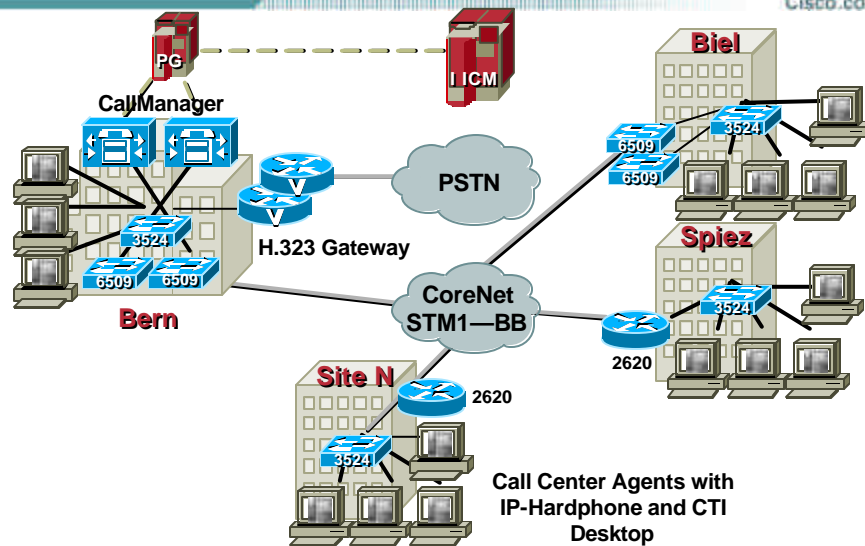
- **Customers:** Business, private, special, communities, resellers
- **Services:** 0844 Hotline, billing services
- **Market:** Energy

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Key Facts

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- **Locations: Bern 14 agents
Biel 14 agents
Spiez 7 agents
+5 others 18 agents
(starting 03/2001)**
- **IP-Hardphones with CTI desktop**
- **Agent cockpit rollout via SMS server
on Win2k clients**

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BKW Statements

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- **Why IP Contact Center?**
 - Virtual CC with 8 locations**
 - Unified channels (voice, www, e-mail)**
 - Open interfaces based on standards**
 - Quality of service across all channels**
 - Future oriented technology**

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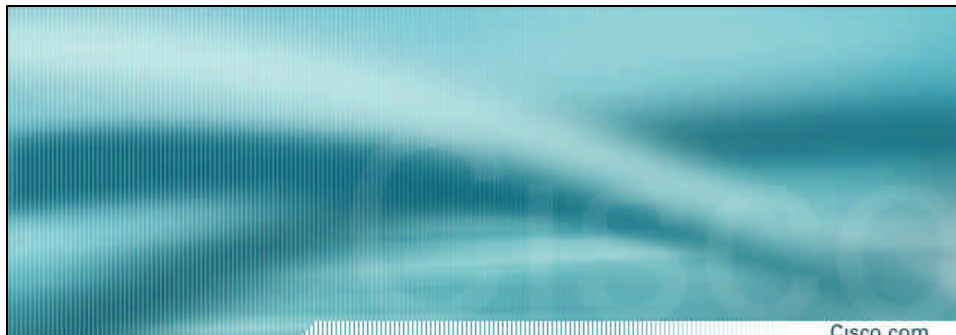
BKW Statements

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- **Why Cisco?**
 - Leader in IP technology**
 - Channel (voice, www, e-mail) integration**
 - Scalability**
- **Strategy on voice?**
 - IP-based Cisco AVVID solution**

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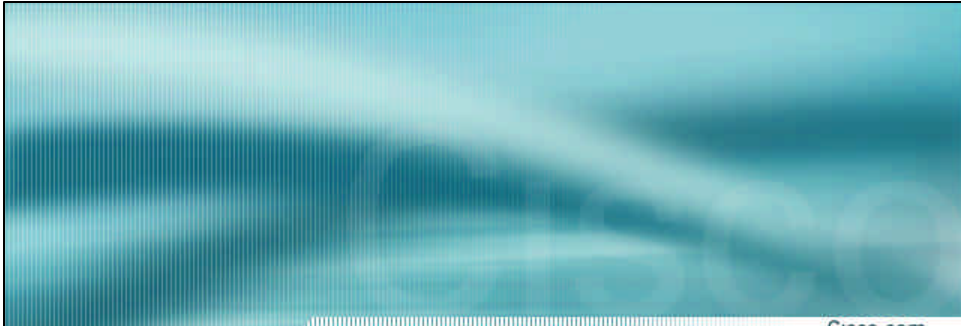
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