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?

- 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
Cisco IPCC Case Study

About RESPONSE

• 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)
Why VoIP?

- 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
Why Cisco?

- 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”

RESPONSE IPCC Deployment

- 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
Results and Rewards

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

- 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
BKW FMB Energie AG, Bern, Switzerland

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

IPCC—BKW FMB Energie AG

Call Center Agents with IP-Hardphone and CTI Desktop
Key Facts

- 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

BKW Statements

- 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
BKW Statements

• 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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