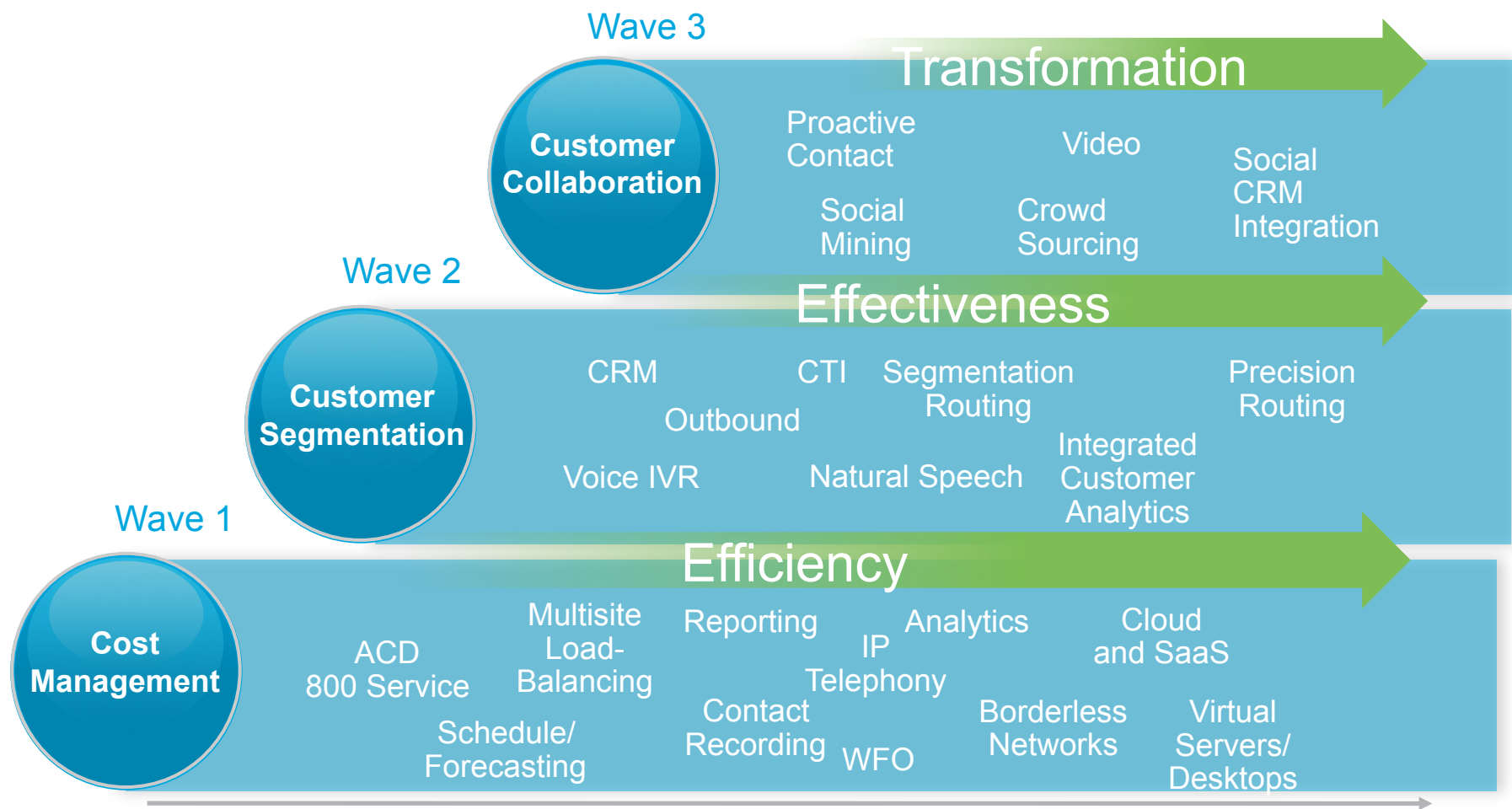


Understanding the “Third Wave” of Customer Interaction

Presented by Tod Famous
May 19, 2011

Portfolio Serving Multiple Technology Waves and Customer Types



Cisco Customer Collaboration Portfolio



Enabling Technologies

Web 2.0 Desktop

Gadget-Enabled Collaboration Portals

SIP

From Session Border Controllers
infrastructure to application enablement

Virtualization

Server and Client virtualization

Network-based Dialing

Scalable SIP Dialer

Video

Business and Consumer Video

Scalability

Eight-fold performance increase in past years

Robust Analytics

Web-Based Analytics

Open Recording Architecture

Introducing Open Standards to Reduce Cost

Web Service APIs

Open Standards with REST Web Services

HTML5

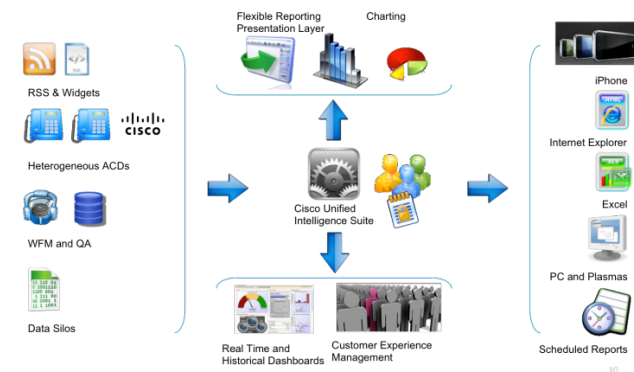
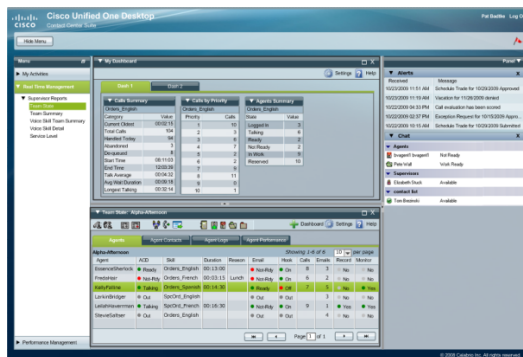
Dynamic Applications in the Browser

Social Network Integration

Work activity based on Social Network information

XMPP

Real-Time Messaging and Presence



Contact Center Agent and Supervisor Experience

Cisco Finesse



Cisco Finesse

Where Customer Collaboration Comes Together

- Speed and efficiency in serving customers
- Highly customizable
- Web 2.0 extensibility
- Leveraging Cisco development in enterprise social software



Cisco Finesse

Collaborative Experience



- Agent tools to reduce handle time and improve caller experience
- Empower agents through the use of a user-center designed product

IT-Friendly



- Seamless collaboration integration
 - Intelligence Center
 - SocialMiner
 - MediaSense
 - WFO
- Standards Compliant
- Thin Client

Powerful Ecosystem



- Partner Differentiation through business and vertical applications
- Partner Application Showcase and Reference Store

Finesse Deployment Flexibility

Modular Architecture enables targeted customization
Out-of-the-box & custom components within the same desktop

Out of the box feature-rich desktop

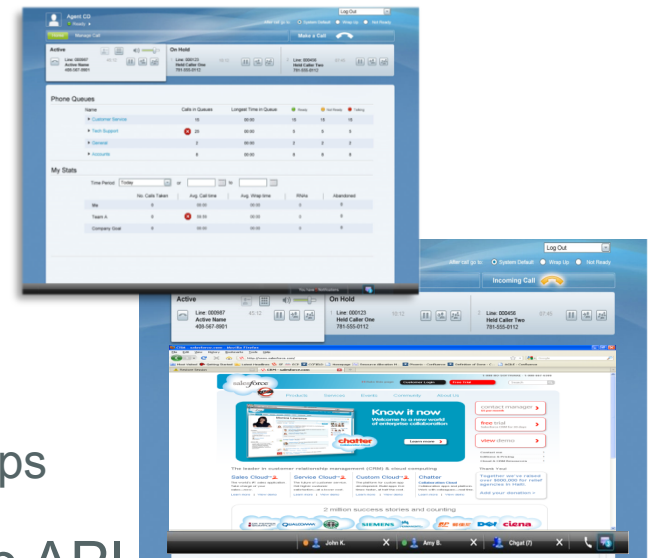
Integrated 3rd party browser-based app
without development

Customize out of the box desktop

Changing out of the box gadgets

Adding 3rd party gadgets, integrating into CRM apps

Build your own, using Finesse standard Web API



Cisco Finesse
Web Services



Cisco Finesse Gadgets

The screenshot displays the Cisco Finesse Agent Desktop interface. At the top, the user is logged in as 'Agent CD' with a 'Ready' status. Navigation buttons include 'Home', 'Manage Call', and 'Make a Call'. The interface is divided into several sections:

- Active:** Shows one active call with Line: 000987, Active Name: 408-567-8901, and a duration of 45:12.
- On Hold:** Shows two on-hold calls:
 - Line: 000123, Held Caller One, 781-555-0112, duration 10:12.
 - Line: 000456, Held Caller Two, 781-555-0112, duration 07:45.
- Phone Queues:** A table showing queue statistics.
- My Stats:** Three widgets showing the agent's schedule, playlist, and performance scores.

Name	Calls in Queues	Longest Time in Queue	Ready	Not Ready	Talking
Customer Service	15	00:00	15	15	15
Tech Support	25	00:00	5	5	5
General	2	00:00	2	2	2
Accounts	8	00:00	8	8	8

Time	Status
3pm	In Service
4pm	Break
5pm	In Service
6pm	Exception
7pm	Break

Agent Name
Phasellus molestie magna non est bibendum
Mark Watson
Will Jones
Jonathan Thomas
Andy Smith
Peter Patterson

Score	Agent Name
87	Mark Watson
63	Will Jones
97	Jonathan Thomas
23	Andy Smith
45	Peter Patterson

Calabrio Workforce Management

Cisco Finesse Gadgets

NICE Quality Management

Cisco SocialMiner

The screenshot displays the Cisco Finesse interface for Agent Sales Fairbank1184. The interface includes a top navigation bar with 'Home' and 'Manage Call' tabs, and a 'Make a Call' button. Below this, there are sections for 'Active' and 'On Hold' calls, both showing 'You have no calls'.

The 'Phone Queues' section shows a table with columns: Name, Calls in Queue, Longest Call in Queue, Ready, Talking, and Not Ready. The table lists two queues: '000320359718' and 'My Queue', both with 0 calls in queue.

The 'Cisco SocialMiner' section displays a list of social media posts with timestamps and user names. The posts include:

- 9 minutes ago by LisaRKing: On the news: Fairbank considers loans as income?
- 14 minutes ago by BadBadBoy: Fairbank SUCKS
- 21 minutes ago by Alma: My friend in LA works for Fairbank from home in support, so it's a full time job
- 39 minutes ago by SmanOne: Fairbank using 3 intelligence firms to attack Wikileaks
- 51 minutes ago by Natalie91: Fairbank website exposes customer accounts
- 57 minutes ago by Natalie91: I have a problem with Fairbank Card because I don't have time to use it. Can you please find some one to use it for me? :-)

The 'Customer Pulse' section shows a line graph titled 'Negative Sentiment' with the y-axis labeled '% Deviation from average' ranging from -100% to 150%. The x-axis shows dates from 1 Feb to 12 Feb. The graph shows a significant peak in sentiment deviation around 4 Feb.

The 'Quality Management' section displays a table of coaching packages and evaluations. The table is divided into sections for 'Personal Coaching Packages', 'General Coaching Packages', and 'Action Packages'. The 'Evaluations' section shows a table with columns: Type, Recorded, By, Evaluated On, and Score. The table lists several evaluations with scores ranging from 4 to 5.

Cisco SocialMiner

Bringing Scale to Social Media Customer Care



Cisco SocialMiner

Social Media Customer Care



Industry Feedback



Best of Enterprise Connect 2011

This award honors companies who have made significant technological advancements to benefit the enterprise communications market



NGR Retail TouchPoints Award

Next-Gen Edge: SocialMiner offers retailers the ability to configure multiple campaigns to search for customer postings on the public social web about products and services.

Cisco SocialMiner

Overview

- Enable proactive customer service by queuing and assigning social web posts to appropriate staff
- Complement brand monitoring dashboards

Features

- Real-time capture of social media postings
- Social media campaign management
- Route and queue contacts to experts
- Tagging
- Social Screen Pop
- Real-time Notifications via Instant Message, Email, and Text
- Social media customer care metrics
- Rich set of Platform API's for customization



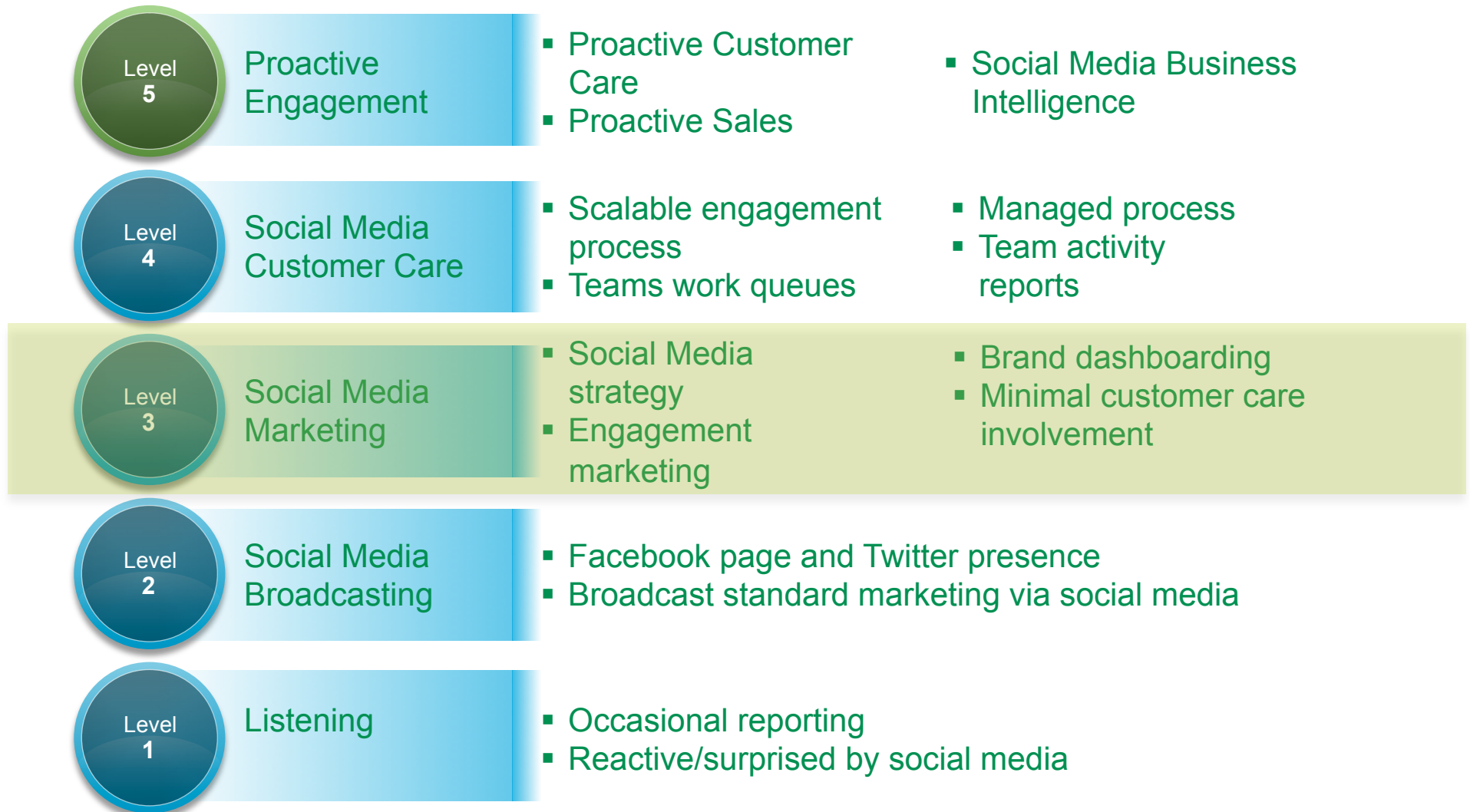


Demonstration

Cisco SocialMiner



Social Media Customer Care Maturity Model



Video Customer Care

A Portfolio Approach



Video Contact Center Market Emerges

... and Brings New Demands to the Industry



Experience

- User interfaces
- Usability
- Consumer vs. Business



Connectivity

- Standards
- Interoperability
- Network readiness



Interactivity

- Increased customer expectations
- Different customer entry points



Capacity

- Video storage and recording
- Bandwidth

Video Customer Collaboration Experience

Vision

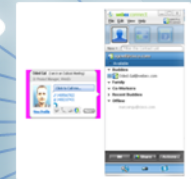


Unmatched Video Portfolio

Enable any-to-any in the network



Show and Share



webex

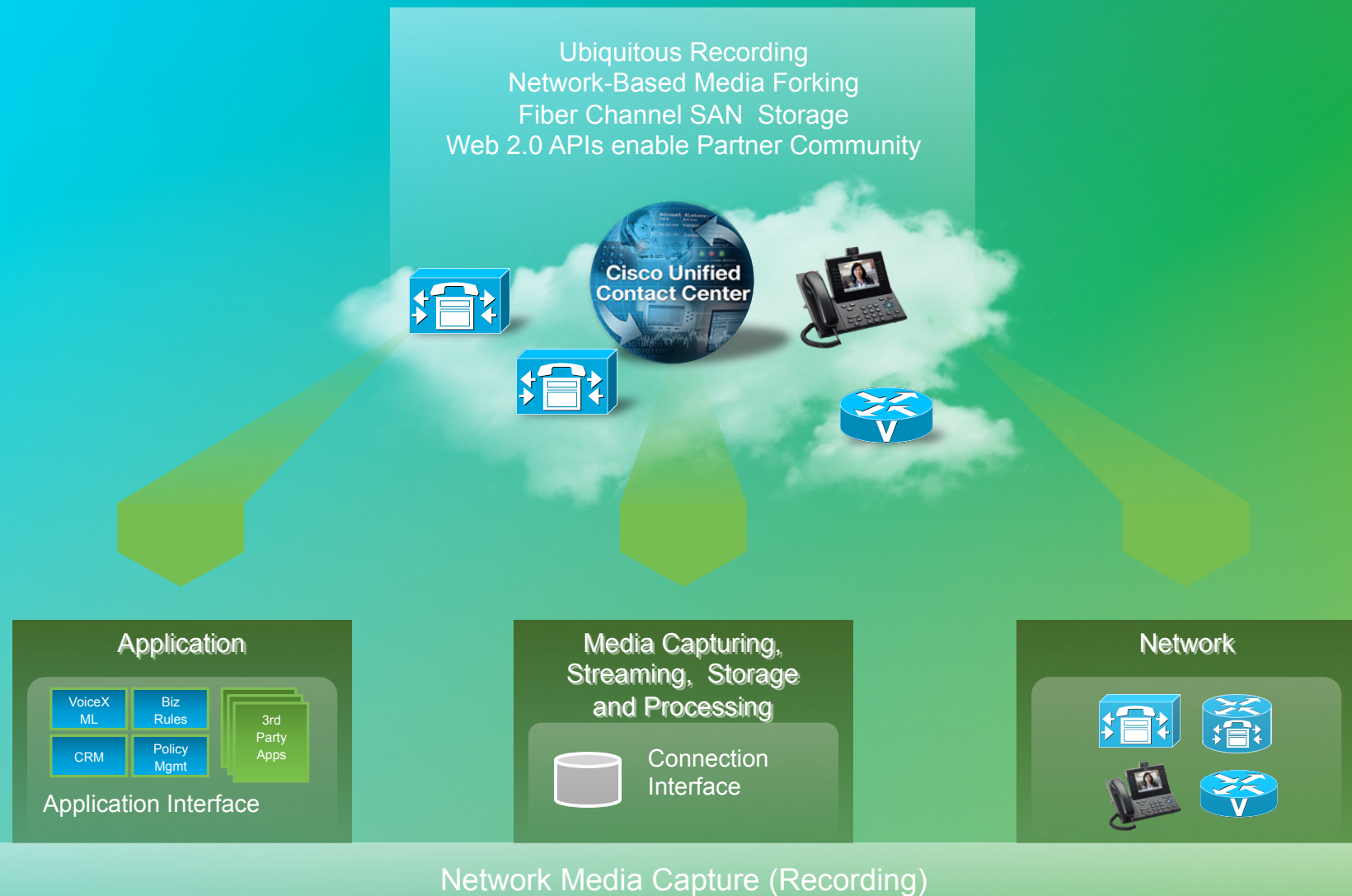
INTEGRATION – MOBILITY – FLEXIBILITY

Leveraging the Network

Cisco MediaSense



Multimedia Capture and Storage



Growing Application Partner Community

NICE[®]

calabrio
There's no end to better.

VERINT

Knoah**S**oft

 **NEXIDIA**[™]

 **ZOOM**
International

Additional vendors in various stages of discussion ...

- Cisco Developer Network (CDN)
- Interoperability Testing Program

Under development



Thank you.

