



Customer Service will become behavior not a function

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Product Sales Specialist
Customer Interaction Solutions
Northern Europe



The Customer of the Future Research

- Death of the queue
- Some customers are more equal than others
- Mind the gap
- Technology catch up
- Customer service is everyone's job
- All seeing, all knowing employee
- Customer service is the new advertising



Customer collaboration



Death of the Queue



The Power of Virtualisation

A lesson in Erlang's Formula!

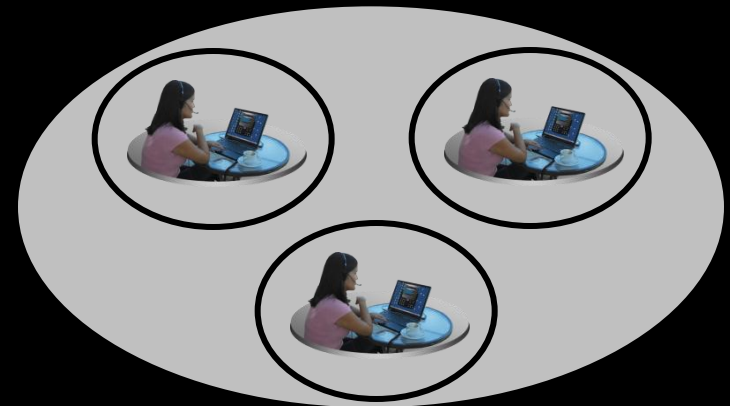
3 call centre
Each with 10 agents working separately



Talk time = 180s
Service level = 80% calls in 20s
Wrap up time = 60s

Each CC can handle 100 calls per hour
Average queue time = 13s
Requires 36 incoming lines

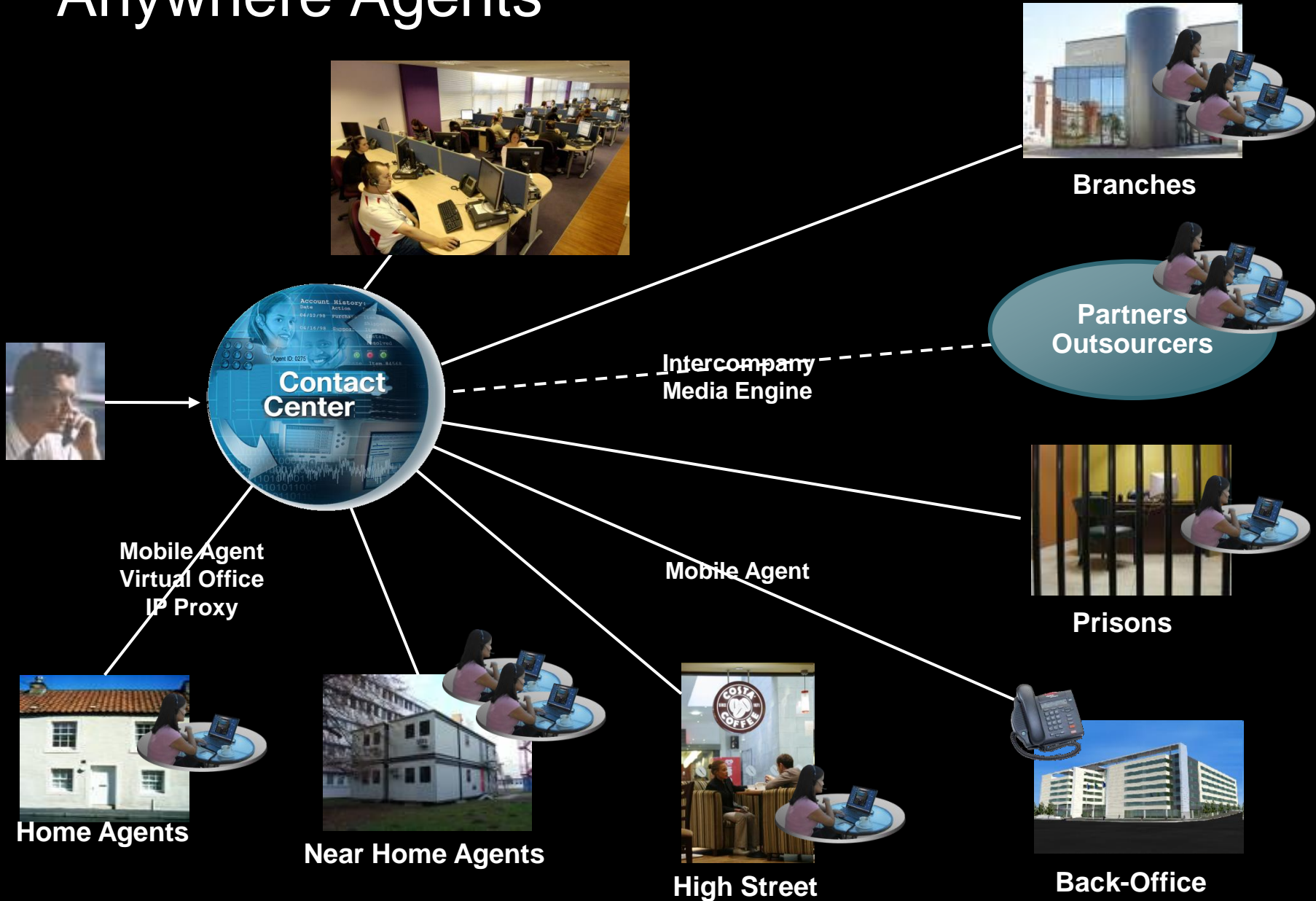
3 call centres
With 30 agents working together



Talk time = 180s
Service level = 80% calls in 20s
Wrap up time = 60s

The CC can handle 370 calls per hour
Average queue time = 10s
Requires 30 incoming lines

Anywhere Agents



**Some
Customers
Are More
Equal Than
Others**



Business Process Enabled Routing

Customer

Sales History and Net worth
Language & Preferences
Previous Satisfaction

Resources

Human and Automation

Skill & Proficiency Level
Location & Cost
Language & Personality

Enterprise Experts

Experience, Training Taken & Customer History
Presence & Preferred Touch Point
Satisfaction Scores

Behavioral Alignment Has a Big Impact on Customer Service

Caller : Agent Alignment	Initial Problem Resolution Rate	Average Call Time
Strong Alignment	87%	5:36
Moderate Alignment	82%	6:08
Weak Alignment	48%	7:19
Average (Traditional ACD View)	80%	6:03

New Measures and New Ways to Present

Agent - Historical All Fields (Sample) - Microsoft Internet Explorer

Agent Name	Skill Group Name	Date/Time	Handled	AHT	Hold	Avg Hold	Aban Ring	BDNA	Aban Hold	Trans In	Trans Out	Ext Out
5063_Agent_1, SOC	S3CMSB_S0C_sg_pri	10/3/2007 8:00:00 AM	4	00:00:59	1	00:00:23	0	0	0	0	0	0
	S3CMSB_S0C_sg_pri	10/3/2007 8:30:00 AM	4	00:00:57	1	00:00:27	0	0	0	1	0	0
	S3CMSB_S0C_sg_pri	10/3/2007 9:00:00 AM	9	00:01:33	6	00:00:18	0	0	0	1	3	0
			13	00:01:12	6	00:00:24	0	0	0	2	3	0
Bower, Julie	EMEA_CM_CO_BED_pri	10/3/2007 8:00:00 AM	15	00:01:00	14	00:00:17	0	0	2	0	11	1
	EMEA_CM_CO_BED_pri	10/3/2007 8:30:00 AM	14	00:00:59	12	00:00:21	0	0	1	0	10	1
	EMEA_CM_CO_BED_pri	10/3/2007 9:00:00 AM	1	00:01:03	1	00:00:35	0	0	0	0	0	0
			30	00:00:51	27	00:00:19	0	0	3	0	21	2
Cutler, Kenneth	LYSCL_B_80.LYS_PRESALES_pri	10/3/2007 8:00:00 AM	2	00:04:36	1	00:00:25	0	0	0	0	2	0
	LYSCL_B_80.LYS_PRESALES_pri	10/3/2007 8:30:00 AM	4	00:02:51	4	00:01:26	0	0	0	0	3	0
	LYSCL_B_80.LYS_PRESALES_pri	10/3/2007 9:00:00 AM	3	00:01:26	1	00:00:17	0	0	0	0	1	0
			11	00:02:47	6	00:01:05	0	0	0	0	6	0
Francis, Richard	EMEA_CM_CO_BED_pri	10/3/2007 8:00:00 AM	8	00:00:54	7	00:00:14	0	0	0	0	6	0
	EMEA_CM_CO_BED_pri	10/3/2007 8:30:00 AM	4	00:00:51	3	00:00:14	0	0	0	0	3	0
	EMEA_CM_CO_BED_pri	10/3/2007 9:00:00 AM	4	00:00:46	3	00:00:16	1	0	0	0	3	0
			16	00:00:53	13	00:00:15	1	0	0	0	12	0
Garcia, Elba	S3CMSB_Smartcart_sg	10/3/2007 8:00:00 AM	19	00:00:17	0	00:00:00	0	0	0	0	0	0
	S3CMSB_Smartcart_sg	10/3/2007 8:30:00 AM	25	00:00:19	0	00:00:00	0	0	0	0	0	0
	S3CMSB_Smartcart_sg	10/3/2007 9:00:00 AM	39	00:00:23	1	00:01:16	1	0	1	0	0	0
			82	00:00:21	1	00:01:16	1	0	1	0	0	0
Pazand, Ashoor	S3CMSB_10.CIN_L	10/3/2007 8:00:00 AM	8	00:01:29	7	00:00:11	0	0	0	0	7	3
	S3CMSB_10.CIN_L	10/3/2007 8:30:00 AM	12	00:03:25	11	00:00:22	0	0	0	0	12	0
	S3CMSB_10.CIN_L	10/3/2007 9:00:00 AM	14	00:01:15	11	00:00:04	0	0	0	0	10	0
			34	00:01:22	29	00:00:14	0	0	0	0	29	3
Pecki, Erik	S3CMSB_10.CIN_L	10/3/2007 8:00:00 AM	6	00:02:33	3	00:00:07	0	0	0	0	1	1
	S3CMSB_10.CIN_L	10/3/2007 8:30:00 AM	7	00:02:59	5	00:00:10	0	0	0	0	2	1
	S3CMSB_10.CIN_L	10/3/2007 9:00:00 AM	6	00:02:35	3	00:00:12	0	0	0	0	3	0
			19	00:02:42	11	00:00:19	0	0	0	0	6	2
Pinto, Treacy	EMEA_CM_CO_BED_pri	10/3/2007 8:00:00 AM	6	00:01:11	5	00:00:32	0	0	0	0	11	4
	EMEA_CM_CO_BED_pri	10/3/2007 8:30:00 AM	14	00:00:51	10	00:00:23	0	0	0	0	20	1
	EMEA_CM_CO_BED_pri	10/3/2007 9:00:00 AM	7	00:01:02	7	00:00:32	0	0	0	0	3	0
			27	00:00:59	22	00:00:28	0	0	0	0	20	1
Sandival, Kevin	S3CMSB_10.CIN_L	10/3/2007 8:00:00 AM	6	00:02:87	3	00:00:07	0	0	0	0	2	0
	S3CMSB_10.CIN_L	10/3/2007 8:30:00 AM	8	00:02:09	3	00:00:13	1	0	1	0	2	0
	S3CMSB_10.CIN_L	10/3/2007 9:00:00 AM	5	00:02:05	3	00:00:07	0	0	0	0	3	0
			19	00:02:23	9	00:00:09	1	0	1	0	7	0
			231	00:01:00	124	00:00:20	3	0	1	2	110	0

Generated on 4/6/2008 at 9:59 AM by WINDOWS-EJ90HD\ccrosby
 Date/Time: All, Agent: In selected values (EMEA_CM.tubower.4447755, EMEA_CM.rfranco.4447770, EMEA_CM.brpinto.4447762, LYSCL_B.kcutler.69180, S3CMSB.apazand.9025180, S3CMSB.elgarc Last year

Business Customer's
 Customer's

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1.Home Central America Italia My Team Real Time Exceptions Regional View Supervisor

Dashboard Design Mode This is a Public dashboard created by WINDOWS-EJ90HD\ccrosby

Regional Roll-Up	Ent Queued Now	Longest Q	Log On	Handled	AHT	Not Ready	Not Active	Wrap Up	Hold
CorpOps_EMEA_IPInfo.EntSkill	0	0	1	0	00:00:00	0	1	0	0
CorpOps_SYD	0	0	3	0	00:00:00	1	2	0	0
SrvOps_AMER_IPInfo.EntSkill	0	0	6	2	00:01:04	0	6	0	0
	0	0	10	2	00:01:04	1	9	0	0

Country Total Calls AHT ASA Srv Lvl Occ % Alerts

	513								
	2403								
	293								
	586								
	3795								

Call Distribution

Customer Experience Index



Mind the Gap



Case Study

Allied Irish Bank

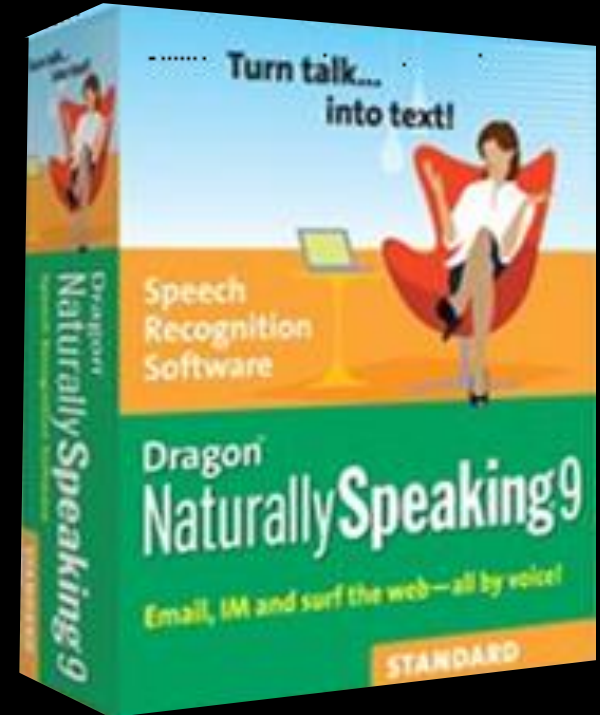


- Password resets usually cost \$10-31 each (Gartner)
- AIB rolled out VoiceVault's biometric voice-verified password reset service
 - 5,700 employees in phase 1
 - 15,000 employees in phase 2
- Available 24 x 7
- Improved service and reduced helpdesk costs



Increase Agent Productivity

Use speech-recognition
for entering wrap-up data



The average person types at 30-50 words per minute.
The average person can speak 150 words per minute.
Nuance

Rabobank the Netherlands



Technology Catch Up



Cisco Collaboration Portfolio



IP
Communications



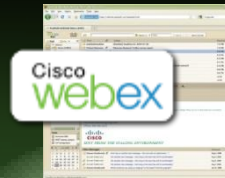
Mobile
Applications



Customer
Care



Telepresence



Conferencing




Messaging



Enterprise
Social Software

Social Media

 **Flip Video** We've got a surprise for you! Announcing all NEW MinoHD and UltraHD video cams —check them out at the NEW theflip.com. Let us know what you think!



Ashtag presentation

 **Flip Video** Check out Lady Gaga with a Flip Video camera!



Statement United

Song United

 **laughingsquid** - @docpop made a really cool Stereoscopic Yo-Yo video using two **Flip** cameras <http://bit.ly/9xLsqu>
10:59 PM Sep 16th via Tweetie for Mac
Top Tweet  9 Retweets

 **joshkirschner** RT @techlicious: New **Flip** Camcorders Get Image Stabilization - We Test Old vs. New <http://bit.ly/96vXln> #flip
less than 20 seconds ago via TweetDeck

 **oreante** The New **Flip** Camcorder Gets Accessorized: I told you about the newly updated **Flip** camera earlier today, which adds... <http://dvr.it/5bqWm>
less than a minute ago via dvr.it



Step 1. Read Your Corporate Policy



Step 2. Search (Listen)



Step 3. Open Accounts Learn the Etiquette



Step 4. Talk to Marketing



Step 5. Engage



Five steps to getting started with social media in the contact center

1. Read Your Company Policy
2. Search (Listen)
3. Open Accounts. Learn Etiquette
4. Talk to Marketing
5. Engage

References:

Google “Five Steps to getting started with Social Media in the Contact Center” to find Cisco Community site

Email ebouma@cisco.com or tweet @ebouma

Social Media applications

TweetDeck v0.34.2

From: [User Avatars]

What's happening? DRAG MEDIA AND LINKS HERE

140 [Send]

All Friends

- RT @hubspot 5 Steps for Curating B2B Content <http://bit.ly/dj11tq>
- TessaWeber, (+) Tue 22 Jun 11:29 via TweetMeme
- Tour de France Pyrenees part 1 [#cycling](http://sflow.us/czuFam)
- vscycling, (+) Tue 22 Jun 11:27 via SocialFlow Enterprise
- <http://twitpic.com/1yyerx> long queue for lunch tho'
- najeebster, (+) Tue 22 Jun 11:26 via TweetDeck
- <http://twitpic.com/1ywdt6> view from roof terrace at lunch
- najeebster, (+) Tue 22 Jun 11:20 via TweetDeck
- Zoekt medior en senior SAP CRM voor eendklant regio Utrecht en regio Noord Holland.
- paulstorimans, (+) Tue 22 Jun 11:20 via LinkedIn
- Ik had vandaag alles goed op www.beterspellen.nl
- wen77, (+) Tue 22 Jun 11:16 via web
- iTunes 9.2 en iOS4 video <http://bit.ly/90HA6a>
- dutchcowboys, (+) Tue 22 Jun 11:12 via twitterteed
- Erben Wennemars naar BNN; show met Paul en Filemon: Erben Wennemars treedt per 1 augustus in dienst bij BNN. Hij g... <http://bit.ly/cqVae>
- NLMedia_Nieuws, (RT by erbenwennemars), (+) Tue 22 Jun
- Posted a blog: One big happy energy network [#in](http://bit.ly/aQ2FE0)
- TessaWeber, (+) Tue 22 Jun 11:04 via Power Twitter

Mentions

- @ebouma enjoy :)
- Padmasree, (+) Sun 20 Jun 20:48 via web in reply to...
- @ebouma oh wow !!! Where is that ?
- najeebster, (+) Fri 04 Jun 17:14 via TweetDeck in reply to...
- @ebouma Tjee dat is vervelend na een dagje #tcndn :-)
- CarlovanBeek, (+) Wed 28 Apr 20:08 via web in reply to...
- @ebouma Enjoy your demo tomorrow
- phmouret, (+) Tue 26 Jun 22:12 via Seismic in reply to...
- @ebouma grijs, was idd weer moeilijk om de 'puter uit te zetten :-)
- TessaWeber, (+) Tue 19 Jan 14:06 via web in reply to...
- @ebouma Cheer up, the calls will end eventually :-)
- najeebster, (+) Mon 18 Jan 12:55 via TweetDeck in reply to...
- @ebouma If only my wife was as supportive as you :-)
- najeebster, (+) Tue 22 Dec 00:20 via TweetDeck in reply to...
- @ebouma Now that is seriously Christmassy, I'm envious :-)
- najeebster, (+) Sun 20 Dec 18:03 via web in reply to...
- @ebouma Lovely picture, we are expecting the same tomorrow, is that the Q5 parked in the background?
- najeebster, (+) Thu 17 Dec 12:49 via TweetDeck in reply to...
- @ebouma ja zou kunnen

Direct Messages

- je veux bien être le bras droit de son bras droit
- phmouret, (+) Sun 20 Jun 22:17 via Direct Message
- phmouret: ha ha je deviens bientôt sa main droite:-)
- ebouma, (+) Sun 20 Jun 22:11 via Direct Message
- Maximum! de visibilitè :-)
- phmouret, (+) Sun 20 Jun 21:56 via Direct Message
- PaulRaats: in Frankrijk hebben ze op TV een heel reportage gewijd aan hoe gek de Hollanders zijn als supporter
- ebouma, (+) Mon 14 Jun 22:21 via Direct Message
- PaulRaats: hoe is het gegaan vorige week moest je weer aan de slag? Nog bedankt voor jullie gastvrijheid vorige week!
- ebouma, (+) Sun 13 Jun 19:30 via Direct Message
- PaulRaats: laten we maar eens zien jij hebt vandaag al op de fiets gezeten zag ik,
- ebouma, (+) Tue 08 Jun 15:09 via Direct Message
- zullen we dan ook gaan fietsen :)
- PaulRaats, (+) Tue 08 Jun 15:07 via Direct Message
- PaulRaats: prima ben er om 10 uur
- ebouma, (+) Tue 08 Jun 15:06 via Direct Message
- wat u wil 10 uur lijkt me okay
- PaulRaats, (+) Tue 08 Jun 15:05 via Direct Message
- PaulRaats: hoe laat wil de baas vertrekken dan?

Facebook: Full News Feed

- WAR DECLARED Mafia Wars
- Vlin has a beef with Tjarda Tromp and has Declared War! Now all her mafia members will have to pick a side and fight it out in Mafia Wars.
- Vlin Der, Tue 22 Jun 11:46 via Mafia Wars Game
- Wessel Pieterse 1 player home already ... Bafana Bafana, send the rest of them home ...they need their mama's
- Wessel Pieterse, Tue 22 Jun 09:10 via Facebook
- 2010_nature 7 new photos
- Darren Pryke, Tue 22 Jun 06:42 via Facebook
- 2010_nature
- Darren Pryke, Tue 22 Jun 03:55 via Facebook
- We just had a bear taking a stroll through our garden.
- Our local bear in our garden
- Darren Pryke, Tue 22 Jun 03:28 via Video
- Join us for the next TweetChat in the "Enterprise Collaboration: Is Social Enough?" series on Wednesday, 6/23 at 11:00am PT via your favorite Twitter client. (via Cisco Collaboration)
- Cisco Community Central: Collaboration TweetChat Series "Enterprise Collaboration: Is Social Enough" www.myciscocommunity.com
- WebEx, Tue 22 Jun 00:35 via Links
- Wessel Pieterse yay, Friday gonna be a cool day, only 39, maybe we can venture outside?

LinkedIn: Network Updates

- Chretien van der Aa is now connected to Jens Iversen
- Chretien van der Aa, Tue 22 Jun 11:54
- Eric van den Berg is now connected to Rob Van Kesteren
- Eric van den Berg, Tue 22 Jun 11:53
- Frédéric Henrotte is now connected to Gauthier Bolleyn
- Frédéric Henrotte, Tue 22 Jun 11:39
- Jan-Willem Nederhorst has a new profile photo
- Jan-Willem Nederhorst, Tue 22 Jun 11:35
- Ramon Hemelrijk is now connected to Ton van der Velden
- Ramon Hemelrijk, Tue 22 Jun 11:34
- Kristof De Clercq is now connected to Alex Phillips
- Kristof De Clercq, Tue 22 Jun 11:20
- Kristof De Clercq is now connected to Eric Liu
- Kristof De Clercq, Tue 22 Jun 11:20
- Frédéric Henrotte is now connected to Catherine Lecomte
- Frédéric Henrotte, Tue 22 Jun 11:20
- Paul Storimans Zoekt medior en senior SAP CRM voor eendklant regio Utrecht en regio Noord Holland.
- Paul Storimans, Tue 22 Jun 11:20
- Hendrik Jan Guitink is now connected to Olga Nikolova

Cisco Quad

A Comprehensive Collaboration Platform

Personal Dashboard

Social Tagging

Click to: Call, IM, Meet

People, Communities, Information, Search

Content Management

Policy and Security

The screenshot displays the Cisco Quad user interface for a user named Darrin Simmons. The interface includes a top navigation bar with options like 'New Post', 'My View', 'My Profile', 'People', 'Communities', and 'My Library'. A search bar is also present. Below the navigation bar, there are several widgets: 'Watch List' with a list of posts, 'My Calendar' showing events for Wednesday, January 13, and a 'Weekly ECP Architecture Review' section. A 'Contacts' pop-up window is open, listing several contacts such as Leon Baranovsky, Farsheed Tari, Nithya Vijayakumar, Lauren Hasenhutti, Vishnukant Varma, and Suresh Subramanian. A 'Notifications' pop-up window is also visible, showing a notification about 'ECP Alpha Oracle Migration Is Completed, Please Do Sanity' and a friend request from 'Joseph Test'. The interface is clean and professional, with a blue and white color scheme.

Directory Profile

Blogs, Wikis, Forums

Community Team Space

Video

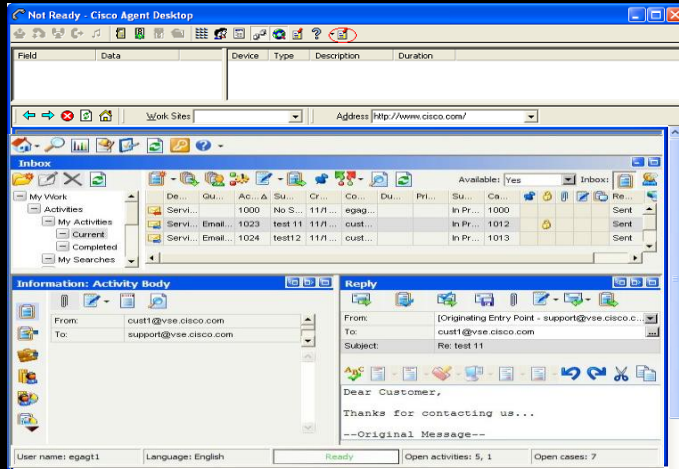
UC-Enabled Browser

Micro-Blogging

Open Social Gadget Container

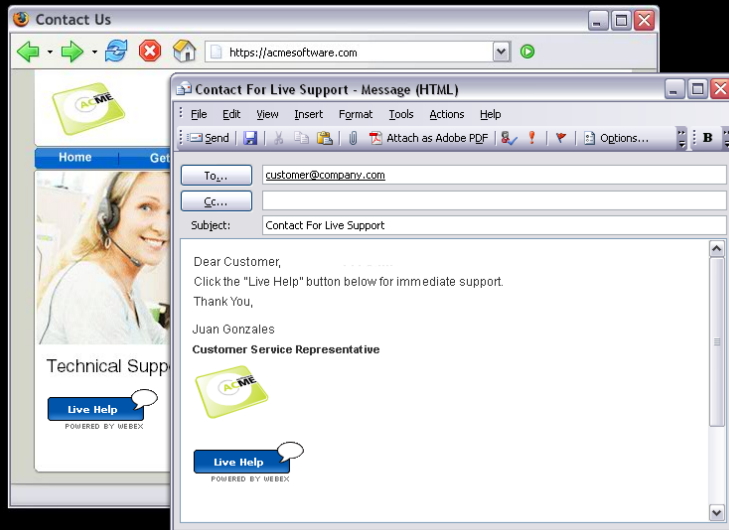
New Channels

Email



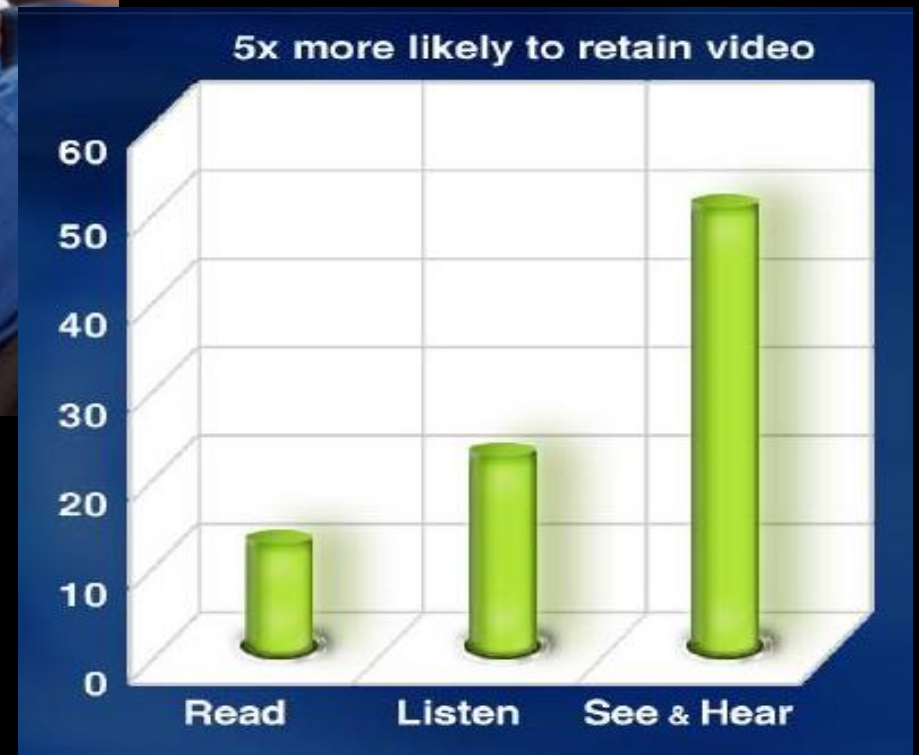
SMS Proactive Notifications

Web Interaction



Skype

Video and E-Learning



Cisco Show and Share Social Video System

Overview

Video Collaboration & Sharing

User Generated Content & Social Media Features

Live Events & TelePresence Playback

Secure business workflows and reporting

Benefits

- Video is Everywhere
Democratization of Video Communication and Collaboration
- Video is Personal
Get closer with your employees, partners, customers and students with personalized content
- Scale with Video
Drive globalization of content, virtualization of trainings/education
- Save with Video
Reduce time spent in status and project meetings



Case Study

Significan't



- Video call centre using CC Express and VT Advantage cameras to provide sign-language interpreter services for the deaf

Accessed via Tandberg video units in local council offices

Quick access to an interpreter, within one hour, compared with the current booking time of 2-3 weeks

No more depending on friends and family to communicate

Up to seven times faster than using a text phone



Significan't movie

Video IVR

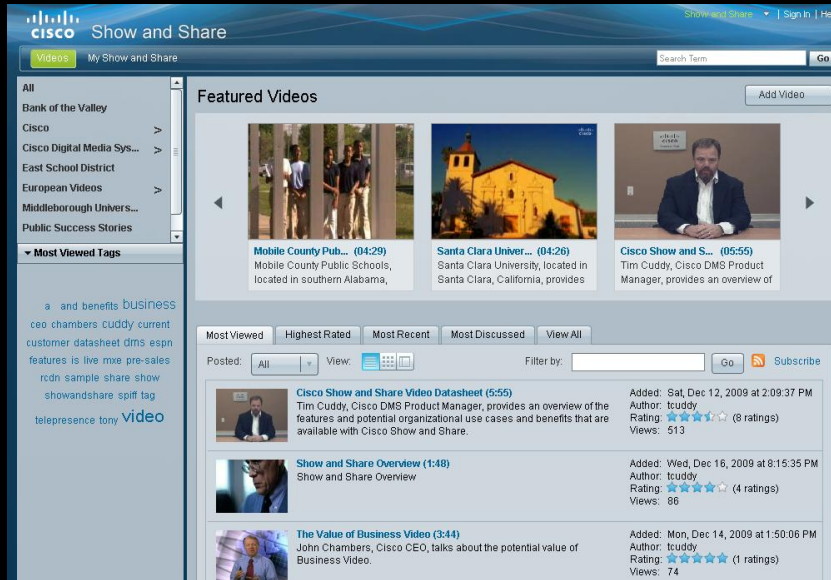


TelePresence



Digital Media

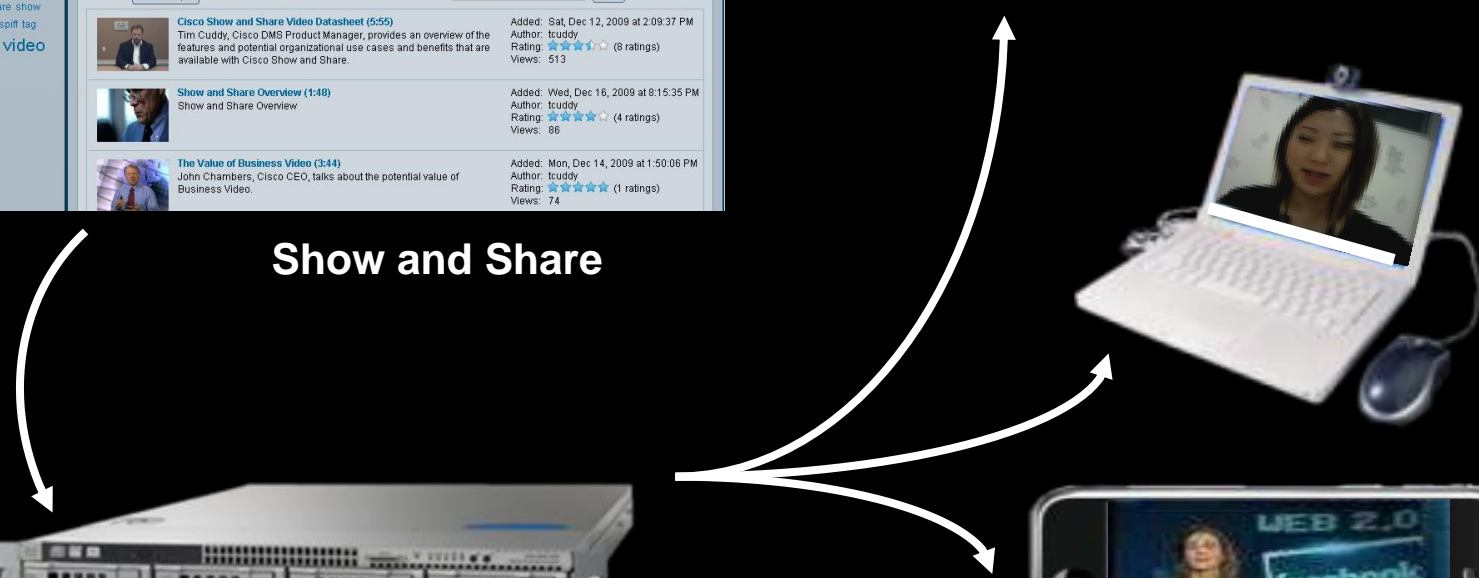
Digital Signage Call Center Wallboards



Show and Share



Media Experience Engine



Agent Desktop

Talking - Cisco Agent Desktop

State	Calling#	Called#	Alerting#	Original Calling#	Original Called#	Duration
Connected	x4545	x2041	2041	4545	2041	00:13:25

Field	Data	Device	Type	Description	Duration
ANI	4545	2041	Agent Id	mili misra	00:13:25
DNIS	2041			Total	00:13:25

Account: Bubba Gump Shrimp Co. ~ Salesforce - Personal Edition

Work Sites | Address: https://na2.salesforce.com/0014

Setup · Help · Logout
Upgrade Now!

Home Accounts Contacts Opportunities Reports Documents

Search
Go!
 Limit to items I own
Advanced Search...
Create New...

Account: Bubba Gump Shrimp Co.
Printable View | Customize Page | Help for this Page

Contacts (11) | Opportunities (0) | Open Activities (0) | Activity History (0) | Partners (0)

Account Detail [Edit] [Delete]

Account Name	Bubba Gump Shrimp Co. View Hierarchy	Rating	Hot
Account Site	Tuscaloosa, AL	Phone	(205) 348-6010
Parent Account		Fax	
Account Number	8888888888	Website	http://www.bubbagump.com/
Type	Customer	Ticker Symbol	
Industry	Food & Beverage	Ownership	
Annual Revenue	\$140,000,000	Employees	8,765
		SIC Code	
Billing Address	1234 Buford Street Tuscaloosa, AL 35487	Shipping Address	1234 Buford Street Tuscaloosa, AL 35487

Calabrio | Accou... | Google | Yahoo! | Cisco ... | Spanli...

mili misra x2041 | mili Talking 00:08:55 | In Service 09:22

“Home” Screen

Cockpit view of the entire contact center

My View - Cisco Quad#url=/user/demo/my-view - Windows Internet Explorer

http://ecbu-sj-vm50/html/index.html#

File Edit View Favorites Tools Help

My View - Cisco Quad#url=/user/demo/my-view

Agent Demo Agent (demo) - x1029 Sign Out

Not Ready - Default

Home Manage Call Make a Call

Active
You have no active calls.

On Hold
You have no calls on hold.

Phone Queues

Name	Calls in Queue	Longest Call in Queue	Ready	Talking	Not Ready
▶ 000406987482	0	-	1	0	2
▶ Testing	0	-	1	0	1
▶ 230	0	-	1	0	0

My Stats

Time Period Today or [] to []

Name	Me	Team Amazing	Company Goal	
Me	00:24	38	00:34	29
Team Amazing	30	16	25	20
Company Goal	-	1	-	2

Done, but with errors on page.

Local intranet 100%

“Manage Call” Screen

Screen Pops for variety of data sources

My View - Cisco Quad#url=/user/tngo/my-view - Windows Internet Explorer

http://172.27.185.217/html/index.html?url=/user/tngo/my-view

File Edit View Favorites Tools Help

Home Manage Call Make a Call

Agent Tri Ngo (tngo) - x1030 Sign Out

Not Ready

Active
You have no active calls.

On Hold
You have no calls on hold.

Call Information

Caller Name: Tri Ngo
Phone: 1030
Account: 1234567
Something Else: Something Else in here and here i

Caller Name: Tri Ngo
Caller Name: Tri Ngo
Caller Name: Tri Ngo
Caller Name: Tri Ngo
Caller Name: Tri Ngo

Wrap Up

Time Remaining: 33:44
User Error

Worldwide [change] Log In | Account | Register | About Cisco

Solutions Products & Services Ordering Support Training & Events Partner Central

Cisco.com Alive in Video
See it. Live it. Share it. In a whole new way.
Experience It

Latest News <> VoIP Can Boost Your Competitive Edge - 18 Aug 2010 Follow Us

Keeping Kids Safe Online
Cisco shares cybersafety tips.
> Watch Video

Catch Cisco TelePresence In Action on Sept. 12th.
SUNDAYS 9/8c
RUBICON
> Register Now

Boost Data Center Performance
Watch the webcast on September 14.
> Register Now

Done Internet 24 of 24 - Clipboard Item collected.

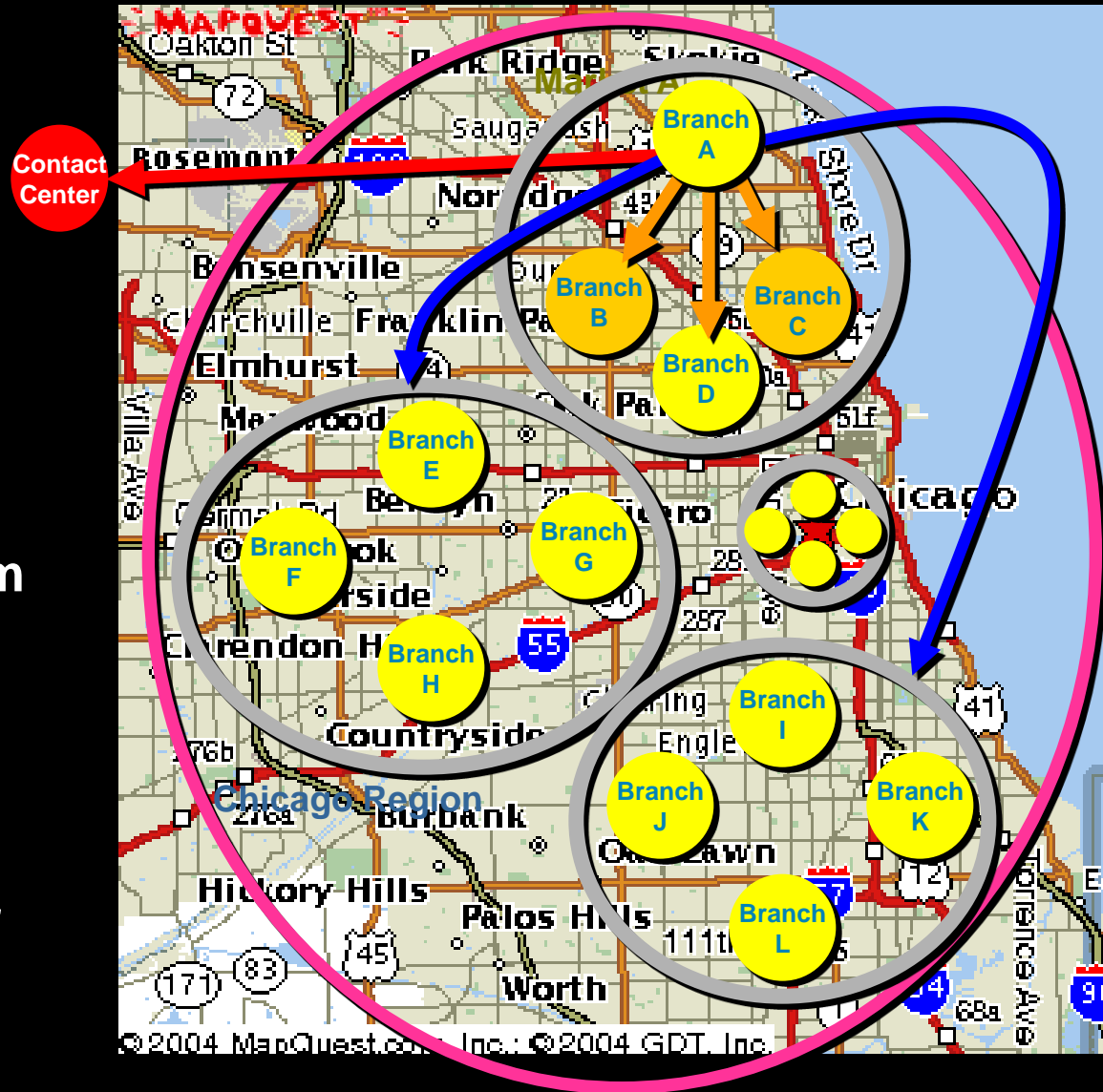
Customer Service is Everyone's Job



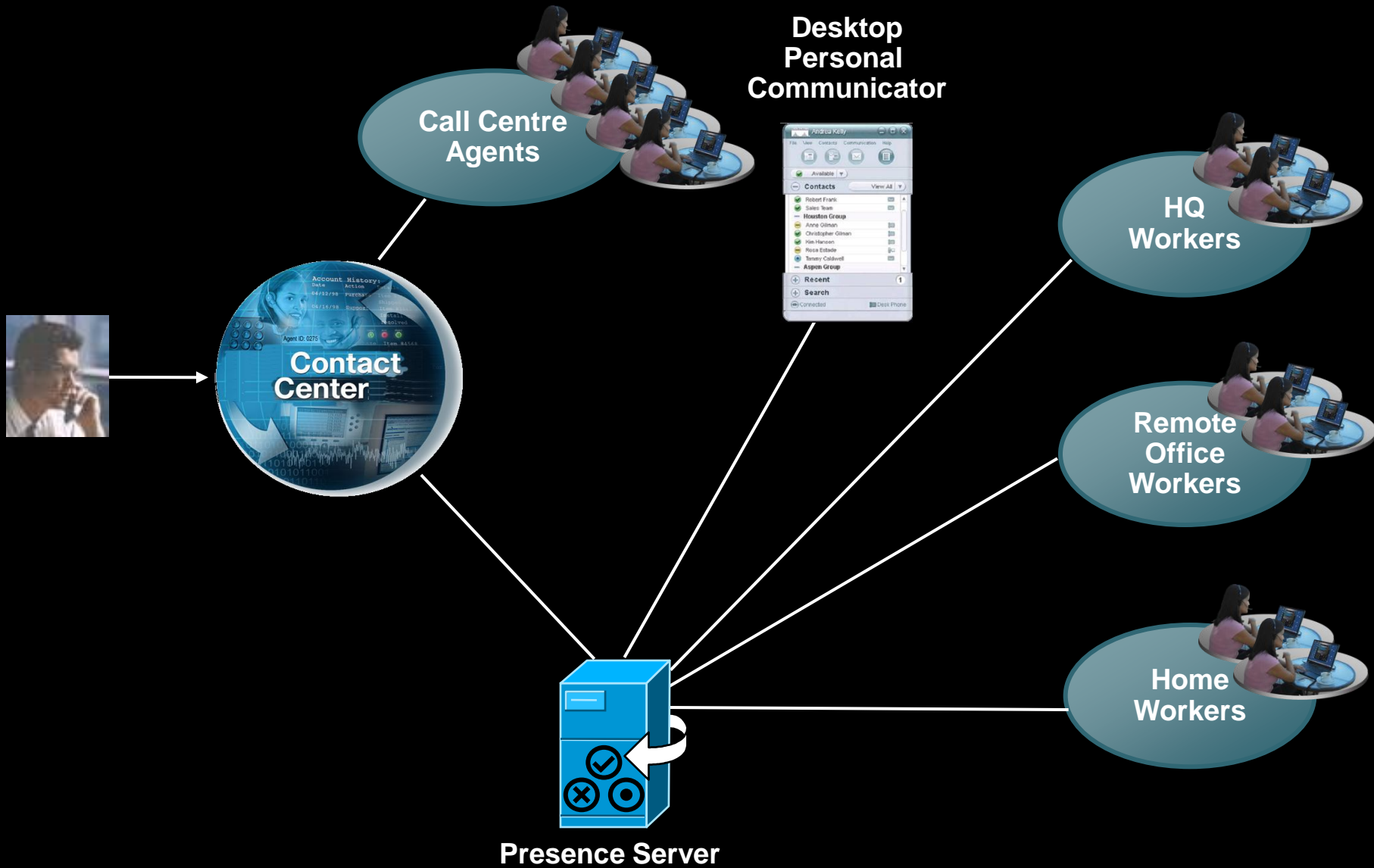
Grainger



- 448 branches with 4,000 employees
- Virtualised the branches and call centre
- Benefits
 - Single number
 - Service level up from 88% to 95% (and variance reduced)
 - Eliminated one call centre saving \$3.4m per year
 - Incremental sales of \$60m per year



Expert Advisor



Experts can really be found anywhere!

All-Seeing All-Knowing Employee



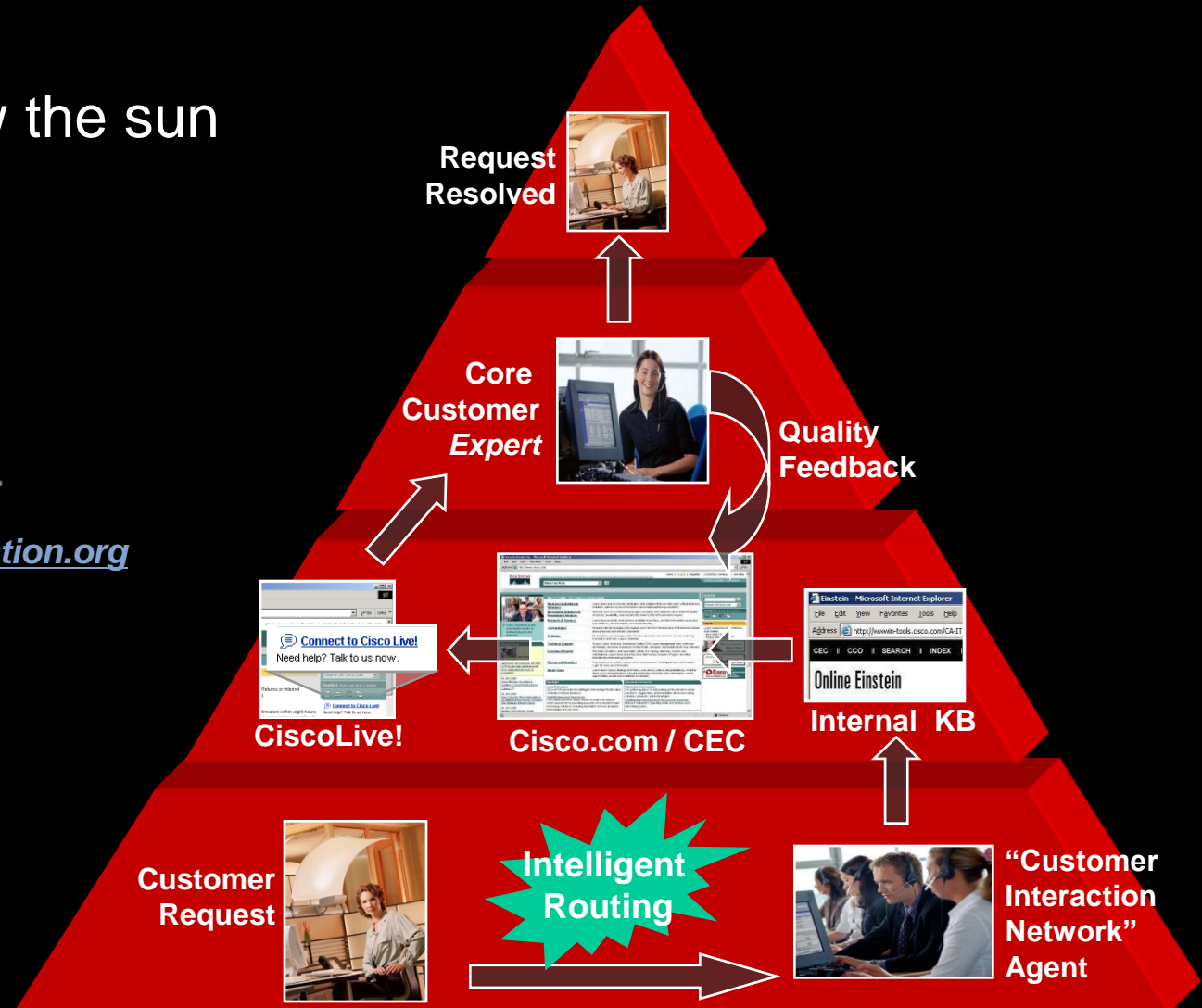
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Bank's U-turn on student charges

By Sean Coughlan
Education reporter, BBC News

A student campaign using the social networking website Facebook has forced a multinational bank into a U-turn over charges.

HSBC is to abandon plans to scrap interest-free overdrafts for students leaving university this summer.

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Source	Case Origin	Subject
	Website	I was over charged on my l
	Chat	Increase my monthly minut
	Email	Can I add a family member
	Phone	My iPhone screen cracked
	Facebook	Will my phone charger wor
	Email	Add data plan to my monthl
	Phone	I'm getting poor signal stre

On a Call

Line 1 On Call

Caller ID 4155551212

Duration 00:35

Contact James Ryan

Title SVP, Technology

End Call

Hold

Transfer

Conference

New Line

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Contact
Mr. James Ryan

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