



Welcome to Cisco

Contact Centers & the Customer of the Future

Tuesday 21 Sept 2010

9:30-12:00

Morten Skanner
Partner Systems Engineer
Cisco Danmark
mskanner@cisco.com



Agenda

9.30 Welcome (room: Amalienborg)

9.35 Contact center trends in the market

10.00 Break - Grab some fruit when going to your breakout session

10.05 Breakout sessions:

=> Business track (this room/Amalienborg)

=> Technical track (go to room: H.C.Andersen)

11.25 Break (go to room: Amalienborg)

11.30 Customer case

=> L'EASY Contact center – Kristian Saouma-Pedersen

11.50 Cisco offers overview

12.00 Lunch – Sandwiches in the lounge



Agenda – Business Track

Death of the queue

New channels

Doing self-service well - mind the gap

Some customers are more equal than others



Agenda – Technical Track

Introduction to our Portfolio

User Experience

Social Media Integration

Virtualising the Contact Center

Multichannel service

Self-service solutions

Using CTI to personalize service

And many more ...





Contact Center Trends in the Market

Tuesday 21 Sept 2010
9:35-10:00



Eric van Sommeren

sommeren@cisco.com

Manager Customer Interaction Solution Sales

European Markets

Market Trends according to MZA

1/2

Contact Centre – Market Trends

Remote Workers

Contact centre organisations are increasingly demanding the ability to be able to have employees work from home and remote location which can lead to cost saving for the organisation and better work-life balance for employees.

UC Integration

To ensure that customers are dealt with in the most efficient manner, contact centre vendors are incorporating UC technologies such as instant messaging within their contact centre solutions. This gives agents access to skilled workers within the organisation that are not part of the formal contact centre to ensure first contact resolution.

Economic Downturn

As the economic downturn worsened continued into 2009, reducing costs and maximizing employee productivity and efficiency while gaining a competitive edge became high on many organisations agenda

Agent Productivity

With organisations looking to improve productivity of their agents in the difficult/challenging economic climate, workforce management (WFM) applications are allowing companies to maximise the efficiency of agents within their contact centres.

Contact Centre – Market Trends

Multimedia Contacts

As e-commerce continues to grow, contact centres are having to deal with various different communication mediums such as e-mail and web-chat. The recent increase in Web 2.0 applications/sites such as Facebook and Twitter is creating demand for new mediums of communication within the contact centre.

Back Office Integration

Organisations have started to use contact centre technology within back office environments to effectively deal with media not traditionally handled by the contact centre such as white mail.

Cost Reduction

As organisations try to remove costs from their contact centre, they are looking to self-service applications such as IVR/Voice Portals to reduce the need for live agents and further automate processes for the customer. Organisations have to carefully analyse which contacts can be effectively handled by an automated solution to ensure high levels of customer satisfaction are maintained.

Customer Retention and Generation

In a worsening economic environment with less new customers available, organisations are looking to retain existing customers to develop future business where a high level of customer services is essential. In addition, organisations are looking to attract new customers where a high level of customer service can differentiate from the competition. Contact centres provide a key tool to achieve both of these goals.

Technology Trends & Business Imperatives

Business Imperatives

- Cost reduction
- Employee productivity
- Customer intimacy
- Competitive differentiation
- Innovation

Technology Trends

- Mobility is a top priority
- Video will become pervasive
- Social networking at work
- Server/client virtualization
- SaaS & Hosted solutions

From Contact Center to Customer Collaboration

More value-adding resources then ever before



Supply Chain Partners



Business Outsourcers



Customer Cloud Community



Enterprise Experts

Challenges towards Customer Collaboration

From...

Primarily single source

Largely asynchronous

Inside my organization

Static and pre-defined networks

You find information, people

Inside the firewall, walled off

Information

People

Communities

Context

Security

To...

Multiple sources, multiple devices,
multiple applications

Non real-time and real time, interactive

Dispersed teams,
outside my organization

Dynamic teams

Right time, right people, right resource

Inclusive,
selective, fluid



Steps on the road to Customer Collaboration



Operational
Metrics

Customer
Intimacy

- Aim at Trusted Business Advisor status
- Understand Your Customers Communications
- Uniform Service Across Channels evident ?
- From just Customer Satisfaction to Customer Intimacy

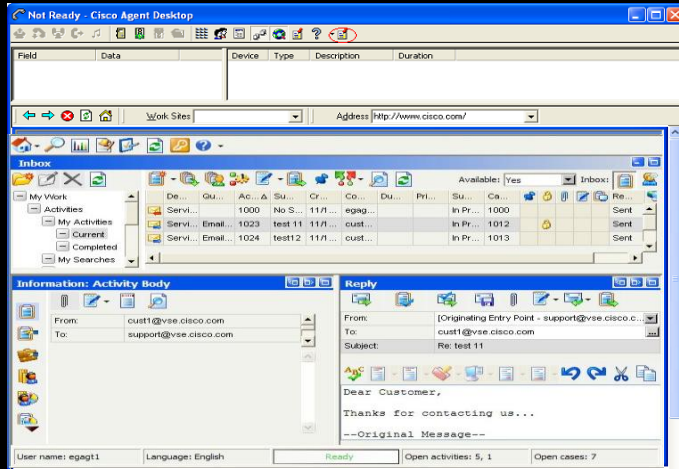
Multichannel

Mobile Video Support

Reporting 2.0

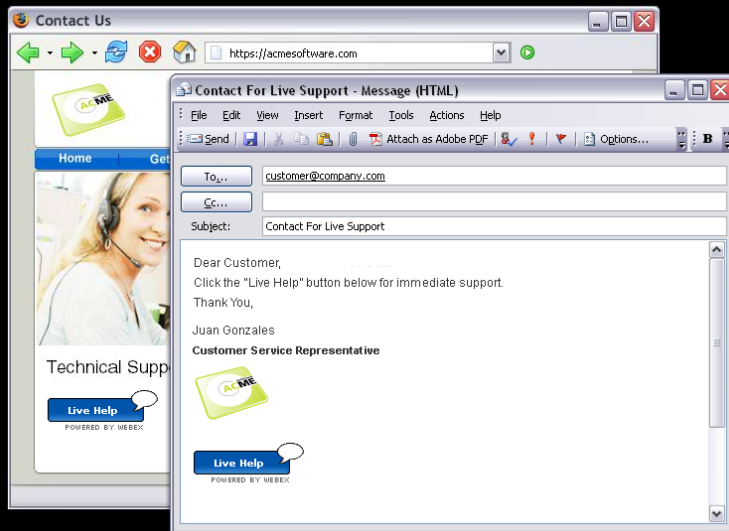
Consistent Service across Channels

Email



SMS Proactive Notifications

Web Interaction



Video

Mobile Video Contact Center

- Video-enabled customer service
- Improves customer experience
- Introduces new self- and assisted-service contact center applications
- Variety of video endpoints: mobile (3G), kiosk, web, and soft client



Reactive

Proactive

- Pro-activity is key to understanding customer needs ... not just pushing reminders
- Sensing and Tracking customer needs
- 'Big Brother' today but intelligence tomorrow

Community Care
Automation

Internet Media
Aggregation

Network
Collaboration

Social Media Customer Care

twitter

Blogger™

facebook



Customer

1. Capture

2. Analyze & Prioritize

3. Communication Workflow

4. Assign & Engage

Social
Media
Appliance




Social Media
Customer Care Agent

Agents

Experts

- Access to Specific expertise differentiates
- Exceed customers expectations and drive Single-Call-Completion
- Need for creation of Ad-Hoc communities

Expert
Advisor

Auto-Tagging

Ad Hoc
Communities

A single team of expertise at your disposal



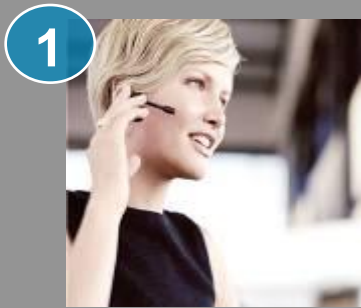
Agents:

- Employee or outsourced
- Tied to the Contact Center
- Agent desktop, CRM software
- Log in/out
- Limited specialty skills
- Require training

Experts:

- Employee knowledge worker
- Not with Contact Center; work anywhere
- IM client
- Presence status
- Expertise in one or more areas
- No special training required

First Call Resolution with Expert Advisor



Customer Call



Expert Status



Background information



Expert Resolution

Business Value

- Customer care draws on wider expertise
- Improve “first call resolution”
- Reduce “follow-up” process

Solicitation

Participation

- In Web 2.0, Customers are no longer just passive viewers
- Already now Customers rely on communities
- Will impact Customer Collaboration
- From *one-off* customer feedback to participation

End-User
Communities

Wikis, Blogs,
Video, Forums

Social Outbound

Social Media Campaign Management

Seek out customer postings on specific products or services.

- Campaign management specifically focused on a new product launch; or overall corporate feedback.
- Proactively Contact those in need of help
- Extend work assignments from formal contact centers agents to to marketing staff.



Cost Center

Growth Engine

- Today most contact centers are expense item
- Customer Collaboration can help drive growth
- Ultimate benefits of the transitions presented drive profitable growth

Reputation & Brand
Management

Customer
Profitability

Strategic
Sourcing

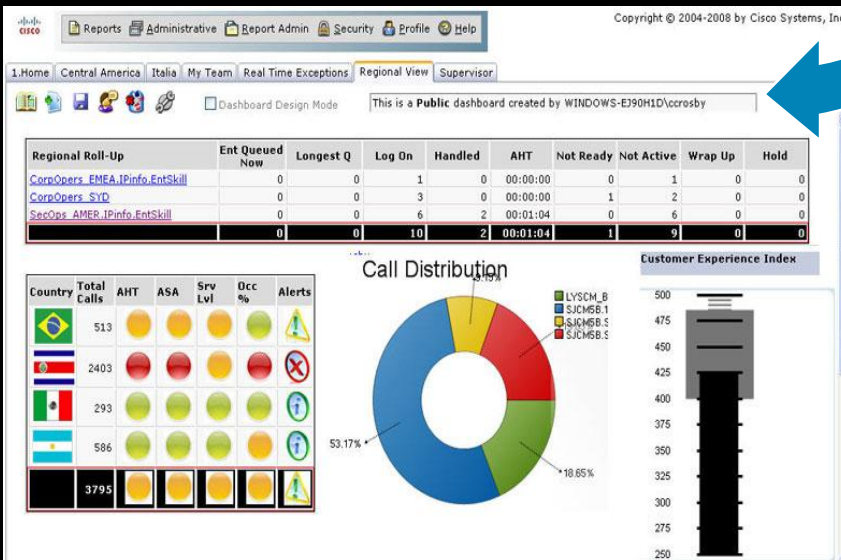
New Measures and New Ways to Present

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	4	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	0	2	0	11
	EMEA_CM_CO_BED_pri	10/3/2007 8:30:00 AM	14	00:00:59	12	00:00:21	0	0	0	1	0	10
			30	00:00:51	27	00:00:19	0	0	0	3	0	21
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	0	2
	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	0	3
	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	0	1
			11	00:02:47	6	00:01:05	0	0	0	0	0	6
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	0	6
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	EMEA_CM_CO_BED_pri	10/3/2007 9:00:00 AM	4	00:00:46	3	00:00:16	1	0	0	0	0	3
			16	00:00:53	13	00:00:15	1	0	0	0	0	12
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	00:00:15	0	00:00:00	0	0	0	0	0	0
			44	00:00:16	0	00:00:00	0	0	0	0	0	0
Fazand, Ashoor	S3CMSB_10.CIN_L	10/3/2007 8:00:00 AM	8	00:01:21	11	00:01:22	0	0	0	3	0	22
	S3CMSB_10.CIN_L	10/3/2007 8:30:00 AM	12	00:03:25	11	00:01:22	0	0	0	0	0	10
	S3CMSB_10.CIN_L	10/3/2007 9:00:00 AM	14	00:01:15	11	00:00:04	0	0	0	0	0	10
			34	00:01:27	33	00:00:58	0	0	0	0	0	42
Pecki, Erik	S3CMSB_10.CIN_L	10/3/2007 8:00:00 AM	6	00:02:19	5	00:01:22	0	0	0	0	0	1
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	S3CMSB_10.CIN_L	10/3/2007 9:00:00 AM	6	00:02:39	5	00:01:22	0	0	0	0	0	1
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Pinto, Tressy	EMEA_CM_CO_BED_pri	10/3/2007 8:00:00 AM	6	00:01:11	5	00:00:32	0	0	0	0	0	5
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	EMEA_CM_CO_BED_pri	10/3/2007 9:00:00 AM	7	00:01:32	7	00:00:32	0	0	0	0	0	7
			27	00:00:59	22	00:00:28	0	0	0	0	0	20
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	0	2
	S3CMSB_10.CIN_L	10/3/2007 8:30:00 AM	8	00:02:08	3	00:00:13	1	0	0	1	0	3
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Business KPI's
Customer KPI's



Required Evolution of Delivery Platforms

	Today	Tomorrow
What	Efficiency Repetitive task completion	Effectiveness Independent problem solving
Who	Dedicated full time agent	Any knowledgeable individual, inside or outside the enterprise
Where	Enterprise or Outsourced CC	Anywhere with connectivity
Why	Paid fixed salary or per hour fee	Paid per interaction based on performance
How	Fat footprint on traditional ACD	“Instant On” lightweight agent

Best suited to traditional model

Best suited to presence
based model



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