



Cisco Customer Interaction Solution

Luciana Belloni
European Collaboration Team

Daniele Manzetti
Mediterranean Collaboration Team



Cisco Collaboration Portfolio



IP
Communications



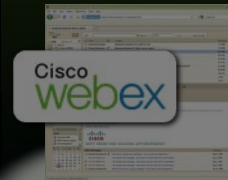
Mobile
Applications



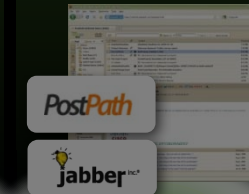
Customer
Care



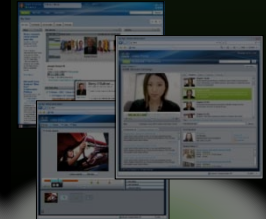
Telepresence



Conferencing



Messaging



Enterprise
Social Software

Gli Utenti sono diventati più evoluti

Vorrei contattare il mio agente con Skype

Vorrei avere subito la risposta senza dover richiamare...

Vorrei utilizzare la chat...

Vorrei sapere quando il mio agente è disponibile e non rimanere in attesa...

Verso la Collaborazione

Metriche Operative

Interazione con il Cliente

Reattività

Proattività

Agenti

Esperti

Sollecitazione

Partecipazione

Centro di Costo

Opportunità di Business

Metriche Operative

**Interazione
con il Cliente**

Video & Mobility

**Social Networking/
Web 2.0 Applications**

Reporting 2.0



Video Contact Center

Obiettivi

- Migliorare la Customer Experience
- Introduzione di servizi di nuova generazione sia “self-service” che assistiti da Operatore:
 - Maggiore interazione con l’Operatore
 - L’Operatore può inviare Video informativi al Cliente durante la conversazione
 - Visualizzazione di Video promozionali durante l’attesa in coda
 - Visualizzazione di Video informativi per servizi Self-Service
 - Possono essere utilizzati i terminali video per la distribuzione di contenuti Video promozionali (Video Advertising)
 - Telemedicina
- Accesso ai servizi anche per i diversamente abili

Video Contact Center

Molteplici Canali di Contatto

Mobile (3G)

Web

Soft Clients

Telepresence

Chioschi

Telemedicina

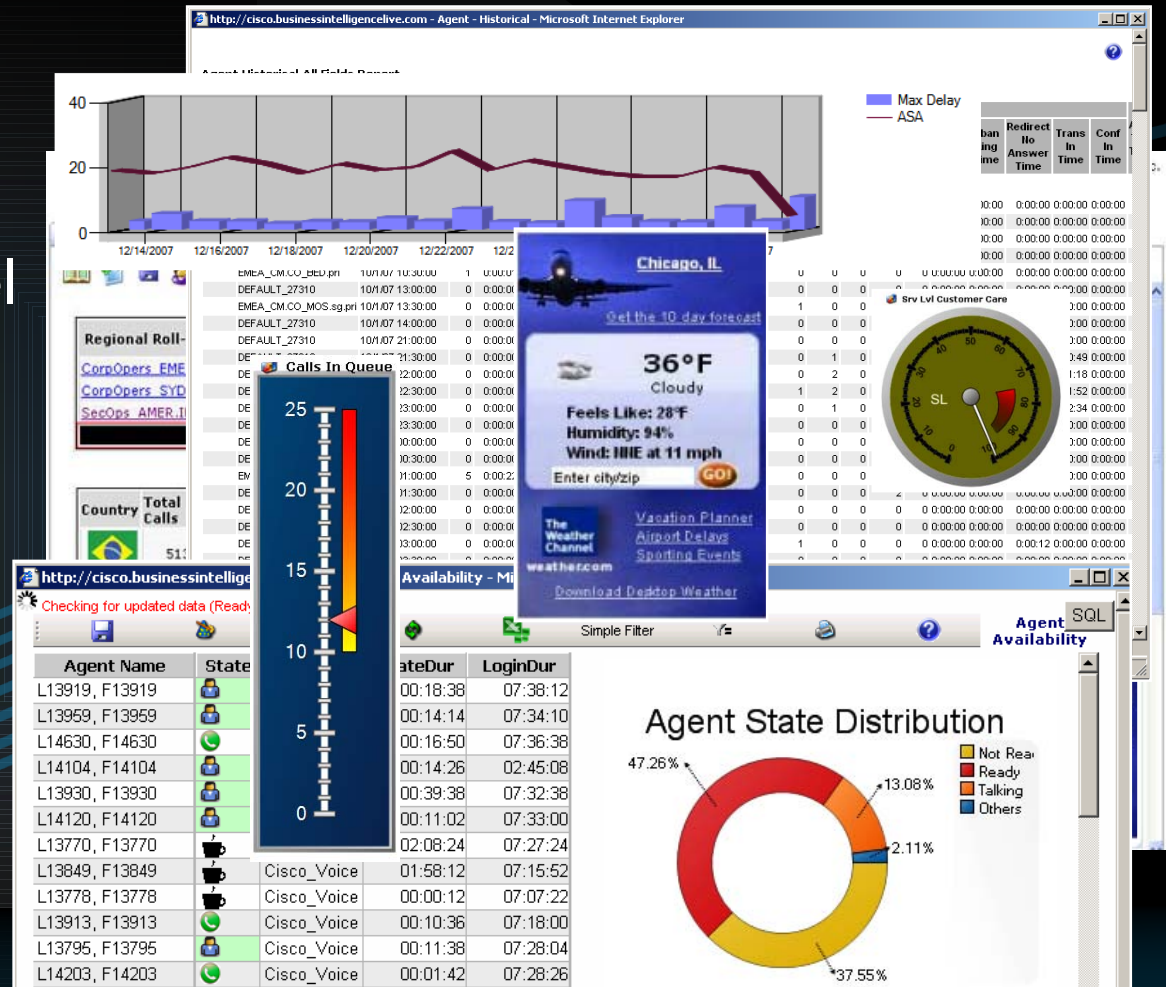
...



Reporting 2.0

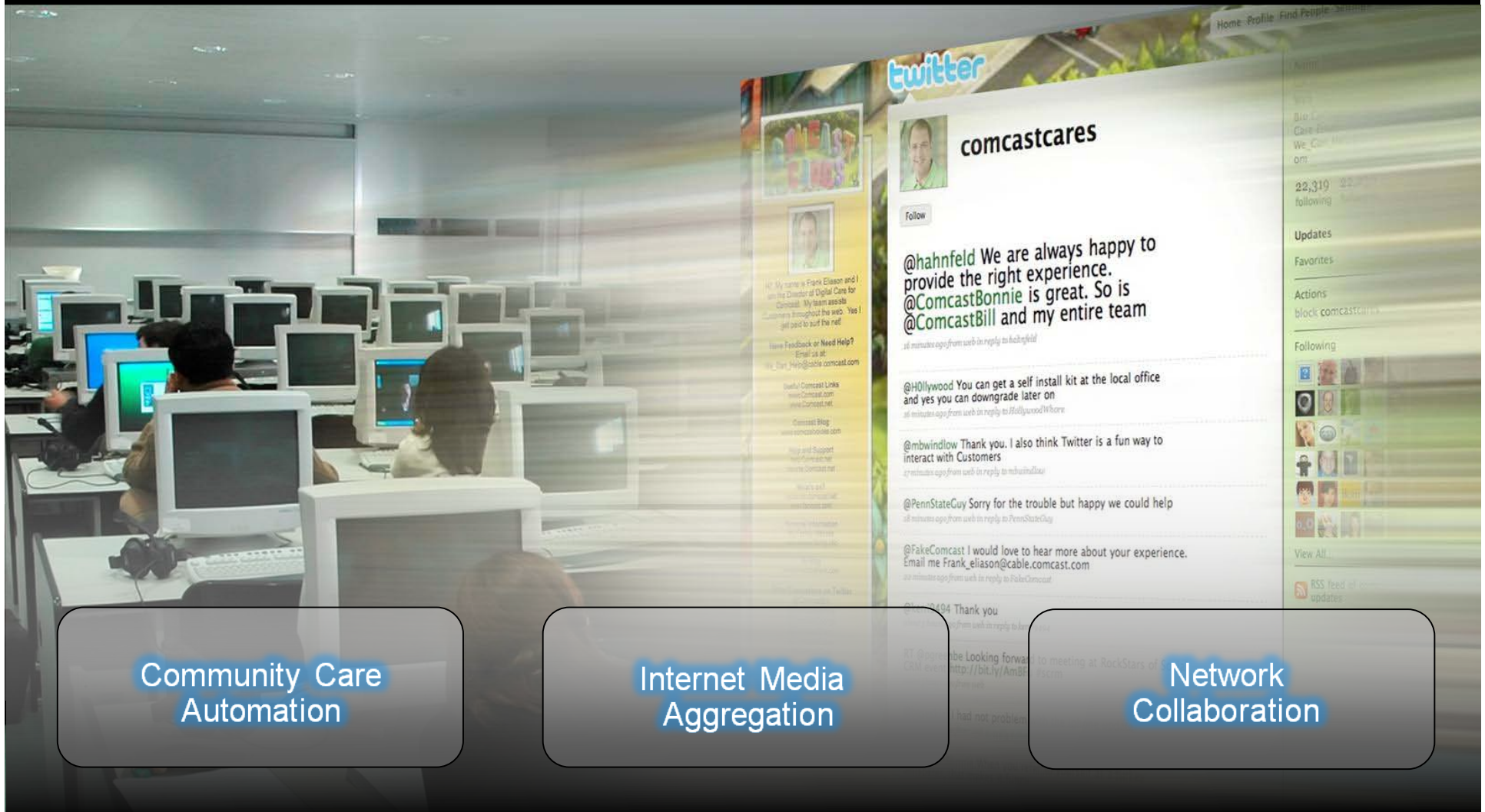
Utilizzare un solo tool per monitorare e correlare la reportistica Real-Time e Storica del Contact Center con altre sorgenti di informazioni

Fornire agli utenti e supervisor un "cruscotto" intuitivo, personalizzato ed integrato



Reattività

Proattività



Community Care
Automation

Internet Media
Aggregation

Network
Collaboration

Agenti

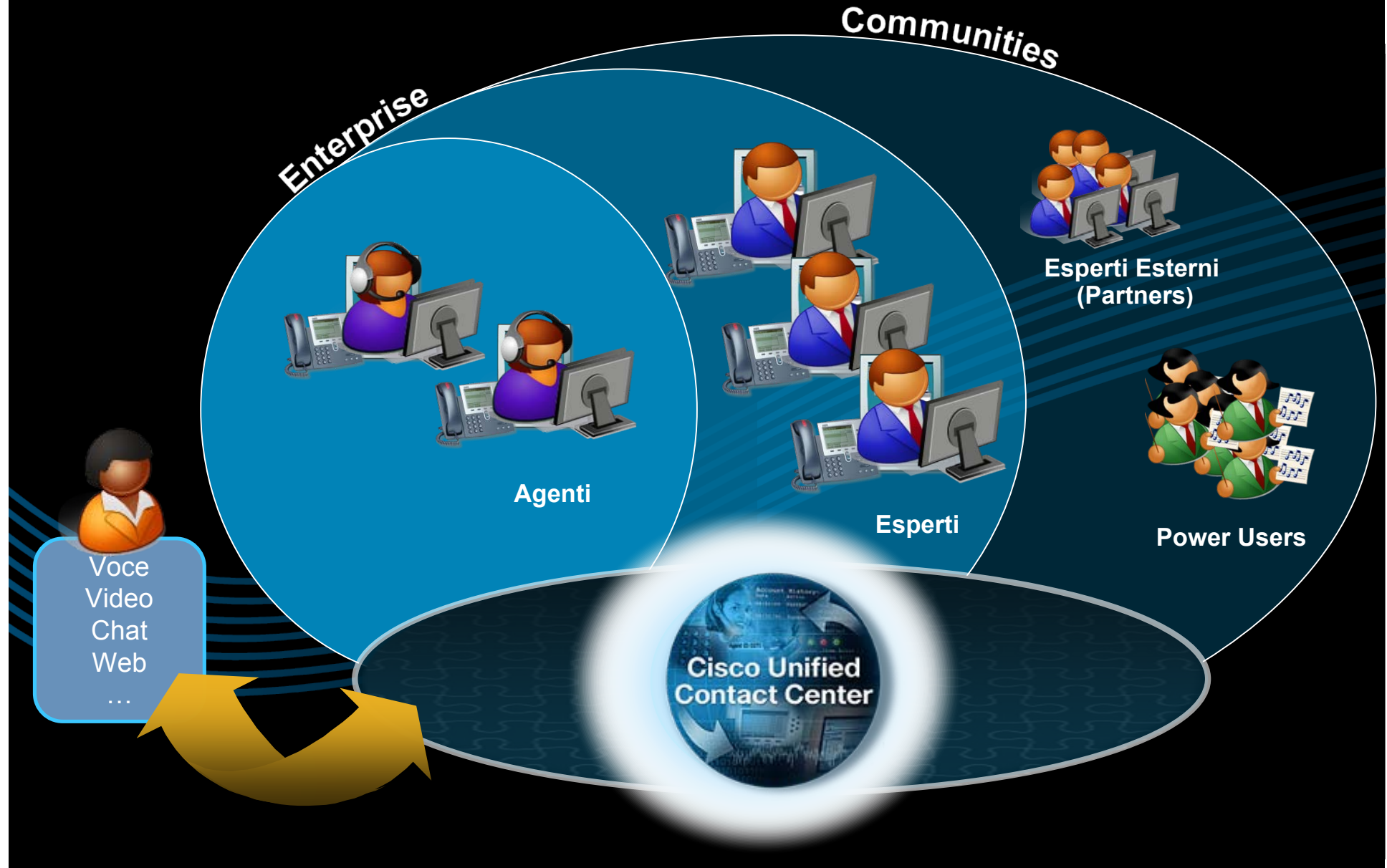
Esperti

Expert Advisor

Auto-Tagging

Ad Hoc
Communities

Agenti, Esperti e Communities diventano un Unico Team di Supporto



Cisco Expert Advisor



Customer Call



Expert Status



Background information



Expert Resolution

Business Value

Accesso immediato ad un ampio expertise
Aumentare la “first call resolution”
Riduzione dei processi di “follow-up”

Sollecitazione

Partecipazione

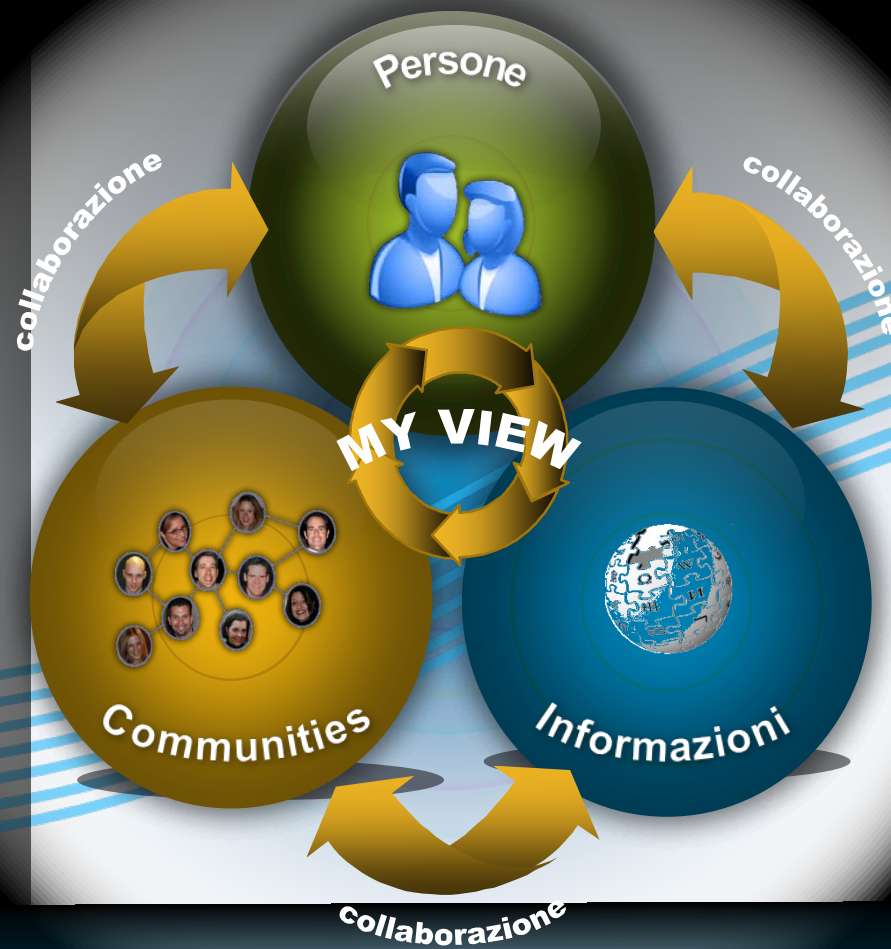
End-User
Communities

Wikis, Blogs,
Video, Forums

Social Outbound

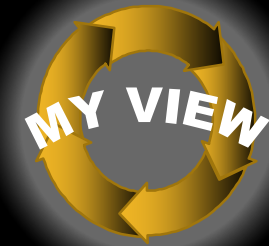
Cisco MyView

Integrated Workforce Experience



Cisco MyView

Integrated Workforce Experience



ORACLE Finance Tools

Generate Report

Enter Data

Messages

Received	Message	From
8:15am	Need info on that...	David
7:45am	Plan Meeting on...	Roger
Feb 5	Looking for the...	Jane
Feb 5	Announcement to...	Mike
Feb 5	Lunch?	Robin
Feb 5	Hi Clare, do you...	Mimi
Feb 5	To Everyone, we are...	Patty
Feb 5	This Wednesday we...	Diane
Feb 4	If you have time, I...	Michael
Feb 4	Team meeting this...	Darrel

My Metrics

2010 PTO balance:	12 days
CSCO Shares:	1,200 ↑
401k balance:	\$214,567 ↑
Customer Satisfaction	

CISCO MyView

Navigation: MyCisco | People | Communities | Learning and Development | Products and Solutions | Employee Services | Support and Tools | About Cisco

Headlines Corporate | UK News | Finance News | In The Press

My Current Status
Clare Jones
Availability: In a meeting
Location: MICROFIL LAMES 11, 1st Floor, AB 010

Meeting Today | This Week | This Month | Tasks
Weekly Team Meeting Feb 7, 2010 - 10am to 11am

Activity & Feeds
All | Colleagues | Cisco News | IP6 Group | Cisco News | CNN

John Smith at 1pm est today is in a Telepresence meeting with Brian Carlin until 3pm
2 comments | Leave a comment

The Nexus Product Started a discussion titled, WebEx feature ideas

The IP6 Archite was updated by Clare Simpson

Michael Wong is in a WebEx meeting with Robert Lu, Tim Perlas, and others until 4:30pm est
2 comments | Leave a comment

Vivek Dhillon is doing research on ABC Technologies, Inc. and wants to know if his colleagues know anything.
4 comments | Leave a comment

The President gave The State of the Union at 9am est January 6
Today the president gave his public address in front of a crowd of governors,

Contact List

Filter

Project Team

- Darrell Abernat...** At the office
- Joseph Acker** Traveling to Austin
- Clare Owens** Offline until 5p
- Kevin Perlas** Working on the ...

San Jose Campus

- Diana Morshea...** In a Telepresence...

My Communities & Projects

- Cross Functional**
 - Community Development (29)
 - Business Video Community (12)
 - Advertising (29)
 - China 3.0 (45)
 - Cisco 3.0 (47)
 - Cloud Computing (23)
 - Collaboration - UC / ... (5)
- Finance Projects**
 - Oracle Upgrade 2.0 (29)
 - New Expenses Application (12)
 - 1099 Reports for 2010 (29)
 - Q4 Forecast (5)
 - Currency Conversion Tool (47)
 - Year End Financials (35)

Cost Center

Opportunità
di Business

Reputation & Brand
Management

Customer
Profitability

Strategic Sourcing

Collaborazione:

Superare i confini

Intra-Company



Inter-Company



Boundaryless



Collaborazione:

Unificare l'accesso alle Risorse



Collaborazione:

Integrated Workforce Experience

Video Comunicazione e Collaborazione



UC

Digital Media



TelePresence



Strumenti e Tecnologie Web 2.0



RSS

Blogs



Communities



Wikis



Personalizzazione e Indicizzazione



Motori di Ricerca



Contenuti

Sorgenti
di informazioni



Applicazioni e Servizi



Directory
Aziendale

Applicazioni
CRM



Geolocation e
mappe interattive

Uno spazio di lavoro completamente Integrato e Personalizzato

Cisco Customer Interaction Solution

In Breve



Connettere Social Media e
Contact Centers

Collaborare per risolvere
velocemente

Video Contact Center

Business Intelligence

Soluzioni dalla piccola alla grande
Azienda



CISCO