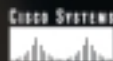


The slide features a background image of a person in a white shirt and red tie, holding a large red ring that forms a circle around the title text. The background is a mix of blue, yellow, and green hues.

Cisco IP Contact Center / Customer Interaction Suite

현 중 훈

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Presentation_ID

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1

Cisco Contact Center Vision

Create an open
communications
platform leveraging
voice and data
technologies to facilitate
geographic
and media-independent
customer
interaction.



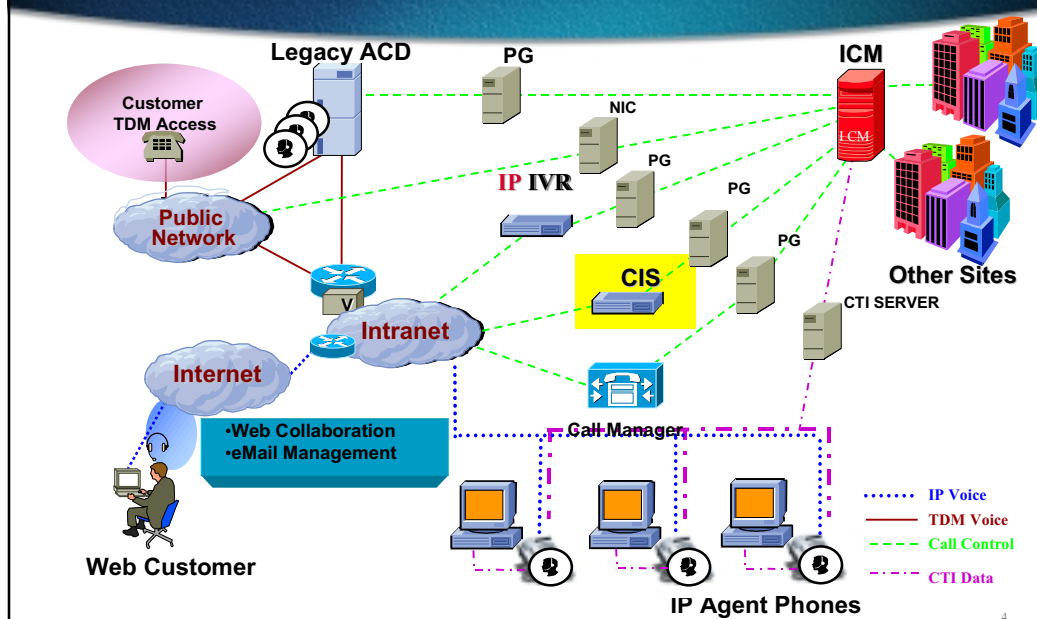
2

Why IP Contact center

- **Cost, Cost, Cost !!**
- **Easy to maintain**
- **Easy to add new feature**
- **Future preparation**

3

Next Contact Center



4

The IP Contact Center

- Combines Cisco customer interaction solutions with Cisco IP Telephony (Cisco CallManager, IP Phones, VoIP Gateways) to create a new, IP-powered contact center
 - Open standards-based
 - Better price/performance than a hardware-based solution
 - Utilizes ubiquitous IP infrastructure for intelligent call routing, CTI, and multimedia contact management
- Seamless and cost-effective migration path to a converged network
- Avoids legacy infrastructure upgrades by leveraging call center investments
- Extends the contact center to branches and remote knowledge workers
- Utilizes existing WAN infrastructure enabling more effective leverage of IP networks
- Eliminates toll calls to remote agents by using IP infrastructure

5



E-Business: The Opportunity

- By 2002, online shopping revenue is expected to grow to \$41.1 billion
- By 2002, 53% of companies plan to use the Internet, electronic commerce, and related technologies



E-Business: The Reality



Web Collaboration Benefits



- **Add a personal touch to the Web**
 - 90% of online shoppers want human interaction
- **Turn browsers into buyers**
 - 50% of browsers visit 3-5 sites before making a decision
- **Increase customer loyalty**

Statistics provided by Jupiter Communications, April 1999

9

The Cisco Customer Interaction Suite

**Cisco
Collaboration**

**Award-winning Web collaboration for
electronic commerce and customer service**

**Cisco
eMail Manager**

**Enterprise-class solution for managing
customer email**

**Cisco
Media
Blending**

**Integrates multiple media types in customer
contact centers**

**Cisco
Media
Manager**

**Extensive software-based routing for Web-
initiated interactions**

10

CISCO CIS Features (1)

- **Follow Me Browsing**
 - Agent leads the caller through the Web site
- **Page and Frame Sharing**
 - Agent shares a single page or framed page
- **Form Sharing**
 - Agent shares a Web form
- **Remote Control**
 - Allows the agent to give control to the caller



CISCO CIS Features (2)

- **App Sharing**
 - One person shares an application from their desktop with another person
- **White Board**
 - Just like the white board in your conference room
- **Agent Scripts**
 - Agents no longer must be product experts



CIS Web Collaboration Modes

- **Meet Me**
 - Agent and caller point URL to same place
- **Call back**
 - Caller requests phone call from agent
- **E-Seminar**
 - Large one-to-many presentations using Meet Me paradigm
- **Browse With Me**
 - Caller to Caller co-browsing without the need of an agent
- **Text Chat**
 - Chat over the Web, in lieu of voice call

13

CISCO CIS Core Architectural Strengths

- **THIN CLIENTS:** Ultra-lightweight, browser-based (no download)
- **SECURITY:** Firewall-friendly, end-to-end SSL on the wire
- **FLEXIBILITY:**
 - One-to-one, one-to-many, many-to-one, many-to-many sessions
 - Supported on Windows NT and Sun Solaris servers
 - Distributed architecture for single-site or network deployments
 - Standards-based components and interfaces
- **SCALABILITY:** Enterprise- and carrier-class scalability
- **MANAGEMENT:**
 - Comprehensive user and session event tracking
 - Management reports with drill-down capability

14

Retail Lands' End

Problem:

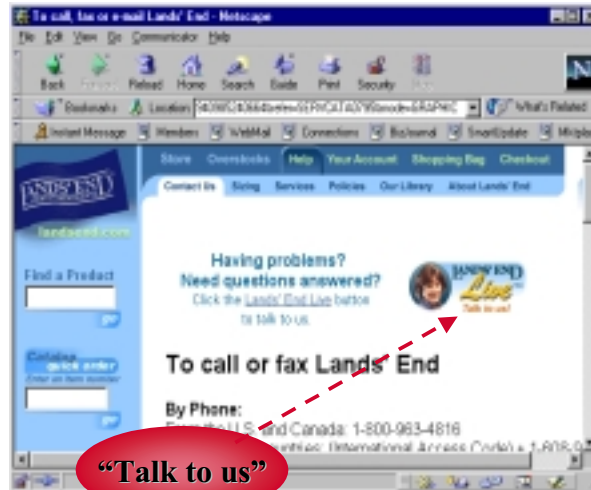
- Need to increase customer service and close rates

Solution:

- Integration of voice/live agents and the Web

Results:

- Click-to-Talk: Direct link to an agent from Web site
- Co-browsing: Online collaboration via "shop with a friend"



15

Case Study: Lands' End

Before Cisco

- Wanted to maintain customer-service leadership by providing the industry's most personal and responsive Web shopping experience.

After Cisco

- Effectively combined product knowledge and "human touch" of agents with information value of Website
- Shop with a friend™ -- developed by Cisco for Lands' End -- provides competitive differentiation
- Seamless integration with existing contact center
- Online revenue increased from \$18M in 1998 to \$61M in 1999

Case Study: Trimark



- **Before**
 - No integration between their call center and Web site, which undermined their dual-channel sales strategy
 - No ability to assist financial advisors from their Web site
- **After**
 - Successful call center/Web site integration; supports dual channel service delivery strategy (phone + Web)
 - Improved service resulting in greater brand loyalty among financial advisors
 - Voice-and-visual collaboration used by 10% of financial advisors who visit Trimark's site

17

Case Study: Cisco



- **Before WebLine**
 - Needed to combine skills and knowledge of their call center agents with their rich Web site resources
- **After WebLine**
 - Can provide customers with a consistent sales/service experience regardless of the contact initiation point
 - 200-500 WebLine sessions initiated from CCO on average business day

18

Representative Web/E-Mail Customers

MCI WORLD COM



ORACLE

Putnam Investments
A TIME-HONORED TRADITION IN MONEY MANAGEMENT®

hp HEWLETT
PACKARD

eToys
.com

GTE



GM

COMPAQ

AutoNationDirect.com

TRIMARK

broadcast.com

Fidelity Investments

BOSE

**TRASE MILLER
INTERACTIVE**
WINDUP CALLS • INSTANT CUSTOMER CARE



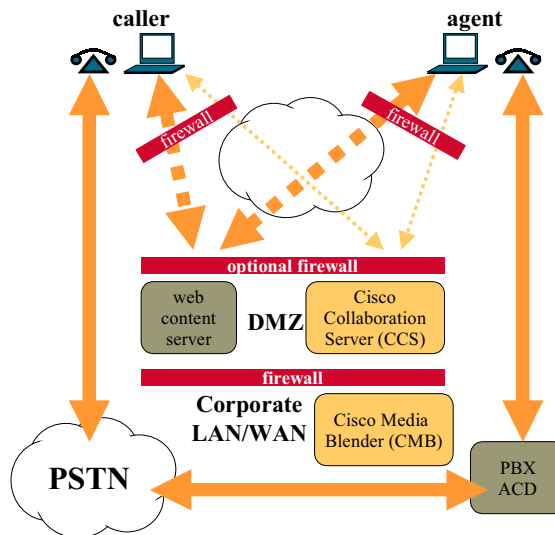
**STANDARD
& POOR'S**

19



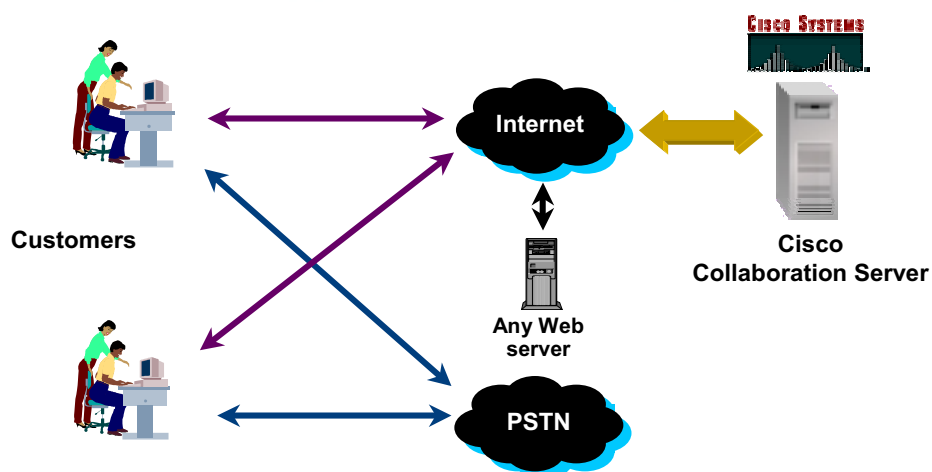
Firewalls in the Basic Collaboration Architecture

- Corporate caller is behind corporate firewall
- Agent may also be behind a firewall if CCS is hosted or if agent is out-sourced
- CCS is located in the DMZ
- CMB and ACD are behind corporate firewall



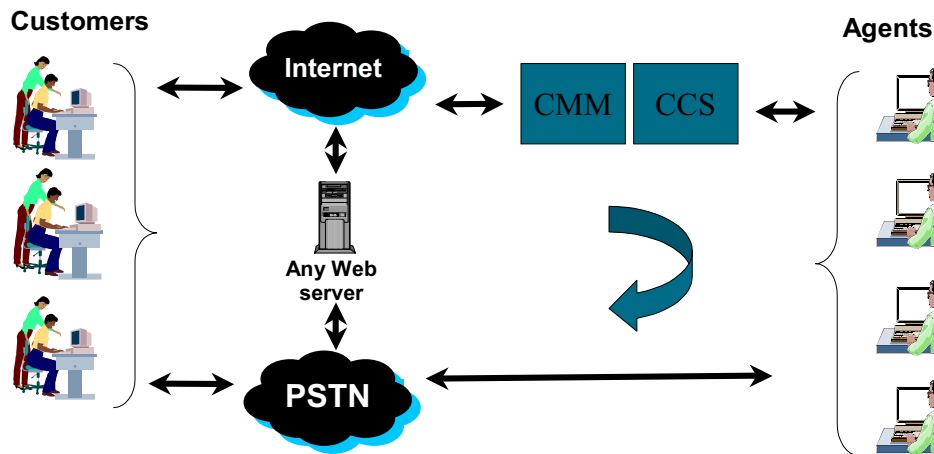
21

Shop With Me™



22

Cisco Media Manager



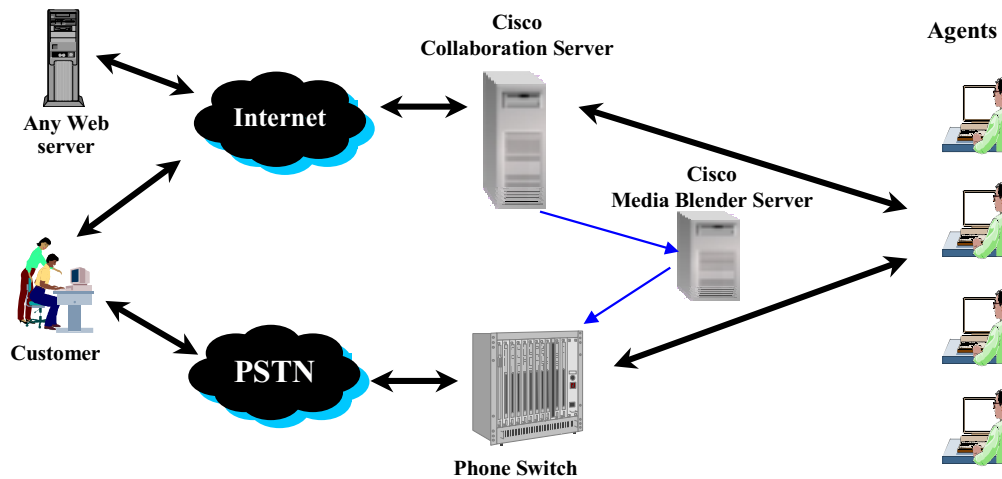
23

What Does CMM Do?

- Routes caller-initiated interaction requests from the web to most appropriate agent
- Requires no ACD
- Manages agent state
- Supports multiple weighted skills per agent

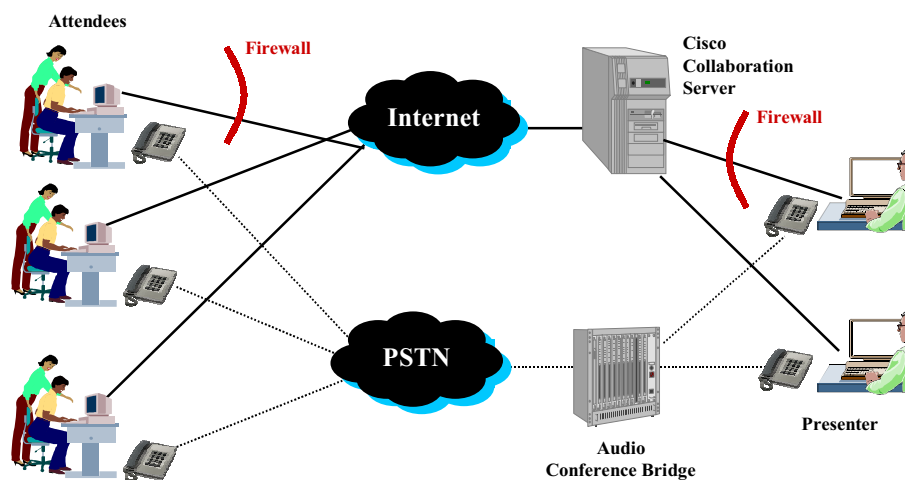
24

“Call Back” Collaboration



25

Cyber Seminars



26

Web Architectural Considerations

- **Content vs. Collaboration**
- **Firewalls**
- **Agent Scripts**
- **Browser-based Thin-client UI**

27

Agent Script

- **Agents no longer must be product experts**
- **Contact center can provide key product information**
 - **URLs, Power Points, Downloadable files, Scripted Chat, Split Screen Comparisons**
- **Created by ScriptBuilder**

28

Collaboration with VoIP Solution

Single button to
Collaborate
and
Talk VoIP



29

Cisco Collaboration with VoIP

Components of the Solution

- **Cisco Collaboration Server (CCS)**
 - Enables various modes of collaboration
- **Cisco Media Manager or Blender or ICM Web Option**
 - Agent Configuration and Management
 - Queues Collaboration Requests
 - Selects Agents based on Availability and Skills
- **3rd party VoIP Server**
 - Enables VoIP calls

30

Collaboration with VoIP

Modes (Customer - Agent)

- **PC to Phone**
 - Customer uses PC
 - Agent uses Phone (TDM)
- **PC to PC**
 - Both Caller and Agent use a multimedia PC

31

Caller side requirements

Multimedia PC

- Sound Card/Chip
- Head-set or Mic/Speaker on PC
- Browser

Network Connection

- At least 56K
- To support simultaneous Collaboration and VoIP

32

CISCO SYSTEMS



EMPOWERING THE
INTERNET GENERATIONSM

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35

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36