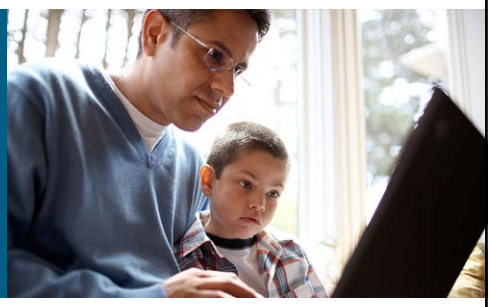
Cisco Expo 2008

Welcome to the Human Network…

Customer Care in Transition – Unified Contact Center



Majid Noori
Business Development Manager
Voice Technology Group
mnoori@cisco.com
Cell 979-587-2712

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Welcome the Millenials

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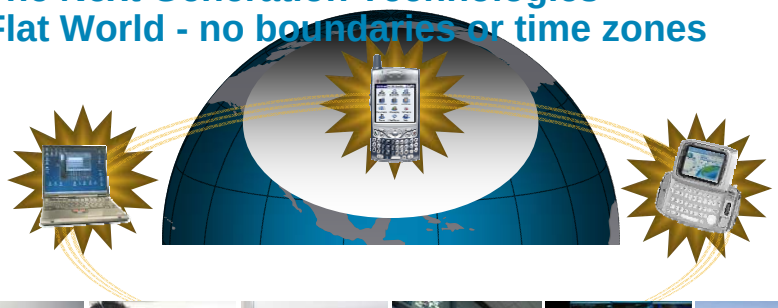
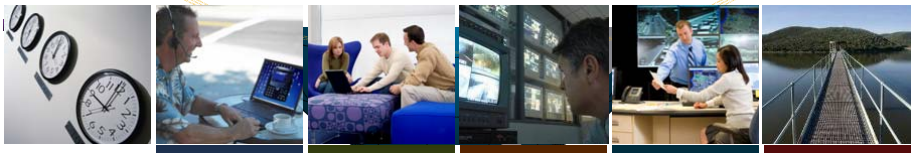
Business In Transition
Cultural/Industrial Revolutions
The Next Generation Technologies
Flat World - no boundaries or time zones





One Time Zone, Real-time	Mobility and Uniformity of Experience	Working Moments	Security and Surveillance	New and Changing Regulations	Business Continuance

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Cisco: The Unified Communications Leader

- More & more customers
  - 38,000+ Cisco Unified Communications customers worldwide
  - 130+ customers deploying more than 5,000 IP phones, including 40+ customers deploying more than 10,000 IP phones
  - More than 70% of the Fortune 500® are using Cisco Unified Communications
- More true IP endpoints shipped
  - 8.5 M+ Cisco IP phones
  - 5.7 M+ Cisco Unity seats ***(Messaging)***
  - 1.0 M+ Cisco Unified Contact Center agents
  - 175 K+ Cisco Unified MeetingPlace licenses ***(Rich-media conferencing)***
- More deployed & proven VoIP infrastructure
  - 27 M+ VoIP gateway ports
  - 58 M+ Power over Ethernet ports

All numbers through Jun-06

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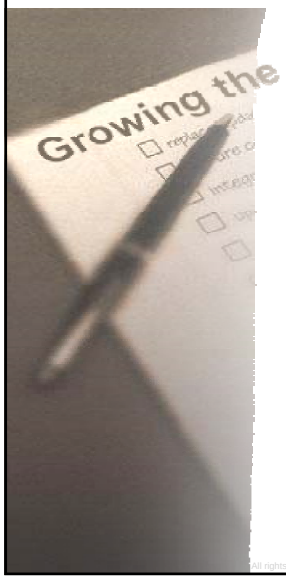
Agenda



- Key Market Transitions
- Cisco's CC Strategy and Traction
- Enterprise Contact Centers
- Video in the Contact Center

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Unified Communications Content Mapping

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"Our continuous focus on catching market transitions … [is] at the heart of our culture"
December 2004

"… our results continue the effectiveness of our strategy and our ability to capitalize on major market transitions."
August 2005

"As I've described many times before, you must capture market transitions before they become obvious."
September 2006

"…the ability to capture market transitions and understand them before they become obvious is perhaps what Cisco does best"
August 2007

John Chambers, CEO
Cisco

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Five Key Transitions: Customer Care

- Increased visibility of service quality by CEO
- Migration from TDM to IP for voice
- Adoption of SOA for enterprise applications
- Web 2.0: Changing usage patterns
- Self-Service & Non-Traditional Channels

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Service Quality Key to Customer Loyalty

As products commoditize, service quality has the high pact on customers' decisions to leave or stay.

Source: Harvard Business Review, 2004; Monitor Group (Rayport, Jaworski)

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CEOs: Putting Customers First in 2008

Customer Service Top of List of Issues in Recent CEO Report

Executive Summary

The 2008 CEO Report

This is the third annual NYSE CEO Report and in many respects we find the viewpoints and challenges of CEOs around the world have not dramatically changed. That said, however, a number of important themes emerged this year that tell us CEOs are sharpening their focus on growing their business.

The first theme is that this may be a year in which there is **renewed vigor around the customer** – 2008 may be a year where many CEOs put the customer at the top of the long list of issues on which they must focus. Why? Simply stated – customers are at the core of growth. Here are a few points from this year's study that are the foundation of this theme:

- CEOs are planning greater investment, both budget and time-wise, on customer relationship management.
- The importance of sales growth as a performance measure has increased since the prior study. Customers are the engine of sales growth.
- Brand, reputation, and investments in corporate social responsibility are more important this year – all efforts that are focused on the winning the hearts and minds of the customer.
- While many CEOs say it is easier to attract customers than it used to be, many, particularly outside the United States, say it is getting harder to retain customers. CEOs recognize that losing customers can be costly.

Source: NYSE CEO Report 2008, Opinion Research Corporation, 2007

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The Phone Often Destroys Customer Trust

Today's typical service experience often damages goodwill and challenges customer loyalty.

Inconsistent service experience

Agent doesn't know who I am

Poor usability, e.g., "voicemail jail"

Agent not trained to handle my problem

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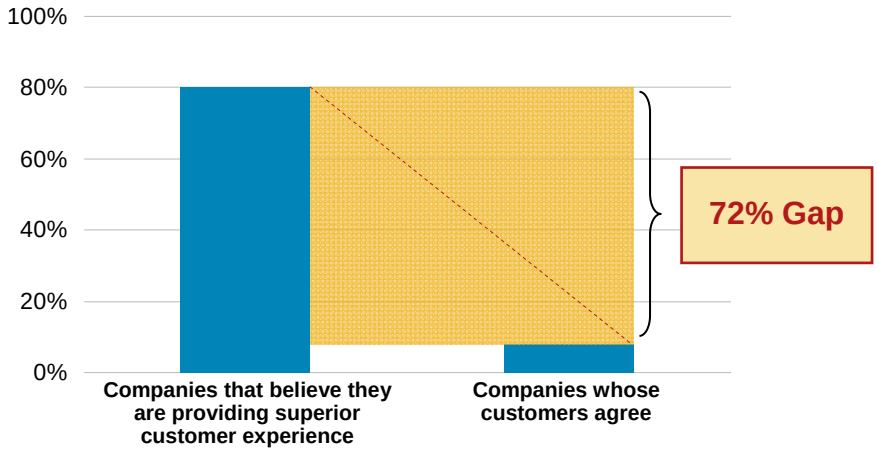
Most Don't Know the Damage They're Doing

There is a wide gap between what companies think they are delivering and what customers think they are getting.



Source: James Allen, Bain & Company, October 2005

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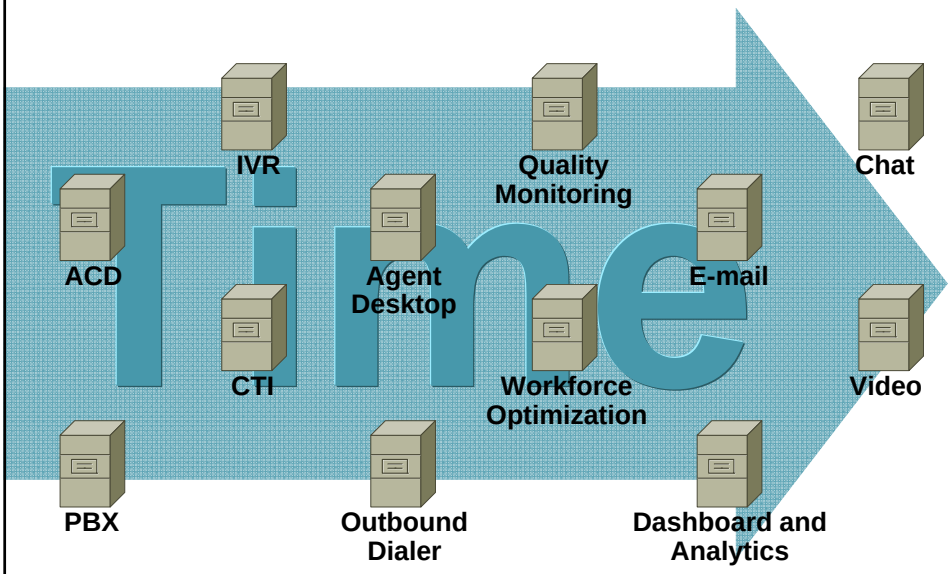
One Culprit: Silos in the Contact Center



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Why are customers still calling?

Richer channels are available

Web, SMS, video and email all offer alternate contact points

A phone call is often a last resort

A frustrated customer will only call you once all other options are exhausted

More than ever, a call is "make or break" for the customer relationship

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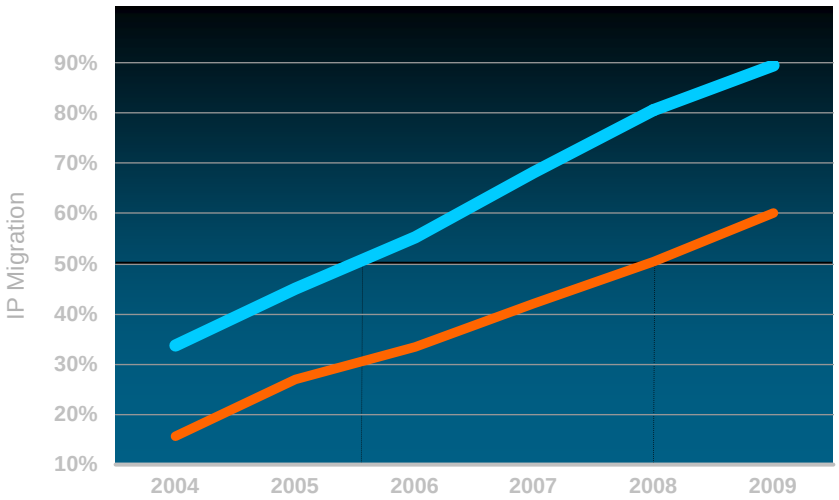
IP Past the Tipping Point for Enterprise



Source: Gartner (2006), Synergy Research (2006)

Enterprise IP Telephony (Lines)
IP Contact Center (Seats)

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Architectural Revolution (not Evolution)

The contact center will look very different in a few years.

Function	Contact Center Architecture	
	Current	Emerging
Scripting	Proprietary	VXML, CCXML
Call Control	ACD, PBX	CCXML, SIP
“Agent” Availability	ACD	Presence Server
Voice / Data Alignment	CTI	VoIP (SIP)
Routing Logic	Proprietary	SOA-based business rules
“Agent” Desktop	Proprietary, fat client	Portal-based, personalized
Reporting	Proprietary	Enterprise BI suites

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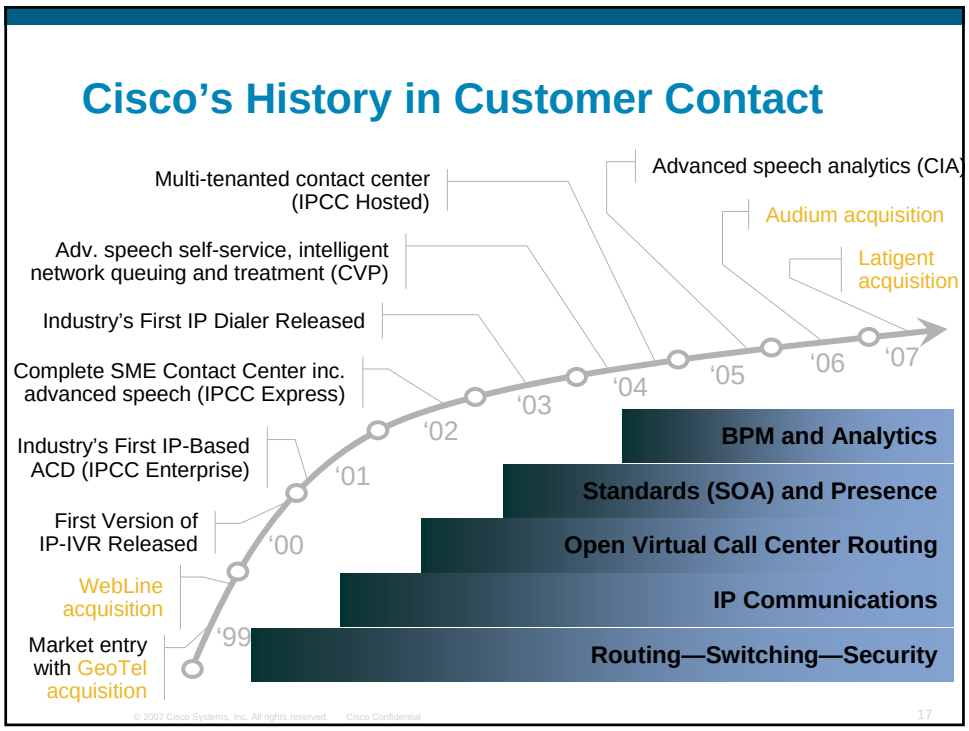
Cisco's History in Customer Contact
Multi-tenanted contact center (IPCC Hosted)
Advanced speech analytics (CIA)
Audium acquisition
Adv. speech self-service, intelligent network queuing and treatment (CVP)
Latigent acquisition
Industry's First IP Dialer Released
Complete SME Contact Center inc. advanced speech (IPCC Express)
Industry's First IP-Based ACD (IPCC Enterprise)
First Version of IP-IVR Released
WebLine acquisition
Market entry with GeoTel acquisition
'99
'00
'01
'02
'03
'04
'05
'06
'07
BPM and Analytics
Standards (SOA) and Presence
Open Virtual Call Center Routing
IP Communications
Routing—Switching—Security
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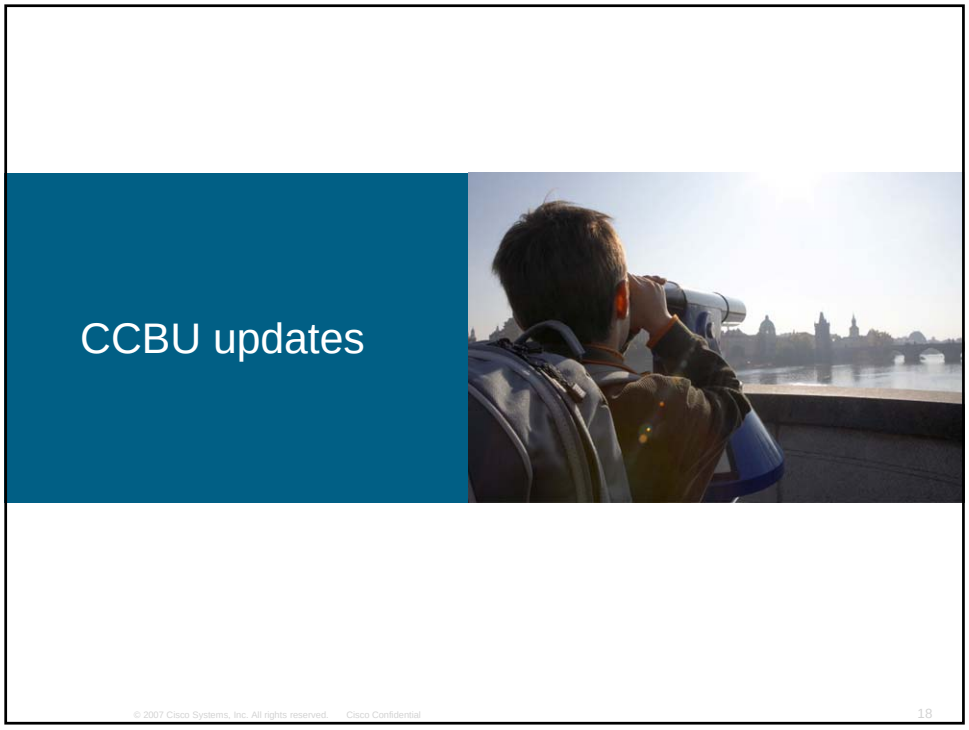
CCBU updates
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Contact Center Product Roadmap

Product Family	Today	Roadmap
UCC Express	✓ 300 agents capacity with high availability ✓ Quality / Workforce Mgmt ✓ Email, web collaboration ✓ Preview outbound dialer	• ⌛ Presence integration • ⌛ Entry level email solution • ⌛ IP phone agent bundle, UC500
UCC Enterprise	✓ Hosted & Enterprise models ✓ Integrated CRM connectors ✓ Universal Voice & e-mail queuing ✓ Outbound campaign mgmt	• ⌛ Universal queuing with Web Interactions • ⌛ 8,000 agent capacity • ⌛ Installation Simplification (System CCE) • ⌛ Expert advisor
CVP	✓ IVR & Speech Self Service ✓ SIP for routing, queuing, speech ✓Standards Based - Nuance 9.0, VXML 2.1, MRCP 2	• ⌛ Service Creation evolution (WSDL) • ⌛ Interactive video response

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Expert Advisor

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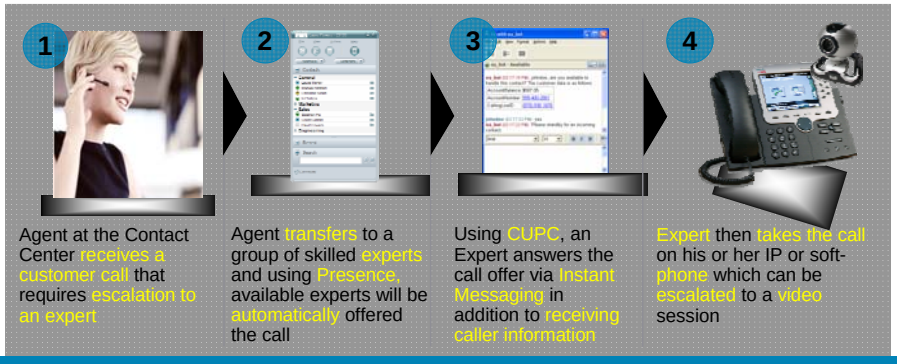
Combining Enterprise Presence and Contact Center services - Leveraging subject matter expertise across the enterprise



1. Agent at the Contact Center receives a customer call that requires escalation to an expert
2. Agent transfers to a group of skilled experts and using Presence, available experts will be automatically offered the call
3. Using CUPC, an Expert answers the call offer via Instant Messaging in addition to receiving caller information
4. Expert then takes the call on his or her IP or soft-phone which can be escalated to a video session

Business Value

- Rapid integration of Contact Center solutions and Enterprise users
- Ease of management and streamlined user provisioning
- Ability to reach right employee the first time presents better image to customers
- Reduced number of handoffs and creating differentiation through enhanced Customer Experience with caller data presented to the expert

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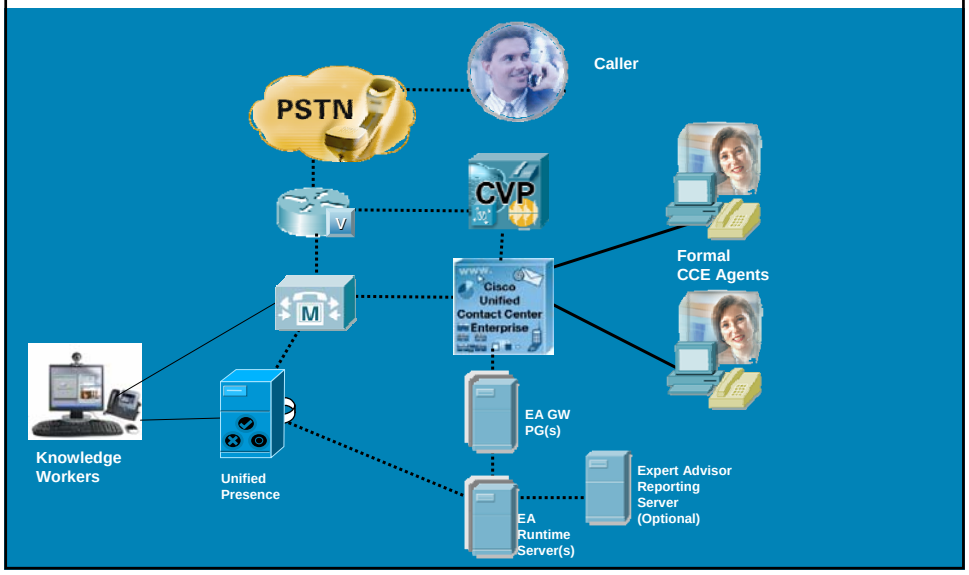
Unified CCE with Expert Advisor Option



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New Reporting Platform

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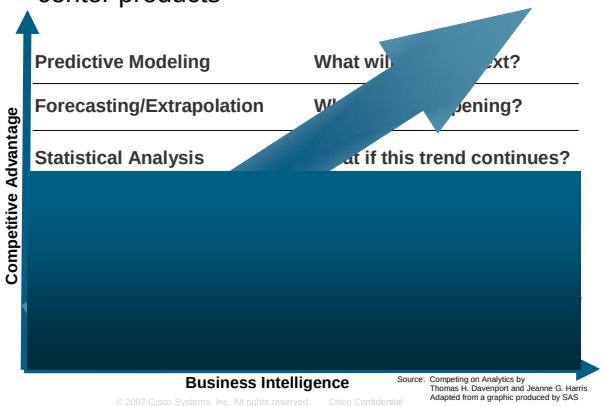
Cisco Reporting Strategy

- Provide a consistent, elegant user experience across the portfolio
- Empower organizations to share data and provide open communications throughout the enterprise
- Deliver a state-of-the-art reporting solution for our transactional contact center products



Offer highly sophisticated and specialized applications through our SolutionsPlus program

Invitation only program allows Cisco channels to resell best-of-breed partner products

Customers benefit from verified solutions designed specifically for Cisco products

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Intelligence Suite

- Web server & data server
- Real-time and historical Dashboards, charts & grids
- Easy-to-use, wizard based interface
- Native ad hoc reporting, customization & adv filtering
- Highly customizable platform
  - –User Groups
  - –Access Control for
    - Data
    - Reports
    - Menus/Application Features
  - –Thresholds & Drill Downs
  - –Time Zone and Language Preferences
- Web 2.0 Adv Integration Tools
  - –RSS Feeds, XSLT, Permalinks, HTML Post

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Video In the Contact Center (CVP 7)

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CVP Video Application Platform Capabilities

Video self-service, video queuing and active video agent

- Integrated with Cisco Unified Contact Center Enterprise

3G Mobile	Video Kiosks	Telepresence
Deliver to any 3G enabled mobile handset	Integrated with Cisco Unified Video Advantage	Audio-only queuing for Cisco Telepresence

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CVP 7.0 Full Video Service Features and Benefits

Feature	Platform Functionality	Key Benefit
Video Menus	Caller is presented IVR menu via video Caller makes selections via keypad or speech*	Faster, more intuitive caller experience
Video Self Service	Caller selects pre-recorded or live video to view	Richer caller interactions
Video Queuing	Caller views video while in queue for an agent	Immersive caller engagement

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CVP Video Agent

Point-to-point video between agent and caller

One-way: Caller sees agent, or agent sees caller

Two-way: Both parties see each other

Agent can select video (pre-recorded or live/streamed) to be viewed by caller

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Video Kiosks

- A video kiosk is a supported SIP video client that is connected to the IP Network
- Video Kiosk examples:
  - Cisco IP Phone with Cisco Unified Video Advantage (CUVA)
  - Cisco Unified Personal Communicator (CUPC) in video "softphone" mode
  - Cisco 7985 videophone (to be supported with CUCM 7.0)
- Kiosk components can be bundled into a third-party hardware chassis that may also include document scanners, card readers, etc.
- Kiosks could be placed in Enterprise branch locations (e.g., a bank or retail store), or in public places (e.g., an airport or train terminal).

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Customer Care Transition…

- Global transitions are driving change in contact centers
- Requirements are changing: it's a new experience
- Consumers drive requirements
- Interactions Drive Customer Loyalty
- Business Agility is key
- Cisco is Committed to the Contact Center and Customer Interaction Marketplace

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