



Next Generation Contact Center

Taking the customer experience to next level



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Agenda

The Experience Imperative

Contact Center Realities & Challenges

Next Generation Contact Center Technologies

Customer Interaction Network & Cisco Unified Contact Center

What's Coming ?



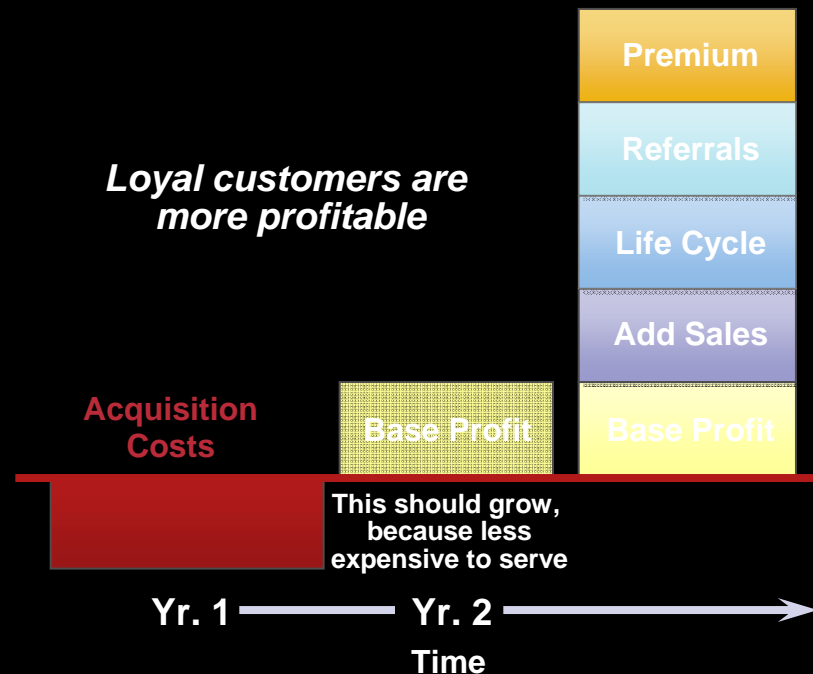
The Experience Imperative



Loyalty Drives Customer Profitability

- Loyal customers generate higher profits by spending more on favorite brands

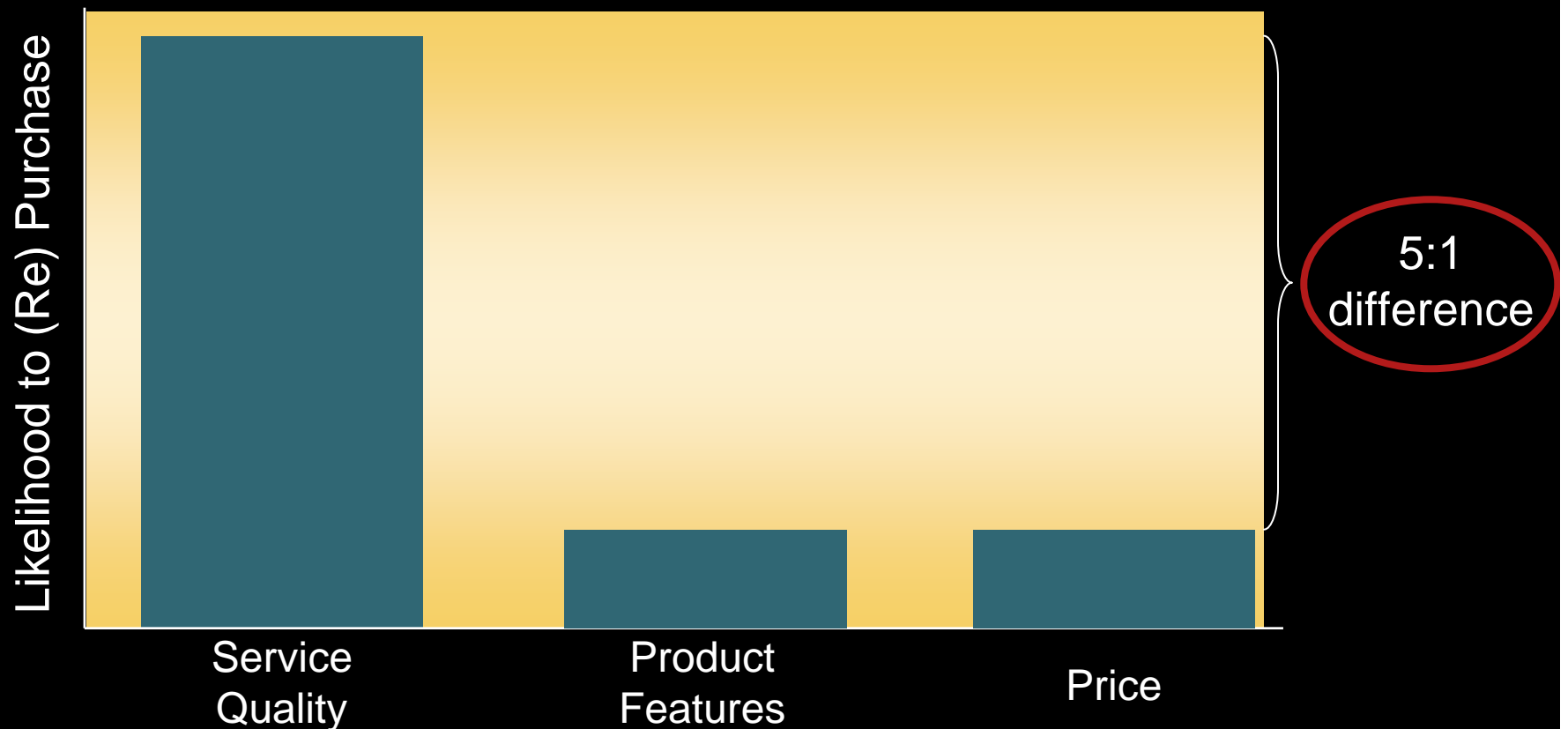
Interactions build loyalty—and **profitability**—by delivering rich, rewarding experiences to a wide range of customers



Sources: Forrester, March 2004; Frederick Reichheld, *The Loyalty Effect*, 1996

Service Quality is Key to Customer Loyalty

As products commoditize, *service quality* has the highest impact on customers' decisions to leave or stay.



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

Executive Trends Echo QoS Focus



“What is on CEOs’ minds is, number one, customer service. The focus has changed from cost reduction to revenue.”

John Chambers
President and CEO
Cisco Systems, Inc.
Networkers 2005 Keynote (6/21/05)

THE WALL STREET JOURNAL.

Customer Satisfaction Figures
Into Some Executives’ Bonuses

Cornerstones of Customer Experience



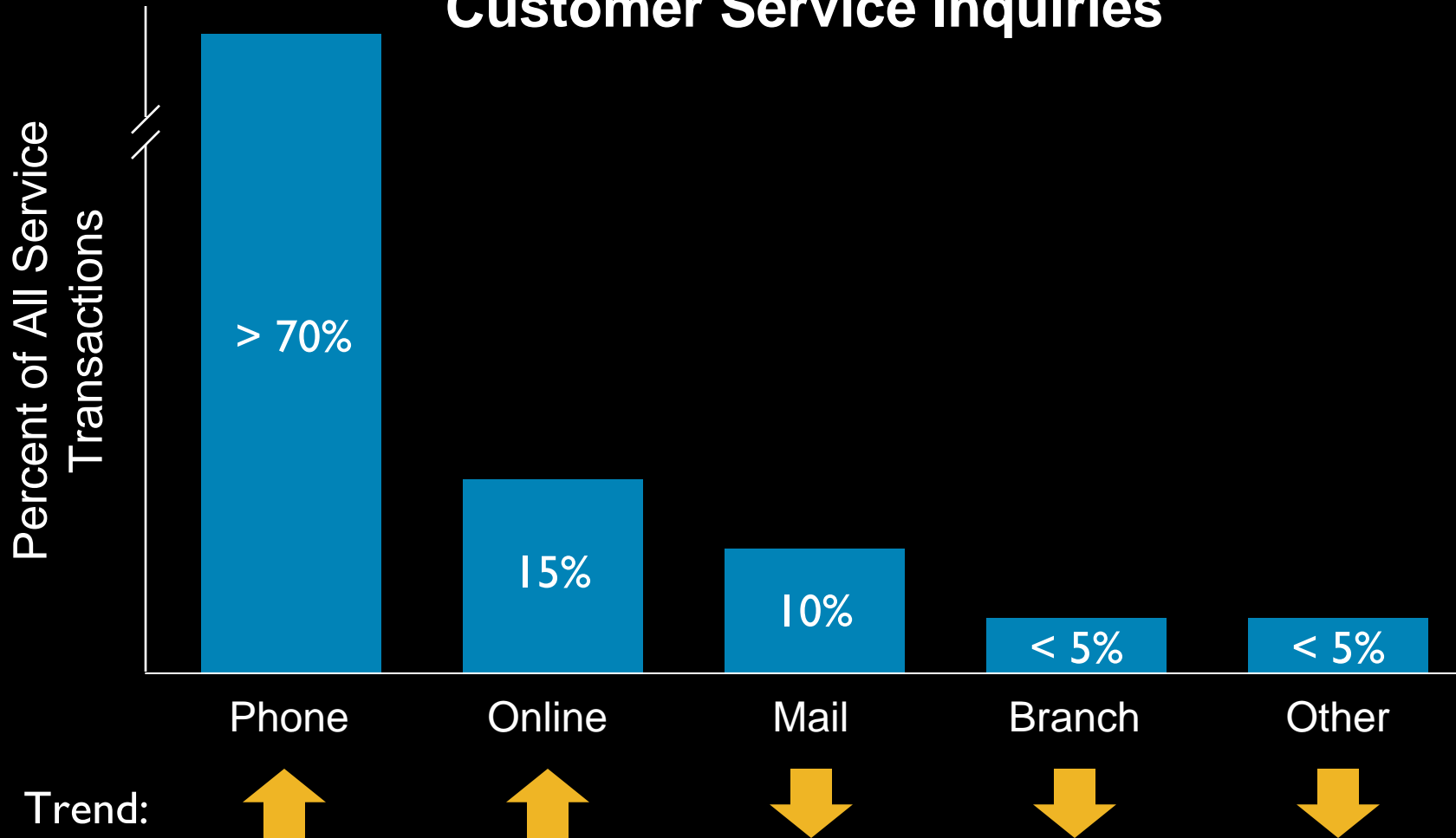
- I. Customer knowledge driven interactions**
- II. Consistent messaging across channels**
- III. Philosophy of learning / optimization**
- IV. Brand-building interactions**

Customer Contact Realities



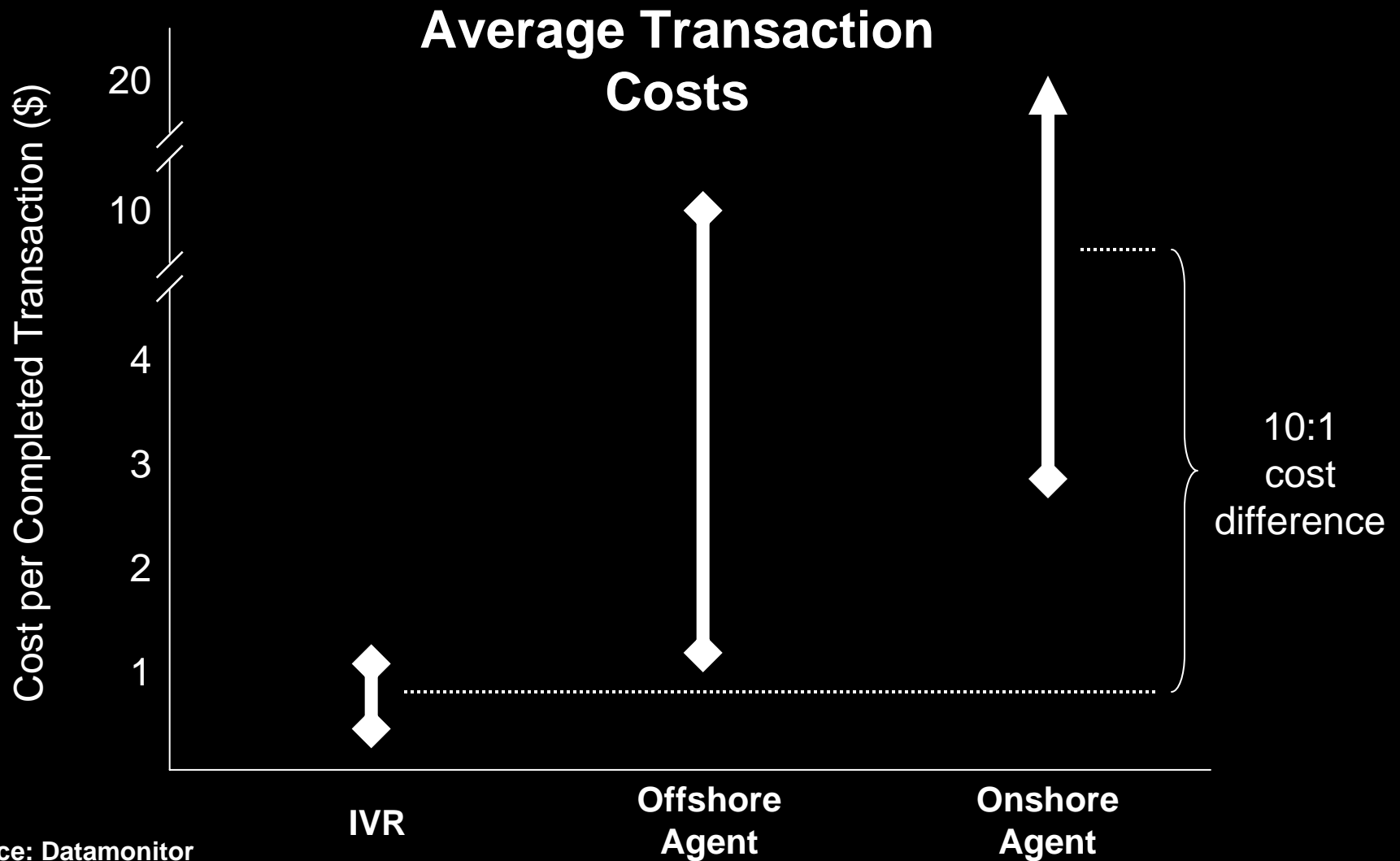
The contact center and the phone, in particular, are critical for customer service.

Customer Service Inquiries



Source: First Manhattan Consulting Group, Gartner (2005)

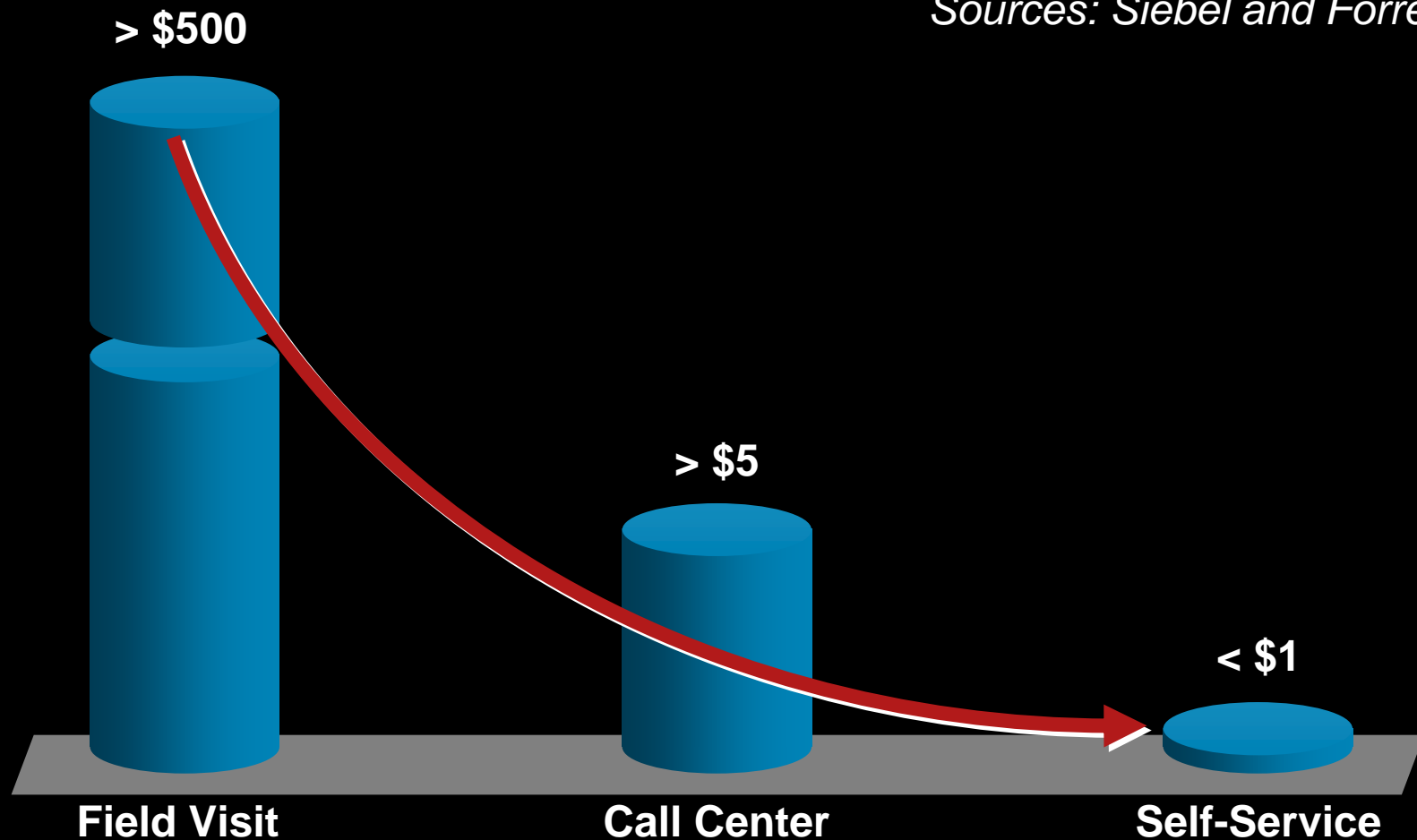
Further, the economics of call automation are very compelling.



Source: Datamonitor

Leverage Self-Service to Drive Down Costs

Sources: Siebel and Forrester



Common Complaints about Experience

Inconsistent service experience

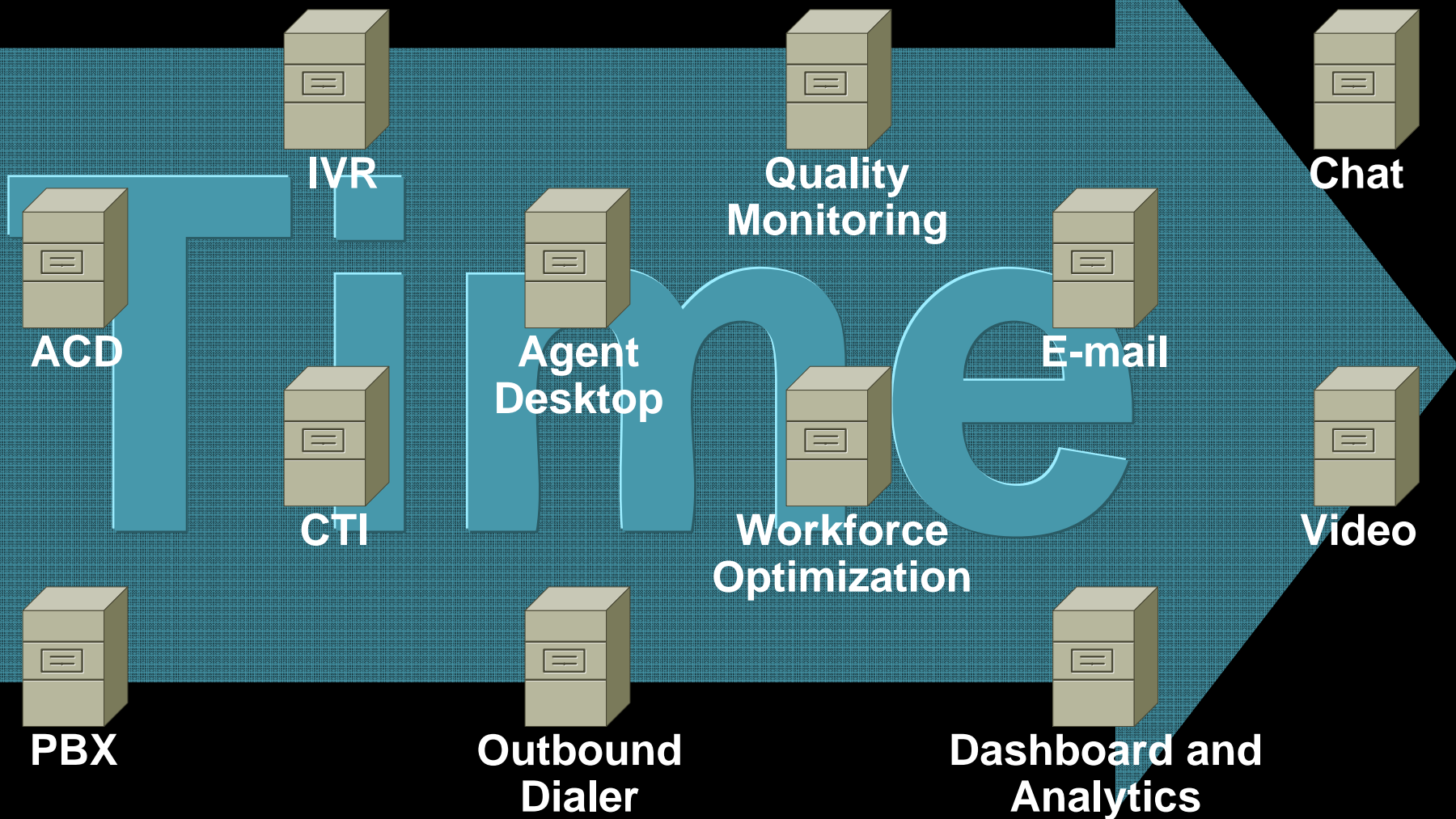
Agent doesn't know who I am

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

Agent not trained to handle my problem



Silos in the Contact Center



Contact Center Business Challenges

Operational Efficiency

Increased web & voice self-service and resolution time

Virtualized operations

Integrating CRM strategy

Multichannel integration

Migration to advanced speech applications

Employee Effectiveness

Increased resource utilization

Reduced agent attrition/Increased employee satisfaction

Aligning agents around customer segmentation

Automation through real-time analytics



Next Gen Contact Center Technologies



Contact Center Business Challenges

Revenue Growth

Reduced cost for communications infrastructure

Capture lost revenue opportunities (cross-sell/up-sell)

Increased share of customer spend

Customer Satisfaction

Improve customer satisfaction and reduce cost

Consistent personalized service

Increased customer loyalty

SIP introduces new levels of collaboration

- SIP call control enables new functions for contact centers
- Lowers bandwidth requirements
- Software-based, eliminates CTI link
- Facilitates conferencing and collaboration
- Extends to experts outside of contact centers
- Supports caller preferences on channel use
- Connects to multiple types of devices
- Presence promotes faster problem resolution

Presence Awareness

- What is “Presence”?

Information about a person’s willingness and availability to communicate

- Examples of presence in action today

IM “Buddy List” status indication

“Busy” tone on traditional phone

Contact Center Agent status

- Publish / Subscribe

Clients publish presence information to other users who are called subscribers





Cisco Presence Server



Traditional Phone



Dual Mode Phone



IP Phone with Browser



Mobile Phone with Browser



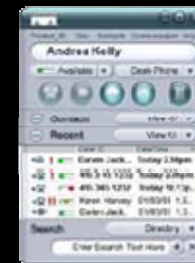
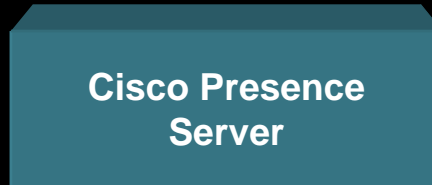
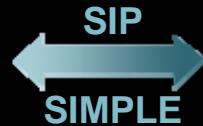
Mobile Data with Voice



Soft phone

Effectively connecting devices...

3rd Party Clients and Services



Cisco Clients

...to intelligent services in the network...

Partner Apps



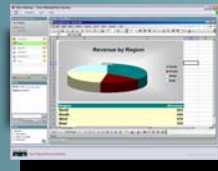
Cisco Unity Connection



Unified IPCC



Unified MeetingPlace Express



Cisco Unified CallManager Express



Cisco Unified CallManager

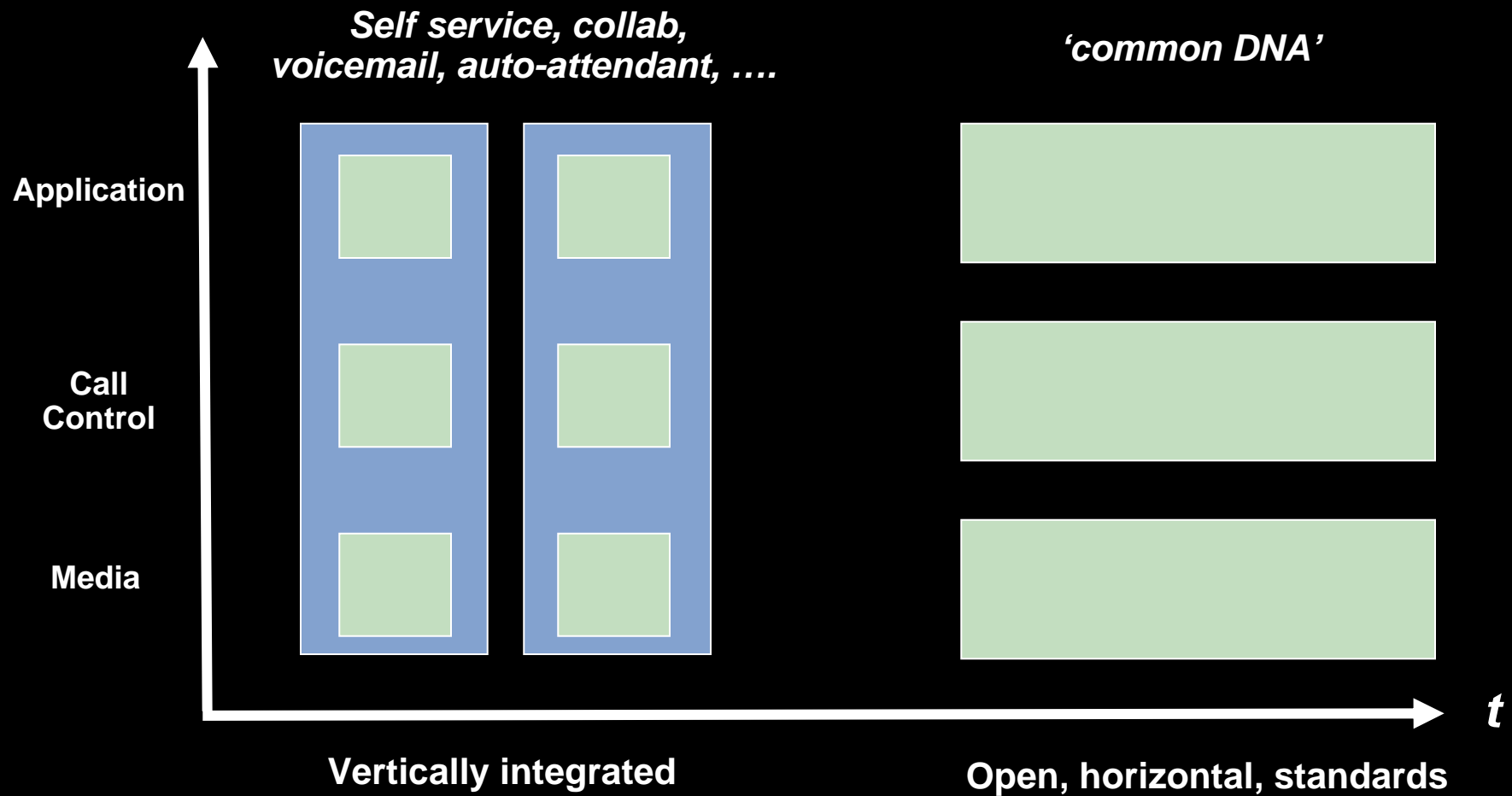


Cisco Self Service Vision



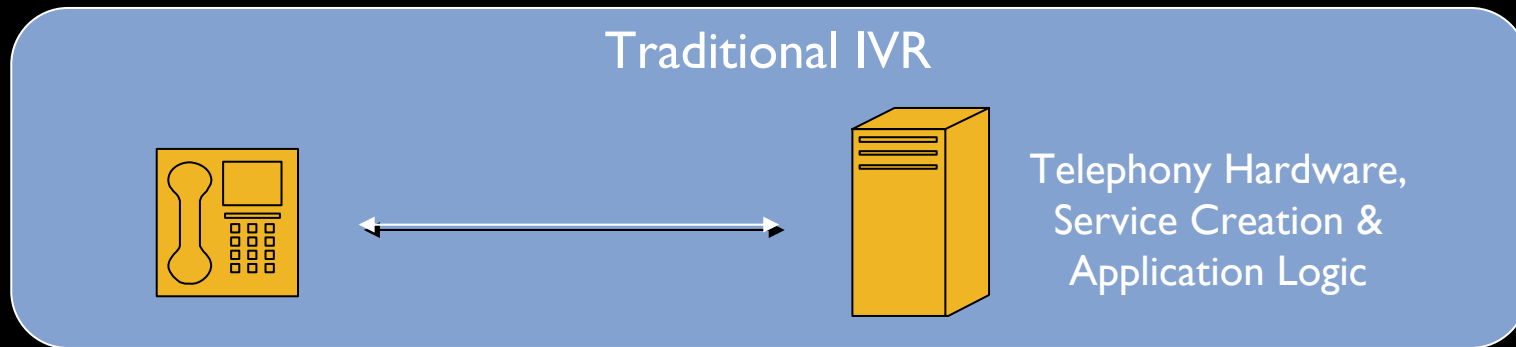
IVR
will
disappear!

... but not overnight.

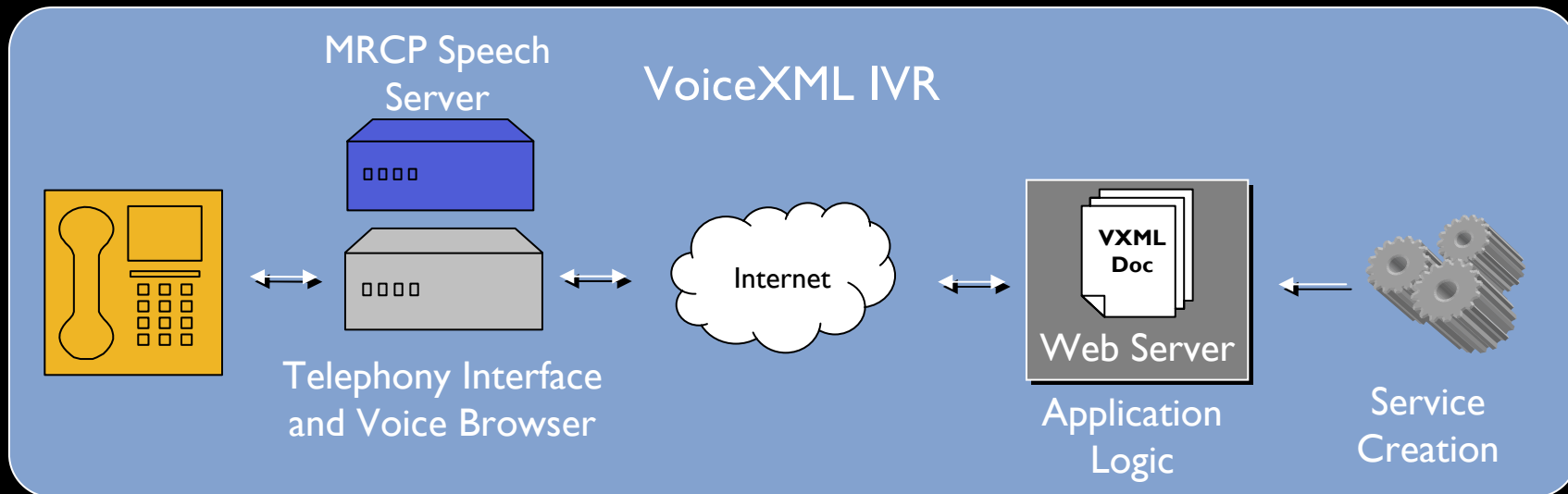


IVR Architecture

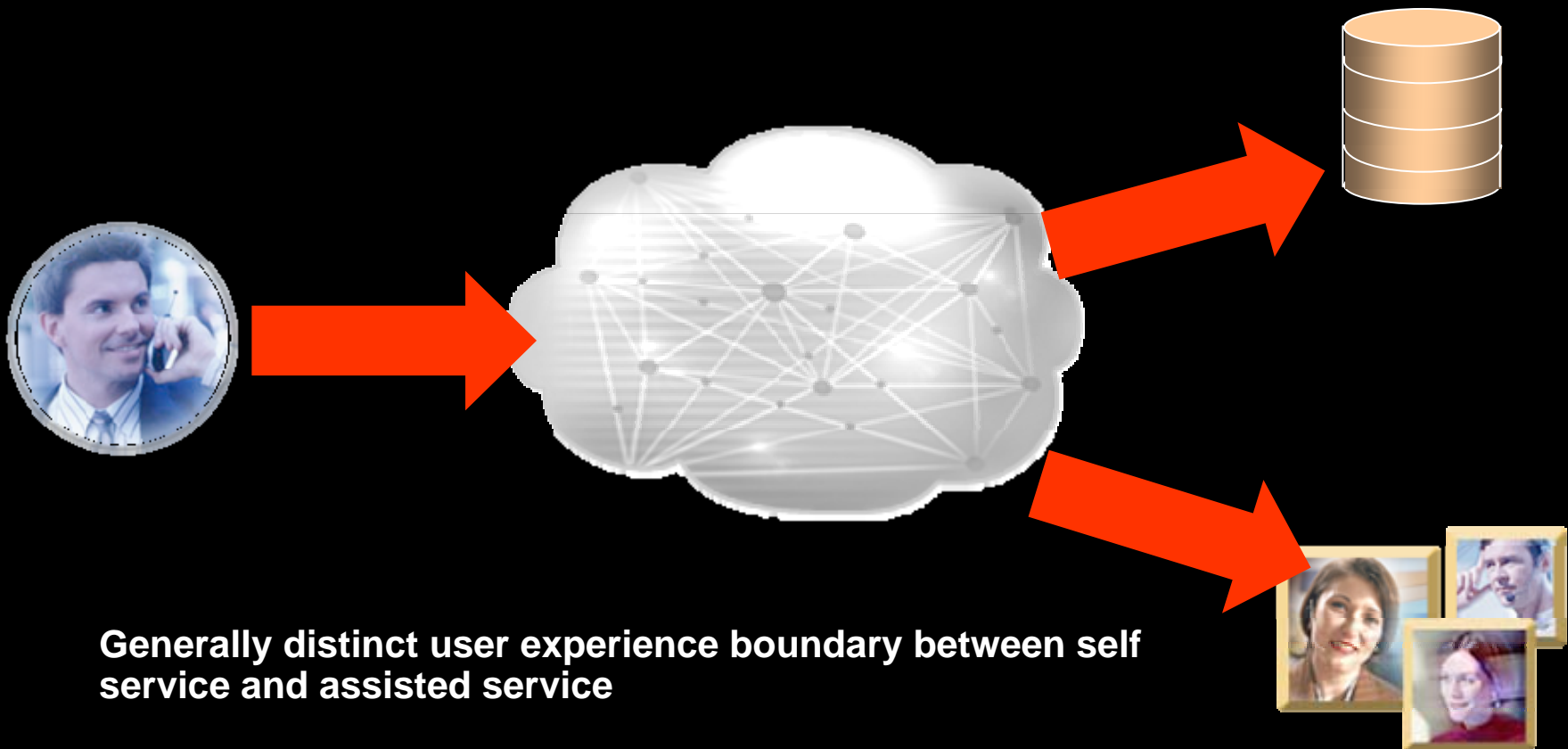
Traditional IVR systems contain all components on one server.



VoiceXML IVR systems distribute these components across multiple servers.

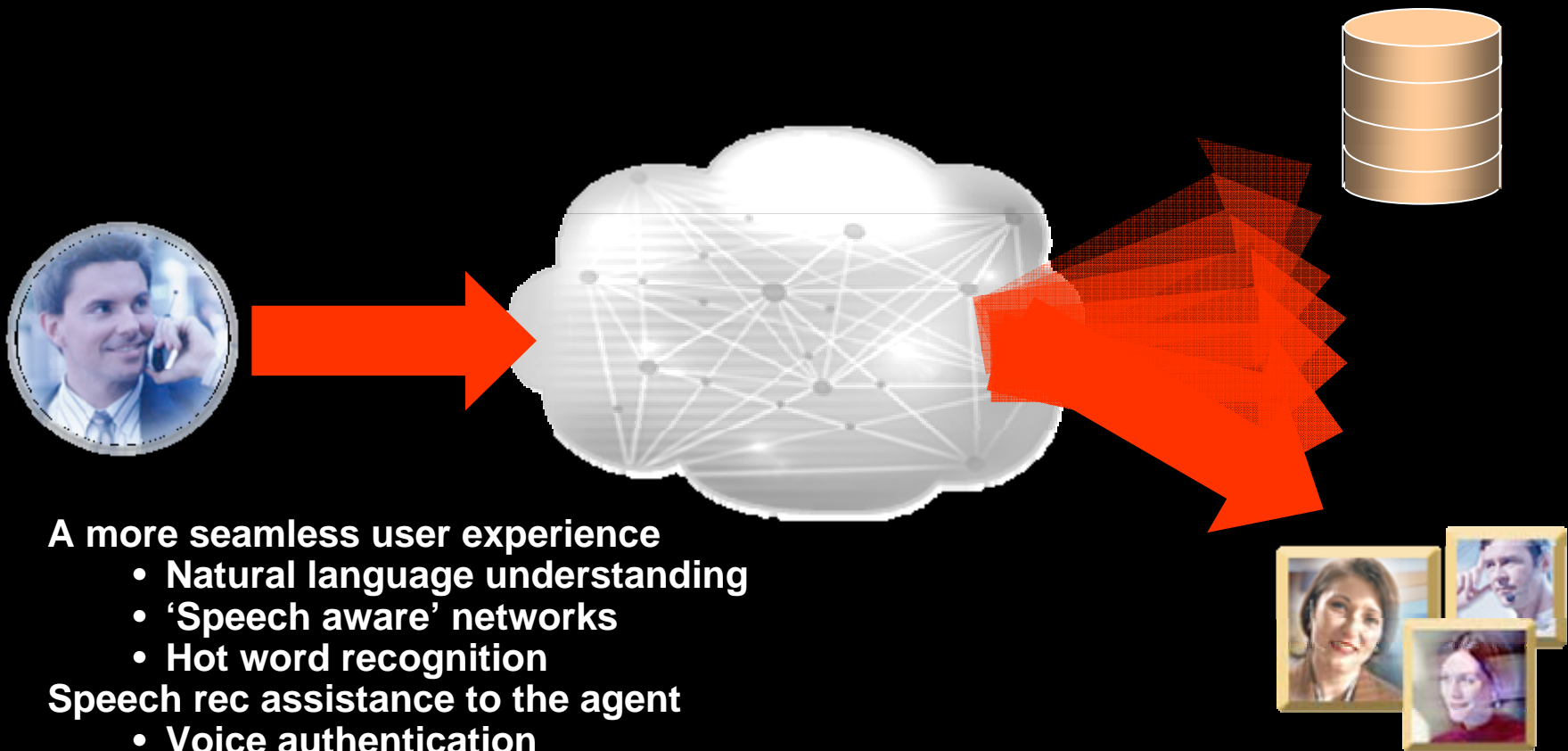


Today



Generally distinct user experience boundary between self service and assisted service

Tomorrow



A more seamless user experience

- Natural language understanding
- 'Speech aware' networks
- Hot word recognition

Speech rec assistance to the agent

- Voice authentication
- Agents supervise speech interaction
- Realtime caller disposition analysis

ASR Enhances Self-Service Success

- **Speech Rec Technology has Matured**
- **Dramatically Increases IVR Acceptance**
- **Very Compelling ROI**
- ***...and it works!***



DTMF



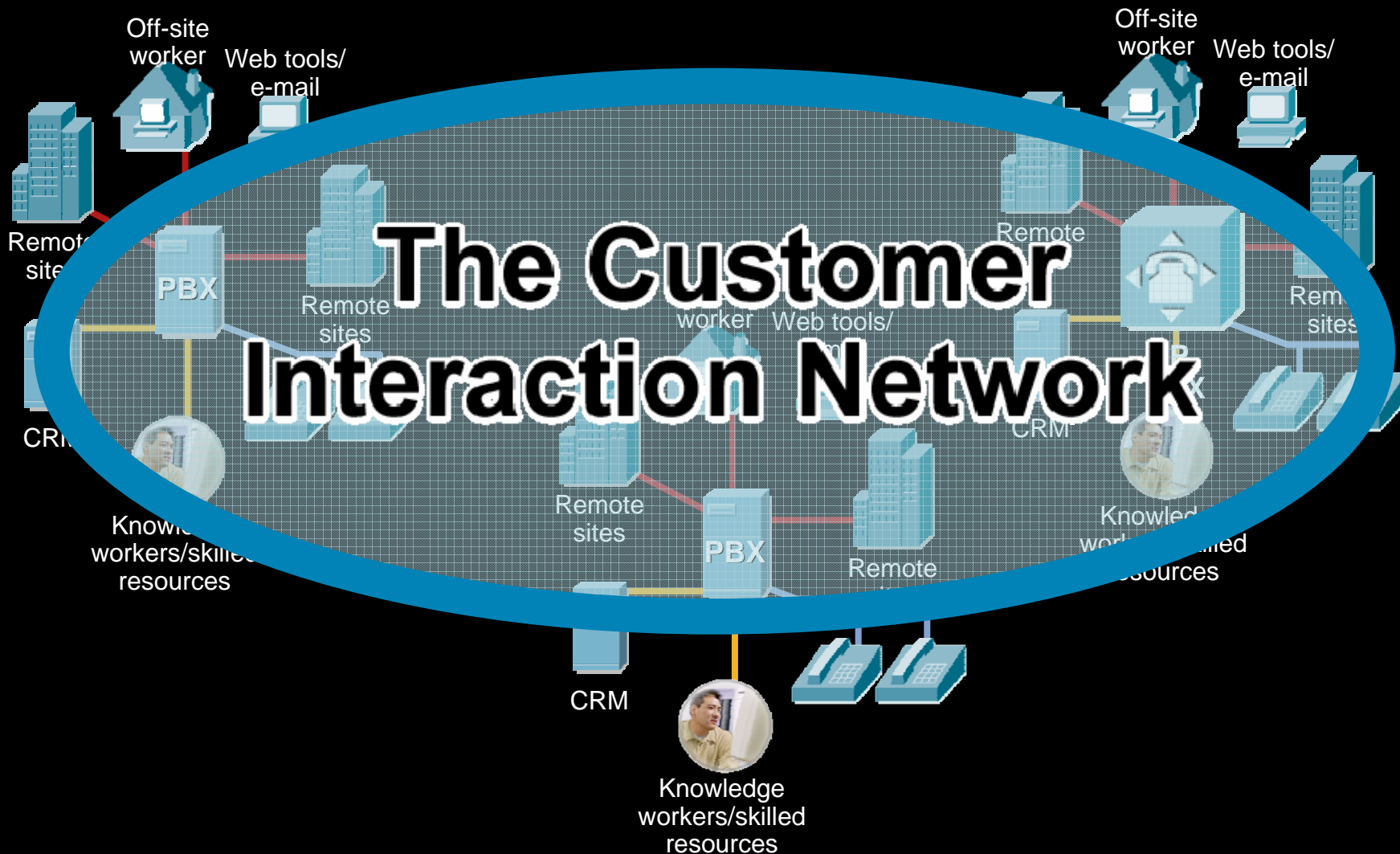
With Speech



The Customer Interaction Network



The Next Chapter in Customer Service

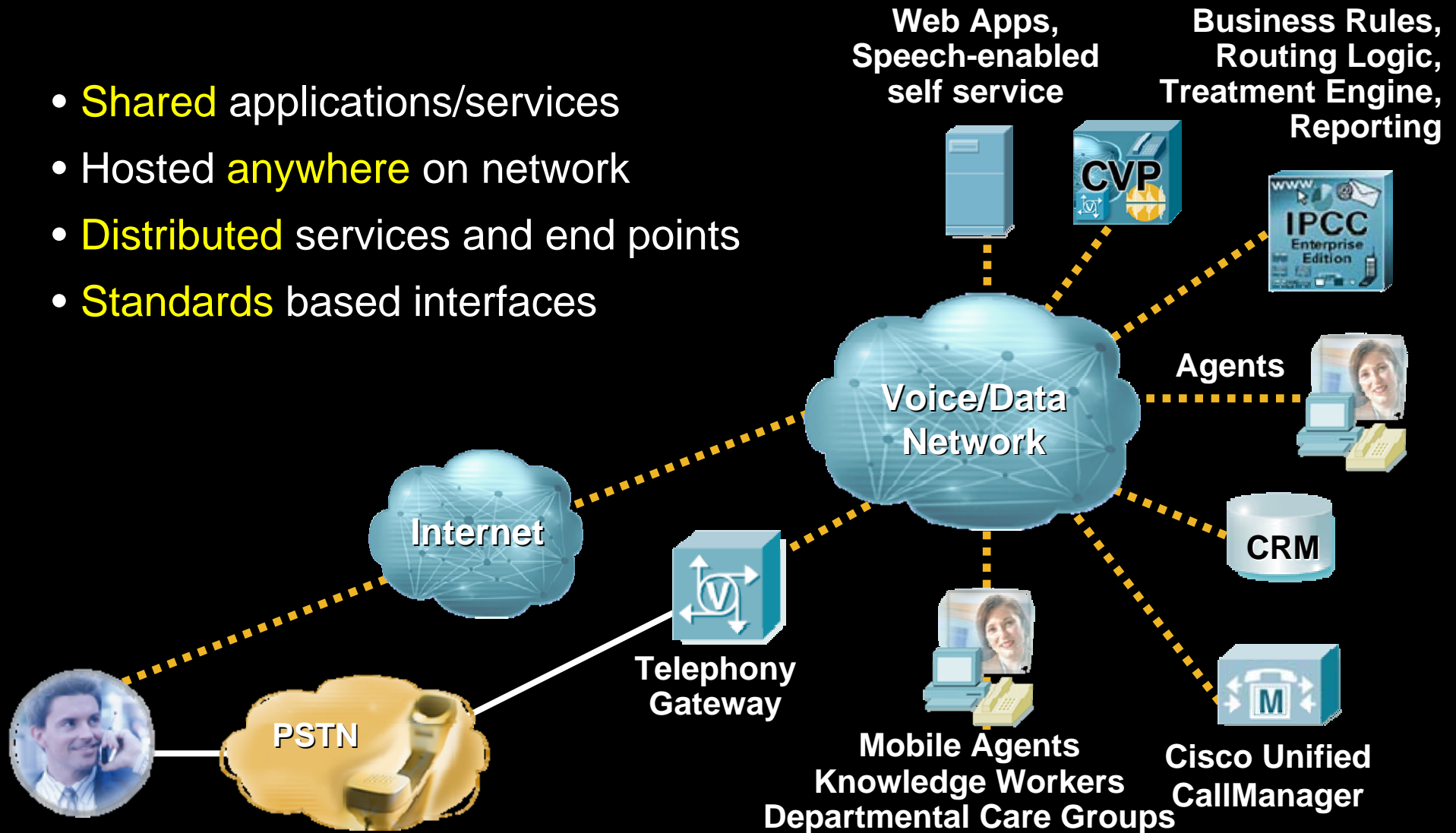


The Customer Interaction Network

Combination of *strategy* and *architecture* to empower *efficient* and *effective customer communication* across an enterprise-wide, globally-capable, distributed, and resilient network that can deliver *any application...to any resource...in any medium...any where!*

Customer Interaction Network

- **Shared** applications/services
- Hosted **anywhere** on network
- **Distributed** services and end points
- **Standards** based interfaces



Customer Interaction Network

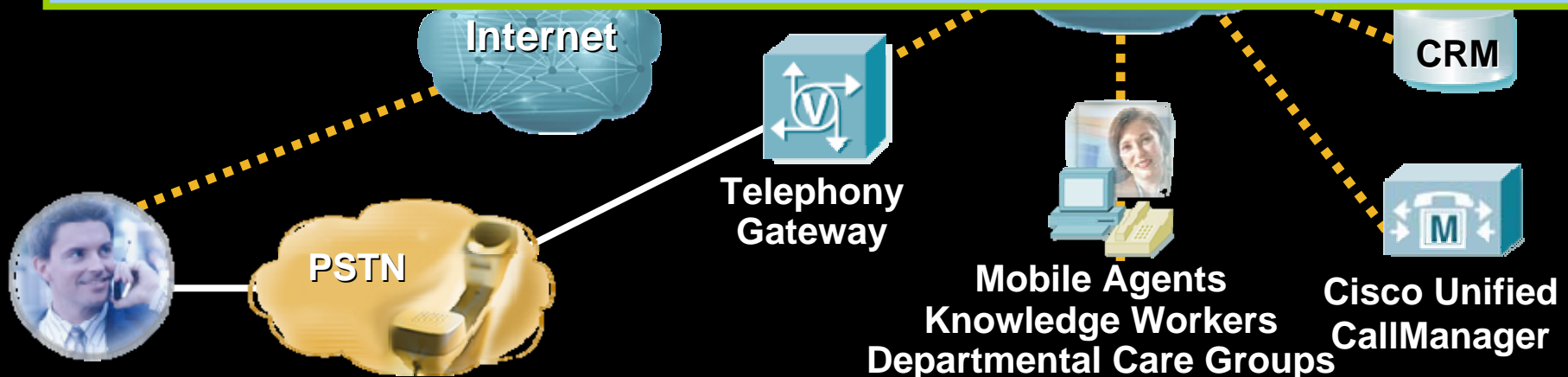
- **Shared** applications/services
- Hosted **anywhere** on network
- **Distributed** services and end points

Web Apps,
Speech-enabled
self service

Business Rules,
Routing Logic,
Treatment Engine,
Reporting



The Cisco Unified Customer Contact Center is a very key component of Customer Interaction Network

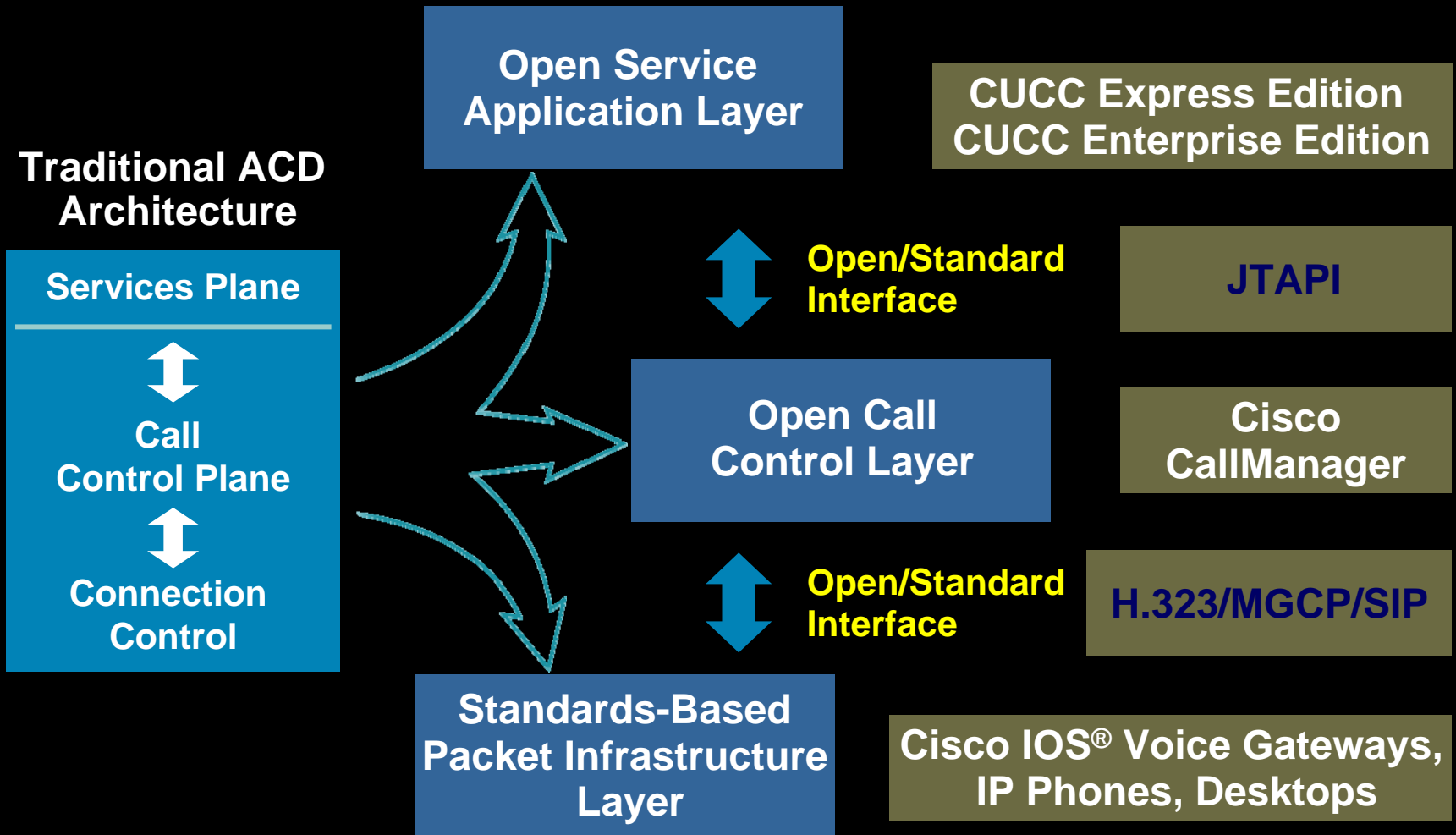




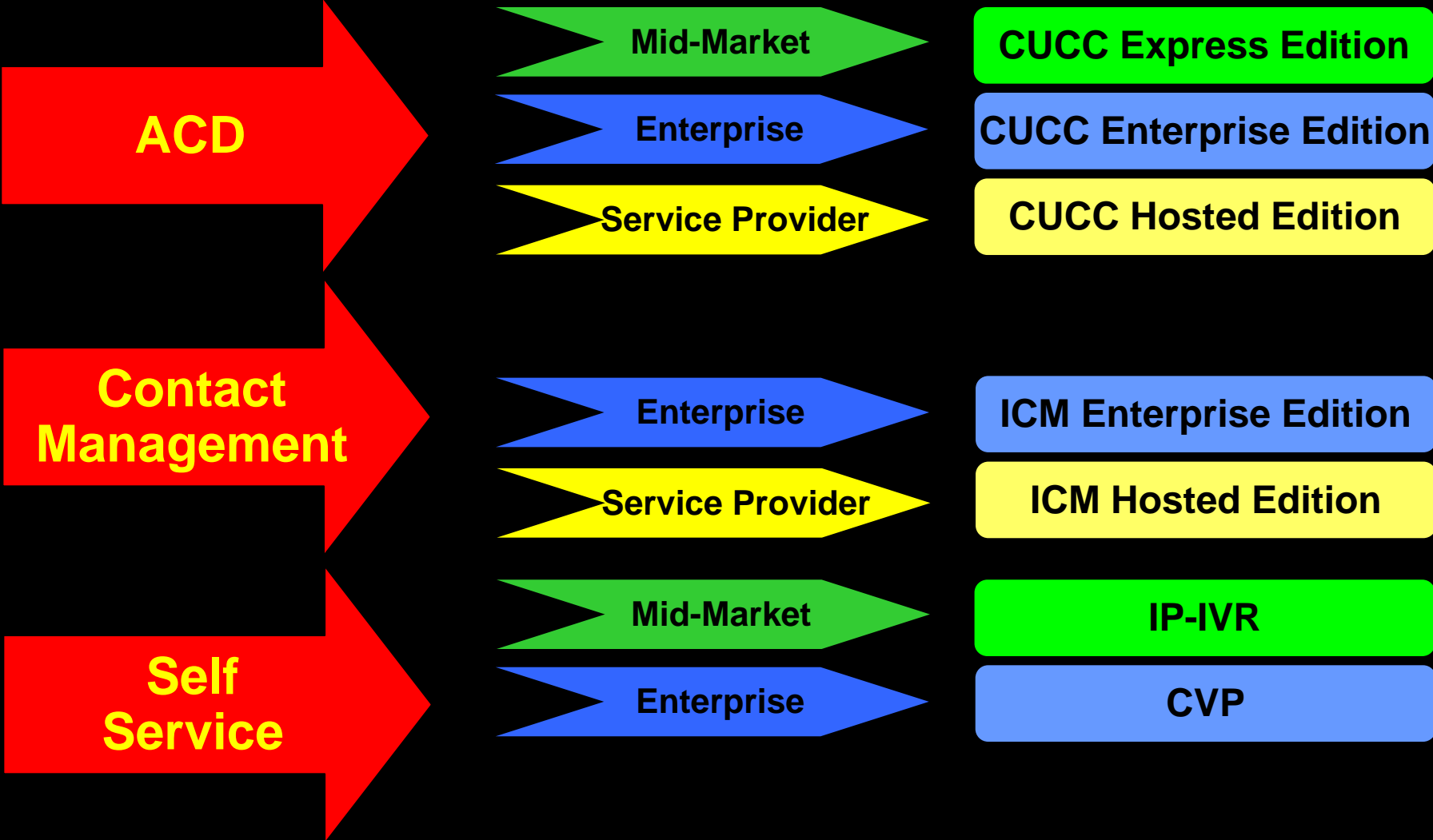
Cisco Unified Contact Center Overview



Cisco Unified Contact Center (CUCC) Architecture



Cisco Unified Contact Center Solutions: Cisco Product Portfolio



Customer Voice Portal

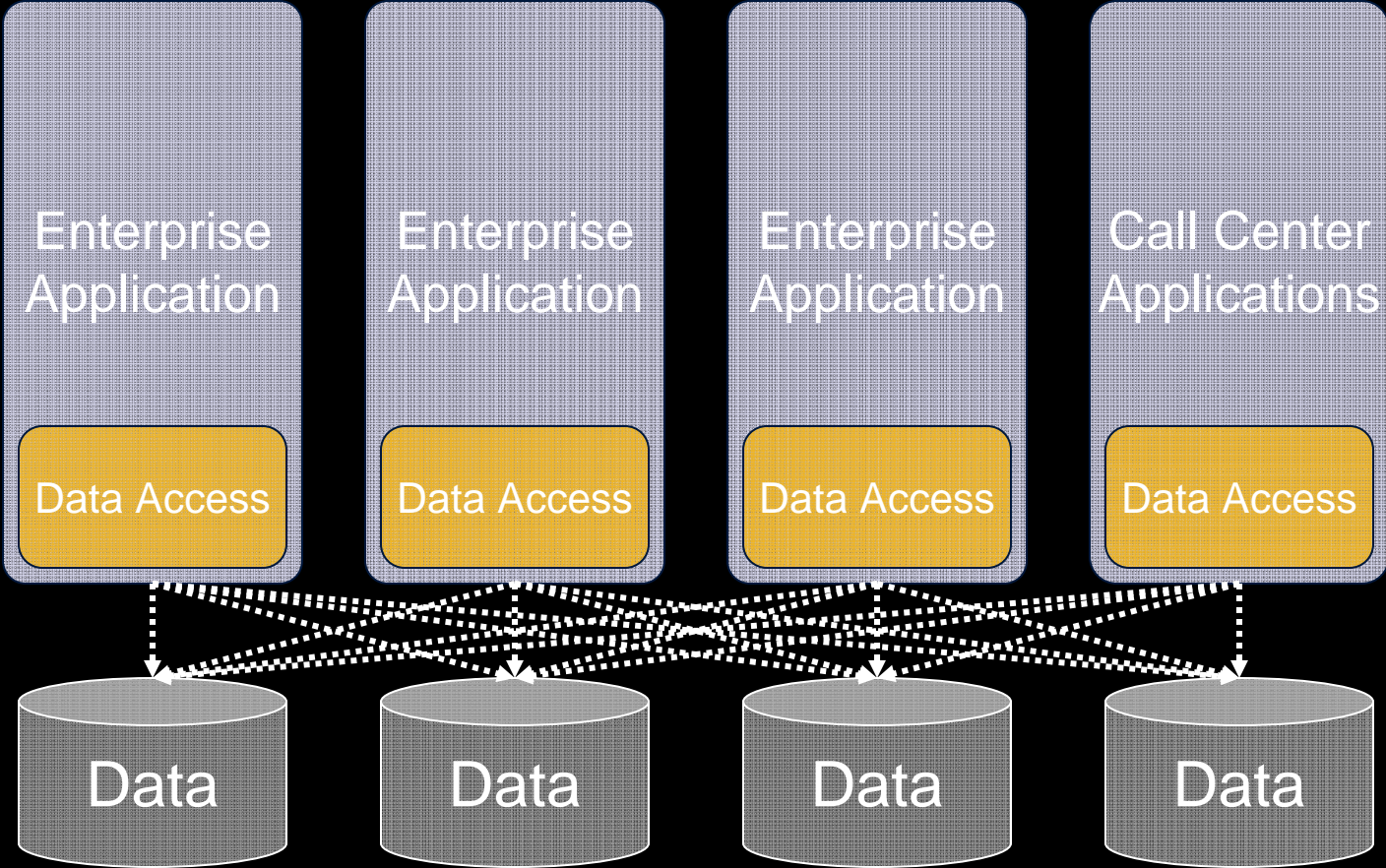
– Enabling a migration to an IP Contact Center



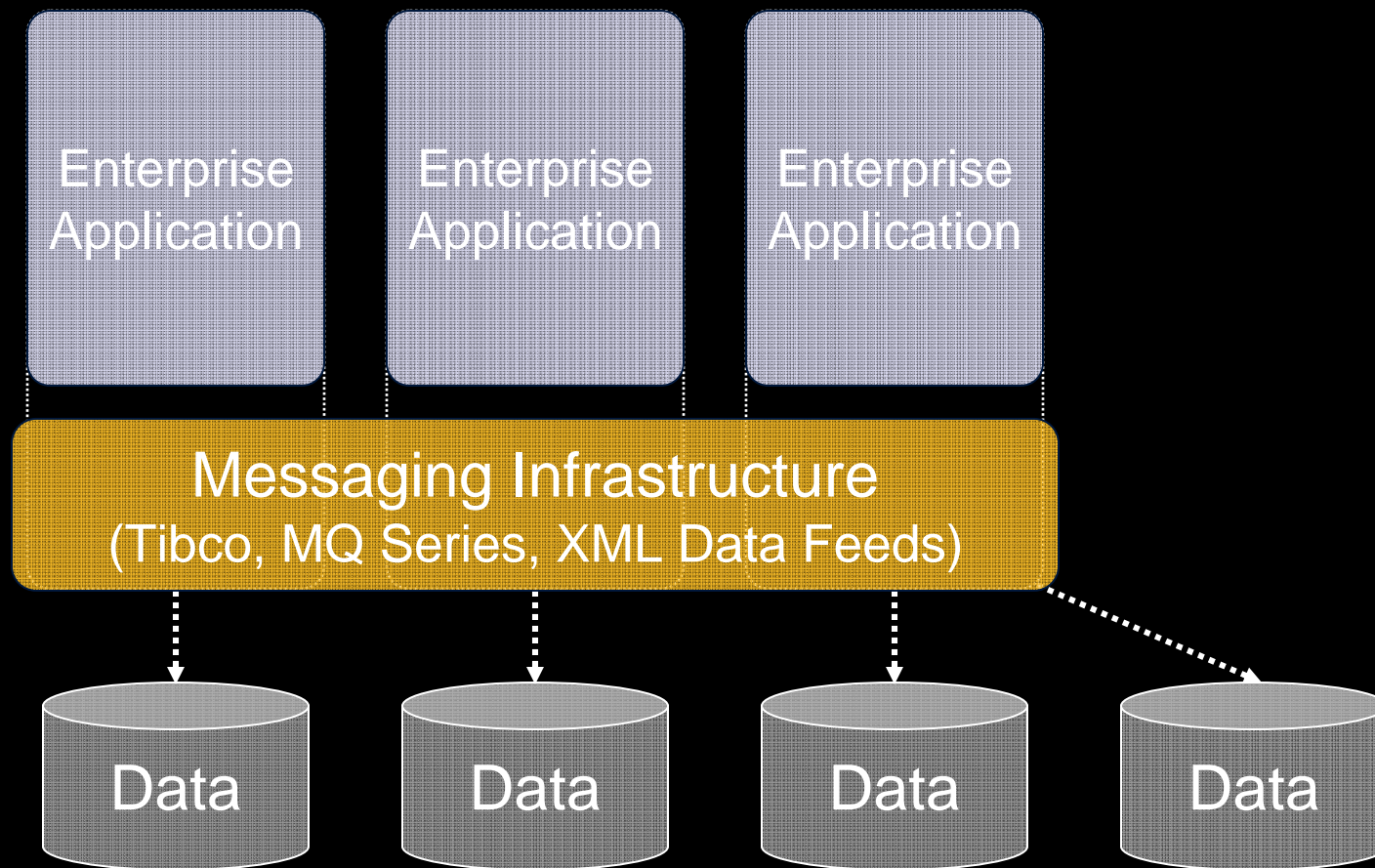
Customer Voice Portal: CVP

“The Cisco Customer Voice Portal is a *web-based*, highly scalable platform that provides Self-Service IVR applications, Prompt & Collect, Queuing, Speech and *Call Control* services for TDM and IP Contact Centers”

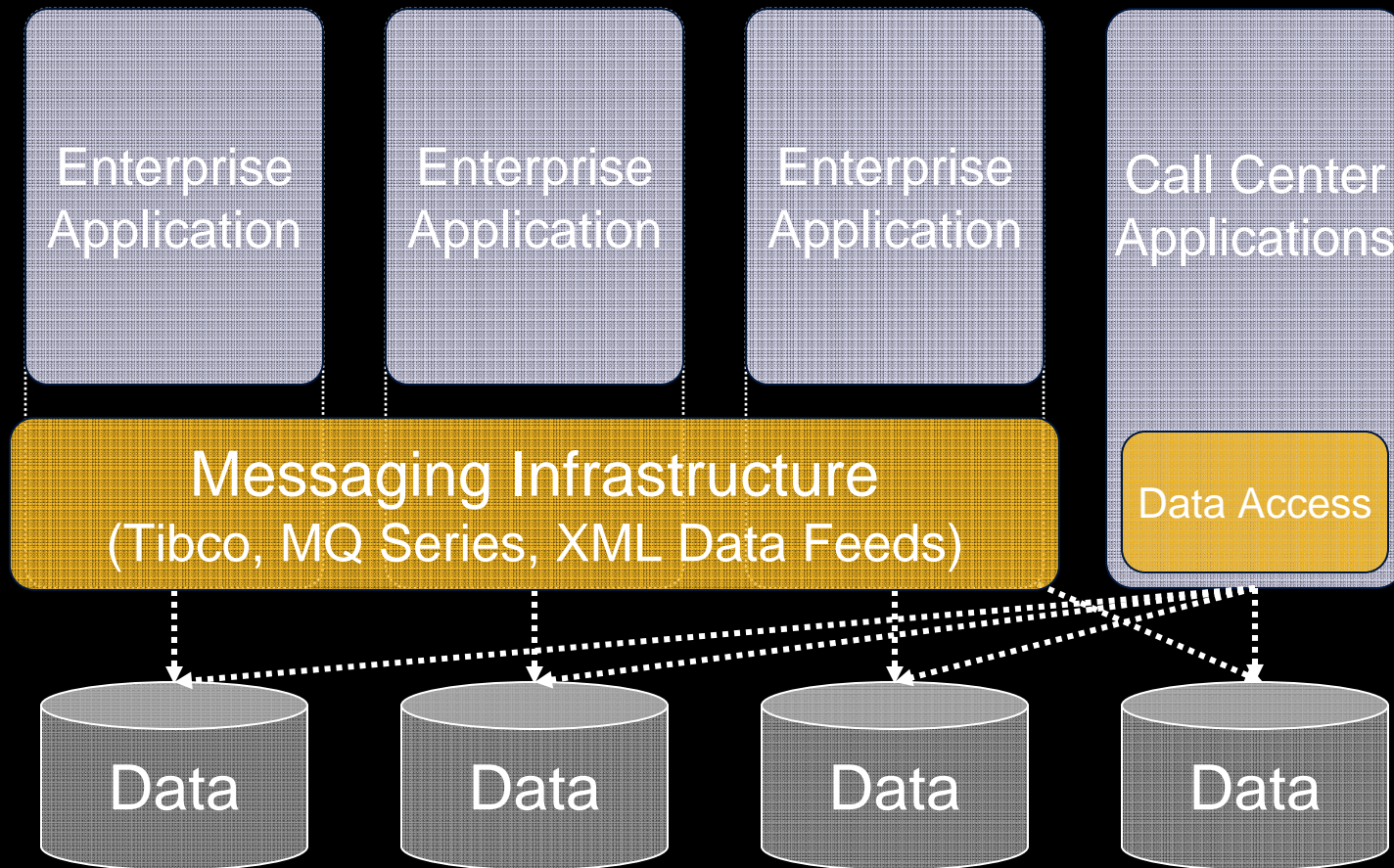
Repetitive Coding for Data Access



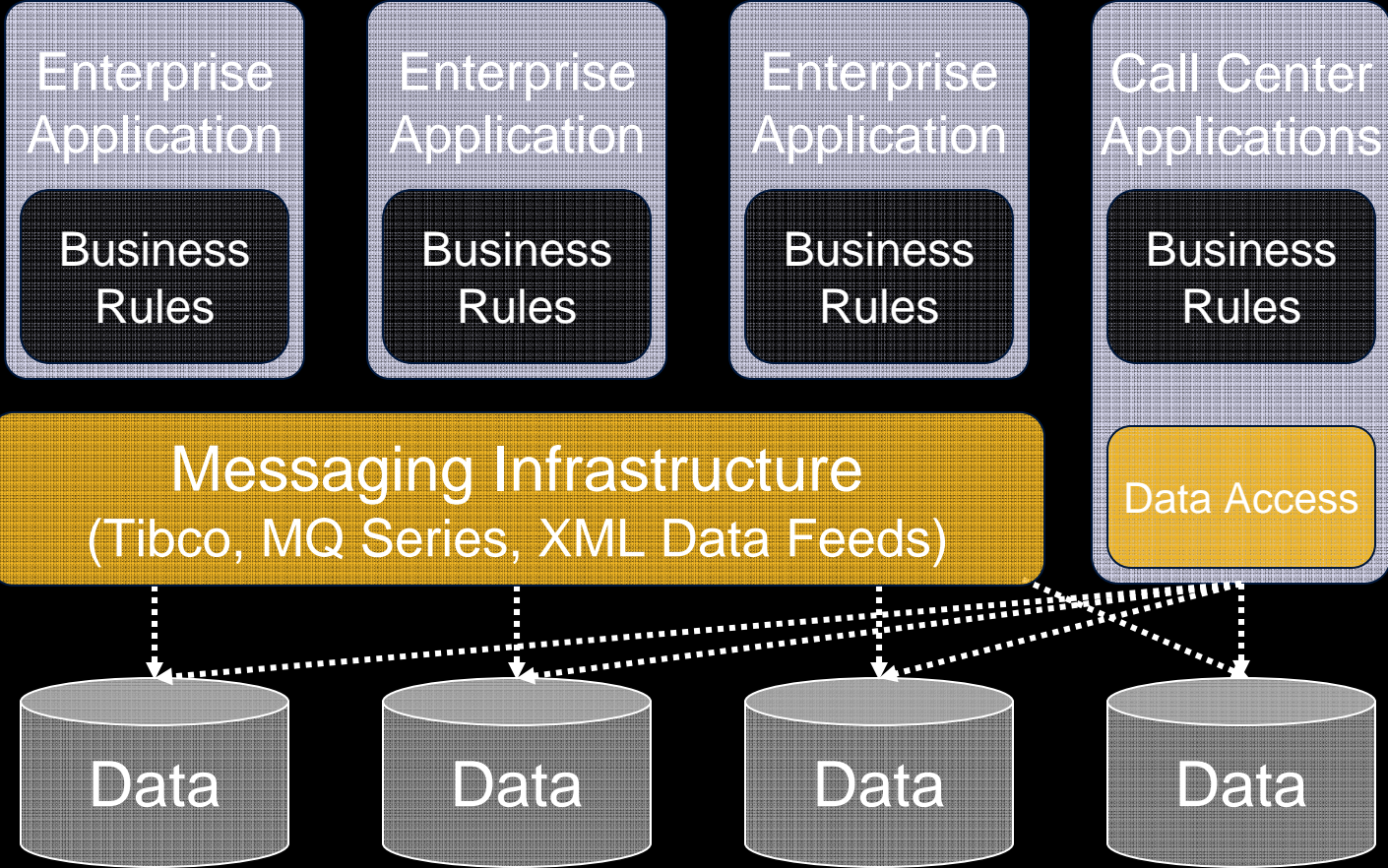
Messaging Infrastructure Simplifies Applications



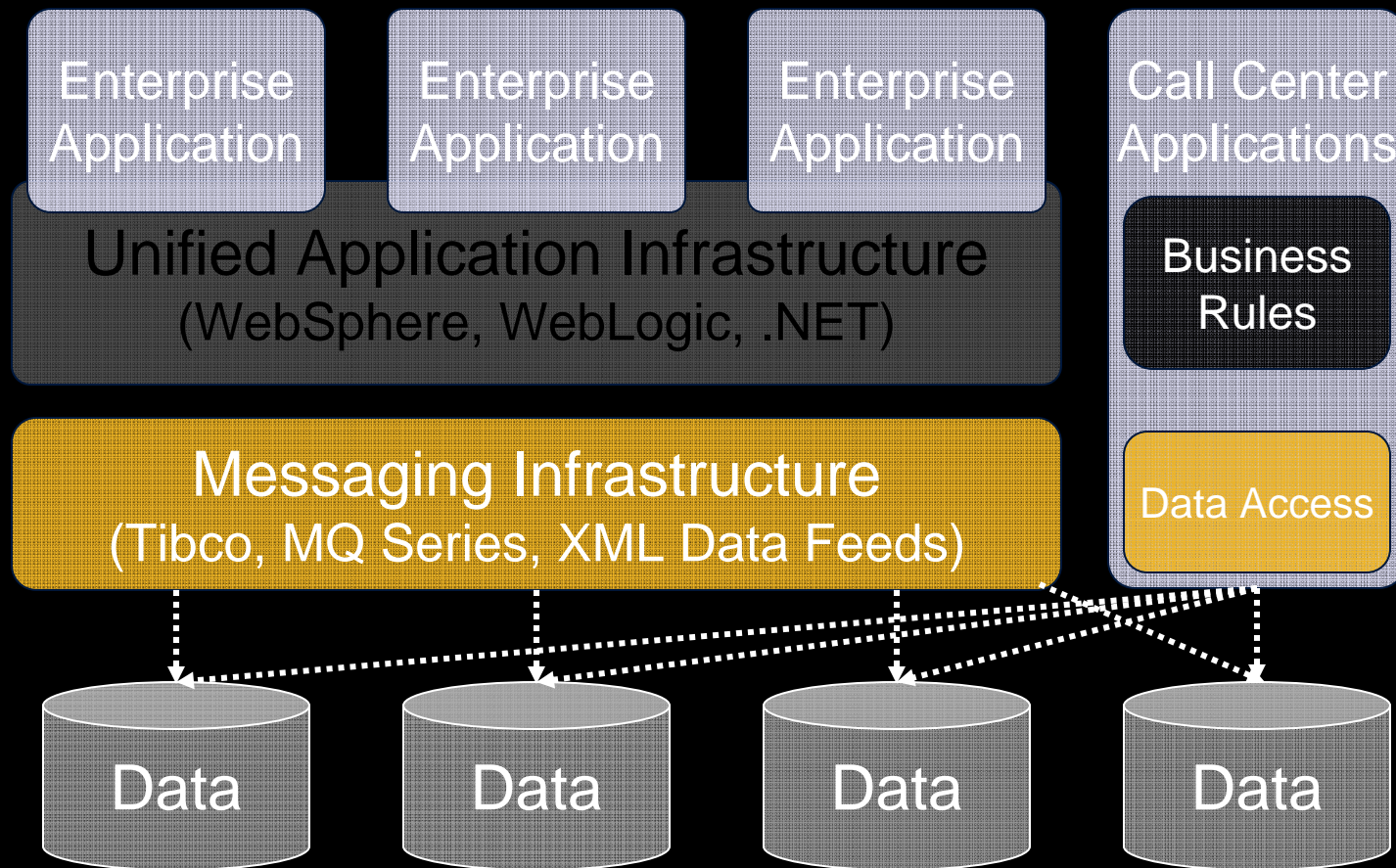
Contact Center Bears Little Benefit



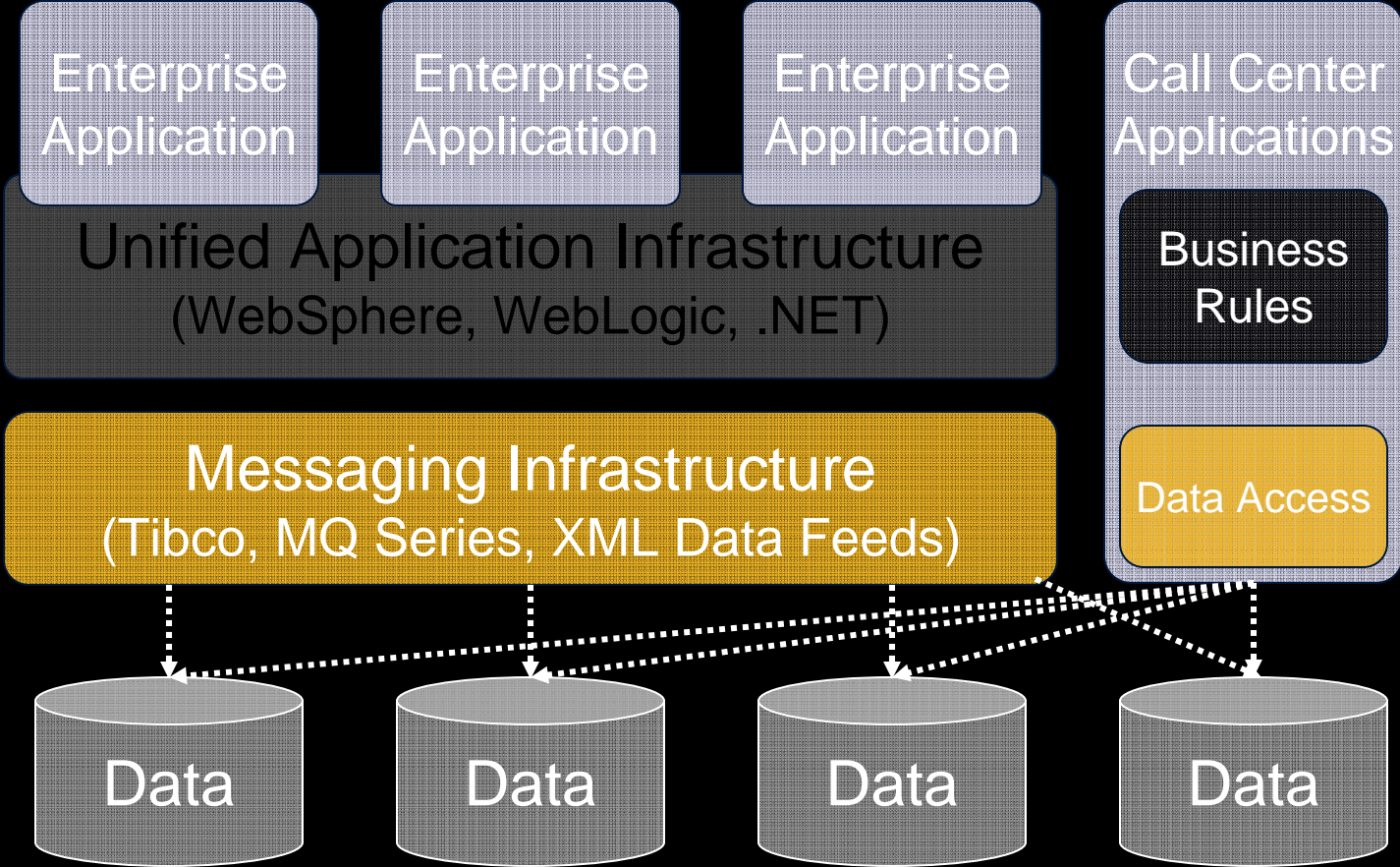
Business Rules Reused Across Applications



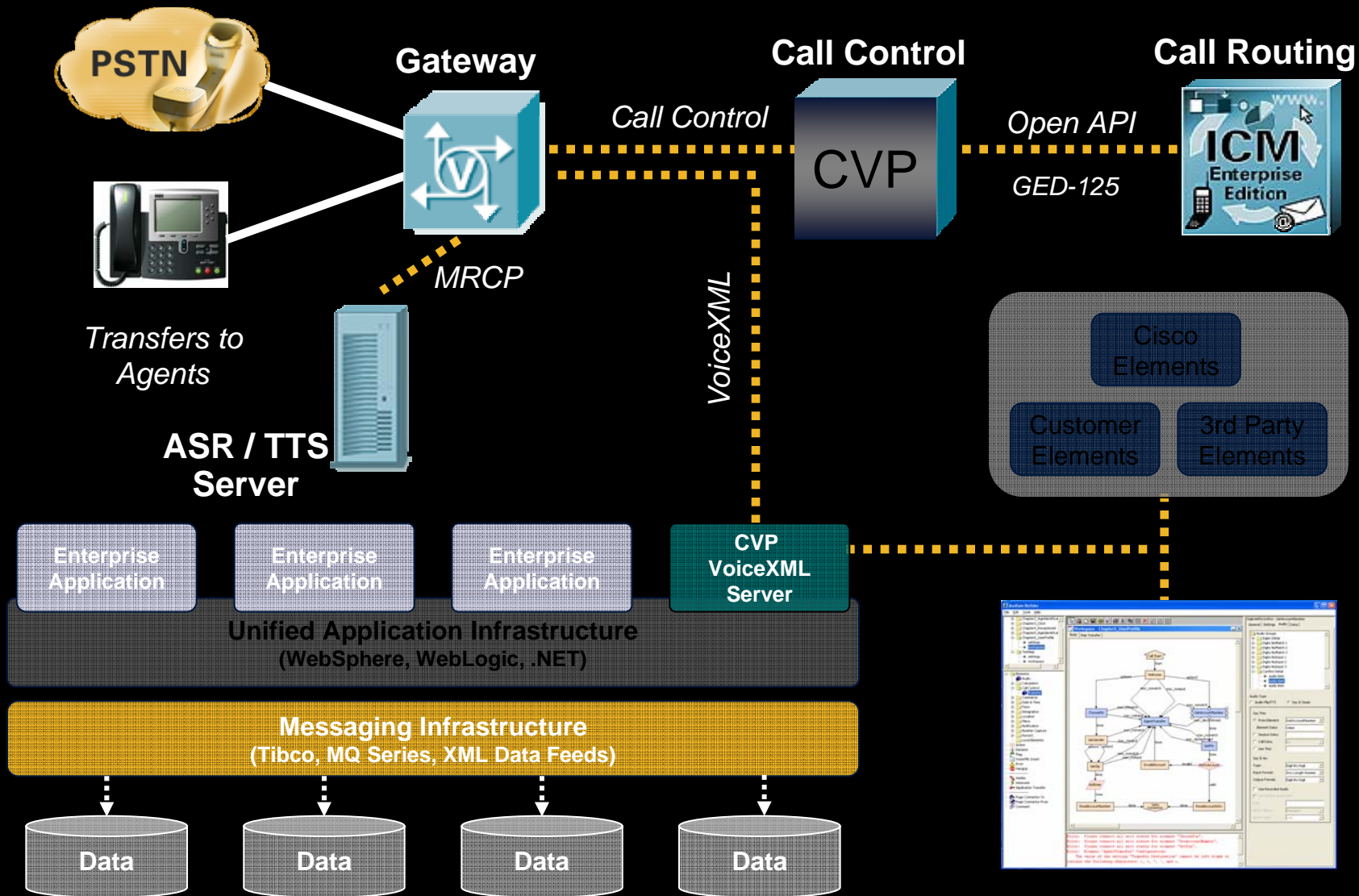
Contact Center Bears Little Benefit from Middleware unification



Contact Center Bears Little Benefit, Still



CVP – Applying SOA to the Contact Center



CVP: Unique Platform Architecture

Efficiency, Scalability, Programming

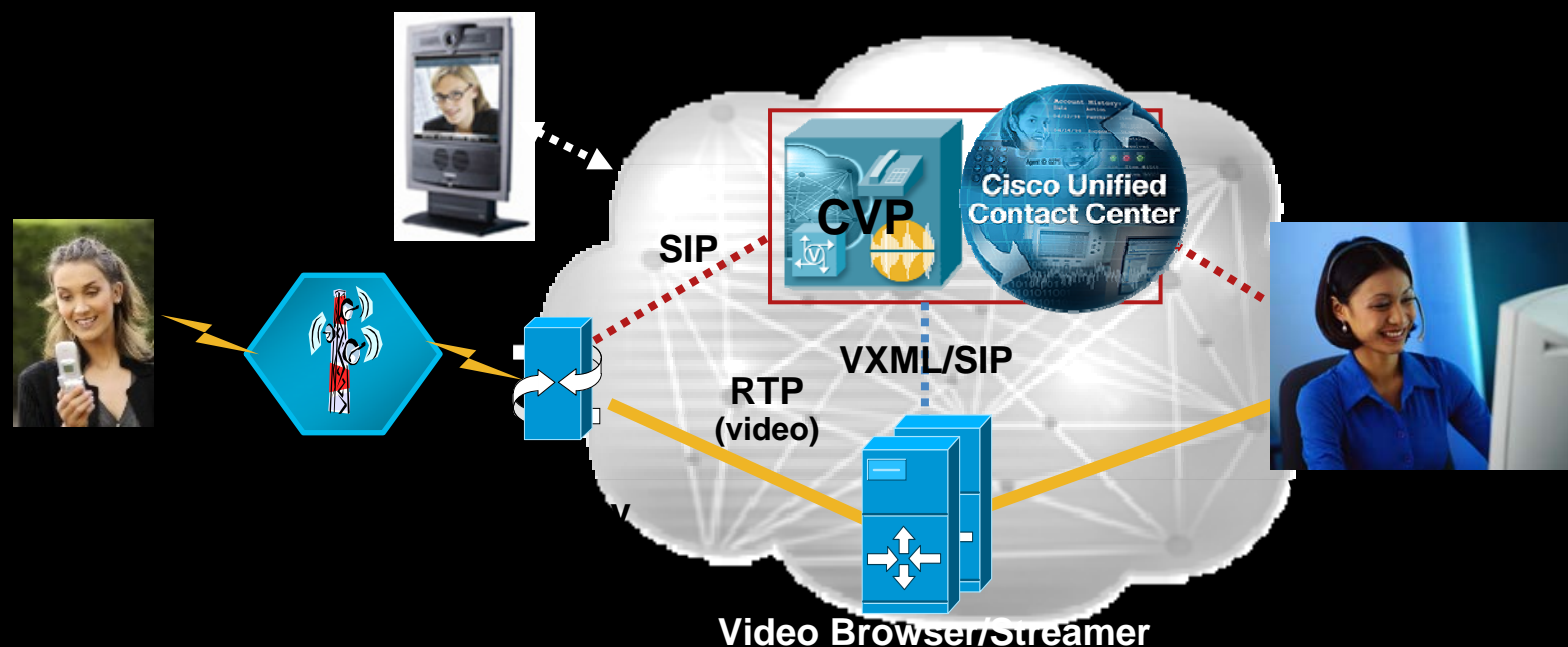
- CVP Voice Treatment
 - Treatment at the edge gateway
 - Support for third-party VXML applications
- CVP Switching Function
 - Uses the edge gateway to switch calls around in converged network
 - ICM/IPCC controls voice switching
- Open dialog creation environment
 - Dynamic VXML generation
 - Based on Eclipse: Web and Voice harmonization
- Automatic Speech Recognition – Text to Speech
 - ASR/TTS integration through open MRCP protocol
 - ASR/TTS resources dynamically allocate to call when needed – efficient use of resources



What's Coming **



Cisco Unified Video Contact Center



1. Video-equipped mobile subscriber or kiosk user places call
2. Caller navigates video menus to make self service or routing selections
3. Caller selects pre-recorded or live/streamed video for video self-service
4. Caller views video (pre-recorded or live) while in queue for agent
5. Call directed to video agent with two or one-way live video connection
6. Agent can push additional video (pre-recorded or live) to the caller

Planned for CVP 4.x release in 1H CY2007



Q and A





THANK YOU!