



Contact Center in Financial Sector



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Agenda

1. Why does my business need a contact center?
2. Customer Care
3. Outbound dialing
4. Agent Application
5. Multichannel
6. Workforce & Quality Management
7. Reporting



Why does my business need a contact center?

1. Because clients who have a great customer service experience become **loyal customers** ...
2. ... and it's easier to **keep your existing customers** than to win new ones
3. Because clients who have a great customer service experience **spread the word**
4. A great contact center can help bring in **new customers**
5. And because a great contact center can enhance (and define) your **BRAND**



Why does my business need a contact center?

Because your competitors are focusing on Customer Service

- Customer Service Tops 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

Why Now?

Market transitions and downturns provide
an opportunity to gain market share.

How will you transform your business to take advantage of this?

Business Challenge

I want to provide better customer care,
but I don't need a full contact center

My customers get frustrated when my
agents don't have all the answers

I want my *local* branches to assist callers
but with escalation to corporate if needed

Sometimes I need to *show* things to
callers

My contact center is too expensive to
operate and maintain

I need a contact center, but it's just too
complicated

My contact center is a *silo*; there are no
synergies with the rest of my business



Transformation with Cisco

Subject matter experts anywhere in your
business assist your customers

Presence-enabled agents and experts
collaborate with each other & callers

Callers receive self- and assisted service
locally, with central escalation and mgmt

Customer care is enriched and expanded
with video self- and assisted service

Fewer servers; contact center becomes a
revenue-generating center

Contact-center-in-a-box; Hosted
deployment options

Cisco Unified Communications ties it all
together

Key Customer Interaction Business Drivers

Illustrative Top Of Mind Issues



Lower costs

“How do I drive work to lower-cost resources ?”

“How can I get more calls handled by self-service?”

“How do I reduce my agent turnover?”

“How can I reduce telecommunications costs?”

“How do I optimize my resources?”

“How do I provide service choices for my customers?”

“How do I offer consistent services/experience across all channels and countries?”

“How do I ensure that the most skilled person is addressing the customer’s inquiry?”



Optimized service

“I need to get more wallet share of my customers”

“How do I cross-sell/ up-sell more effectively?”

“How can I turn satisfied customers into loyal customers?”



Revenue generation

“How do I ensure business continuity in times of disaster?”



Business Resilience

“How do I drive process and technology standardization across all facilities?”



Standardization

Drivers of Business Impact from Call Center Transformation

1. IT TCO COST SAVINGS

Operating Savings

- Reduced Infrastructure, Maintenance, Facilities
- Reduced Admin and Management
- IT Operations Staff/Network Management Staff
- Reduction in Voice Trunks
- Centralized Admin / Scripting
- Reduced Facilities Costs

Reduced Call Costs

- Reduced hold time transport cost
- Reduced hold time trunking – fewer in queue
- Reduced transport costs on abandoned calls
- Reduced carrier take back and transfer charges – multi-site contact centers
- Reduced avg. talk time → reduced transport costs
- Reduced avg. talk time → reduced trunking costs
- Reduced PSTN costs via IP Toll Bypass

Reduced Labor Costs

- Decrease hiring & training costs re: seasonal hiring
- Decrease seasonal labor
- Migrate to lower cost remote / offshore agents
- Reduce employee churn (hiring, training, separation costs)

2. EMPLOYEE PRODUCTIVITY

- Increased agent productivity
 - Reduce time required to manually re-route calls to SMEs
 - Reduce avg. talk time with CTI
 - Reduced avg talk time w/ collaboration
 - Multi-channel allows multi-tasking
- Increase agent utilization
 - Virtualization of call centers
 - Blending to enable agents to handle email inquiries in non-peak hours
 - Quicker ramp up for new agents
 - PT home agents fill in staffing gaps

3. BUSINESS TRANSFORMATION

- Reduce costs through offloading calls to web self-service, email, or IVR
- Increased Service Levels / Satisfaction
- Increased Cross-Sell / Upsell Revenue
- Increased Employee Morale / Retention
- Increased Geographic Flexibility
- Improved Competitive Positioning
- Increased Resilience

Key Element in Today's Growth Strategy

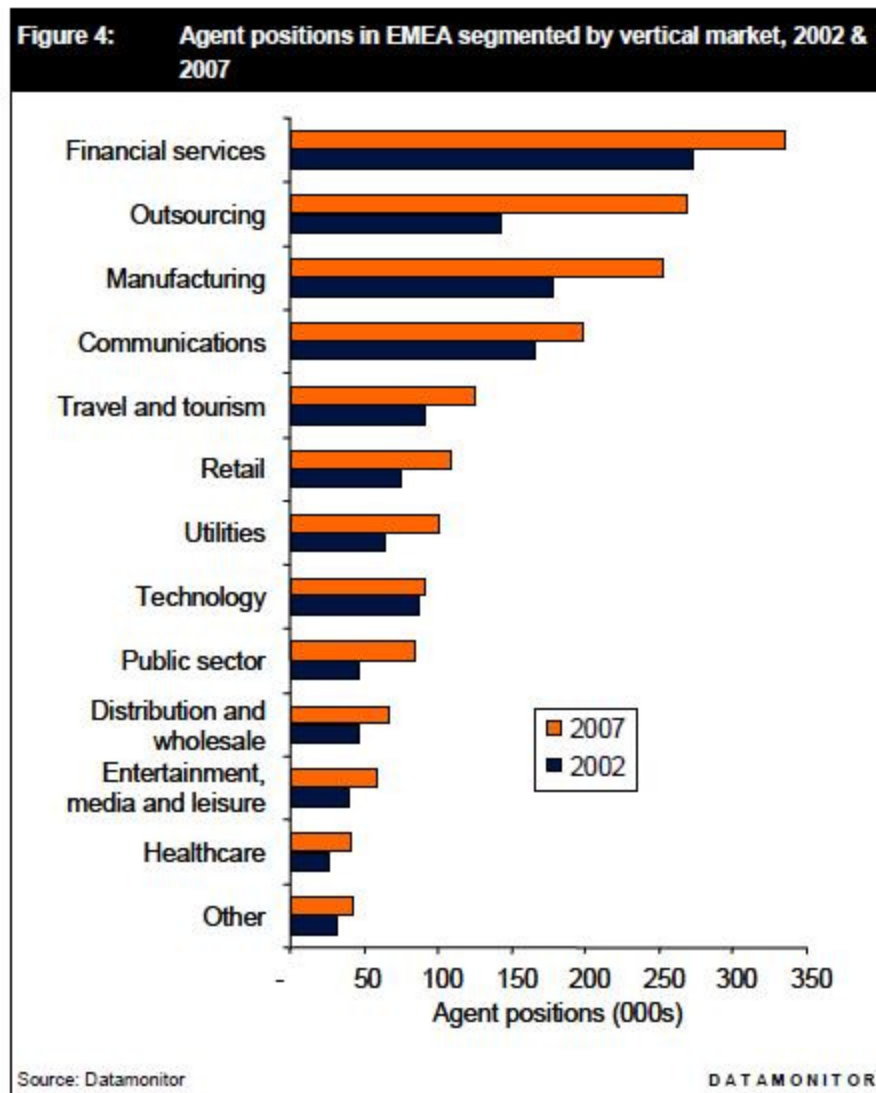
- Contact Centers (CC) are being seen in a new light as channels for banking customer advocacy, segmentation, and sales
- While the desired results are to:
 - Reduce costs
 - Increase revenue
 - Build loyalty
 - Retain customers
- Financial services companies are challenged with striking the balance among these objectives more so than companies in other industries

"How can we reduce the cost for new business sales, improve relationships, and improve wallet share?"



Key to this strategy is a good service experience. If the service experience is poor, the bank's customer won't buy more or may defect to a competitor.

Call Center in Financial Sector?



Why Now?

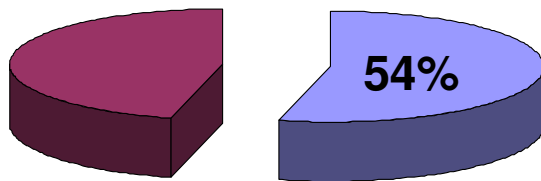
To **DRIVE TRUE CUSTOMER INTIMACY**

No company can survive in the long run without maintaining customer loyalty. And when times are tough, customers stick with-- or switch to--companies whom they feel care about them.

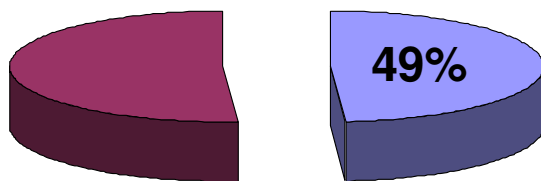
There is no single, "magic" approach. You need a flexible solution that meets the needs of your business ... and your customers



Customer's Perception of Contact Center Automation



54% of consumers think that the **main reason** organizations provide automated services in their contact centers, is to **SAVE MONEY**



49% of consumers **prefer to use** a speech recognition system rather than touchtone **AS LITTLE AS POSSIBLE**

The screenshot shows the GetHuman Standard v1.0 website. The header includes the GetHuman logo and navigation links like 'home', 'about us', 'Find Any Phone & Address', and 'Free Cell Phone # Trace'. The main content area features a search bar and a list of search results. A sidebar on the right contains a list of search results.

GetHuman Standard v1.0

- Always let me speak with a human
- Estimate my wait time for a human
- Don't ask me to repeat myself
- Call me back if I'm too busy to wait
- Provide touchtone fall-back
- No long prompts
- Let me interrupt prompts
- Don't hang up if I make a mistake
- Personalize the system for me
- Operators should communicate clearly

The GetHuman™ movement was created from the voices of millions of consumers who want to be treated with dignity when they contact an enterprise for customer support. Their goal is to convince enterprises that providing high quality customer service and having satisfied customers costs much less than providing low quality customer service and having unsatisfied customers.

Customer Care



Business Challenge: Putting Service in Self-Service

"We understand the value of Self-Service, but we want to do it in a way that provides true value--and true service--to callers, while keeping our own costs down. We could also use self-service to streamline our internal operations."

Common Self-Service Uses- **FINANCIAL**

Password reset

Check balance; move money between accounts

Inquire on clearance of a check

Confirm deposit/credit

Check interest rates

Branch locator; hours of operation

ATM locator



Expert Assistance

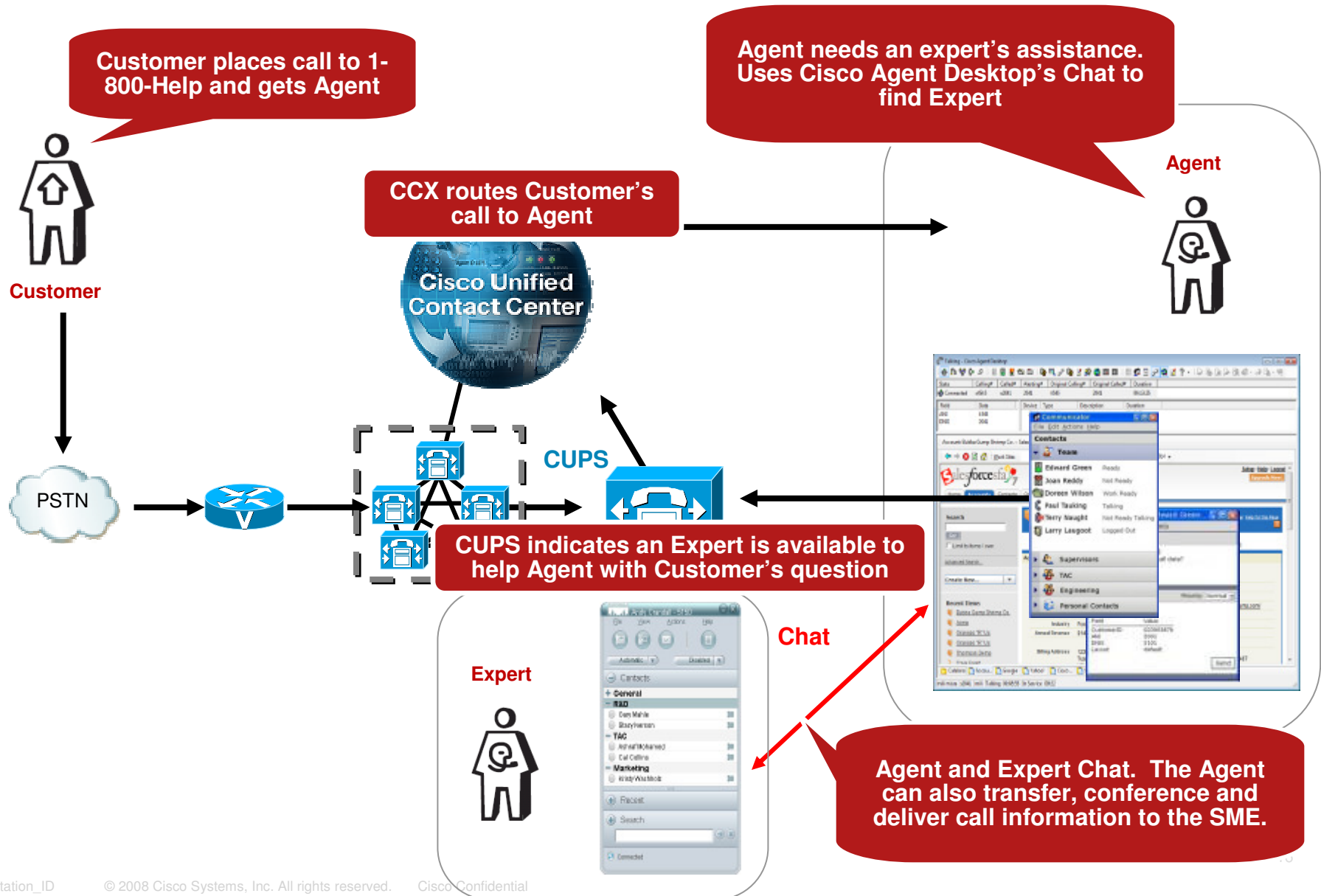
Employees are a company's most critical resource. In a challenging economic climate, it is imperative to maximize the potential and productivity of each employee.

Unlock the potential of your Workforce:

- Presence-enabled employees provide expert assistance to your customers
- First-call resolution is improved
- Customer satisfaction and loyalty increase
- Traditional agents gain more time for upsell and revenue generation



Typical Use-Case Scenario



Branch Office Customer Care

"Our business runs multiple branch offices. Our people ARE our competitive advantage, so the more callers receive local support, the more we win. But...we need to provide great support even when local resources aren't available. And...we fulfill some needs from our nationwide contact centers. Can we pull this off?"

Common Business Drivers:

"Customers should only need **one number** to reach us."

"**Maximizing the customer relationship** with the local branch."

"**Consistent caller experience** wherever we serve them."

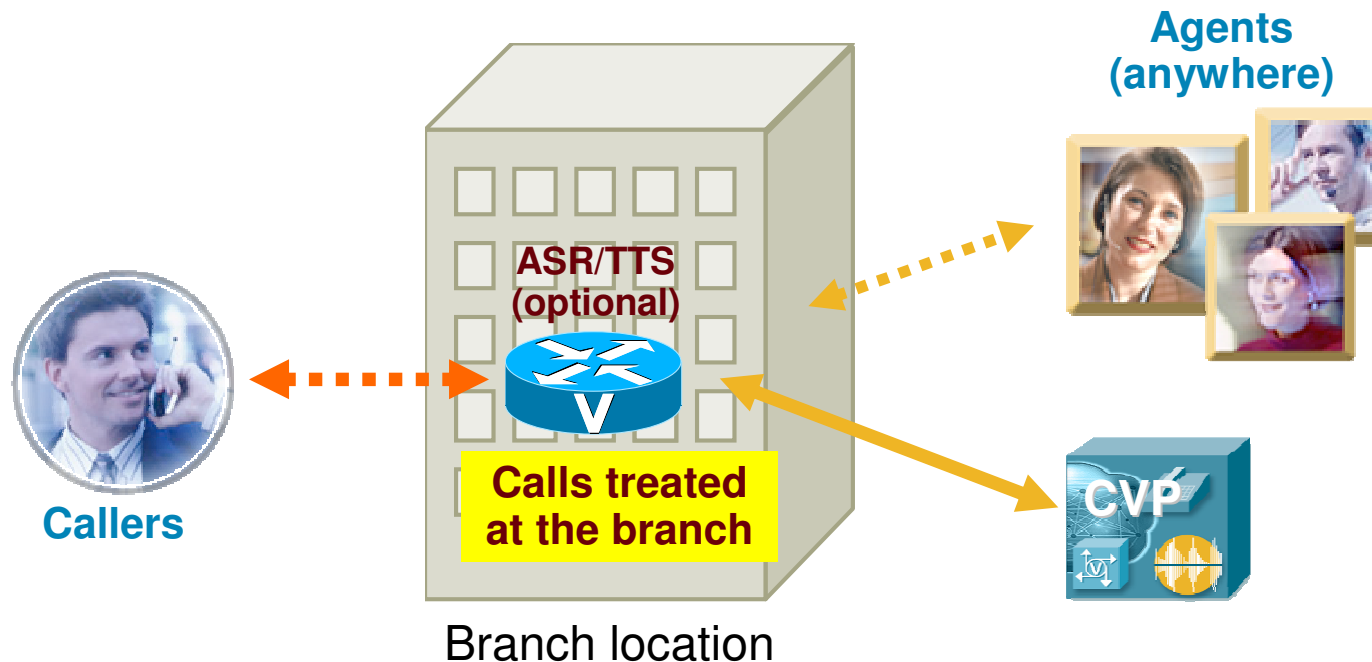
"**Superb service levels** and **specialized assisted service** by moving customer calls between our branches and regional or national contact centers as needed."

"**Central control** with **flexibility** for unique, branch-specific conditions."

"All of this **without breaking our operating budget**."



Branch Office Customer Care with Cisco Unified Customer Voice Portal



CVP's award-winning architecture uses the NETWORK AS THE PLATFORM:

- Queuing and self-service are performed at Branch locations

- Management & control are centralized/simplified

- Server count is reduced

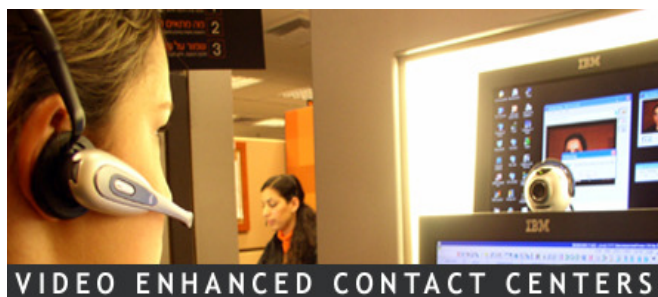
- Transfers occur over the IP Network, reducing carrier trunking charges

Total Cost of Ownership is Reduced

Video Call Center

Richer Communication Experiences

- ❑ Enable new kinds of entertainment
- ❑ Attract new customers
- ❑ Explore new business models



Richer Customer Service Experiences

- ❑ Enable new kinds of services
- ❑ “Let me **show** you...”
- ❑ Over 50% of face-to-face communication is **non-verbal**
- ❑ Retention of audio + visual is **5 times greater** than for audio alone
- ❑ Build customer loyalty

Video Integration

- Video self-service and queuing capabilities
- Variety of endpoints supported including 3G Mobile, Video Kiosk, Web, Telepresence and Soft-clients
- Video-enabled customer service
 - Agents viewable by customer
 - Agents can “push” informational videos to customer
 - Video automatically played during self-service interactions



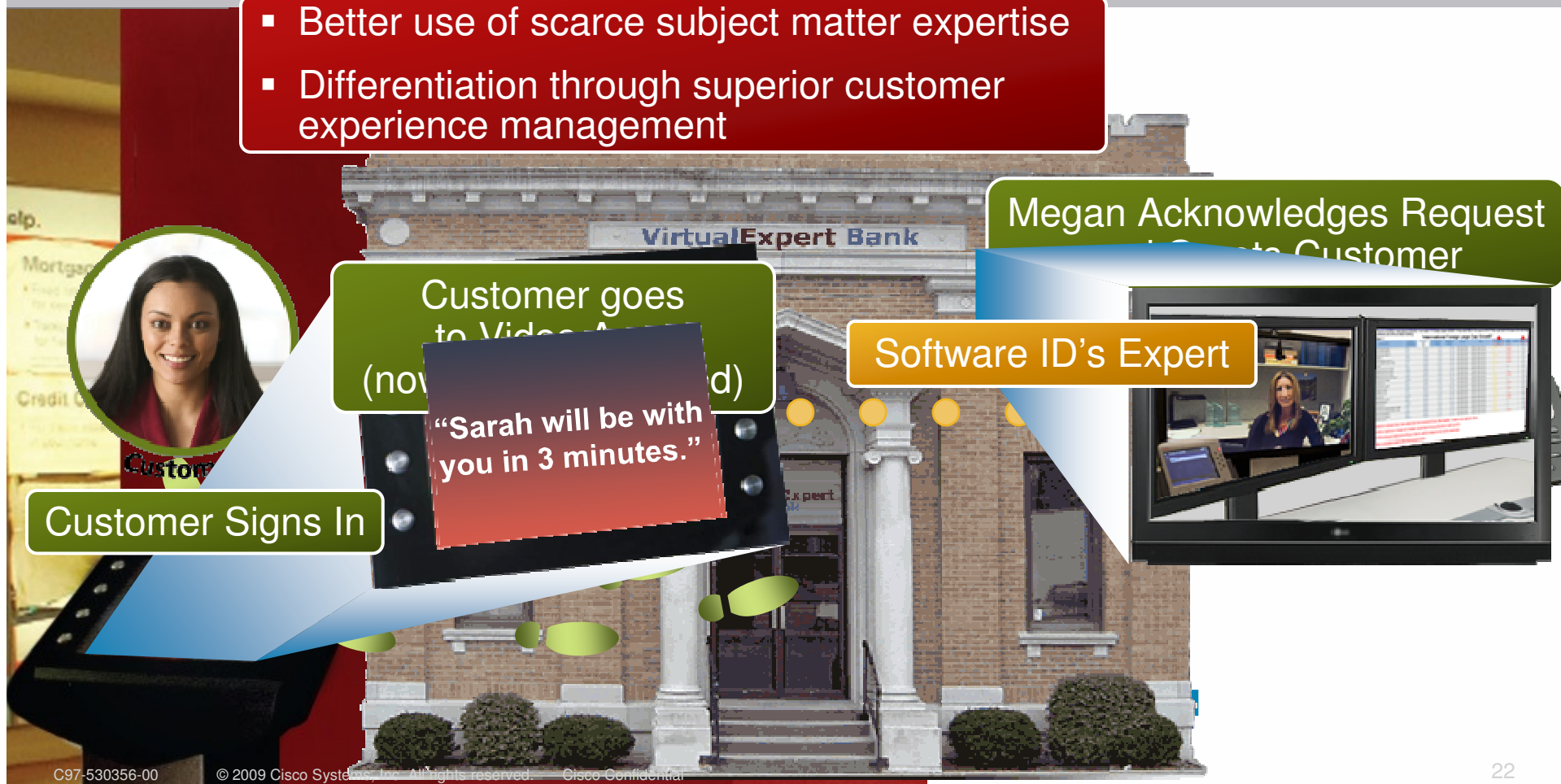
Key Video Features and Benefits

Feature	Platform Functionality	Key Benefit
Video Menus	Caller is presented IVR menu via video Caller makes selections via keypad	Faster, more intuitive caller experience
Video Self Service	Caller selects pre-recorded video or live streaming video for viewing	Richer caller interactions
Video Queuing	Caller views video while in queue for an agent.....	Immersive caller engagement
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 push additional video to caller Video/audio interactions can be recorded	Differentiated, “let me show you” style hands-on service

Virtual Expert Management

Optimizes individual branches need for scarce subject matter expertise by offering an alternative face-to-face consultation to customers with specific needs and provides a rich collaboration environment for bank customers and experts

- Better use of scarce subject matter expertise
- Differentiation through superior customer experience management



Courtesy Callback

- Provides option for caller to leave name and dial-back number once call is in queue
- System automatically calls back prior to connecting to agent (pre-emptive call back)
- No Desktop modifications required
- Works with all ACDS that are supported by ICM



Outbound



Cisco Outbound Option



- Single Inbound and Outbound configuration and administration
- Fully integrated to Cisco CTI
- Enterprise wide Dialing
- Fault Tolerance
- Sequential Dialing
- Fully integrated to Enterprise Reporting via Cisco WebView
- Integrates with CRM
- Assists in TDM to IP migration

Key Features

- **Sequential Dialing** – ability to support 10 numbers in different zones for a single customer
- **True call by call blending**
- **Dynamically assign Agents to Campaigns (Dynamic Re-skilling)**
- **Enhanced Call Progress Analysis for IP**
 - Answering Machine, Fax and Modem Detection
 - Detect SIT tones, Network Voicemail
- **Pre-recorded Campaigns through Cisco IP-IVR**
- **Outbound with Transfer to CVP – Routing improvements due to Dynamic Resource Client.**
- **Personal callback, also available for customization**
- **Unlimited Dynamic campaigns import without stopping**
- **Support for millions of records in the Do Not Call table**
- **Agent Desktop (CAD or CTIOS)**



Enhanced Call Progress

- Answering Machine, Fax Machine and Modem detection for IPCC Dialer
- Conforms to Industry standard 99.99% voice detection rate.
- Ability to detect SIT (Special Information Tones) tones and Network Voicemail.
- Ability to detect Fax machine/modem within 200ms
- Ability to detect Answering Machine within 1.5s after the Welcome message speech starts.
- Ability to detect Beep tone after Answering Machine Welcome message.
- http://en.wikipedia.org/wiki/Special_information_tone

Pre-Recorded Campaigns

- Contact Centers can run agent-less campaigns via Pre-recorded messages on Cisco IP IVR
- Increased Agent utilization in Contact Center
 - - Answering Machines to be sent to an IVR,
 - - Live caller to be sent to a Live Agent
- Ability to Queue Outbound Calls
- Reduction in Abandon calls in Predictive Mode
- ROI benefits

Dialing Modes

<p>Predictive</p> <p>Skill groups run dedicated or blended</p> <p>Lines dialed per agent is calculated by algorithm</p> <p>Screen pop delivered along with customer call transfer</p>	<p>Preview</p> <p>Skill groups run dedicated or blended</p> <p>Screen Pop before dial being placed</p> <p>Ensures agent available prior to placing the call</p> <p>Agent buttons to accept, skip, reject the previewed call</p>
<p>Progressive</p> <p>Skill groups run dedicated or blended mode</p> <p>“Lines dialed per agent” is configurable</p> <p>Screen pop with customer call transfer</p>	<p>Direct Preview</p> <p>Skill groups run dedicated or blended</p> <p>Presents agent with customer’s record prior to dial being placed</p> <p>Agent buttons to accept, skip, reject the previewed call</p> <p>Allows Agent to listen thru the call.</p> <p>Faster connects. No transfers</p>

Predictive Outbound & naplata dugova

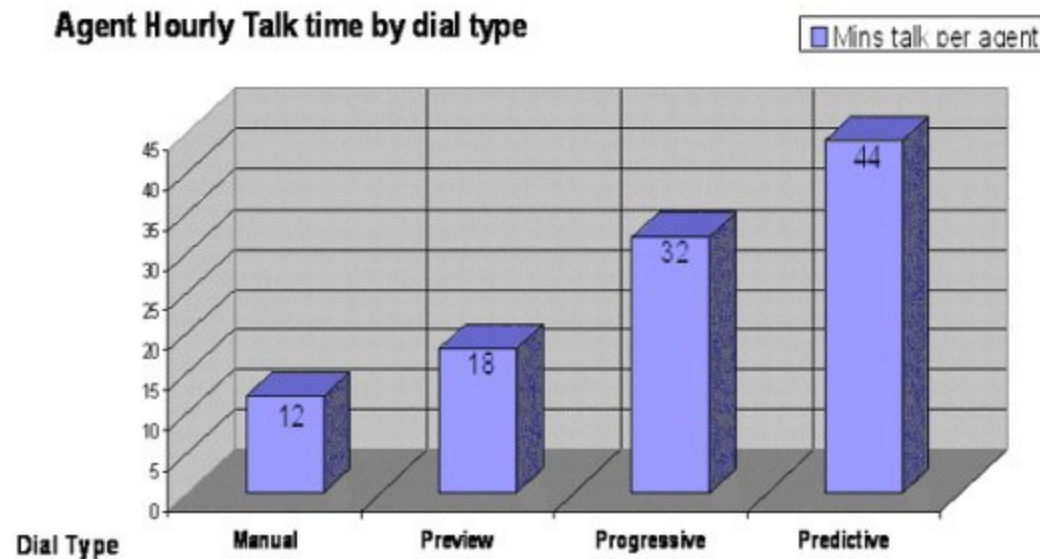
- Prosečna zaduženost stanovnika Srbije po bankarskim uslugama bila je 650 evra na kraju 2009
- Kreditna zaduženost građana tokom prošle godine povećana je za 4,3 odsto, sa 380,7 milijardi dinara na 397,1 milijardi dinara, a procentualno najveći rast imali su potrošački i stambeni krediti
- Kašnjenje građana u otplati kredita tokom prošle godine povećano je sa 1,5 odsto na 3,2 odsto, odnosno više nego dvostruko
- Banke se suočavaju sa problemom naplate dugova



Izvor: http://www.b92.net/biz/vesti/srbija.php?yyyy=2010&mm=01&dd=16&nav_id=404460

Predictive Dialing Performance Gains

This chart illustrates the typical performance gains through implementation of Predictive Dialing



Use of Predictive Dialing can dramatically increase productivity and is a solution for great ROI in collecting overdue payments!

Support for Do Not Call List

<https://www.donotcall.gov/>



Agent Application



Desktop Applications – Agent Desktop

The screenshot shows the Cisco Agent Desktop interface. Red arrows point from external labels to specific parts of the interface:

- Call Control, ACD state:** Points to the top toolbar containing icons for call control and ACD state.
- Active Call Data:** Points to the call data table below the toolbar.
- Browser Controls:** Points to the navigation buttons (back, forward, stop, home) and the 'Work Sites' dropdown menu.
- Status bar with Agent info fields:** Points to the bottom status bar.
- Outbound Option Buttons:** Points to the 'Remember 20% discount for Platinum customers.' banner.
- Team Message:** Points to the 'Remember 20% discount for Platinum customers.' banner.
- Browser content display:** Points to the main content area showing the Cisco Systems website.

Call Data Table:

State	Calling#	Called#	Alerting#	Original Calling#	Original Called#	Duration
Connected	x2163	x2101	2101	2163	2101	00:05:36

Field Data Table:

Field	Data
	2163
	2101
	default

Device Data Table:

Device	Type	Description	Duration
2101	Agent Id	Kaminski Nancy	00:05:35
		Total	00:05:35

Status Bar:

Nancy Kaminski | x2101 | 2311 | Talking | 00:05:34 | Partial Service | 15:58

Cisco Agent Desktop

Browser Edition

1. CAD Look and Feel
2. IE or Firefox
3. Integrated Browser
4. HTTP Post/Get, Recording, Chat
5. Not all CAD features (no macros)
6. Available with all CAD licenses



State: Recording, Calling #: x4043, Called #: 4043, Alerting #: 7639712212, Original Called #: 7101, Duration: 00:02:27

Field	Data	Device	Type	Description	Duration
ANI	7639712212	7101	RoutePoint	Route Point 7101	00:00:07
DNIS	7101	7101	Agent	Clark Isabella	00:01:13
Department	Help desk			Total	00:01:20

Jonuk Constantin x2129 2129 Talking 00:02:06 In Service 17:37:32

Work Sites: http://www.cisco.com Address:

Applet com.spanlink.cadbe.applet.CadBEApplet started

Contact: Mr. Jim Cairns ~ Salesforce - Personal Edition - Microsoft Internet Explorer

Address: https://na1.salesforce.com/003300000003nQ6o?srPos=0&srKp=

Search: Go! Advanced Search...

Create: New...

Recent Items: Jim Cairns, Terri Kocan, Matt Jackels, Lemons "R" Us, Brown Shoe

Contact Detail: Mr. Jim Cairns

Name	Phone
Mr. Jim Cairns	2111
Account: Global Media	Home Phone: (612) 365-3653
Title: Product Manager	Mobile: (612) 207-6761
Department: Research & Development	Other Phone: (763) 971-2212
Birthdate:	Fax: (763) 971-2300
Reports To: Stuart Goldstein View Org Chart	Email: jmc@globalmedia.com
Lead Source: Seminar - Internal	Assistant:
	Asst. Phone:
	Email Opt Out: <input type="checkbox"/>

Cisco IP Phone Agent

1. XML Application on Cisco IP Phones
2. Log in / Log out
3. Ready / Not Ready
4. Supervisor desktop shows agent phone state
5. Supervisor can use silent monitor feature
6. Enterprise Data display
7. Statistics display



14:23 02/15/04
Caller Data - ID:231
Layout: Default
DNIS: 2101
ANI: 2301
Talking
Stats Option

15:40 12/12/2003 1001
CSQ Stats
Calls queued: 10
Oldest in queue: 00:10:01
Not Ready 00:01:45
Update Mesg Exit

1001
Skill Stats
Skill CIQ LIQ
SK7710 2 00:12
SK7725 10 10:01
SK9100 0 00:00
Not Ready 00:01:45
Update Mesg Exit

CTI Toolkit Sample Agent Desktop

ACD features Call control features Assist features Tools: Stats, chat, record, bad call

CTI OS Softphone

Call Data Table:

CallID	Status	DNIS	ANI	CED	DialedNu...	UserToUs...	WrapUp	Var1	Var2	Var3	Var4
4194747	Connected	5106	5108		5900			2222			

CTI Statistics

Agent Statistics:

CallsHandledToday	TimeLoggedInToday	TimeTalkingToday	TimeHoldingToday	TimeReadyToday	TimeNotReadyToday	AvgTalkT
4	1:45:59	0:05:13	0:00:01			

Skill Groups:

SkillGroupNumber	AgentsLoggedOn	AgentsAvail	AgentsNotRe
2003	3	0	1
2004	3	0	1
7150	1	0	0
7200	2	0	0

CTI OS Chat

Send To: 5106 Send Clear

Edit Outgoing Message

Message Display

To 5106: We need you to Log In

To 5106: If you could, we'd appreciate it.

- ActiveX components
- Sample application with source code
- ACD and call control features
- Supervisor assist, agent statistics, chat
- CTI Toolkit application programming interface support available in COM, C++, Java, and .Net

Cisco Unified CRM Connectors

Pre-built, certified CRM Connectors for a number of major CRM packages:

SAP

Siebel (using CTI OS driver)

Salesforce.com

Microsoft Dynamics CRM

Peoplesoft



CRM Integrated Desktop

A single agent application for CRM and call center needs

The screenshot displays the Siebel Call Center application running in a Microsoft Internet Explorer browser. The address bar shows the URL <http://ebiz.siebel.com/callcenter/start.swe>. The application interface includes a menu bar (File, Edit, View, Help) and a toolbar with various icons. A navigation bar at the top lists several modules: Accounts, Contacts, Employees, Service, Assets, Campaigns, Opportunities, Quotes, Communications, Products, Calendar, and Activities. Below this, a 'History' dropdown and a 'Queries' section are visible. The main content area displays a table with columns for 'Name', 'Value', and 'Active'. The table lists various configurations and their active status. A 'Comments' column is also present. At the bottom, there are tabs for 'Parameters', 'Profiles', 'Agents', 'Commands', and 'Event Handlers'. The 'Parameters' tab is currently selected, showing a list of parameters and their values.

Call Control Features

Integrated Multi-channel Communications Toolbar

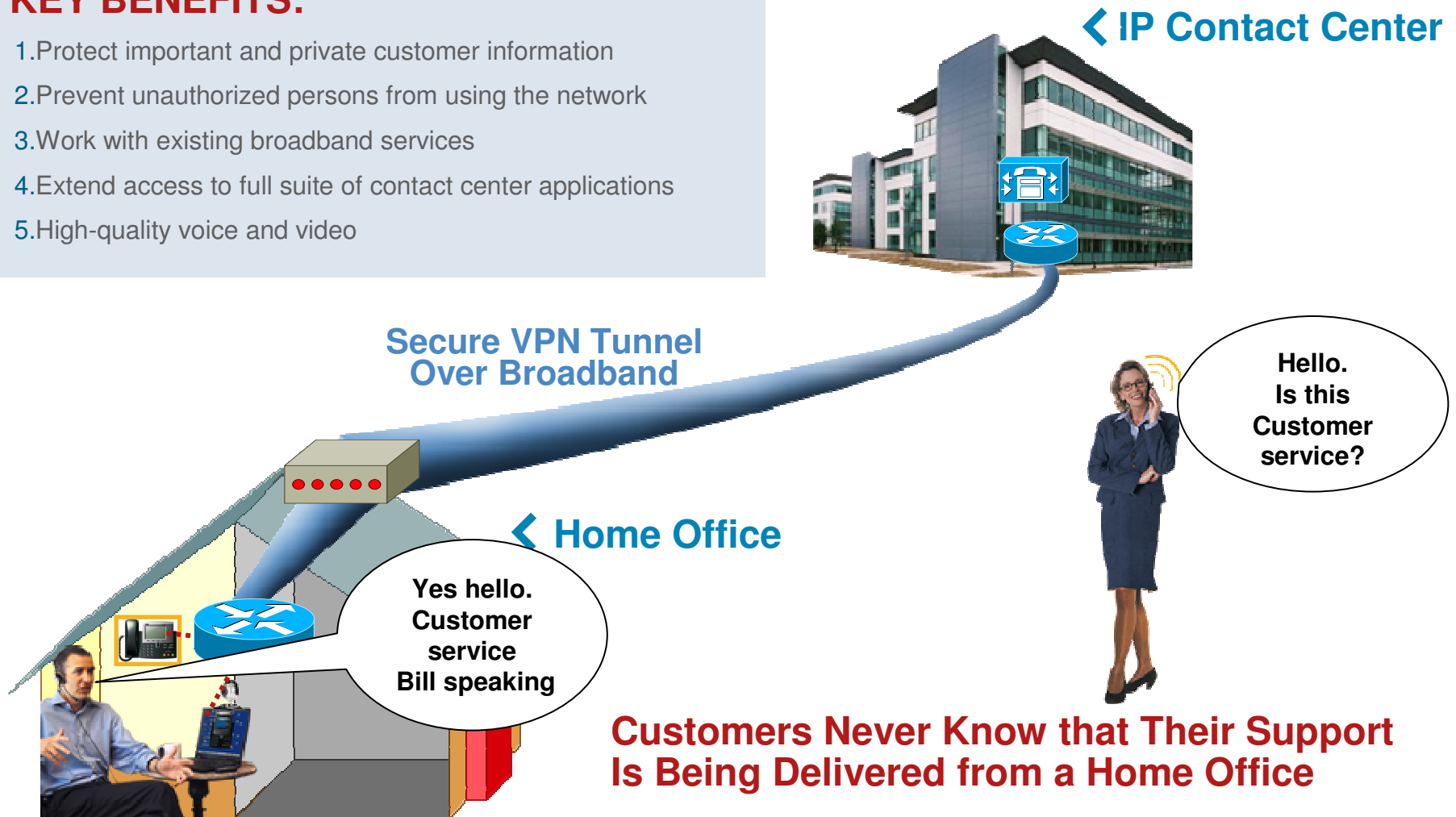
Agent State Controls

Name	Value	Active
AutoLogin	FALSE	✓
AutoLoginCmd	SignOnGroup	✓
DialingFilter.Rule001	80125821->821	✓
DialingFilter.Rule002	80125822->822	✓
DialingFilter.Rule003	80125823->823	✓
DialingFilter.Rule004	80125824->824	✓
DialingFilter.Rule005	510788->1	✓

Remote Agent Option

KEY BENEFITS:

1. Protect important and private customer information
2. Prevent unauthorized persons from using the network
3. Work with existing broadband services
4. Extend access to full suite of contact center applications
5. High-quality voice and video



Multichannel



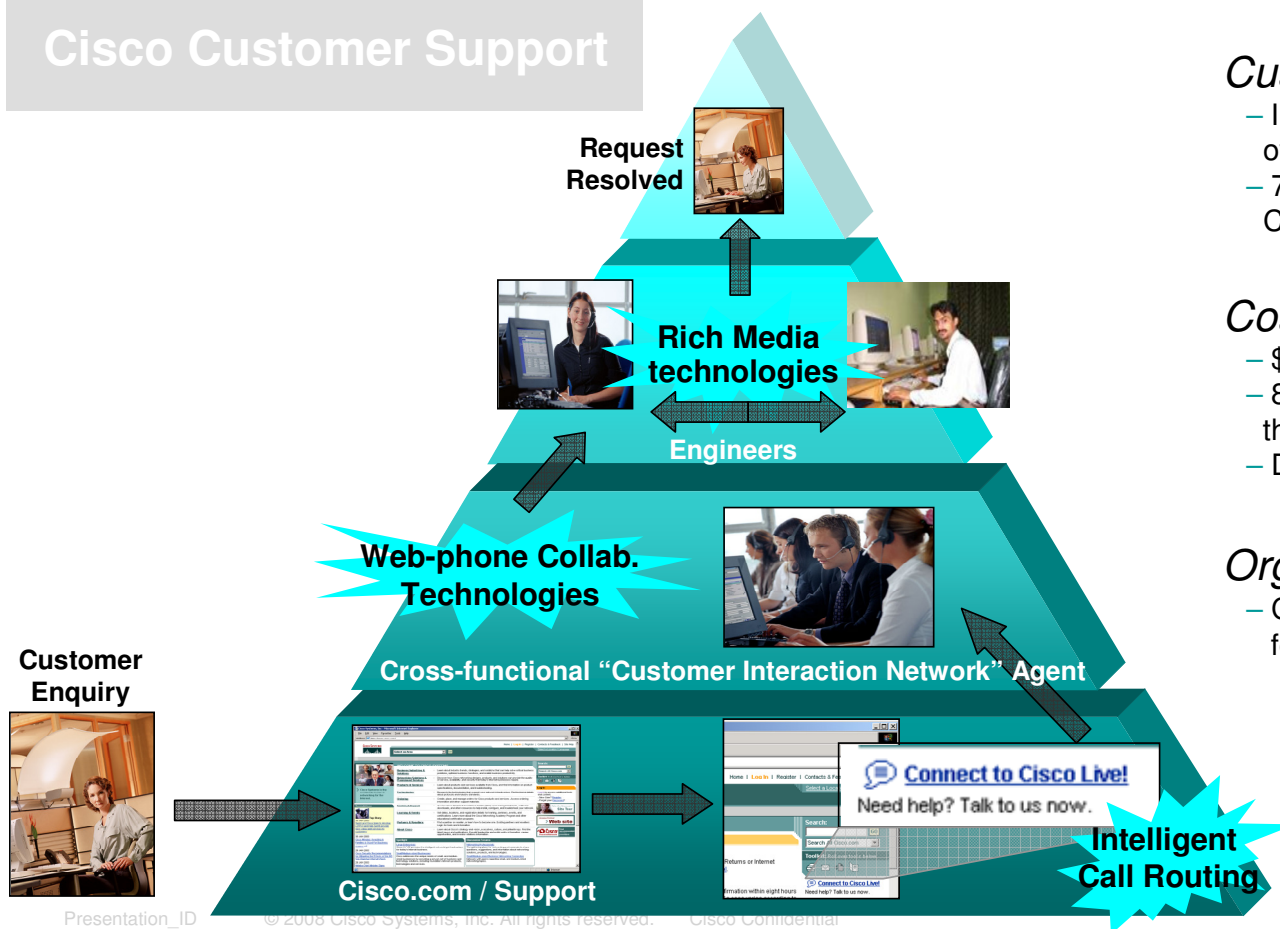
What's driving multi-channel interaction?

- Customers are more demanding. Expect service over multiple channels
 - Provide choice of channel that is appropriate and convenient for the interaction
- Businesses looking at reducing costs
 - Automated Responses and KB Tools reduce cost of email & chat service
 - Agents can handle multiple chat sessions, leveraging quick-response tools
- Enhancing the customer experience - acquisition, retention
 - Improving first-contact resolution and accuracy of email & chat responses
 - Providing chat and callback from web-sites
- Increase revenue through up-sell and cross-sell
 - Enable agents with updated information
- Ensure compliance, security and streamline business processes
 - Reduce unwarranted field visits, product returns, and associated costs, etc.

Multichannel Interactions at Cisco

- Integrated, multi-channel customer support (Phone, Email and Web Interactions)
- Extensive customer Web self-service tools
- Consistent customer experience

Cisco Customer Support



Benefits from CIN

Customer Satisfaction:

- Increased from 4.0/5.0 to 4.78/5.0 over 7 years
- 73% of customers are truly loyal to Cisco Technical Support

Cost efficiencies

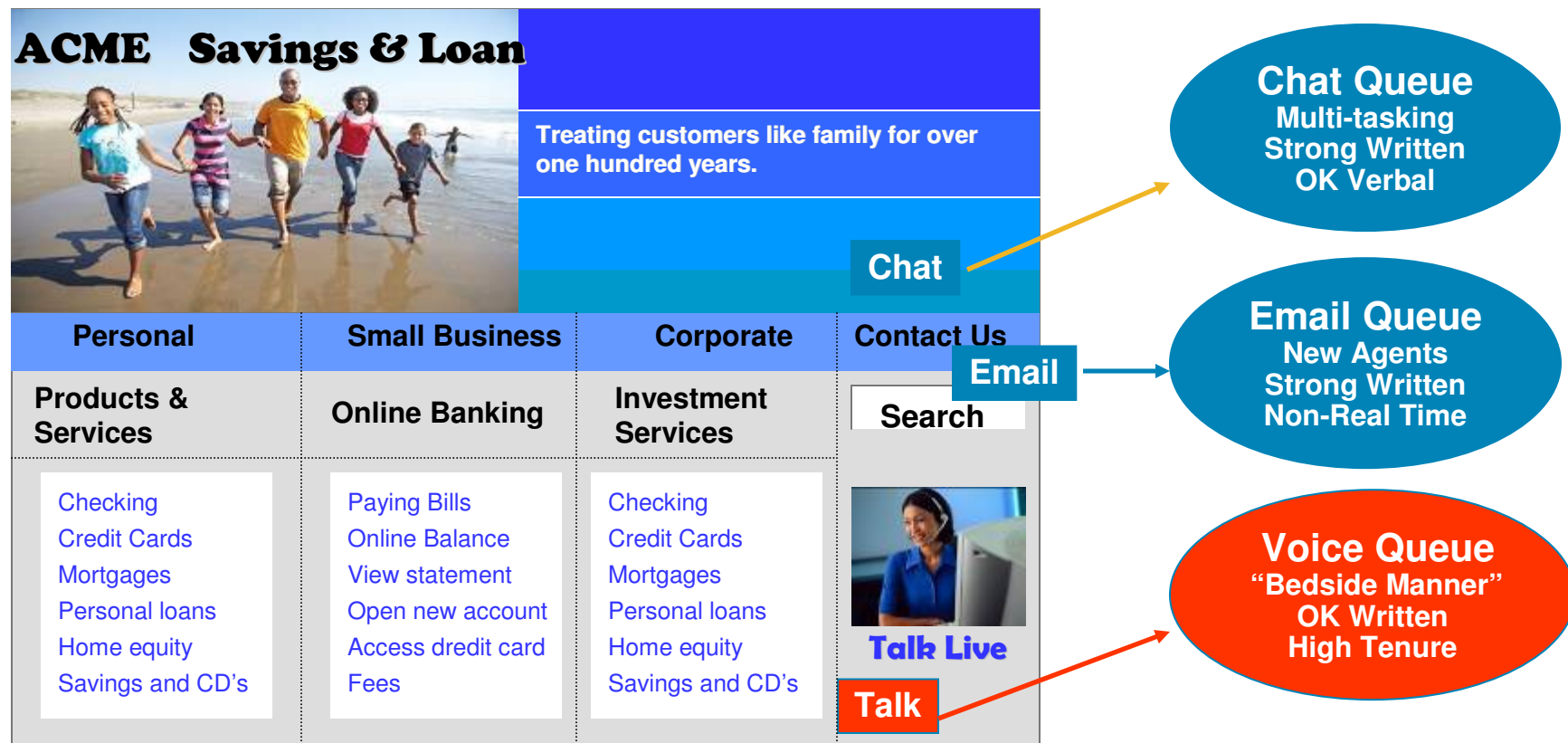
- \$661M
- 85% of support cases resolved through the Web
- Decreased average talk time by 32%

Organization flexibility:

- Customer Service scales seamlessly for growth

Providing Multiple Service Options Can Lower Costs While Enhancing Consistency of Service Experience

- Customers choose preferred Customer Experience, from website
- Customers can initiate inquiry when & how it works best for them
- Reinforces website as primary starting point, increases self service
- Load balances work, ramps up agents faster, aligns agents to most productive channel



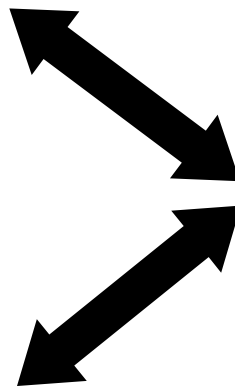
Web Collaboration Improves External and Internal Interactions



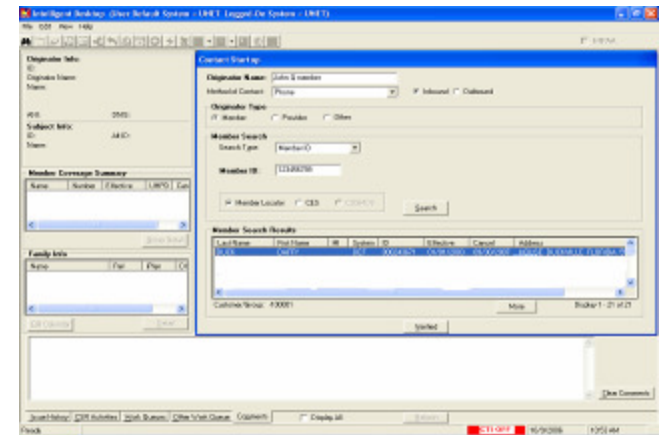
Customer seeking quote or other information

- 1 Click to help increases site stickiness and probability of click through
- 2 OR—Based on customer profile/site behavior agent proactively offers to help—reducing incomplete site visits and transactions
- 3 Agent sees customer location, answers questions, pushes forms to customer to ensure completion of transaction

RESULT: Customer gets assistance when ready to buy/setting ideal tone for ease of doing business with company



Agent

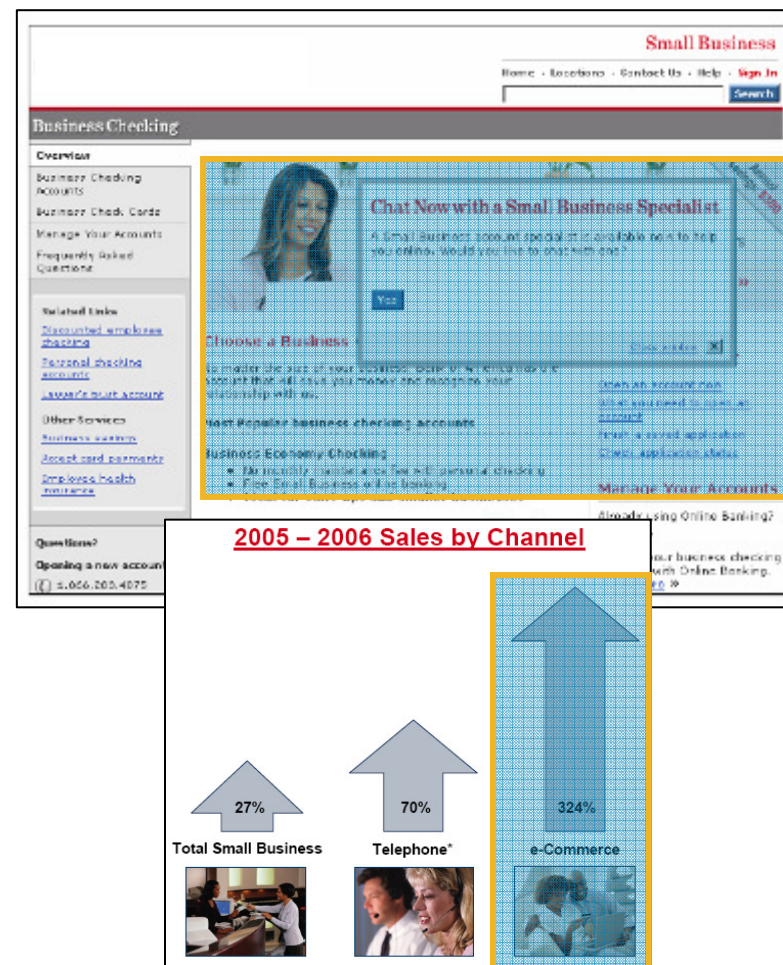


Supervisor coaching home agent

- 1 Web collaboration enables simultaneous monitoring of agent's voice and application usage
- 2 Supervisor simply creates a collaboration session with agent gains full visibility to agent's handling of customer inquiries

Large U.S. Bank: “Invite-To-Chat” to Boost Small Business Sales

- **Overview**
- This bank launched “Invite to Chat” feature to increase sales, conversion rates
 - Using invite to chat in several areas of the bank’s site, including Small Business
 - Chat conducted by small business sales specialist vs. general customer service rep
- The bank senses prospect comparing different business checking accounts, and sales specialist invites customer to discuss options via live chat
- **Benefits**
- Invite to chat helped this bank increase online small business sales **324% from 2005 to 2006**



E-Mail Interaction Manager Agent Desktop

The screenshot displays the Cisco Agent Desktop interface. At the top, a status bar shows 'Reserved - Cisco Agent Desktop'. Below it, a table lists call details: State (Offering), Calling# (<Unavailable>), Called# (x6401), Alerting# (6401), Original Calling# (<Unavailable>), Original Called# (6401), and Duration (00:00:35). A second table lists fields: Field (Layout, BAStatus, BAAccountNumber, BABuddyName, BACampaign, BADialedListID, BAResponse, BATimeZone), Data (OODefault, DO, 10, Mickey10, Mouse, Mike A, 66), Device (6401), Type (Agent), Description (Ewert David, Total), and Duration (00:00:36, 00:00:36). Below this is the 'Cisco Interaction Manager - Agent Console - Microsoft Internet Explorer' window. It features an 'Inbox' table with columns: Depart..., Queue name, Activity ID, Subject, Created on, Contact point, and Due on. The table contains four rows of activity data. Below the inbox is the 'Information: Activity Body' section, which displays an email from stratos.davlos@egain.com to eserv7test62@ems00600.egain.net with subject 'Order #1234566'. The email body contains a request for shipping dates and tracking number. To the right of the email body is a 'Reply' section with a rich text editor containing the text: 'Dear Stratos Davlos, Thank you for your email. Sincerely, Fred Smith'. At the bottom, a status bar shows 'User name: pa_at', 'Language: English', 'Ready', 'Open activities: 7', and 'Open cases: 12'.

Field	Data	Device	Type	Description	Duration
Layout	OODefault	6401	Agent	Ewert David	00:00:36
BAStatus	DO			Total	00:00:36
BAAccountNumber	10				
BABuddyName	Mickey10, Mouse				
BACampaign	Mike A				
BADialedListID	66				
BAResponse					
BATimeZone					

Depart...	Queue name	Activity ID	Subject	Created on	Contact point	Due on
Aliant	Products	4632	order	2/28/2006 10:53:14 PM	ajuneja@eGain.com	
Aliant	Products	4633	order	2/28/2006 10:53:14 PM	ajuneja@eGain.com	4/9/2006 9:00:27
Aliant	Products	4677	Order #1234566	3/3/2006 2:57:13 PM	stratos.davlos@egain.com	4/9/2006 9:00:27
Aliant	Products	4684	test	3/6/2006 10:53:56 AM	stratos.davlos@egain.com	
Aliant	Products	12186	RE: details about the imove3400 plan	4/9/2006 9:32:35 PM	ajuneja@eGain.com	

Information: Activity Body

From: stratos.davlos@egain.com
To: eserv7test62@ems00600.egain.net
Cc:
Subject: Order #1234566

Please advice on shipping dates and tracking number

Stratos D.

Stratos Davlos
Vice President, Professional Services
Tel: +1 707.778.3000
Fax: +1 707.781.9570
Email: stratos.davlos@egain.com
Mail: 725 East Washington Street, Ste # 204
Petaluma, CA 94952, USA
Web: http://www.egain.com/
Ranked #1 for eService by Forrester & Search Group

Reply

From: [Originating Entry Point - eserv7test62@ems00600.egain.net]
To: stratos.davlos@egain.com
Subject: Re: Order #1234566

Dear Stratos Davlos,

Thank you for your email.

Sincerely,
Fred Smith

User name: pa_at Language: English Ready Open activities: 7 Open cases: 12

E-Mail and Web
Interaction Manager
share common desktop

Both run in the Cisco
Agent Desktop
embedded browser

Visual cues for
overdue tasks

Red if awaiting input

Suggested
Responses

Bookmarks

Spellcheck

Rich HTML Editing

Knowledgebase

Customer History

External Links

Web Interaction Manager Agent Desktop

The screenshot displays the Cisco Agent Desktop interface. At the top, a status bar indicates 'Not Ready - Cisco Agent Desktop'. Below this is a toolbar with various icons. The main window is titled 'Cisco Interaction Manager - Agent Console - Microsoft Internet Explorer'. It features an 'Inbox' section on the left with a tree view showing 'My Work', 'Activities', 'My Activities', 'Current (12, 0)', 'Completed', and 'My Searches'. The central area shows a table of chat sessions with columns for Case ID, Subject, Customer, Activity duration, Time since last activity, and Chat status. The table contains four rows of data, with the first three rows having a red background, indicating they are awaiting input. The bottom section of the interface is a chat window titled 'Chat' with a text input area and a 'Send' button. To the left of the chat window is a 'Knowledge Base' section with a tree view showing various topics like 'Data PDU', 'Microsoft', 'SBC', 'Schwab', 'Schwab Advisor Investing Signature', 'Schwab Advisor Network', 'Schwab Private Client', 'Smith Barney', 'Tech', 'Virtual Exchange', and 'Standards'. The bottom status bar shows 'User name: etech_da', 'Language: English', 'Ready', 'Open activities: 12, 0', and 'Open cases: 9'.

Field	Data	Device	Type	Description	Duration
S...	Case ID	Acti...	Subject	Customer ...	Activity du...
1	5486	6595	Password	JC Rao	00:59
4	5487	6672		Robert Medl	05:01
2	5499	6596	HELP!	Pete Rose	01:15
6	4999	7100	...hey man...	anonymous	11:12

E-Mail and Web Interaction Manager share common desktop

Both run in the Cisco Agent Desktop embedded browser

Multiple simultaneous chat sessions
Red if awaiting input

Push web pages
Knowledgebase
Customer History
External Links

Frequently-used responses
Spell Check

Workforce & Quality Management



If Last Week's Schedule Looks Like This

Name	Monday	Visit from corporate today!! Tuesday	Wednesday
Adam Wong	xxx	9:00 AM - 3:00 PM	12:00 PM - 6:00 PM
Amber Koenig	9:00 AM - 3:00 PM	9:00 AM - 3:00 PM	9:00 AM - 1:00 PM 3:00 PM OK
Berta Alvarez	No phones - training		12:00 PM - 6:00 PM
Brianna Marsole	12:00 PM - 6:00 PM Sick	9:00 AM - 3:00 PM Sick	9:00 AM - 3:00 PM Sick
Caterina Gorzekova	9:00 AM - 3:00 PM	12:00 PM - 6:00 PM	6:00 AM - 12:00 PM
Darren Thomas	10:30 AM - 3:00 PM Sick	6:00 AM - 12:00 PM	9:00 AM - 3:00 PM Sick
DeWayne Jackson	12:00 PM - 6:00 PM		12:00 PM - 6:00 PM
Ismerelda Sanchez	9:00 AM	3:00 PM	
Ivonne Baez		3:00 PM	
Jennifer Harris-Lee	6:00 AM	2:00 PM	6:00 AM - 12:00 PM
Juan Rodriguez	9:00 AM	1:00 PM	12:00 PM - 6:00 PM
Maria Johnson			
Nicholi Supressia	6:00 AM - 12:00 PM	10:00 PM	6:00 AM - 12:00 PM
Rosario Valdez	training	training	training
Terisita Banderado	9:00 AM - 3:00 PM	xxx	xxx

NO more time off requests for Mon.!



You Just Might Need Workforce Management

Workforce Management: Provide Consistent Customer Service Levels

- Customer satisfaction is directly tied to variability of queuing time
- Insure appropriate agent staffing to match the contact volume and skills required
- Too many agents
 - Increases staffing costs
 - Lowers contact quality and agent satisfaction
- Too few agents
 - Hold time rises, customers frustrated, hang up
 - Customer less receptive to revenue generation progra and service levels drop below corporate goals



If Your Agents Often Answer Calls Like This



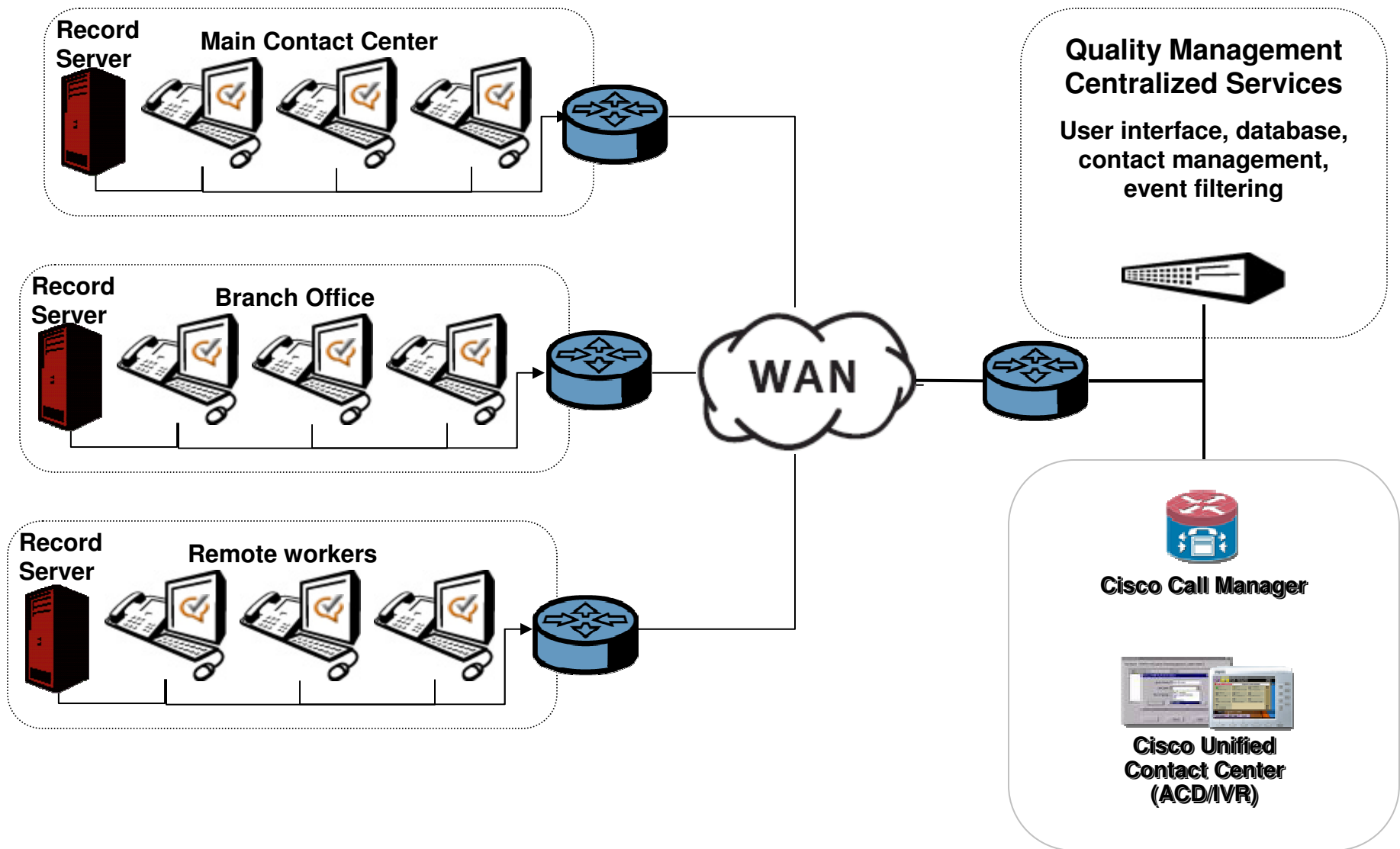
You Just Might Need Quality Management

Quality Management: Businesses Need to Monitor Customer Contacts

- Insure consistent high quality customer contacts
 - Continuously monitor agent skills – 7x24
 - Identify training needs and effectiveness
 - Across today's virtual call centers - main contact center, branch offices, retail locations, home agents
- Enable all customer contacts to be reviewed instantly for dispute resolution and to meet regulatory requirements
 - Record up to 100% of customer interactions
 - Rapid archival search and retrieval from anywhere
 - Secure, authenticated, domain restricted access

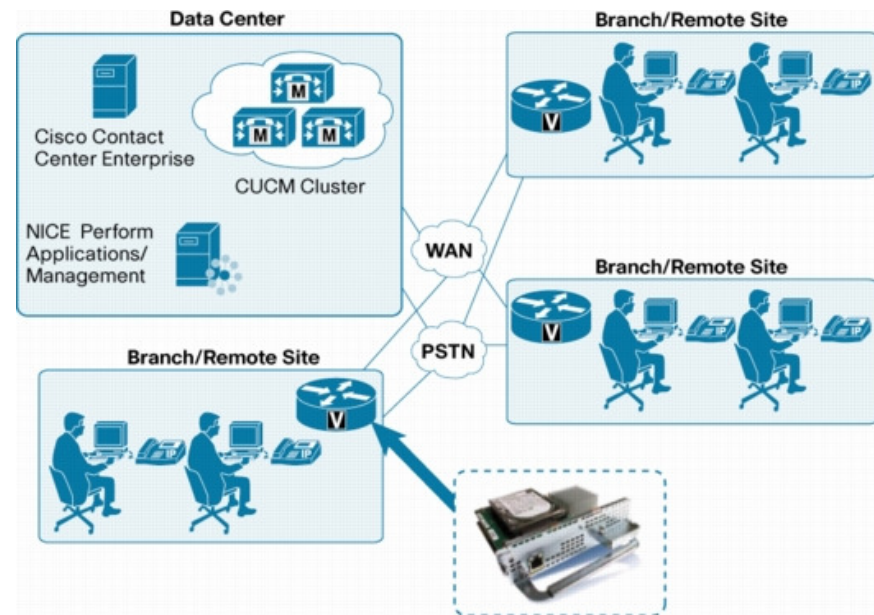


How Does Interactive Edge Recording Work?



NICE Recording on AXP Module

- NICE Network Embedded VoIP Logger is a software component that runs on Cisco's AXP module
- Audio data is stored locally and thereafter forwarded to be archived at the data center during off-peak hours
- No need for implementing a separate, dedicated recording server at each branch

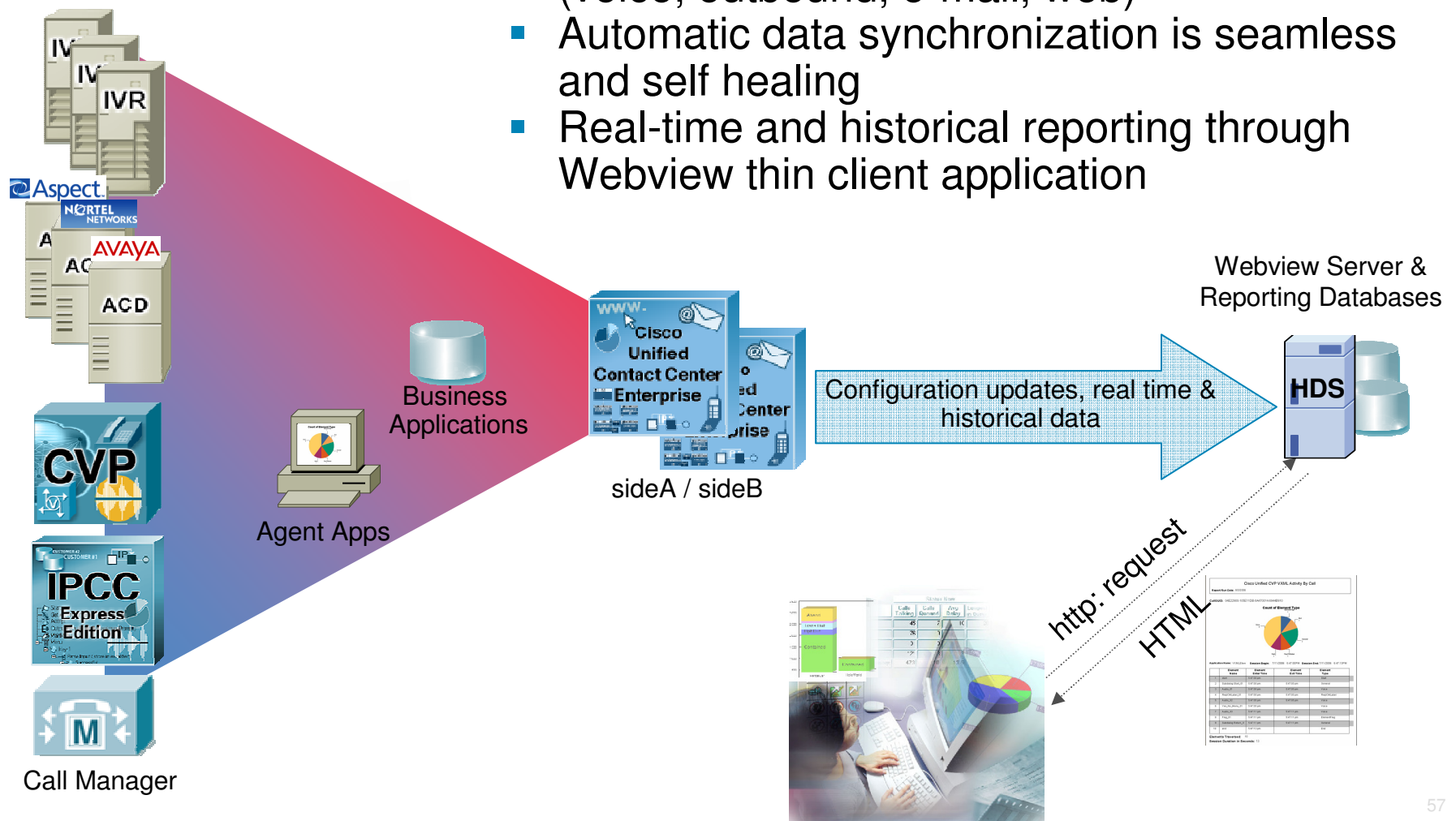


Reporting



Unified Contact Center Reporting Architecture

- Enterprise wide, consolidated reporting
- Integrated reporting across media types (voice, outbound, e-mail, web)
- Automatic data synchronization is seamless and self healing
- Real-time and historical reporting through Webview thin client application



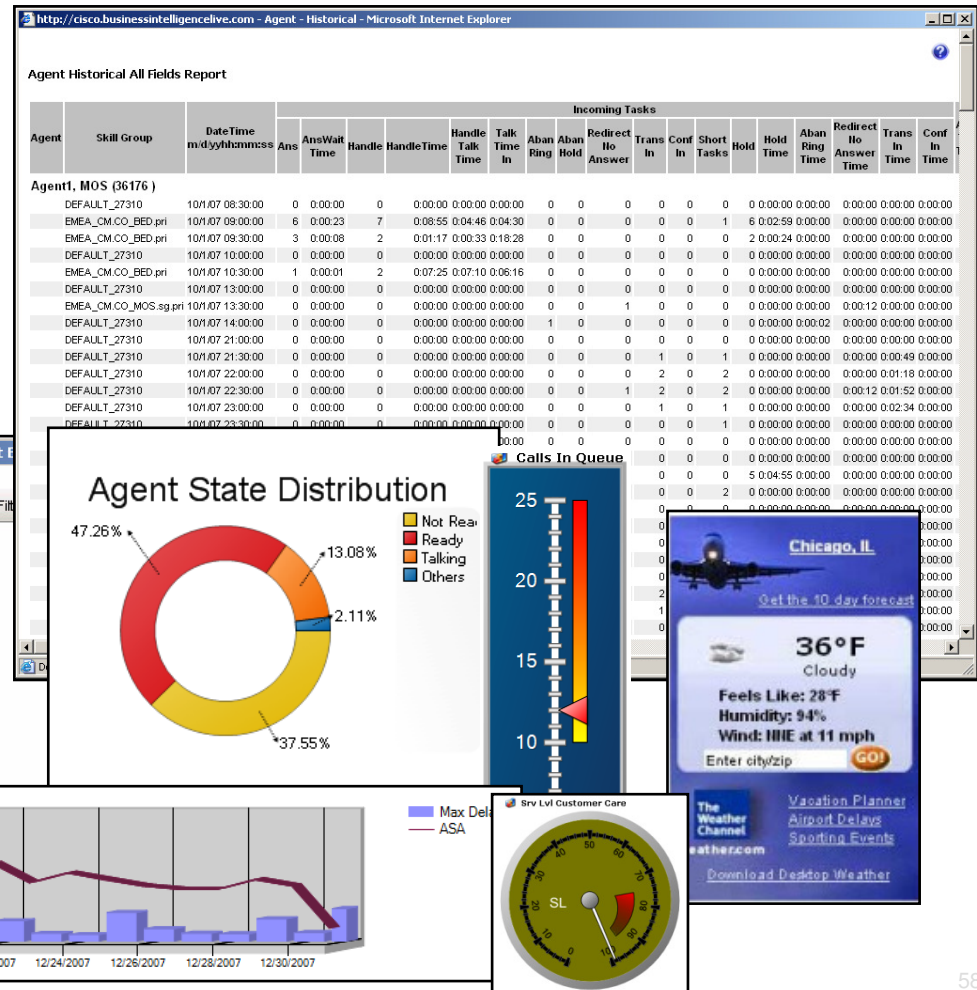
Report Presentation Modes with CUIS

- Interactive Grid
- XSLT (static output)
- Charts, Gauges
- HMTL Post

http://cisco.businessintelligencelive.com - Agent Availability - Microsoft Internet Explorer

Checking for updated data (Ready)...

Agent Name	State	Media	StateDur	LoginDur
L13919, F13919		Cisco_Voice	00:18:38	07:38:12
L13959, F13959		Cisco_Voice	00:14:14	07:34:10
L14630, F14630		Cisco_Voice	00:16:50	07:36:38
L14104, F14104		Cisco_Voice	00:14:26	02:45:08
L13930, F13930		Cisco_Voice	00:39:38	07:32:38
L14120, F14120		Cisco_Voice	00:11:02	07:33:00
L13770, F13770		Cisco_Voice	02:08:24	07:27:24
L13849, F13849		Cisco_Voice	01:58:12	07:15:52
L13778, F13778		Cisco_Voice	00:00:12	07:07:22
L13913, F13913				
L13795, F13795				
L14203, F14203				



Cisco Unified Contact Center solutions:

- ❖ Better care for your customers**
- ❖ Better results for your business**

For more information on Cisco Contact Center solutions, please visit:

www.cisco.com/go/cc

Flash Demo

- CAD, CSD, Agent E-Mail and CAD with Presence
http://www.cisco.com/en/US/partner/products/sw/custcosw/ps1846/prod_presentation_list.html
- Multichannel
http://www.cisco.com/cdc_content_elements/flash/voice/web_email_interaction_manager/index.html
- Workforce Optimization
http://www.cisco.com/en/US/partner/products/ps8293/prod_presentation_list.html
- Microsoft CRM Connector
http://www.cisco.com/cdc_content_elements/flash/net_sol_smb/crm_connector

