



Cisco
Collaboration Consultant
and Analyst Summit 2009



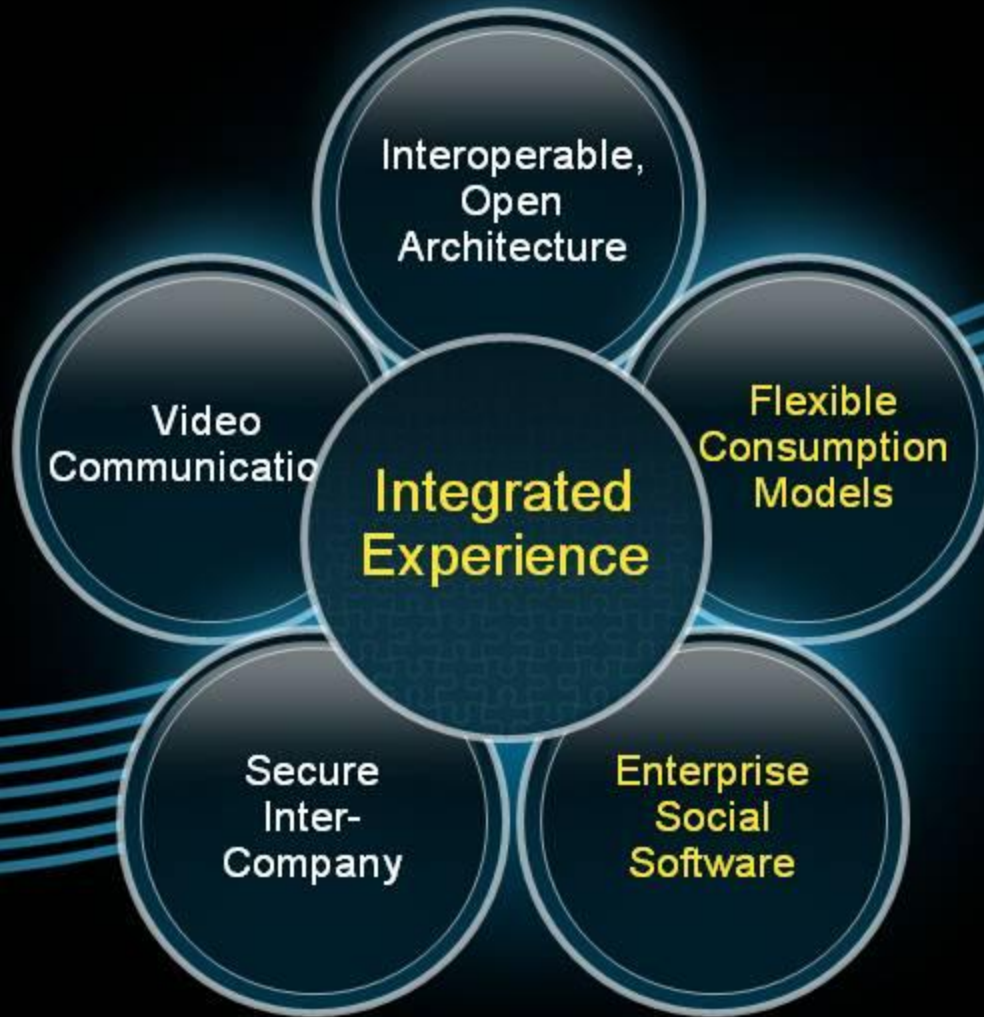
Transforming the Customer Experience

John Hernandez, GM, Customer Contact Business Unit

Agenda

- A market in transition – from contact centers to customer collaboration
- Demonstrating the possibilities
- New capabilities

Cisco Strategic Direction



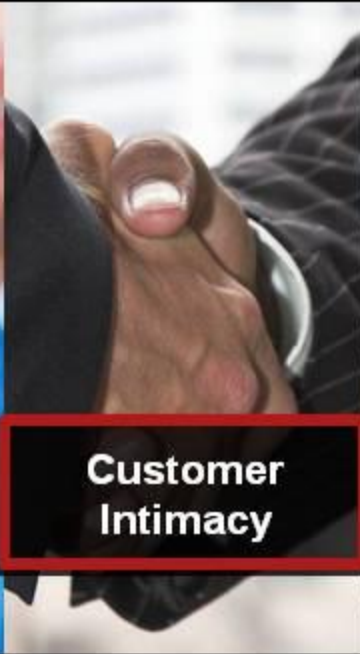
Collaboration Drives Business Value



**Cost
Reduction**



**Employee
Productivity**



**Customer
Intimacy**



**Competitive
Differentiation**



Innovation

Messaging

TelePresence

Mobility

Communities

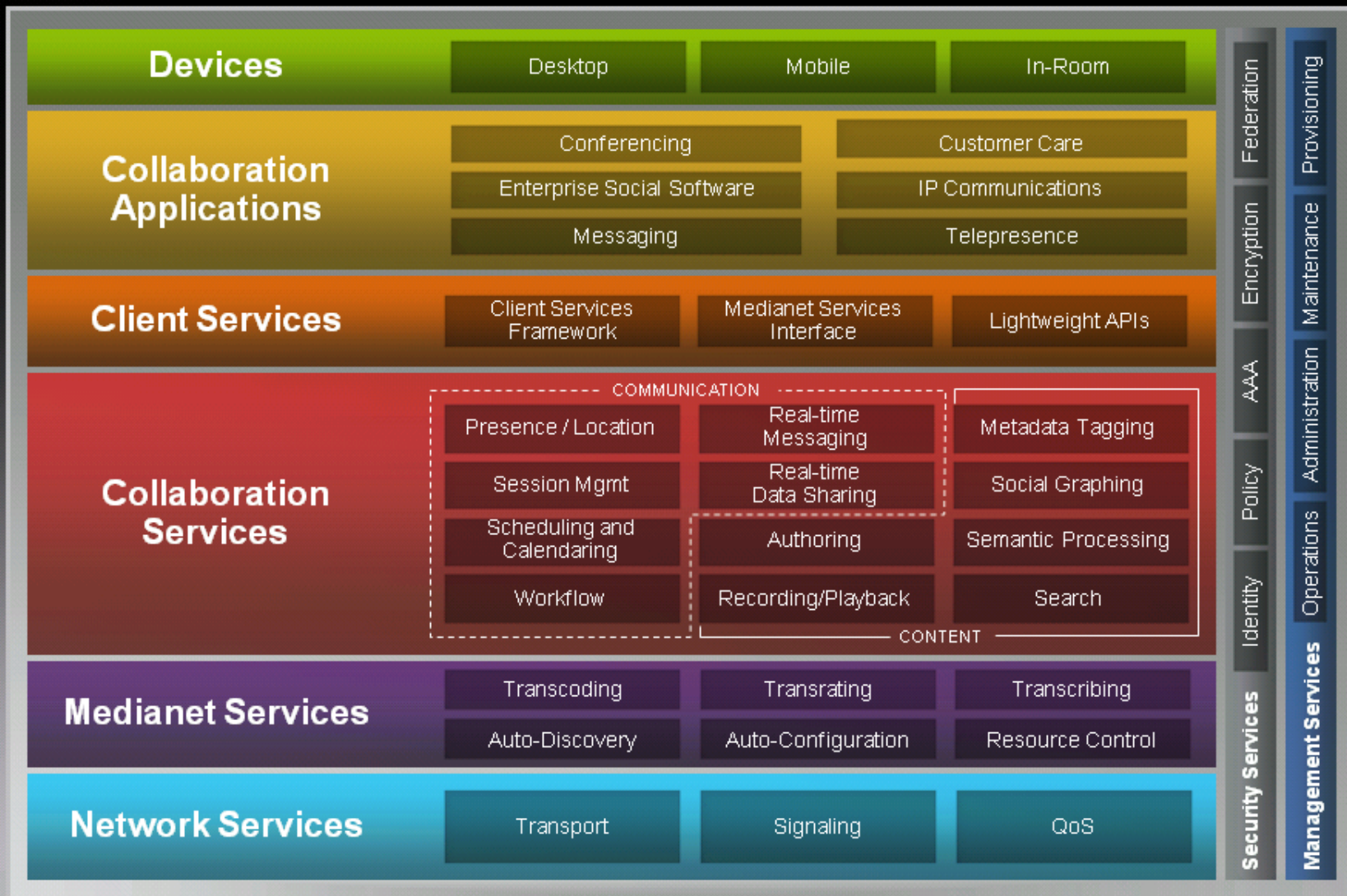
Customer Care

IP Communications

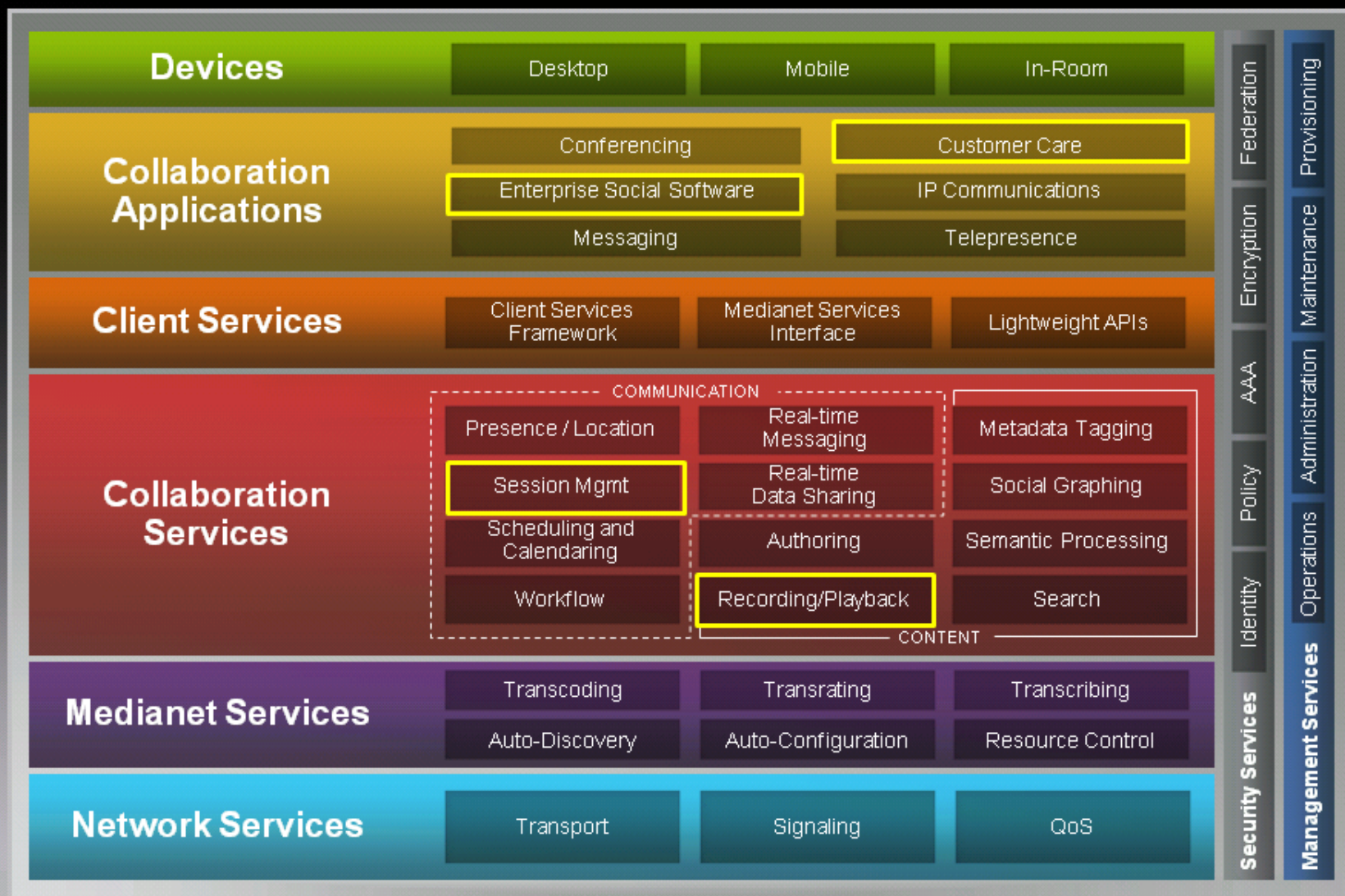
Conferencing

Enterprise Social Software

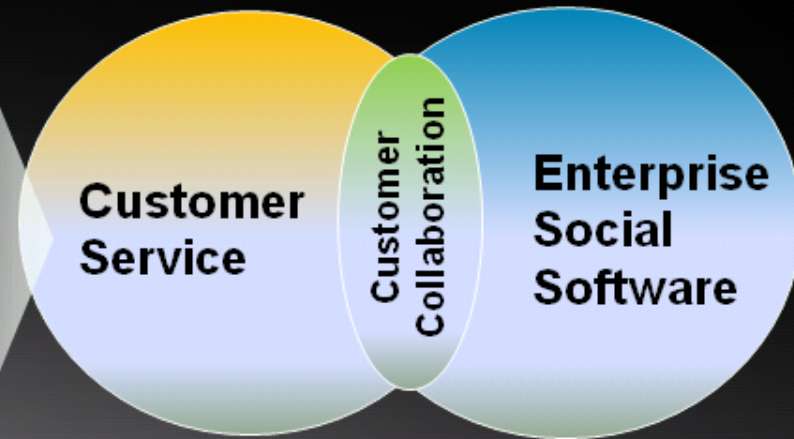
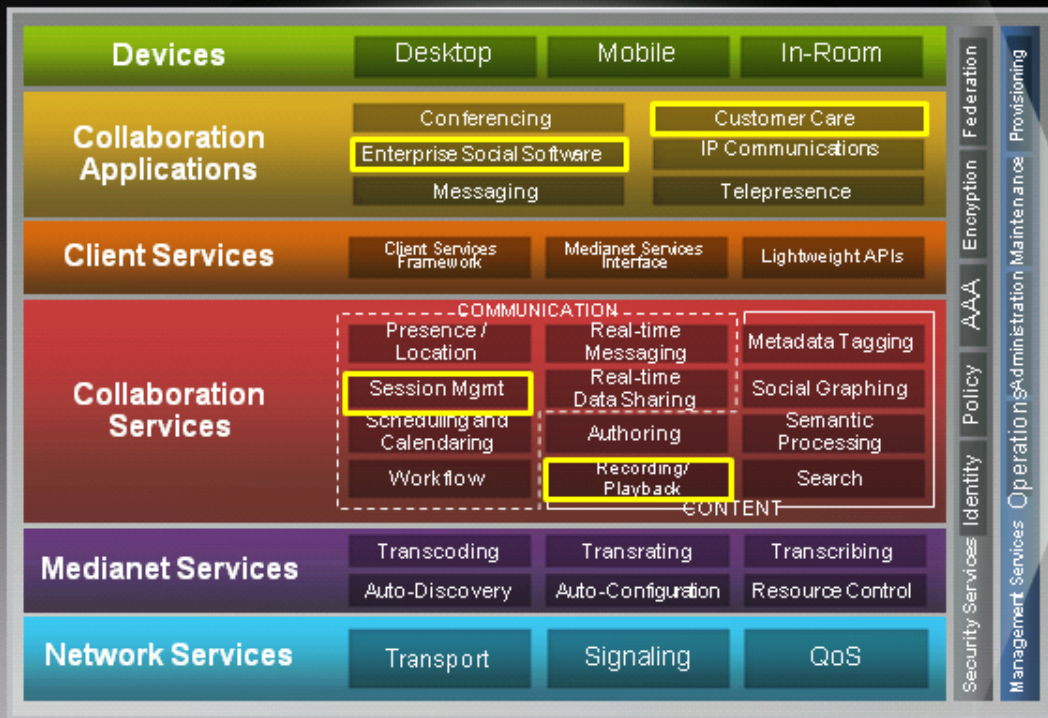
Cisco Collaboration Architecture



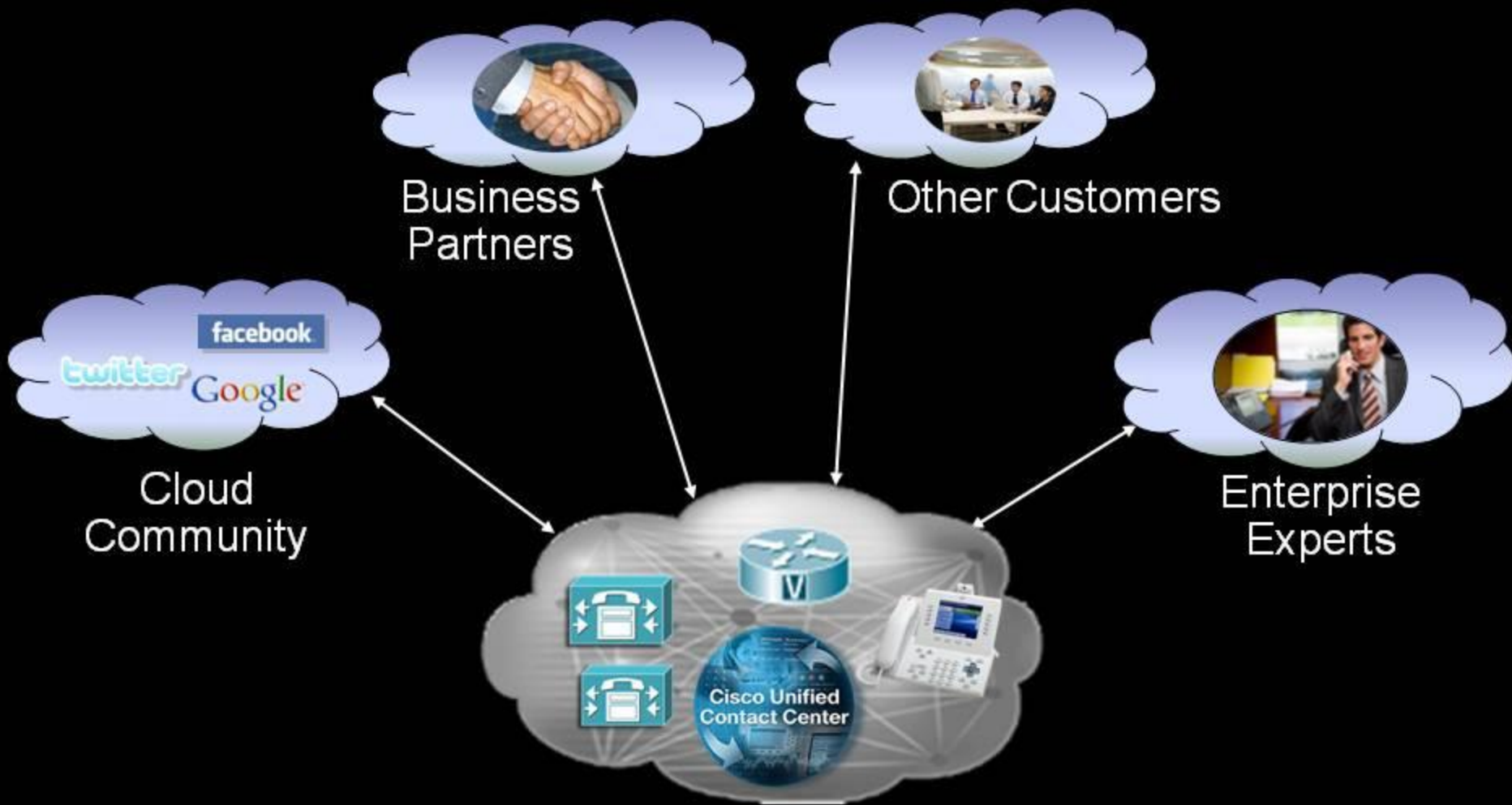
Cisco Collaboration Architecture



Cisco Collaboration Architecture

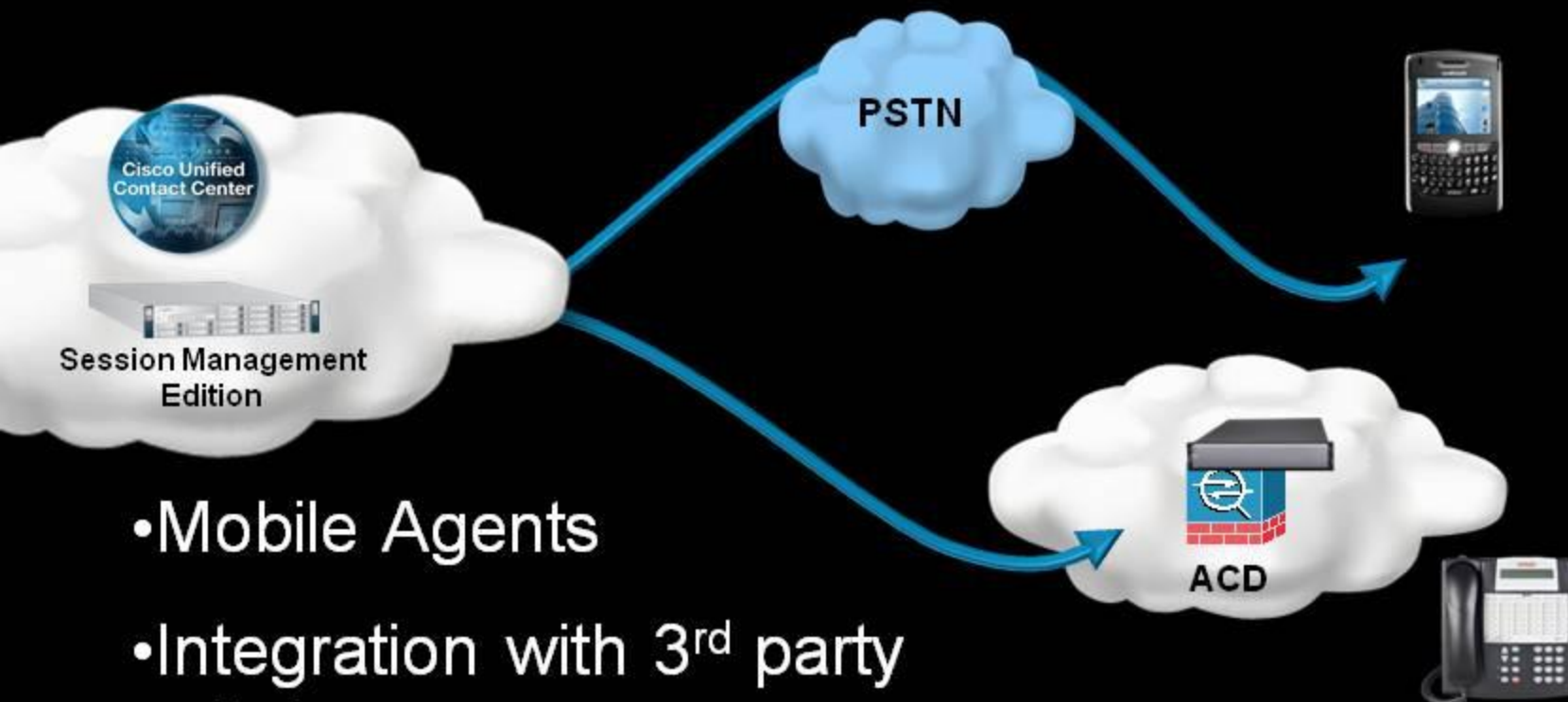


Customer Collaboration – Today and Tomorrow



Bridging Today's Capabilities to Tomorrow's Requirements

Session Management Edition Enhances Customer Collaboration



- Mobile Agents
- Integration with 3rd party switches
- Web-Service interfaces for call control (Next generation CTI)



Customer Collaboration Platform

Social Customer Care and Brand Management

Brand Manager dashboard

Prioritized Brand Mentions

Social Customer Profile Mashup

Conversation History

Brand Metrics

The screenshot displays the Cisco Customer Collaboration Platform interface. At the top, the user is identified as "Darin Simmons" with a status of "Working on MyView". The interface includes navigation tabs for "My View", "My Profile", "People", and "Communications". A search bar is located in the top right corner.

The "My View" section is divided into several panels:

- My View:** Includes sub-tabs for "My Outlook", "My Voice Mail", "Google", and "Facebook".
- My Calendar:** A calendar view showing events.
- Brand Mentions:** A list of social media posts mentioning the brand, such as "unitedcc: Went live with a 900 seat Contact Center. Included UCCE, CVP, CUIS, custom Outbound app, and ASR/TTS Self Service apps. No issues!" and "CiscoCC: RT @stomike: Just out our last NFAS T1s over from Aways to our SIP Gateway for Cisco UCCE. We're getting good at this via @stomike".
- Brand Metrics:** A line and bar chart showing performance over time from 12/14/2007 to 12/18/2007.
- Facebook:** A section for "Tod Famous" with a profile picture and a "Sign Up" button.
- Twitter:** A section for "What are you doing?" with a text input field and a "tweet" button.
- Contacts:** A list of contacts including "Aris Cruz", "Ashish Chirputkar", "Ashok Varadhan", "Barry O'Sullivan", "Bashheeruddin Ahmed", "Charles Xu", "Chris Chamberlin", "Dustin Simmons", and "Glenn Ito".

At the bottom of the interface, there are several notification banners, including one from "Darin Simmons" and another from "Ariston Tiel".

Customer Care dashboard

Expert Routing

Unified Communications

Social Media Communication Interfaces

Performance Metrics



Demonstration

Market Transitions Driving Customer Collaboration

Operational Metrics

Customer Intimacy

Reactive

Proactive

Agents

Experts

Solicitation

Participation

Cost Center

Growth Engine

Customer Collaboration Roadmap

Phase I



Virtual Contact Center

- Network Routing
- Enterprise CTI
- Enterprise Reporting

Phase II



Unified Contact Center

- Multi-channel and Cross-Channel Customer Care
- CRM Desktop Integration
- Voice Portal
- Knowledge worker, informal contact center

Phase III



Proactive Care

- Customer Care via Social Media Platforms
- Social Media Campaign Management
- Integrate Customer Care Workspace

Phase IV



Marketing and Care Convergence

- Brand Monitoring
- Social CRM Metrics
- Social Customer Profiling

Phase V



Community Care

- Integration of Customer, Partner, and Corporate Communities
- Crowd-sourcing
- Event Monitoring

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New Announcements



What's new in Customer Care in UC 8.0

- **Focus** on serviceability, scalability, simplicity, manageability, key feature deliverables
- **Updated** versions of Unified Contact Center Enterprise, Express, Customer Voice Portal
- **Updated** Cisco Unified Expert Advisor
- Reporting **enhancements** and packaging changes in Cisco Unified Intelligence Center
- First instantiation of **Customer Collaboration**
Cisco and salesforce.com Customer Interaction Cloud

Cisco Unified Contact Center Express 8.0

Enhanced Redundancy and Improved TCO

New Capabilities

High-availability over WAN for disaster recovery

Simplified install, upgrades and reversion for reduced TCO

Improved diagnostics through support of the Diagnostics Portal

Support for Cisco IP Phone 89xx as agent phones and cross cluster extension mobility

Benefits

Improved availability with geographical redundancy

Increased security reduces system downtime



Cisco Unified Contact Center Enterprise 8.0

Lower TCO, Enhanced Serviceability

New Capabilities

Virtualization support

SIP-based dialer - scalability

15 minute interval reporting

Manageability via Diagnostics Portal

Integrated reporting via Unified Intelligence Center

Benefits

Improved supervisor productivity with Cisco Unified Intelligence Center

Lower TCO through Virtualization



Cisco Unified Customer Voice Portal 8.0

Lower TCO, Virtualization, Enhanced Serviceability

New Capabilities

Courtesy Callback

Support for VMWare w/co-resident Peripheral Gateway

Integrated management via Diagnostics Portal

Enhanced SIP capabilities

Benefits

Greater customer satisfaction with callback option

Fewer servers to deploy and manage

Easier, more comprehensive system management

More information about the call/caller



Cisco Unified Expert Advisor 8.0

Expanded access to experts

New Capabilities

Mobility for Experts

Certified with Cisco UC Integration for MOC

Benefits

Extend customer care to experts anywhere in the enterprise

Leverage experts with existing Microsoft Office Communicator deployments



Cisco Unified Intelligence Center 8.0

Customizable and Flexible Reporting

New Capabilities

Integrated offering as part of Unified CCE/CCH/ICM

Out-of-the-box templates for Unified CCE, CCH, ICM, Unified Expert Advisor and Unified Customer Voice Portal

Cluster deployment for resiliency and fail-over

Localization and Internationalization to 17 languages

Benefits

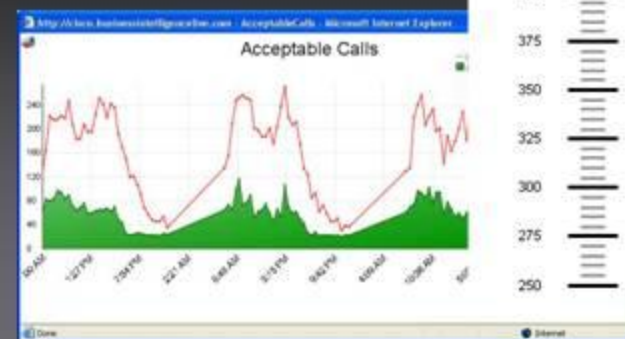
Easily customizable integrated reporting

Flexible Web 2.0 Interface

Partition information virtually



A screenshot of a data table with multiple columns and rows, likely representing call logs or performance metrics. The table is organized into several sections, each with a header row. The columns include various identifiers and numerical values.



Cisco and salesforce.com Customer Interaction Cloud

Moving from Capex to Opex

New Capabilities

Complete contact center in the cloud

Leverages the power of social media
in customer care

Integrated Cisco Unified Contact
Center capabilities with
salesforce.com CRM

Benefits

Rapid deployment

Reduced TCO

Flexible scalability



Summary

- Focus in 8.0 on serviceability, scalability, simplicity, manageability, key feature deliverables
- New opportunities with social media and customer care – evolution to Customer Collaboration





Q & A



CISCO