



IP Contact Center Network

How Cisco Created Its Own Customer Interaction Network



A Cisco on Cisco Case Study: Inside Cisco IT

Overview

- Challenge:

Give customers a single, in-country telephone number for all Cisco sales, support, and general information inquiries.

- Solution:

Create a Customer Interaction Network (CIN) by using Cisco contact center solutions to route customer calls to outsourcers located around the world.

- Results

Reduced costs, more efficient call handling, and better use of expert employees.

- Next Steps

Continued expansion of the CIN.

Challenge: Better Handling of First-Line Calls

- In 2002, Cisco had more than 60 contact center teams located at 22 different sites worldwide, reached by nearly 540 different telephone numbers
- Separate centers handled distinct functions, languages, or countries with often overlapping coverage that increased costs and management
- Little flexibility to change or consolidate centers for economies of scale, more efficient processes, or consistent service quality

Solution: Create a CIN with Outsourcers

- Leverage the Cisco network and Cisco Unified Intelligent Contact Management Enterprise , Cisco Unified IP Contact Center , and Cisco IP Interactive Voice Response systems to reduce costs
- Encourage outsourcers to deploy Cisco contact center solutions for greater routing control and management visibility
- Define common expectations for service levels
- Manage all customer access (via telephone, email, and Web tools) across the enterprise

Solution: Create a CIN with Outsourcers **(Contd.)**

- Create a shared knowledge base to help outsourcer agents deliver high and consistent service
- Use fewer outsourcers to handle multiple call types and languages while maintaining 24-hour coverage

Results: Better and More Cost-Efficient Service

- Reduced costs by consolidating contracts with fewer outsourcers, which has also improved service levels
- Improved interaction among contact centers, economies of scale, and more flexible use of outsourcers to meet Cisco's business needs
- Reduced transport and toll-free costs by receiving calls on a local number and routing over the Cisco network
- Improved customer satisfaction by providing a single telephone number for all Cisco contacts
- Increased customer use of self-service tools because agents can provide guidance during a call or a CiscoLive! session

Next Steps: Continued Enhancements

- Expand CIN to more world regions
- Help more outsourcers migrate to Cisco contact center solutions
- Support video sessions for customer contact and agent training
- Use outsourcers more efficiently for needs that are common to several areas in the company

To read the entire case study, or for additional Cisco IT case studies on a variety of business solutions, visit Cisco on Cisco: Inside Cisco IT

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