

How Cisco Created Its Own Customer Interaction Network

IP contact center customer interaction network reduces costs and improves customer service.

BUSINESS BENEFITS

- Reduced costs through contact center consolidation
- Improved customer service and satisfaction
- Calls transported on Cisco WAN
- More flexibility for using outsourcers

“Whether an agent is at an outsourcer’s call center or a Cisco center is completely transparent.”

– Veronique Boudaud, Director, Cisco Technical Support

In recent years, business growth at Cisco Systems® has brought more customers, more calls, and more contact centers around the world. In early 2002, Cisco® had more than 60 contact center teams located at 22 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 burden.

The vision was simple: Make it easier for customers to do business with Cisco and reduce the costs and complexity of the contact centers. Cisco was able to consolidate the outsourced contact centers to create a Customer Interaction Network (CIN).

Cisco solutions, global coverage. The CIN is based on the global coverage of the Cisco internal network and Cisco’s deployment of a central Cisco Unified Intelligent Contact Management Enterprise system, local Cisco Unified CallManager systems, and Cisco Unified IP Contact Center solutions. Today, the CIN uses outsourced contact centers to answer all inbound calls for sales, service, company operators, and general inquiries within a Cisco region. Contact center agents can also use the Cisco Live! application for online collaboration with callers.

Consolidated contracts with fewer outsourcers has reduced costs and improved service levels. The CIN has reduced Cisco’s costs for international transport and toll-free services by receiving calls on a local number and routing those calls to outsourcers over the Cisco network instead of public networks.

Customers enjoy a single telephone number for all Cisco contacts. The CIN has made it much easier for customers to do business with Cisco, regardless of the nature of the call. In most cases, the agent is able to achieve a first-time resolution for a caller’s inquiries, which also increases customer satisfaction.

Cisco gains business efficiencies through more flexible use of outsourced contact centers. Cisco business managers have more options for achieving economies of scale, more efficient processes, and consistent service quality in customer interactions.

Case Study: http://www.cisco.com/web/about/ciscoitnetwork/case_studies.html

FOR MORE INFORMATION

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 www.cisco.com/go/ciscoit

NOTE

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