



Technical Support Web Collaboration

How Cisco IT Integrated Web Collaboration into the Technical Assistance Center



A Cisco on Cisco Case Study: Inside Cisco IT

Overview

- Challenge

 - Create a system with quick & intelligent routing to the best available TAC representatives

- Solution

 - TAC implemented Cisco Intelligent Contact Management (ICM) software

- Results

 - Benefits of Cisco ICM

- Next Steps

 - Cisco TAC deployed two collaborative Java applets

Challenge: Create a System with Quick & Intelligent Routing to the Best Available TAC rep

- Cisco TAC has 11 contact centers globally:
 - San Jose, Salt Lake City, Houston, Raleigh, Las Vegas, London, Amsterdam, Brussels, Beijing, Tokyo, and Sydney
 - Needs to utilize all contact center effectively
- TAC averages 100,000 inquiries per month:
 - Phone calls, e-mails, and Web requests
- Contact centers operated normal business hours:
 - Limited agent availability
 - Inquires not handled efficiently

Solution: TAC implemented Cisco Intelligent Contact Management (ICM) software

- Cisco ICM intelligently routes contact requests from the Internet or public switched telephone network (PSTN):
 - Optimize service levels
 - Consistent customer experience globally
 - Better utilization and management of TAC workforce
- Integrate with all types of automatic call distributors (ACDs):
 - Flexibility to integrate acquisitions with different ACDs

Results: Benefits of Cisco ICM

- Reduced Routing Costs:
 - US\$30,000 per month on tie lines
 - US\$19,000 per month on carrier routing
 - Dramatically cut phone transport expenses
- Adding Cisco Web Collaboration Option:
 - Customers can receive assistance through Cisco TAC Website to resolve issues on their own
 - Ease of access to live support representatives
- Enhancing Support Through Customized Interactions:
 - Cisco TAC created Cisco Live!

Next Steps: Cisco TAC deployed two Collaborative Java Applets

- The Cisco Live! Collaborative Whiteboard:
 - Collaboration between engineers and remote customers for network design, discovery, or troubleshooting
- The Cisco Live! Collaborative Telnet feature:
 - Enables engineers to connect to customer's network device to conduct troubleshooting exercises

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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