



Cisco IT@Work Case Study: **Linking Cisco ICM Systems to Reduce Costs of Contact Center Outsourcing**

Cisco Information Technology

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- **Challenge:**

Reduce costs for routing calls to outsourced contact centers

- **Solution:**

Implement a link between Cisco ICM systems for carrier pre-routing

- **Results**

Annual savings of US\$1.1. million and improved service

- **Next Steps**

Continued enhancements to routing rules and scripts

Challenge: Reduce Outsourcing Costs

- **Linksys, a division of Cisco Systems, sends nearly all sales and support calls to outsourced contact centers in multiple countries**
- **Transferring calls after receipt by the central Cisco ICM system was inefficient and incurred high per-minute charges for toll-free service**
- **Costs were compounded by average call volumes of 20,000 per day, and up to 50,000 per day in peak periods**

Solution: Linking Cisco ICM Systems

- **A link between Cisco's own central Cisco ICM system and the carrier's Cisco ICM system, communication with the carrier's Cisco Customer Voice Portal (CVP) system, and use of Cisco ICM Pre-Routing technology**
- **Calls are held in the carrier cloud then routed globally based on agent availability and skills, as instructed by the central Cisco ICM system**
- **Calls do not enter the Cisco network before transfer to the outsourcer site**

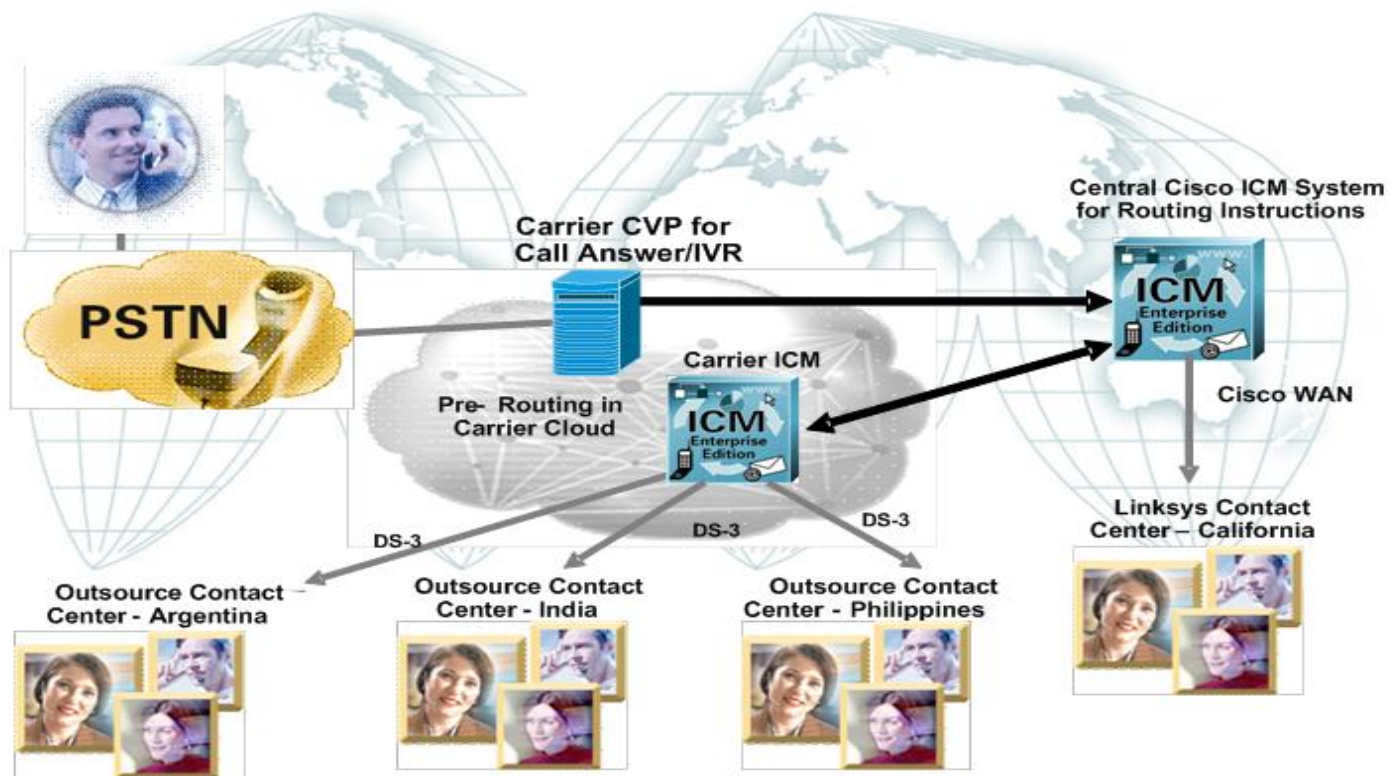
Results: Cost Savings, Efficient Service

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- **Cost savings of US \$1.1 million annually from call pre-routing directly to an outsourced center**
- **Increased efficiency in call handling**
- **Ability to improve caller service**
- **Reduced need for IT management and support**
- **Carrier gains a potential new service offering**

Results: Cost Savings, Efficient Service

Inbound calls from Linksys customers are routed to outsourced contact centers through Cisco Pre-Routing technology and a link between Cisco ICM Systems



Next Steps: Continued Enhancements

- **Developing custom scripts and routing rules to keep pace with the dynamic retail/consumer marketplace**

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