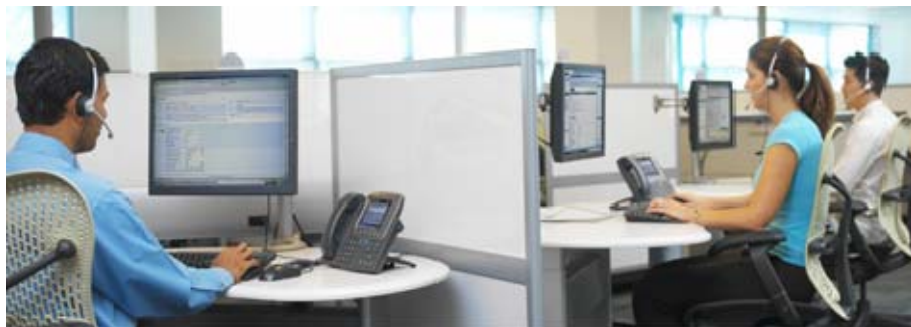


## Technology Tutorials

# UNIFIED CONTACT CENTER INSIDE CISCO CONTACT CENTER APPLICATIONS AND TECHNOLOGY (CCAT) TRANSCRIPT



### Program and Presenter Opening

*Monique LeFors Edmondson:* Hello and welcome to this “Cisco on Cisco” Tutorial, on Cisco IT’s deployment of Cisco Unified Contact Center solutions. I’m Monique LeFors Edmondson, and I’m a Program Manager in the IT Customer Strategy and Success team.

The theme of our show today is a technical overview of how Cisco uses IP solutions in its contact centers.

It’s my pleasure to introduce the guest of today’s show: Mary Mazon, an IT Engineer in the Contact Center Applications and Technology team.

Mary, thanks for coming.

*Mary Mazon:* Thank you, Monique. It’s a pleasure to be here and to be able to present Cisco’s UCC solutions.

*Monique LeFors Edmondson:* Mary, let me hand over to you now to talk a little bit more about the unified contact center solution.

### Technology-UCC

*Mary Mazon:* Thank you, Monique. Today’s agenda we will cover our technology and deployment strategies, we’ll take a look at the Cisco contact center environment, we will go over a little bit of our history from legacy to Cisco on Cisco, we’ll cover some of our productivity tools including collaboration, and then we’ll take a look at our support team and how the environment is supported.

We will look at our UCC environment and what UCC is. We’ll take a look at the advantages of using UCC.

### Technology-IPCC

The UCC, or Unified Contact Center environment, is made up of Cisco’s

Call Manager for the telephone system. The ACD, or Automatic Call Distribution, software is Cisco's Intelligent Contact Manager, or ICM.

We queue calls using Cisco's IP, IVR, which is an integrated voice response unit. The business or call routing rules of how calls are placed in the environment are also in our ICM. Our reporting tool is called Cisco's Web View. And call control is handled by Cisco's Agent Desktop.

*Monique LeFors Edmondson:* Mary, can you tell us a little bit about the advantages of moving from the Legacy contact center systems to IPCC?

*Mary Mazon:* Sure, Monique. Good question. The next slide covers those items.

*Monique LeFors Edmondson:* Oh, great.

### **Technology-UCC**

*Mary Mazon:* The main benefit of UCC in our environment was it really took away location dependence. With using IP technology, we could have agents and our technology deployed wherever it makes sense.

In our previous TDM, our old – our Legacy solutions, we were really managing the environment via a regional model through the centers around the globe. But with UCC, we can manage all of that at an enterprise level. We can do centralized or distributed call treatment and queuing, and it allows for very flexible administration.

### **Deployment Strategies**

Now, we'll move into our deployment strategies, how did we move our environment from a Legacy system onto UCC? Some of the key strategies we used, we had a main client, which happened to be the Cisco internal TAC, or technical assistance center, that was our close business partnership.

### **ICM Deployment Strategy**

We did a follow-the-sun migration strategy. We did many, many proactive communications between the clients and management on what to expect when we would be making changes, what that technology would be changing in their environments.

We took time and migrated our clients off of Legacy reporting. We always allowed a 72-hour cutover support where a client would be able to get a IT engineer in case there were any issues that may have come out with a conversion or bringing them up on new technology. And then we wanted to be the first best customer to Cisco and provide feedback to our business unit and TAC organization as we move through these deployments.

### **UCC Deployment Strategy**

*Mary Mazon:* When we moved onto UCC, which is our IP Contact Center solution, we actually developed a program with executive sponsorship. We did a formal communications plan. We also did a web portal for all these different pieces of the program, the hardware track, a communication track, application design, client, as well as training for the end users.

We developed a global strategy on the front end, so we all knew, as well as the clients knew, how to get support, what numbers to call, where we would be moving through the technology or doing these changes.

We also went to each of the contact centers and got a point of contact within the center that we could work with to show them these new

technologies. So that when the change happened or we migrated onto the new technology, we had somebody within the contact center local that could support the agents and supervisors within that contact center.

Another successful part of the deployment was we made sure that during the strategy of moving the contact centers onto UCC, we did internal facing, single site contact centers first. So that way we were able to gain best practices and lessons learned. Then we went to a multi-site contact center that maybe was located in San Jose and RTP. We gained more experience.

The last set of contact centers that we converted onto UCC were our external customer facing contact centers such as customer service or the TAC organization.

### **New Software Releases and Upgrades**

For our software releases and upgrades, we are very closely partnered with the business unit as well as TAC. So we do early field trials. We will do patching and service releases in our lab environments. We have a lab in San Jose and RTP. And we're able to assist with some of the forward software releases that are coming out of the business unit.

We follow the Cisco Change Management process allowing to communicate to the clients and give everybody enough time to be prepared. We also do post-installation monitoring, and we have contingency routing for any possible issues that may come up.

And my team, the CCAT team, is a cross-functional organization that partners with the extranet team, our infosec team, the TAC, and the business unit.

### **Internal Environment Today**

Now, let's take a look at the environment today.

### **Contact Center Applications and Technology**

This slide is an indication of how deep and wide our contact centers are within the Cisco organization. We have some contact centers that are very small. They might be a single site, single agent, all the way up to our contact centers that are four or five hundred agents, and they're located around the globe, such as customer service or TAC. Our Cisco travel network is a contact center. Our security operations team is a seven-by-twenty-four contact center.

### **Contact Center Applications and Technology**

*Mary Mazon:*

This slide covers technology that's being used in our environment today. We have, in green, our UCC deployments in San Jose, RTP, in Amsterdam and Sydney.

We also have several outsourcers in our environment. We do remote agent. And in the UCC environment, what that allows us to do is have a team or individual agents that maybe are not located where the UCC infrastructure is. We re-home those agents to a UCC location. And a good example of that is our customer service organization here in the United States is based out of Dallas, Texas. But their UCC functionality, or connection, is actually here in San Jose, California.

And finally, we do have some standalone locations where we have a requirement for contact center agents, but we don't have a large UCC requirement. So in the case of a small group of agents in Beijing, we have agents that are standalone in those areas.

## Contact Center Applications and Technology

Today, our ICM routes about 22 million calls, which is to say that a call will come into our Intelligent Contact Manager and look for an available agent.

There are 63 contact centers with the environment, a little over 1,385 agents. We have 445 ICM scripts, which are the call routing or business rules for placing a call to the most available or the first available agent. And we have 239 IVR scripts, which is our integrated voice response unit.

## Technology-Architecture

This slide is an illustration of our infrastructure. We are fully redundant, which means we have a ICM deployed in San Jose and we have an ICM at RTP, and they run in parallel to each other. So that our environment is completely redundant. It allows for 100% call throughput and it allows for very high availability for the contact center environment here at Cisco.

## Our History

Now, I'd like to spend a moment and talk a little about our history, where we have come from, what we did along the way to make those transitions from the ICM environment and onto UCC more smooth, as well as what we've done now in pushing the envelope on technology and bringing new things to the contact center environment.

## The Beginning-First Step "Cisco on Cisco" ICM

The first step for the contact center environment here at Cisco was the ICM deployment. The ICM allowed, again, for fully redundant systems. It also allows for load sharing across the environment. It gave us the ability to do enterprise-wide reporting.

One of the other key strategies of the ICM is that it was a mixed ACD environment. In the U.S., we were using Legacy TDM ACDs. But in other theaters, we had another type of ACD. The business routing rules are now, and have been, in ICM. We have a centralized database for these call routing scripts and all our configuration.

The ICM gave us unprecedented flexibility. We could do things like home site and theater, or language preference availability for agents. In the case of Asia-Pacific where we support many languages, we could hold a call in Sydney waiting for a Japanese-speaking agent to become available.

Prior to ICM's deployment, that kind of flexibility was not available to us. It reduced our transport costs. We were able to manage the customer experience at these outsourcer locations because we now had a way, a view, into that Legacy PBX on an outsourcer site.

We started this project in 1999 with ten centers.

## The Beginning-Tangible Savings

*Mary Mazon:*

Some of the tangible savings during this first phase of our contact center evolution were we were able to retire tie-lines, physically tie-lines, that were between San Jose and RTP that were costing us \$30,000.00 a month. We also – because of the flexible administration of ICM, all the carrier-based dependencies were removed. And contingency or disaster or flexible administration became something that IT could manage internally versus going out to a carrier for that kind of support.

## Taking Inventory-Cisco's Business Owners Landscape

For our UCC deployment, we thought it was important for us to go out to the clients. "Let's go to our contact centers and do an inventory. Let's find out what they like about their contact center environment, what they don't like, what kind of tools they're using, what kind of technology would they like to have in the future."

We found a couple of key things. We had many, many dialed numbers coming into Cisco. We had lots of contact centers that either had technology, and then we had a bunch of contact centers that had very little technology and they did not know what was available to us.

## Taking Inventory-Opportunities/Challenges for IT

At the same time, while we were doing the survey with the clients, we also took a look internal to IT. We found that customers weren't necessarily being handled consistently. The clients were looking for more technology. And then in some cases, we found that we could standardized some of these architecture and infrastructure tools across the environment instead of having them be within a theater or be within a particular city. So both of those surveys gave us quite a bit of information when we went to the UCC deployment.

## Pushing the Envelope-Unified Contact Center

The reason that we went to UCC was we wanted to be Cisco's first best customer. We wanted to showcase our product, and we also wanted to provide feedback back to the CCBU. We wanted to change the way we interacted with our customers. We wanted to further reduce transport as well as remove competitor technology.

In our UCC deployment, we did 1,100 agents. We did ten sites originally, and we did global Web View reporting, which gave the environment enterprise-wide reporting.

## Contact Center Applications and Technology

This slide is a bit on the timeline starting back in 1999 when I mention the ICM deployment all the way up to our ICM Version 7 deployment that we completed almost a year ago.

## Technology and Contact Centers

Now, I'd like to talk a little bit about technology used within the contact centers, collaboration, and some other productivity tools that we have in our environment today.

## Technology-The Evolution of Customer Contact

Along the road, we had first generation contact centers that really were through carrier and PSTN, things like follow-the-sun, percent allocation.

The next evolution and generation of contact centers were the ICM-type contact centers within in intelligent call routing. It also brought another level of e-Commerce and web-based customer service to our environment.

And the third level, where we are today, is our UCC deployment, which gave us CTI, and it gave us these other IP-type technologies that really gave the environment the ability to be flexible and not location

dependent, which we had talked about a little bit earlier.

### **Technology-Collaboration**

Now, let's talk about collaboration.

### **Technology-Collaboration**

Today, we have something in the environment called "Cisco Live." And Cisco Live gives us the collaboration services that you see on web pages on the World Wide Web for Click-to-Talk, Click-to-Chat.

### **Technology-Collaboration Goals and Objectives**

And these technologies allow us to partner with a customer in an interactive mode not just with a telephone call. So instead of having to say, "Mr. Customer, could you go to www." and try and walk them through the process, we can do Click-to-Chat and provide that information over a chat window. The client can then bookmark that URL. And in the future, they'll be able to get to that themselves. So we're training. We're partnering with the client. We're giving them self-serve type information.

This increases both the employee as well as the customer productivity, and had led to significant improvements in customers across the environment.

### **Technology-Collaboration Feature set**

These are the technologies that we have today, Click-to-Talk, Click-to-Chat. We can also do Meet Me sessions. We use our media blender, and we call the product itself "Web Option." We can do application sharing.

*Monique LeFors Edmondson:* Mary, just a quick question. And so if I were an end user of Cisco Live and I was talking to a contact center agent, what would my user experience look like or feel like?

### **Technology-Collaboration Realized Benefits**

*Mary Mazon:* So good question, Monique. So for collaboration, it brings the customer into my environment onto my desktop and I can help them navigate. Say they're looking for a website within CCO; you can bring them to that site. They can bookmark that site. And then they can save that for later if they need to return to that. If they're looking for a version of IOS for a router, they can look for the software download center. We can take them there. They can bookmark it. In the future, they don't have to have that concern again. They have a reference point.

*Monique LeFors Edmondson:* Great, thanks.

*Mary Mazon:* Thank you.

Some additional productivity tools we have in the environment. We do have our witness call recording solution, which is a hardware/software-based solution where you can record as well as report and bring back conversations that you may want to review. Our security operations team records calls seven-by-twenty-four and so does our global technical response center.

### **Contact Center Applications and Technology**

For a lightweight version of call recording, our CTIOS agent desktop and supervisor has the capability of doing silent monitoring.

So in the case of coaching or training, you can use CTIOS to partner with a new agent. Help them work through the first calls. Train them. Do some coaching if they're having some difficulty with a type of call as well as if there was a situation where an agent needed to bring a supervisor onto the phone to maybe assist with a call. A silent monitoring would help in that area as well. So we have two call recording capabilities with the environment.

Today, we also have a couple of different reporting tools. For Web View, for the base product, we have something called "Web View," and it is a template-driven reporting tool where a client logs into an application. They pick what report they want to run. They can schedule that report, and the report will either come out on their desktop at that time or can be sent to them via email.

Our reporting environment also had some requirements for a more robust reporting engine that required not template-driven where a user may need to pick and choose some reporting pieces that they wanted to build a quarterly review or something. So we also have a OLAP reporting tool in the environment that we've called "IP Info."

In addition, we have a homegrown tool called "Iceberg," and Iceberg allows us to do real-time statistics on a large plasma monitor. So at anytime, an agent or a supervisor can look at a plasma monitor, see how many agents are logged in, how many calls are in queue. So those are our reporting tools.

In addition, we have a couple of other types of tools. We have an application gateway, which allows us to go to an external database and look up perhaps a case or a tracking number.

I know with our technical assistance center, Option 2 is existing case. When you select Option 2, you put in your case number, and then through computer telephony integration, or CTI, when that voice call is delivered to the agent desktop, a program will pop your case to that agent's desktop, and they can answer the phone saying, "Hello, Mr. Customer, I have your case in front of me. How can I help you?"

We also use call detail reporting, which gives us very robust reporting on outbound calls for maybe an inside sales organization where they have some other types of reporting requirements.

## **CCUF**

And finally, what I'd like to cover is our contact center unification framework. And CCUF is a new initiative within the environment where we are looking to have a single voice of the client.

### **Contact Center Unification Framework (CCUF)**

We're going to connect all these contact centers by a common framework so that we have guidelines, vendors, best practices, and a way for governance. This will allow the Cisco contact center clients and IT to have a more structured dialogue, framework, and a way to maybe roll out technologies and understand what the client requirements are from a single voice.

#### **CCUF Services Offerings**

Some of the things that the CCUF initiatives are offering.

#### **Contact Center Unification Framework Deliverables**

They're doing design and standardizations. They're doing vendor

interaction. And then we're also looking at IT architecture and what the next technologies might be that the contact center environments are looking at.

## CCAT CCAT Team

This next couple of slides are covering our CCAT, the support team for our contact centers. We are located in EMEA, RTP, and San Jose. We are a seven-by-twenty-four organization. Our cases get logged through the global technical response center. We have a team website. And we are closely partnered with these other teams that I had mentioned our infosec, our networking team, and our IPT operations folks.

## “Client Funded” Model

The CCAT team is a client-funded model. We do a monthly cross charge to the contact centers, which means we can take into account the very large contact centers versus small contact centers. And each contact center would pay, or would be cross charged an appropriate value for the size, scope, technologies, and tools involved for that contact center.

And Monique, that is the contact center here at Cisco today.

## Q and A

*Monique LeFors Edmondson:* So Mary, we're known for our acquisitions. What has been your experience or the Cisco team's experience acquiring companies that have contact centers into our contact center space?

*Mary Mazon:* Well, the beauty of our contact center environment is that the ICM, the Intelligent Contact Manager, in the environment is really technology independent. So if we bring in an acquisition that maybe has an aspect ACD or if we have an acquisition that maybe has a TDM PBX still in their environment, ICM lets us integrate their contact center environment into our environment. It makes it very simple for an acquisition to become part of the Cisco family.

*Monique LeFors Edmondson:* Great. What are some of the lessons learned that you would say the teams gain, some of the bigger lessons learned?

*Mary Mazon:* I think the lessons learned are communication with the client, bringing the information to them so that they are a partner in the technology. I think it's easy for IT to be look at as just an infrastructure piece of the puzzle. But when you bring them in as a business partner, they become part ownership in the next generation of tools, in the next generation of capability, and it makes for a successful partnership.

*Monique LeFors Edmondson:* Great. Business IT partnership is key. And now, of course, what would you say we should do differently? If we were starting over again, what would we do differently going forward?

*Mary Mazon:* What would we do differently? I think that we've done things pretty well. I don't necessarily think that I could really put my finger on a single thing. Like I said earlier, the acquisition through GeoTel of the ICM product into our environment really made a big difference in what we could do, how we could support the environment, our hands-on capability to support, bring in change, and grow the environment has really been just a very successful model for us.

*Monique LeFors Edmondson:* Great. Great, thank you.

*Mary Mazon:* Thanks, Monique.

## Further Resources

*Monique LeFors Edmondson:* Thank you, Mary, I'm afraid that's about all the time we have for questions today.

And for more information about technologies and solutions deployed at Cisco, you can go to the Cisco on Cisco site where you can find Case Studies with information about: what we deploy, what benefits we've gained, what lessons we've learned, and some operational practices and presentations to help you learn more.

Below that, you'll see a toll-free number you can call for more information or to place an order; and you can order Cisco resources on the web from the URL at the bottom of this page.

I'd like to thank those of you watching and spending time with us today, and for being interested in what the Cisco on Cisco Technology Tutorials are all about. We hope that you've enjoyed this seminar and that it has helped answer some of your questions about Cisco Unified Contact Center solutions.

And thank you, Mary, for spending time with us today and sharing with us your expertise and your enthusiasm on the Cisco UCC solutions.

*Mary Mazon:*

It was a pleasure, Monique. Thanks for joining us and we'll see you soon!



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