TOMORROW
starts here.

Cisco Connect
Praha, Česká republika
24.–25. 3. 2015
Contact Center

TCOL-3

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Agenda

- Služby kontaktních center
- Ukázka řešení
- Video koiosek
Contact Center Outcomes
Contact Center – Goals and Objectives

1. Offer customers a wide range of communications modes & channels.
2. Provide a consistent customer experience across all touchpoints.
3. Deliver a high-touch personalized customer experience.
4. Agent desktop to display a list of prior customer interactions (with context) across all channels.
5. Real-time media must have priority over non-real-time media, e.g., voice/chat/video over e-mail/social.
6. Real-time Agent access to experts (with presence) to increase first contact resolution.
7. A single view of all real-time & historical performance across all contact center applications & communications channels.
Contact Center Trends
Innovation Waves
Waves are Continuous and Cumulative

Wave 1
Cost (control)
- Call Centers 800 Service
- Voice IVR
- WFO
- Analytics
- Reporting
- Schedule/Forecasting
- Cloud
- Virtual Servers/Desktops
- 1980s
- 1990s
- 2000s

Wave 2
Relationship (control)
- CRM
- CTI
- Intelligent Routing
- Portals
- Integrated Customer Analytics
- Voice

Wave 3
Experience (influence)
- Social Mining
- Crowd Sourcing
- Proactive Contact
- Video
- Social CRM Integration
- Consistent across channels
- Minimal cross channel consistency
- Consistent across channels

1980s
1990s
2000s
2010+
Key Business Outcome

- Revenue Increase/Protection
- Cost Control/Reduction
- Brand Value/Recognition

Connect

Engage

Optimize

FCR

CES

NPS
Existing Service Channels
Service Channel Gaps

- IVR (ASR)
- Proactive contact
- Co-browse
- Monitor social media
- Video call
- Click-to-call
- Click-to-chat
... customers can email Customer Care.

They can also call during specified hours.
Hello. Thank you for calling the Lowe’s Customer Care Line.

For the phone number, address, and directions to the Lowe’s store nearest you, please press or say 1.

To be connected to the Lowe’s credit center for information about your Lowe’s account, please press or say 2.

To speak with an associate about MyLowe’s features on Lowes.com, press or say 3.

To speak with an associate regarding Lowes.com order or information, please press or say 4.

For Customer Care, please press or say 5.

A speech enabled IVR simplifies menu navigation for customers.
An online form can be submitted for help.
Co-browse the online catalog.
Monitor Social Media

1. Capture
2. Analyze & Prioritize
3. Communication Workflow
4. Assign
5. Engage

Customer

Social Media
Customer Care Agent

What are customers saying about ....?
... a strong social media presence.
Customers chat with customer care agents via video...face-to-face.
Video options ...

- Sees the Chat Invite
- Video Chats with Expert

- Confers with Family
- Video Chats with Expert

- Video Chats with Expert
- Closes the deal

Store
Interactive Kiosk (iServices)

Home
Consumer Devices (Video Expert)

Office
Immersive Video (Remote Expert)
Customers can opt-in to receive special offers via email or text messaging.
The Dynamics

- Proliferation of Video Capable Devices
- Ubiquity of Connectivity and Bandwidth
- Improvement on Infrastructure/Standards
- Use Video all the Time
- Rising Expectations
- Communicate on Their Terms
- Experience Economy
- Digital Age
- Innovation Era
Why Mobile Applications?

- Leverage device capabilities (WiFi, GPS, Camera, Bluetooth, NFC, BLE)
- Service delivered close to the customer
- Suitable for Customer Centric Routing
- Allow proximity services, heart of internet of things
- Allow Prevention/Reduction of queued calls
- Ergonomic
- Allow Customer/Agent seamless interaction experience
Architecture and Call Flows
Cisco Unified Contact Center

- Omnichannel Architecture

- Advanced Solutions
- Outbound Voice
- Inbound Voice
- Social Media
- Mobile Care
- Multi-Channel
- Video
- Mobile Care Apps
- Ecosystem Partners
- Twitter
- Facebook
- RSS
- Rest API for Custom Feeds
- Immersive Kiosk
- Mobile
Cisco Unified Contact Center

• Omnichannel Architecture

- eGain Solutions+
- Cisco Mobile Advisor
- Salesforce.com
- Bucher & Suter
- Upstream Works

- Twitter
- Facebook
- RSS
- Rest API for Custom Feeds

- Immersive Kiosk
- Mobile

- Advanced Solutions
- Outbound Voice
- Inbound Voice
- Social Media (Social Miner)
- Mobile Care (Agent Request)
- Multi-Channel (EIM-WIM)
- Video (Remote Expert)
- eMail
- Web Call Back
- Chat
Agent Decision-Support Aids...

- **Sentiment Indicator**: Gauges customer “mood”
- **Call Trends & History**: Shows call history and reason for calls
- **Action Indicators**: Notifications of the immediate next step needed to meet the customer needs
- **More Analytics**: Available for even more details

### Cross Channel Context

**Chat**: 10021407510637871

2014/06/06 11:10:41

**VISITOR**: I need a new card

**AGENT**: I will connect you with someone that can help

**AGENT**: escalate escalateddivideagent
What is Finesse?

- Desktop interface to CCE, PCCE and CCX
- Has web-based architecture, meaning in simple terms ...
  - Standard web browser (Microsoft IE / Firefox) as the desktop user interface
  - Communicating over HTTP to web server(s)
  - Behind that ...
    - Application server components
    - Internal database of configuration information such as reason codes, phone books
    - Backend interface to CCX / CCE CTI servers
  - User connects via web URL, signs on, served with dynamically generated web content
Finesse Very High-Level
At The User-Side

- Web page with modular structure, comprising ...
  - Call control / status component
  - Tabbed layout
  - Tabs optionally divided into columns
  - Columns populated by one or more Finesse modules (Gadgets)
Finesse Gadgets – What Actually Are They?

- **Widget** ...
  - Reusable chunk of standard web code – HTML, JavaScript, CSS
  - Would execute and render in almost any web page

- **Gadget** ...
  - Logically the same
  - It’s still a chunk of web code, but
  - Built to fit specific type of container
  - Wrapped in specific XML format
  - OpenSocial specification in the case of Finesse gadgets
Why is Finesse Important?

- Replaces CAD and CTIOS
  - Use for new deployments plus very many existing desktops to migrate
- Applies to both CCX and CCE
- No more thick client desktop applications
  - No more install/upgrade pain across a huge number of desktops
- Opportunity to create customised business & user-role relevant desktop content
- Modular content
  - Build and test modules independently
  - Make available by adding to the content layout definition
  - Team specific layouts
The Cisco Demo Cloud

anyone • anywhere • anytime
Live demo:

- Omnichannel Contact Center / UCCX v10.5
- Cisco Finess
- Cisco Unified Intelligent Center
- 3rd party integration
• Zákaznický portál, dostupné služby
• Agentská aplikace - Finesse
• Integrace aplikací
• Administrace a modifikace agentského prostředí
Cisco Remote Expert
Remote Expert Vision

Delivering Engaging Customer Experiences

- Sees the Message
- Video Chats with Expert

- Confers with Family
- Video Chats with Expert

- Video Chats with Expert
- Makes the Purchase

Interactive Kiosk “Kiosk”
Mobile/Remote “Mobile”
Immersive Video “Immersive”

You Can Afford that RV!
Let us show you how

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Solution Functionality
Choice to connect to an array of Expertise

Call Queuing By Locale

VIQ & VOH, EWT

Multiparty Conference & Transfer Capabilities

Call Recording & Playback

Centralized Administration

CRM integration

Reporting
Remote Expert Immersive

- Easy Customizable Interactive Kiosk Content
- Video Calling to Expert
- Two way Screen Sharing, Co-Browsing
- Peripheral Interaction
- Customer & Agent Feedback
- Agent Console on Finesse
- IEM: Central Administration
- Content Render by Policy
Remote Expert Kiosk

- Interactive Content
- Video Calling to Expert
- Co-Browsing
- Peripheral Interaction
- Pre-packaged Tiled Template
- Agent Console on Finesse
- IEM: Central Administration
- Content Render by Policy
Remote Expert Mobile

- WebRTC based
- In-app voice, video, chat
- Live online assistance, App screen share
- Co-Browse, Annotation, file push
- Web content push
- Agent Console on Finesse
- Context passing to CC
- Visual IVR or bypass
Architecture
Remote Expert Immersive Architecture

Note: Some active traffic paths are omitted for clarity.

Store/Branch
- Cisco IEC 46xx
- Experts
  - C, MX, and SX Series
  - EX Series

Experts
- Payment Cards
- Touchscreen Display
- Doc Cam
- Scan/Print/Copy

Session Orchestration
- REM
- IEM

RE Core Components
- Collaboration, Call Control, and Routing
  - CUCM
  - VXML GW
  - MCU
- Contact Center
  - CVP
- Audio Recording and Video in Queue
  - MediaSense
  - CUBE

H.264 Video
Graphics Content
Control Traffic

Enterprise data center, cloud, or a content delivery network

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Remote Expert Kiosk - Architecture

Note: Some active traffic paths are omitted for clarity.

Optional components:
- Touchscreens (third party)
- Enclosures (third party)
- Speakers (third party)
- Peripherals (third party)
- Customer web applications

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Remote Expert Mobile Architecture

- Using Mobile Advisor (MA) Components

DMZ
- Media Broker
- HTTP Reverse Proxy
- Web Gateway
- Live Assist
- Mobile Advisor Signaling, and Media
- Customer Application and Authentication Services
- Authorization
- Customer App

Internet

Home / HotSpot

2-way Audio/Video
- Control & Signaling Traffic

Collaboration, Call Control, and Routing
- REM
- CUCM
- VXML GW
- CUW
- CVP

Contact Center

Audio Recording and Video in Queue

MediaSense

CUBE

Session Orchestration

IEM

RE Core Components

C, MX, and SX Series
- Expert PC with RE Agent Desktop (sharing and control)

EX Series

Experts
Remote Expert Mobile VTM Architecture

- ATM App Server
- Banking Core Apps
- Embedded Video
- CUCM
- MCU
- CCE/CCX
- CVP
- MS
- CUBE
- VXML
- Call Setup
- Expert Advisory Service: Initiate Call, Co-Browse, Annotation, Doc Share & More
Remote Expert Immersive VTM Architecture

ATM App Server

Banking Core Apps

CUCM

MCU

VXML G

CVP

CCE/CCX

MS

CUBE

Advertisement, Promotion

REM SDK:
Initiate Video Call

REM SDK:
Co-Browse

REM SDK:
Co-Browse

Video/Audio Call Setup

Advisory Service
Remote Expert Agent Desktop in Finesse

- Complete RE Agent Desktop (READ) loads into Finesse® as one Open Social Gadget
- Additional gadgets from partners or developed by customers may be loaded into Cisco® Finesse along with READ
Mobile

Start Collaboration

Web page library link push

Customer Mobile View

Document library Document / link push

Application Control

Application Annotation

Application Clear Annotation