What Is New In Unified Contact Center Express & Enterprise

Darko Zlatic
Technical Consultant, EMEA Customer Collaboration

March 20th, 2012
Disclaimer

The Cisco products, services or features identified in this document may not yet be available or may not be available in all areas and may be subject to change without notice. Consult your local Cisco business contact for information on the products or services available in your area. You can find additional information via Cisco’s World Wide Web server at http://www.cisco.com. Actual performance and environmental costs of Cisco products will vary depending on individual customer configurations and conditions.
Session Overview

• Customer Collaboration Market and Trends
• Unified Contact Center Express (UCCX)
• Unified Contact Center Enterprise (UCCE)
• Unified Cisco Intelligence Center (CUIC)
• Finesse
• Social Miner
• Media Sense
• Video Customer Care
• Cisco VXI
Customer Collaboration
Market And Trends
Trends in Contact Center

**Contact Center 1.0:**

- **CRM**
  - Creating Loyalty

- **Communication Channels**
  - Voice, Predictive Dialing, Chat, E-Mail

- **Architecture**
  - Solution Integration

- **Technology**
  - CTI

**Contact Center 2.0:**

- **Customer Collaboration**
  - Creating Promoters
  - Video, Social Networks, Callback, Collaboration
  - End-to-End Suite
  - Web 2.0
Cisco Contact Center Market Share

Keeping Momentum to Get to Number One

Agents Seats Shipped

- 26% CAGR

IVR Ports Shipped

- 35% CAGR

Fastest growing platform in the industry

Sources: Cisco analysis, Gartner, Tern
It’s Not Just About Voice Anymore

- Millennials
  A whole generation that works
- Social Networking
  Everyone is a publisher
- Privacy
  CRM information is now public
- Video
  A higher level of intimacy
- New Service Expectations
  Callbacks, forums, streaming video
Evolution to Customer Collaboration

Competitor’s Approach

Cisco’s Approach

Today’s Decision Window:
Cisco offering the most mature AND future proof portfolio
Reducing Infrastructure Duplication

Traditional multivendor approach: Multiple product layers lead to cost and complexity

Cisco Approach: Single Contact Center application layer on top of Unified Communications infrastructure
Accelerating New Technologies
Future-Proofing Investments

Web 2.0 Desktop
Gadget-Enabled Collaboration Portals

SIP
From Session Border Controllers infrastructure to application enablement

Scalability
Eight-fold performance increase in past years

Robust Analytics
Web-Based Analytics

Web 2.0 APIs
Open Standards with Java, REST, AXL, SOA, Web Services

Social Network Integration
Work activity based on Social Network information

Virtualization
Comprehensive support of VMWare through portfolio

Next-Gen Outbound
Scalable SIP Based Dialer

Video
Telepresence and Business Video

Open Recording Architecture
Introducing Open Standards to Reduce Cost

XMPP Presence
Jabber (inventor of XMPP) acquisition

© 2012 Cisco and/or its affiliates. All rights reserved.
Unified Contact Center Express
Cisco’s Unified Contact Center Express
*Highly Integrated Contact-Center in a Box*

- **Agent Desktop Application**
  - Cisco Agent Desktop
  - Finesse (Future)

- **Options**
  - Quality Monitoring
  - Workforce Management
  - Remote Agent
  - Social Media
  - Email

- **Contact Center Express**
  - IB/OB Voice
  - IVR
  - CTI/CRM
  - Reporting

- **Applications Platform**
  - Unified Communications Manager
  - Unified Computing System

**Powerful Solution Capabilities**
- Easy to Use
- Easy to Maintain
Mass Market Packaging of UCCX
Communications Manager Business Edition 6000

- Integrated, single server solution for 100-1000 users
- Including voice, unified messaging, mobility, presence availability, contact center, and video capabilities
- Simple integrated packaging
- 100 Agents @ 15 BHCA per Agent
- 10 Recording Sessions
- 100 IVR Sessions
- Periodic Historical reporting

UCS C200
Contact Center Express
Presence
Unity Connection
Communications Manager
Workforce Optimization (WFO)

- Workforce management
- Call Recording and Quality management
**UCCX Evolution from 8.0**

- **UCCX 8.0 Strengthen**
  - Strengthen
    - Appliance model
    - HA o WAN
    - UCS support
    - New phone models

- **UCCX 8.5 Extend**

- **UCCX 9.x Evolve**

- **Major investment in CSAT/quality**

- **Evolutionary**
  - Enterprise Agile
  - Finesse
  - Webchat through SocialMiner
  - Media sense
  - Video endpoints
  - VXC support
  - Outbound Agent

- **Extend / Introduce**
  - SocialMiner offer
  - Scale to 400
  - Virtualization
  - Outbound IVR
  - Enhance agent email
Unified CCX Release 8.5 Overview

Customer Collaboration Innovation
- Social Media Customer Care
- Proactive engagement with Outbound IVR

Scaling the Solution
- Scale to 400 Agents

Feature Enhancements
- Agent E-Mail
- Desktop Enhancements

Cisco Unified Computing System & Virtualization
- M2 versions of B series blade
- M2 versions of UC210, UC200 rack mount servers
- UC on UCS : Supported in multiple applications deployments
- Virtualization enhancements – ESXi 4.1 support, Live V-Motion support, booting from SAN (8.5 SU1)
- Spec based VM support for non-UCS servers & single OVA support (8.5 SU1)
CUIC Integration

- Option of HRC or CUIC
- Support existing out-of-the-box reports
- Automatic sync with CCX agent/team configuration

CUIC Benefits:
- Real-time and historical dashboards include charts, grids
- Permalink support
- Highly customizable look and feel
- User groups and access control to data, reports and capabilities
Unified Contact Center Enterprise
Cisco Unified Contact Center Enterprise

Contact Center Enterprise

Applications Platform

360° view of your customer
Cisco Unified Contact Center Enterprise
50% Capacity Increase

• Highest published ACD capacity among the market leaders
  12,000 agents
  360,000 BHCA
  Real-world configuration

• Greater scale achieved by networking multiple systems.

• Published ICM capacity remains at 30,000 agents
Integrated Outbound

- Run agent-less campaigns to leave pre-recorded messages
- Leverage CVP for scripted service options
- Answering Machine and Beep Detection
- Optimize agent’s time for right party connects

Answering Machines sent to IVR
Live calls sent to Agents
Agents available when requested from IVR

Press 1 to pay now, 0 to speak to an agent …
Cisco Unified Web Interaction Manager (WIM)
Cisco Unified E-Mail Interaction Manager (EIM)

Common User Interface for Email and Web
Multisession chat
Web Collaboration
Knowledge Base
Customer History
Reply Templates
Call info and Voice Controls
Packaged CCE

Simplified, Packaged Cisco Unified Contact Center Enterprise

• What’s New?
  • Expanded Market Opportunity
  • Simplified Ordering
  • Reduced Sales Cycles and Deployment Time
  • 1000 agents on a single server (2 for redundancy)

• Key Benefits
  1. Fast, Easy Deployment
  2. Lower Costs
Unified Intelligence Center (CUIC)
Cisco Unified Intelligence Center

- Highly customizable presentation layer across multiple products
- Reduce manual consolidation of real-time and historical data by presenting it in a single dashboard
- Wizard-based interface to extend reporting to data sources inside and outside the contact center
- Layered access to capabilities and data
- Link reports to provide controlled access to drill down, up and across
8.5(x) CUIC
Cisco Unified Intelligence Center 8.5(4)

Enhanced Capabilities, Improved Customer Care

• What’s New?
  • Avaya CMS Report Templates
  • Report Developer Enhancements
  • Improved Scheduling Capabilities

• Key Benefits
  1. Ease of Migration from Avaya
  2. Improved Report Development and Scheduling
Easy migration from Avaya CMS

<table>
<thead>
<tr>
<th>Agent Name</th>
<th>Login Name</th>
<th>Extension</th>
<th>Reason</th>
<th>State</th>
<th>Skill Name</th>
<th>Time</th>
<th>Peripherals Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pradeep</td>
<td>Pradeep</td>
<td>4002</td>
<td>Meeting</td>
<td>Not Ready</td>
<td>Not Applicable</td>
<td>00:32:23</td>
<td>5010</td>
</tr>
<tr>
<td>John</td>
<td>John</td>
<td>5011</td>
<td>Break</td>
<td>Not Ready</td>
<td>Not Applicable</td>
<td>00:31:54</td>
<td>5011</td>
</tr>
</tbody>
</table>

**Agent Report - Regular**

<table>
<thead>
<tr>
<th>Agent Name</th>
<th>Login ID</th>
<th>Extn</th>
<th>AUX</th>
<th>Reason</th>
<th>State</th>
<th>Split/Skill</th>
<th>Time</th>
<th>VDN Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>50214</td>
<td>50214</td>
<td>20214</td>
<td></td>
<td></td>
<td></td>
<td>44:54</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50211</td>
<td>50211</td>
<td>20211</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50210</td>
<td>50210</td>
<td>20210</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50209</td>
<td>50209</td>
<td>20209</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50215</td>
<td>50215</td>
<td>20215</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50205</td>
<td>50205</td>
<td>20205</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50202</td>
<td>50202</td>
<td>20202</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50228</td>
<td>50228</td>
<td>20228</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50225</td>
<td>50225</td>
<td>20225</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50216</td>
<td>50216</td>
<td>20216</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50213</td>
<td>50213</td>
<td>20213</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50212</td>
<td>50212</td>
<td>20212</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50206</td>
<td>50206</td>
<td>20206</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50204</td>
<td>50204</td>
<td>20204</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>30215</td>
<td>20215</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Double Click To Run Format Table Threshold: On 16 digits1eas
Finesse
Overview
- Web 2.0 SDK for Unified Contact Center Express and Enterprise
- Thin Client Agent Desktop built using industry standards (OpenSocial Compliant)

Features
- Out of box browser based agent/supervisor functionality
- Open Source to lower the cost of customization
  - Third party gadget integration
  - Support via Cisco Developer Network
    http://developer.cisco.com
8.5(x) Cisco Finesse Delivers

Collaborative Experience

- Efficient agent tools reduce handle time and lead to improved caller experience
- User-centric design empowers agents and increases moral

IT-Friendly

- Seamless integration with Cisco Collaboration portfolio
- Standards Compliant
- Web Based means lower cost of customization

Powerful Ecosystem

- Partners can differentiate by developing business and vertical applications
- Cisco App Marketplace
Example of Partner Solution Integration

Cisco Finesse – Agent Desktop

1. Calabrio One
   Recording & Quality Management

2. Calabrio One
   Workforce Management

3. Cisco Media Sense
   Media Capture Server

4. Cisco Social Miner
   Social Media Server

5. Cisco Finesse
   Agent/Supervisor Widget Server
Finesse 8.5(3)

Available

- **Agent Features**
  - Call Control
  - Not-Ready & Sign-Out Reason Codes
  - Call & ECC Variables
  - Wrap-Up Codes

- **Supervisor Features**
  - Agent State Display
  - UCM Silent Monitor

- **Platform Features**
  - High Availability
  - Gadget-based Administration
  - 3rd Party Gadget Support
  - Finesse & CTI-OS/CAD mixed deployments
Social Miner
Cisco SocialMiner

Overview

- Enable proactive customer service by queuing and assigning social web posts to appropriate staff
- Complement brand monitoring dashboards

Features

- Real-time capture of social media postings
- Social media campaign management
- Route and queue contacts to experts
- Tagging
- Social Screen Pop
- Real-time Notifications via Instant Message, Email, and Text
- Social media customer care metrics
- Rich set of Platform API’s for customization
SocialMiner External Interfaces

SocialMiner Capture
- Twitter
- Facebook
- RSS
- REST API for Custom Feeds

Cisco SocialMiner

Reporting Services
- Cisco Unified Intelligence Center

Notification services
- XMPP/Jabber
- SMTP Email and SMS
- HTTP

Publication Services
- RSS

Authentication Services
- Active Directory
SocialMiner Campaign Management

• Features
  Configure feeds from various sources of user generated contact web sites
  Group feeds into “campaigns” to monitor social contacts
  Trainable filters to sort social contacts

• Benefits
  Consolidated list of prioritized opportunities for engagement across all social media sites
  Distinct campaigns for different products/purposes
    • Product A, Product B, Product C
    • Customer Service, Sales
    • Customers, Partners, Analysts
Queue Contacts for Experts

• Features
  Easy-to-use web gadget to reserve and dispatch work
  Pick style work assignment
  State management for social contacts *

• Benefits
  Scale social media team activities
  Automated distribution of work improves efficiency and effectiveness of social media engagement
  Flexible assignment models and approval queues expands participation
# Social Media Customer Care Metrics

## Feature
- Detailed metrics on social media customer care activities
- Campaign reports
- Team reports

## Benefit
- Measure work and results
- Manage to service level goals
- Support brand management
- Optimize staffing
Integration with Full Suite of Cisco Collaboration Tools

• Features
  - Integration with Quad, Show and Share, Pulse, and Cisco unified communications solutions
  - Lower cost of ownership with out-of-the-box integration between collaboration technologies
  - Consistent user and administration experience

• Benefits
  - Access to efficient and effective internal collaboration tools help agents serve customers better
  - Easy to maintain with existing IT personnel
SocialMiner 8.5(4) feature highlights

SocialMiner Capture

Script Filter

Influence

Bookmarklet

Bookmarklet
Cisco SocialMiner 8.5(5)

• What’s New?
  • Single-session Chat
  • New Social Contact Layout
  • Enhanced Administration

• Key Benefits
  1. New Channel for Communication
  2. Enhanced User Interface
  3. Improved Feed Administration
Social Media Care Maturity Model

Level 5: Proactive Engagement
- Proactive Customer Care
- Proactive Sales
- Social Media Business Intelligence

Level 4: Social Media Customer Care
- Scalable engagement process
- Teams work queues
- Managed process
- Team activity reports

Level 3: Social Media Marketing
- Social Media strategy
- Engagement marketing
- Brand dashboarding
- Minimal customer care involvement

Level 2: Social Media Broadcasting
- Facebook page and Twitter presence
- Broadcast standard marketing via social media

Level 1: Listening
- Occasional reporting
- Reactive/surprised by social media
Media Sense
Evolution of Traditional to Open Systems

Traditional Recording Solution

- TDM, SPAN, BiB

Partner Applications

- Open Web 2.0 APIs
- Cisco MediaSense
- SIP standards
- Cisco Enhanced Network
Network-Centric Recording Addresses Complex Business Requirements

• Centralized recording
  Cradle-to-grave, IVR, hosted trunking, cloud services
  Home agents, outsourced contact centers
  Mobile users

• Branch recording
  Financial compliance
  Remote Quality Monitoring

• HiDef/Telepresence video recording
  Remote virtual advisors
  Financial trading desks
Open, Flexible Architecture for Collaboration Recording

Cisco and Partner Applications

- Compliance
- Quality Monitoring
- Speech/Behavioral Analytics
- Custom/In-house Apps
- HD Video, Telepresence, WebEx

Open Web 2.0 Application APIs

MediaSense Multimedia Services
- Audio Capture
- Video Capture
- Streaming
- Metadata database
- Media Storage / archiving
- Media export / transcoding
- Content management

DataCenter
- UCS
- Nexus
- SAN

MXE
- Video Transcoding
- Speech Search, Transcription, Analytics

DMS
- Show and Share

Open Web 2.0 APIs drive Application Innovation and Global Partner Ecosystem

MediaSense Multimedia Services

- Audio Capture
- Video Capture
- Streaming

UC Enhanced Network Infrastructure

- Network media forking
- planned starting 8.5(3)

Network

- Medianet Network – location, resourcing, network optimization, etc.

Applications

Services

Medianet Network – location, resourcing, network optimization, etc.

UCM / Session Manager
Growing Application Partner Community

- Cisco Developer Network (CDN)
- Interoperability Verification Test Program
  *(Under development)*
Cisco MediaSense 8.5(4)

Network-Based Multimedia Capture and Storage

• What’s New
  • MediaSense can now be Deployed on SRE Router blade

• Key Benefits
  1. Reduced Operational Expenses
  2. Centralized Recording
  3. Ease of Adding Third-party Analytics Applications
  4. CUBE Support

• Why Cisco MediaSense
  1. Open Up the Traditional Closed-box Recording Industry
  2. Efficiency/flexibility of Network-based recording
  3. Easy to install and configure
Video Customer Care
Video Customer Collaboration Experience

Vision

- **Kiosk**: Life-like, in-person video collaboration
- **Mobile Phone**: 3G/4G/WiFi Access
- **Internet Browser**: Browser-base applications
- **IM Client**: Commonly used clients
- **On Demand**: Video broadcast to desktop PCs

Any Device
Video Customer Collaboration
Common Routing & Reporting
Network Recording

© 2012 Cisco and/or its affiliates. All rights reserved.
Cisco Public
Cisco VXI for Contact Center

Straightforward Use Case
• No Offline Access
• Homogenous Application Usage

Deployment Flexibility
• Work-At-Home Agents
• Seasonal Workers

Cost Savings
• Clear ROI
• CC focus on cost

Contact Center leading VDI adoption
Cisco VXI Advantages

Data Center
- Better VM density per blade – with UCS
- Cost of networking infrastructure
- Savings per seat vs. competitors

Network
- Optimization (WAAS)
- POE support with access switches
- Security

Integrated End-to-End System
- VXI Softphone for Contact Center (Target 2012)
- Across 3 architectures: Collaboration, Borderless Network, Data Center
- Broad ecosystem components
- Cisco Validated Design collateral
Agent Desktop Virtualization
No PC for the Agent

- Citrix
- VMWare VDI
- Softphone control of IP Phone
- Virtualization Experience Infrastructure compatible with Customer Collaboration
- Virtualization Experience Client 2100
  - Finesse Agent and Supervisor Desktop
  - IP Phone
  - Cisco Unified Intelligence Center
- Virtualization Experience Client 2200
  - Multimedia Capture and Recording
  - No phone requirement
  - Home router and VPN

Past | Now | Future Releases
Virtualization Experience Clients (VXC) for Contact Center

FIXED CLIENTS

Integrated: VXC 21xx with Cisco Unified IP Phone 8961, 9951, 9971

Standalone: VXC 22xx

- Supported with Cisco Finesse and CTI-OS
- Compatibility Information documented in CCE Compatibility Guide
Thank you.