Let's see what a customer service journey looks like when you're using Cisco's Customer Virtual Assistant.

**Bruce's story**

Meet your customer, Bruce. Meet your customer service journey. Bruce is a frequent traveler. He just got some terrible news. His flight has been canceled. Click through Alert AIRLINE APP.

Customer Journey Analyzer was gathering data on his interaction. The data pulled means Bruce will have an even more personalized experience next time.

From bot to human agent

Bruce gets immediate help. He doesn’t realize that the Customer Virtual Assistant is a bot. The bot is able to answer his questions and suggest alternative flight options. The bot quickly escalates the case to Amy. In a matter of seconds, she’s on the phone.

Instant insights

As Bruce and Amy were chatting, Cisco’s Customer Journey Analyzer began gathering data on their interaction. The data was processed and insights were shared with contact center employees and business leaders.

Crisis averted.

Bruce’s flight was canceled. He was panicked. He just got some terrible news.

Did you know?

- 17% of agents spend 17% of their time looking for information they need to do their job.
- 31% of companies that integrate unified communications with contact center technologies see a 21% increase in agent productivity.
- 70% of organizations will add investment throughout the year, up from 17% last year (Gartner, 2018).}

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When agents are able to deliver proactive, positive customer experiences, the contact center becomes a key player in your business, delivering big benefits to your organization.

Customer retention

Proactive service ensures agents are the first to answer, reducing customer churn.

Better context

On a single screen, customer service agents can see all conversations and context.

Agent productivity

Arm agents with tools, information, and other resources across sites.

First-contact resolution

Agent focus on essential events is supported by subject matter experts.

Lower costs

Ensure your contact center is as lean as possible.

Operational efficiency

Maximize call center and contact center data.

Why Cisco?

Cisco provides a complete customer service solution including world-class cloud calling, meetings, and more collaboration with sales and marketing. Cisco has been recognized by Gartner as a leader in the Magic Quadrant for almost a decade and, in the past five years, we support more than 10,000 contact center customers and over 3.5 million agents worldwide.

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