



# Deliver Fast, Personalized Customer Service and Support



## Overview

Organizations today are faced with providing outstanding customer service and support, improving service representative productivity, reducing rising costs, and meeting compliance policies. Poor customer service and support experiences can lead to frustration, churn, and poor word of mouth, which affect an organization's reputation and brand loyalty. Faced with providing quality service more efficiently, organizations look for alternative ways to keep high-value customers.

With Cisco WebEx® Support Center, organizations can provide a high-touch, efficient service remotely regardless of location. Bring a new dimension of personalized interaction to customers by combining the personal interactions of face-to-face meetings with the convenience of conducting business online with high-quality video. Turn basic chat sessions into more rewarding and effective consultations, where representatives can easily bring additional dimensions of support to a conversation, including document and application sharing. And representatives can invite a subject-matter expert to join the session for a real-time collaborative conversation to resolve customer concerns quickly.

## Benefits

- Build brand loyalty and a reputation for outstanding service
- Boost satisfaction with remote support
- Provide high-touch, personalized support using high-quality video
- Improve the customer experience by resolving issues the first time
- Decrease time to resolution with document sharing and experts
- Improve representative productivity and maximize team efficiency
- View customers' screens, collect system information, and control desktops to resolve issues quickly
- Easily monitor, queue, and route support requests
- Meet regulatory, policy, and service-level agreement requirements
- Provide a secure, scalable service that works across firewalls

## Value Statement

Offer real-time support and customer service to internal employees and customers anywhere in the world remotely. Cisco® WebEx® Support Center helps you decrease costs while increasing your support team's productivity. Support representatives can address questions, perform fast fixes, access remote computers, upgrade software, and provide service to internal and external clients anytime. As a result, organizations can deepen customer intimacy, grow customer satisfaction, and reduce internal costs.

## Key features



### Pre-session

#### Inbound online requests

- Use click to connect to make it easy for customers to initiate a session with a button on your website, product, or email signature. Automatically route support requests to a support representative's queue or a customized request form. Control inbound routing to meet internal policy, SLA, or compliance requirements.

#### Dedicated agent URLs

- Provide customers with a dedicated URL assigned to an agent for continuity.

#### Outbound requests

- Start a session from email or the Cisco WebEx desktop client.

#### Callback and wait times

- Give customers the option to request a callback and show them the estimated wait time. The support representative and customer can join an audio conference after receiving an immediate callback from Cisco WebEx.

**“Recently, we had a team in Asia who needed to troubleshoot an issue for a user located on a remote Indonesian island. It would have cost thousands of dollars to travel to the island, but with WebEx technology, we were able to log in to the computer remotely and fix the problem.”**

**Adam Bricker**  
CIO, World Vision



### In session

#### Web, desktop, and application sharing and remote access

- Launch a web conferencing session to securely share webpages, desktops, applications, videos, and multimedia content with customers. View and control a customer's desktop or applications or allow the customer to view or control yours.

#### Chat

- Chat with several support representatives and customers at once.

#### Multisession client and script library

- Easily support multiple customers at once from a tabbed client interface. Take advantage of a library of frequently used chat scripts that can be pushed to a customer in a chat window.

#### Agent inbox and real-time status of other agents

- Get notifications showing when a customer is in your queue, preferred customers,

and how long each customer has been waiting. Control personal settings and availability status. Support representatives can see all other agents' queues and availability for easy escalations.

#### File transfer

- Drag and drop files to and from a customer's system to patch or update.

#### Log on to a customer's desktop as admin

- Sign on to a customer's machine as an administrator.

#### Remote printing

- Print from a customer's computer to a local printer.

#### Integrated VoIP and high-quality video

- Speak with customers by teleconference or using integrated VoIP. Provide more personalized support with live high-quality video (360p).

#### System information

- Collect system information with one click. Print and save the information for future reference.

#### Reboot and reconnect

- Maintain the same session even after reboot and in safe mode.

#### Postsession surveys and notes

- Take customer surveys and save support representative session notes.

## Cisco services

Cisco services adapt to market changes while increasing productivity, improving competitive advantage, and delivering a media-rich experience across any workspace. The combined strengths of Cisco and our partners provide a portfolio of services that can help you prepare your infrastructure for future changes aligning to long-term business goals.

Together we create innovative, network-centric architecture solutions resulting in a scalable and responsive foundation that can help you realize the full value of your IT and communications investment. For more information about services, visit <https://www.cisco.com/go/uccservices>.

### Manager tools

#### Cisco WebACD queue manager

- Set up queues with rule-based routing, by availability or skill set. Distribute a large number of requests by allocating them to subqueues by percentage.

#### Cisco WebACD manager dashboard

- Monitor all sessions and agent activity at both the queue and support representative levels.

#### Session recording and editing

- Record support sessions manually or automatically.

#### Management reporting

- Measure help desk and support statistics, including number of sessions, session time, and session feedback.

### Architecture

#### Firewall friendliness

- Work through most firewalls using standard HTTP and HTTPS ports.

#### CRM integration

- Initiate sessions right from Salesforce.com, Remedy, and other CRM applications.

#### Enterprise integration

- Use single sign-on to access Support Center. Take advantage of integration and

interoperability with Cisco collaboration products such as Cisco Jabber®, Cisco Spark™, and Cisco video conferencing endpoints.

### Cross-platform support

- Meet on all common operating system platforms, such as Windows, Mac, and Linux. Join sessions from Internet Explorer, Safari, Firefox, Chrome, and Edge browsers.

### Secure, scalable, and reliable service

- Cisco WebEx web and video conferencing solutions help reduce costs and allow IT to focus on core priorities. WebEx Support Center is delivered as Software as a Service (SaaS) through the Cisco Collaboration Cloud and is easy to roll out and scale as your organization grows. The Cisco Collaboration Cloud is a global, enterprise-scale network designed specifically for highly secure delivery of on-demand applications. It offers a scalable architecture, consistent availability, and multilayer tenant security validated by rigorous independent audits, including SSAE-16 and ISO 27001.

### Languages

- Languages supported include English, Brazilian Portuguese, Chinese (simplified and traditional), Danish, Dutch, European Spanish, French, German, Italian, Japanese, Korean, Russian, Spanish, Swedish, and Turkish.

## Global manufacturer transforms customer support

**Challenge:** German-based Heidelberger Druckmaschinen AG needed to provide rapid and effective technical support to its large global customer base, help ensure complex print management software was running smoothly on printing presses worldwide, and reduce travel to customer locations for onsite support and maintenance.

**Solution:** Heidelberger deployed Cisco WebEx Support Center to provide advanced technology without IT resources or management with security features that protect the company's customers operating in sensitive industries. The online application is being used across multiple computer platforms.

## Use cases

Industry Name	Use Case Description
<b>Remote Support</b>	<ul style="list-style-type: none"><li>• Support customers or internal users online no matter where they are without travel</li><li>• Diagnose and fix problems by working directly from the customer's desktop using remote control</li><li>• Deliver personalized support as if there in person</li><li>• Invite subject-matter experts to join a session instantly</li><li>• Monitor, queue, and route support requests</li><li>• Train new representatives rapidly using recordings of actual support resolution</li><li>• Update systems, apply patches, and install new applications using the Internet</li><li>• Reduce IT support costs</li><li>• Improve compliance and document sessions</li></ul>
<b>Customer Service</b>	<ul style="list-style-type: none"><li>• Cultivate and retain customers</li><li>• Build brand reputation and preference</li><li>• Make customer service more collaborative, consultative, and intimate</li><li>• Connect customers with the right resources more quickly</li><li>• Reduce resolution time and solve issues the first time</li><li>• Review, analyze, and improve support processes</li><li>• Shorten the sales cycle</li><li>• Lower high-touch customer service costs</li><li>• Improve representative productivity</li><li>• Promote and sell products to online audience</li></ul>

## Benefits

- Dramatically reduced need for onsite support, resolving 90 percent of requests remotely
- Provided faster, more effective technical support to customers worldwide
- Improved effectiveness of onsite support by prediagnosing issues before arrival

## Cisco Capital

### Financing to help you achieve your objectives

Cisco Capital® can help you acquire the technology you need to achieve your objectives and stay competitive. We can help you reduce CapEx. Accelerate your growth. Optimize your investment dollars and ROI. Cisco Capital financing gives you flexibility in acquiring hardware, software, services, and complementary third-party equipment. And there's just one predictable payment. Cisco Capital is available in more than 100 countries. [Learn more.](#)

## The Cisco advantage

Software is at the heart of transformation to the digital age. Cisco WebEx Support Center enables organizations to deliver high-touch online IT support and customer service to employees and customers anywhere in the world. It helps decrease costs while increasing the support team's productivity with a remote service. Cisco WebEx Support Center can increase brand loyalty and a reputation for outstanding service by relying on highly secure and scalable WebEx applications from the global Cisco Collaboration Cloud.

## Custom call to action

For more information about Cisco WebEx Support Center, visit <https://www.cisco.com/c/en/us/products/conferencing/webex-support-center> <http://www.webex.com/products/remote-support.html>.

Cisco WebEx Support Center is updated regularly to meet the latest system compatibility needs. To see system requirements, visit <http://www.webex.com>.