



Cisco Customer Care Solutions

An overview of the Cisco Customer Care Portfolio



In summary, the comprehensive portfolio of Cisco Customer Care solutions can help your business:

- Engage with your customers and prospects whenever and however they prefer
- Provide personalized service through every step of the customer journey
- Make customer service agents more efficient, productive, and motivated
- Track the context of previous customer interactions, allowing your customer service agents to provide better/faster customer service.
- Better understand and improve your customer engagements through reports and analytics
- Identify up- and cross-sell opportunities to increase profits even while decreasing contact center costs

Cisco Customer Care solutions empower businesses to deliver a Connected Digital Experience, enabling you to deliver **contextual**, **continuous**, and **capability-rich** journeys for your customers, across time and channels.

A **contextual** journey puts your customers first. One size does not fit all. Each customer interaction is personalized and effortless, putting your customers in charge of how and when they connect with you.

Being **continuous** allows you to be relevant and connect throughout the customer lifecycle. Customers meet with the right resource using any channel at any time, with an option for using personalized self-help. Support for new interaction models (video, text, SMS, and Internet of Things devices) will be a key differentiator for your business.

Capability-rich solutions are what gives your business that competitive edge. Flexibility, scalability and security are critical to the day-to-day operations of your contact center.

The result of the Connected Digital Experience is a positive, start-to-finish care experience for both your customers and your business.

You and your customers will benefit from Cisco's open architecture and partner ecosystem, which provide feature flexibility and a deployment model (on-premises, cloud, hybrid) that matches your needs.

To learn how Cisco Customer Care solutions make it easy to exceed customer expectations, please visit: www.cisco.com/go/cc

THERE'S NEVER BEEN A BETTER TIME TO CONNECT WITH A CISCO CONTACT CENTER.