Cisco Hosted Collaboration Solution for Contact Center: Elevate Customer Care

In the face of growing competition, delivering superior customer service has never been more important. Cisco® Customer Collaboration solutions can differentiate your customers' experience while lowering costs. These solutions can be deployed many ways, including on-premises, in the cloud, or in a hybrid model. With Cisco Hosted Collaboration Solution (HCS) for Contact Center, customers can run their contact center completely in the cloud and be:

- Flexible: Quickly deploy the latest applications and provision capacity.
- Cost-effective: No large capital outlay is required.
- Dynamic: Scale up or down as business needs change.
- Efficient: Pay only for what is used.

Read on to learn more about how a cloud-based contact center can benefit your organization.

Transform Customer Care with Rich Interactions

Customer care has seen significant changes over the past decade. The introduction of IP-based contact centers has resulted in new ways to engage with customers, making it possible to delight customers and enhance loyalty while reducing costs. Cisco has led the way in delivering innovative, world-class customer care solutions to hundreds of customers across the world.

Cisco Customer Collaboration solutions transform simple phone transactions to rich interactions that use voice, web, email, and video to provide personalized, unique services. The Cisco Customer Collaboration portfolio provides capabilities to differentiate your business by:

- Routing contacts to the most appropriate and available agent based on your own business rules and objectives
- Streaming call-event and customer-profile information directly to your agents' desktops for a more personal interaction with your customers
- Incorporating social media to respond proactively to customers communicating on Twitter, Facebook, or other public forums or blogging sites
- Supporting mobile customers through innovative integrations with mobile applications, including video interactions, to deliver service the way customers prefer
- Providing contact center managers and supervisors with detailed reports and dashboards about agent productivity and customer service levels
- Generating reports specific to the management of your contact center business based on an enterprisewide view of timely and accurate data that puts you in control

Deploy Customer Care Your Way

As part of the Cisco Collaboration solutions portfolio, Cisco Customer Collaboration solutions are not bound by a single deployment model. These solutions are based on an open and interoperable IP platform, which provides complete flexibility to match the delivery model to your preferences, your business needs, and your technology investments. Service-delivery options for Cisco Collaboration solutions include:

- On-premises, in which the customer owns and manages the hardware and software
- Managed customer-premises-equipment (CPE) services, where the customer owns the solution but the service provider manages it
- Fully hosted, where the service provider hosts dedicated equipment for a predictable monthly cost
- Managed cloud services (collaboration as a service), where the service provider or system integrator maintains and owns the software, which is delivered over the cloud as a service and the customer pays a license fee to use it

Expanding Your As-a-Service Options

Cisco's strategic vision for collaboration as a service spans everything from basic IP dial tone to the most sophisticated contact centers. Our goal is to make it possible for companies of every size and in every industry to obtain the many benefits of collaboration, even during times of great business complexity. Cisco provides cloud-based solutions through partners certified to offer Cisco Powered cloud services that are based on Cisco HCS. Cisco HCS is a subscription-based, "as-a-service" solution offering Cisco Collaboration applications, including Cisco Unified Communications Manager, Cisco Unity® Connection, Cisco Jabber® messaging integration, Cisco Unified Presence, Cisco Unified Mobility, Cisco WebEx® meeting applications, Cisco Hosted Collaboration Solution for Contact Center, and more. Cisco HCS is a complete solution that includes the architectural blueprints, Cisco industry-leading applications, and management tools to automate the provisioning, assurance, and billing mediation for these applications.

The Power of Cloud Computing: Flexible. Affordable. Dynamic. Efficient.

Cloud or Internet-based computing has the potential to dramatically affect IT as we know it. According to Forrester Research, cloud computing is an IT outsourcing model that has three core characteristics. Characteristics of cloud computing include:

- A standardized IT service
- A pay-per-use consumption model
- A "self-service" solution that can be delivered quickly through a web browser

> "Cloud computing, especially in the form of Infrastructure as a Service (IaaS) and Platform as a Service (PaaS), takes evolutionary steps in hosting that change both the deployment model and the business value of IT in profound ways. Those that acknowledge this and accept what truly is different about it stand to gain the most from it. But let's be clear, cloud computing isn't your future - it's a new part of your overall IT portfolio."
> — James Staten, Principal Analyst, Forrester Research

The ability to dynamically provision, pay, and scale on demand is changing how most businesses will deploy IT in the future. Cloud computing will make it possible to turn on services when they're needed and shut them down when they're not. Cloud computing can include three models:

- Software as a service (SaaS): Software is deployed over the Internet and/or is deployed to run behind a firewall in your LAN or personal computer.
- Platform as a service (PaaS): A computing platform and solution stack are delivered to facilitate the building and running of custom applications.
- Infrastructure as a service (IaaS): In this provision model an organization outsources the equipment used to support operations, including storage, hardware, servers, and networking components.

The benefits of cloud computing are compelling:

- No lengthy deployment time: There's no telephony equipment to install, so your collaboration service can be operational in a matter of weeks.
- No capital expenditures (CapEx): No hardware. No software. No data center. It's all handled by your service provider. And because you're buying less equipment, you'll use less power and enjoy the benefits of "green" computing.
- No additional staff required: Limited expertise is required. That means lower support costs.
- No unpredictable costs: Pay only for what you use when you use it.
- No upgrades: New features and upgrades are delivered on demand by your service provider, without disrupting your business or your customers' business.
- No worries: Cloud computing transforms the way in which services are provided, enabling unprecedented agility, scalability, and profitability. You can rapidly respond to changes in the market without having to manage a lot of infrastructure.
- No long-term commitment to a specific solution: Companies can quickly acquire new services and capabilities without a long-term investment.

Cisco Hosted Collaboration Solution for Contact Center: A Complete Contact Center in the Cloud

Cisco Hosted Collaboration Solution for Contact Center is a contact center solution designed for companies ranging from 10 to 12,000 knowledge workers or agents per instance. It is integrated with Cisco HCS so customers can tap into multiple applications and services on one smooth platform. Hosted Collaboration Solution for Contact Center delivers the advanced capabilities of Cisco Unified Contact Center Enterprise and Cisco Unified Customer Voice Portal with all the benefits of cloud computing. With this innovative solution, you can:

- Provision rapidly: Advanced contact center capabilities can be obtained in weeks instead of months.
- Control costs: Large capital expenditures can be avoided entirely. For a predictable fee you can spur growth and profitability by increasing close rates and cross-sell and up-sell opportunities. The solution also reduces operating costs through streamlined management.
- Scale easily: You can scale up to handle special promotions or seasonal peaks and then quickly scale back. There's no need to increase infrastructure or management costs to handle peak loads.
- Focus on core business functions: Your service provider manages the solution, so you can concentrate on other strategic business initiatives.

- Increase customer loyalty: By promoting customer intimacy and helping ensure superior service with advance capabilities, you can proactively manage relationships and your brand.

Cisco Hosted Collaboration Solution for Contact Center transforms customer service by making it possible to solve service problems in the cloud in real time. Businesses can now avail the latest contact center technology and applications without a large capital investment. The result? More satisfied customers and fewer incoming calls.

Why Cisco?

Cisco is uniquely qualified to help you make cloud computing part of your overall IT portfolio:

- No one knows more about applying the power of the network than Cisco. As a pioneer of the Internet, IP is in our DNA. We understand our increasingly IP-based world better than anyone, because we helped build it.
- Cisco is the world's foremost IP security expert. We make security the top priority in the design, deployment, and maintenance of our cloud computing platforms and applications, so you can incorporate SaaS solutions with confidence, even in environments with the most stringent security requirements.
- Cisco is number 1 in enterprise telephony. Companies of all sizes, including more than 85 percent of Fortune 500 companies, use Cisco network-centric unified communications solutions to build competitive advantage. Cisco Unified Communications has consistently been identified as a Gartner Magic Quadrant leader for its ability to facilitate collaboration, increase productivity, and build competitive advantage through speed and innovation.
- Cisco award-winning contact center solutions deliver state-of-the-art capabilities over an IP infrastructure. Cisco has led the way in contact center transformation. Today, we're taking customers beyond the contact center to customer collaboration, making it possible for organizations to build customer loyalty and brands through social network-enabled customer advocacy.
- Cisco is the proven leader in on-demand collaboration. The WebEx® Collaboration Cloud spans continents, platforms, languages, and time zones and meets the needs of more than 10 million meeting participants monthly, providing more than 99.99 percent uptime.
- Collaboration as a service is part of Cisco's overall collaboration architecture: This end-to-end architecture is highly secure, available, and flexible, yet open. It's designed to provide the broadest possible choice of deployment options across the Cisco Collaboration portfolio.

Collaborate with the Best

Cisco Hosted Collaboration Solution for Contact Center is part of a broader collaboration-as-a-service offering that is designed to give our customers the full spectrum of deployment options. Cisco's network-centric solutions break down silos between content formats, individual tools, and devices; between companies; and ultimately, between people working toward a common goal.

For More Information

- For more information on Cisco Customer Collaboration Solutions, visit: http://www.cisco.com/go/cc.
- For more information about Cisco Hosted Collaboration Solution for Contact Center, visit: http://www.cisco.com/go/hcscontactcenter.

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