

# Webex Contact Center:

Become a high-performing, agile contact center focused on the customer experience

## Overview

While operational efficiency will always be a priority for contact centers, more and more are becoming strategic corporate assets by contributing to revenues, improving agent performance and productivity, and increasing overall customer satisfaction and retention rates.

Webex® Contact Center enables modern contact centers with the ability to improve customer experience and optimize business results.

Webex Contact Center is a unified, omnichannel contact center solution that is centrally managed and administered from the cloud to improve operational efficiency and reduce costs.

Designed and built from its foundation as a cloud solution, Webex Contact Center brings your business innovation, flexibility, and the agility of the cloud with security and scalability.

As a cloud-based subscription, Webex Contact Center enables rapid time to market and time to new revenue while minimizing upfront capital investment.



## Unlock customer success

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# Optimize the performance of your contact center

Webex Contact Center is a Software-as-a-Service (SaaS) offering that provides the significant advantages of cloud delivery. A cloud-based contact center can help your organization unlock higher levels of agility, flexibility, scalability, innovation, and customer success.

- **Improve business outcomes** by increasing sales conversions, revenues, retention, customer satisfaction scores, and first contact resolutions.
- **Improve performance across sites** by monitoring the business and operational performance of agents, teams, sites, systems, and outsource partners in real time.
- **Reduce administrative overhead** by managing contact center operations and resources from a central command center in the cloud at a reduced TCO.



## Unified environment

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# Webex Contact Center key capabilities

Webex Contact Center gives you control over every incoming and outgoing interaction from a central point, regardless of organization, technology, or location. It knows which agents, teams, sites, and partners are available at any given time and sends each interaction to the agent with the best identified skills for handling an issue. Webex collaboration tools enable agents to engage peers inside and outside the contact center to improve your customers' experience and optimize the customer outcome from every interaction.



**Figure 1.** An innovative set of capabilities for the cloud-based contact center

### Native cloud

Webex Contact Center is designed and built as a cloud solution with a design philosophy to bring security and unlimited visibility, flexibility, and scalability to contact centers. It can reduce complexity and expense and enhance productivity to lower the Total Cost of Ownership (TCO).

**Omnichannel**

Voice, email, and chat communications are in a unified environment for your agents, managers, and administrators, providing a seamless customer experience and eliminating data silos. Interaction histories give the agent context about a customer, enabling better customer service.

**Skills-based routing**

Customers and agents are matched using data about the agent with the best skills to meet that need and deliver the desired business results.

**Agent and expert collaboration**

Webex voice and team collaboration tools provide on-demand collaboration between your agents, managers, and subject matter experts throughout the enterprise to speed first contact resolution and enhance your customer's experience.

**Business application integrations**

Pre-built connectors for CRM and other business applications (Salesforce, Microsoft Dynamics, Zendesk, and more) create seamless workflows that improve contact center performance and first contact resolution.

**Reporting and dashboards**

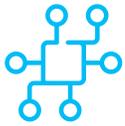
Data from customer interaction and agent activity records, including Interactive Voice Response (IVR) and Automatic Call Distributor (ACD), is brought together into real-time and historical reports and dashboards to optimize contact center operations.

**Comprehensive Workforce Optimization (WFO) suite in a unified environment (optional)**

Offer contact center supervisors, agents, and staffing analysts the ability to dynamically manage agent schedules, forecast and plan staffing based on trends, and ensure adherence to schedules. Quality Management (QM) helps customers measure agent efficiency and performance using tailored evaluation forms.

**Outbound campaigns (optional)**

An outbound campaign manager automates outbound calls for sales and marketing campaigns. Easy administration, a compliance tool, flexible and intelligent list management, and sophisticated dial management rules—including campaign chaining—put you in control.

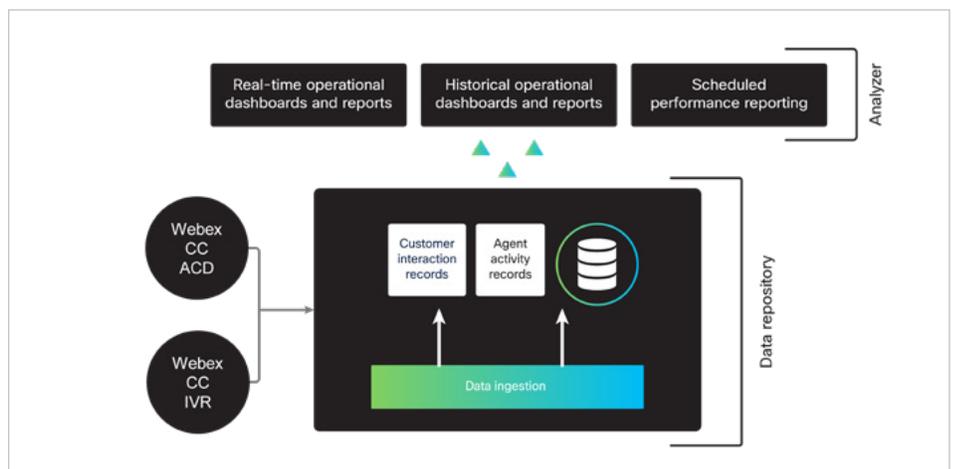


## AI-powered analytics

# Operational metrics with Analyzer

Analyzer brings data together from your ACD and IVR so that you can analyze, understand, and manage your contact center and optimize for operational efficiency in new and innovative ways.

- **Standard real-time and historical dashboards as well as scheduled reports** visually display everything going on in the contact center across channels, and sites, including queues, call volumes, agent activities, and states.
- **Scheduled performance** reports detail performance against key goals and service levels on a periodic basis and are automatically distributed to key stakeholders.
- **Exploratory and trend analyses** tell you where your desired business outcomes and positive results come from, such as agents, teams, queues, and sites.



**Figure 2.** Customer interaction and agent activity data is synthesized in reports and real-time dashboards to optimize contact center operations

# 40%

**Customer calls  
require expert  
assistance**

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## The successful contact center

Recent studies show that three key initiatives differentiate today's successful contact centers: agent performance management, analytics, and collaboration.

### Agent performance management

- Only 27% consider their process of tracking agent performance to be very effective <sup>1</sup>
- Fewer than 25% track agent performance in real time <sup>1</sup>

### Analytics

- Best practice contact centers that use analytics to manage performance have increased revenue, greater upsell volume, and higher customer satisfaction per call. <sup>2</sup>

### Agent and expert collaboration

- 40% of customer support calls require assistance from an expert to close <sup>3</sup>
- 33% of customer contacts are not resolved during the first interaction with the contact center <sup>3</sup>
- 12% of these customers will take their business elsewhere <sup>3</sup>

<sup>1</sup> Contact Center Pipeline

<sup>2</sup> Aberdeen Group

<sup>3</sup> ICMI, 451 Research



## Cloud first not cloud only

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# The Webex advantage

Delivering exceptional customer experiences—every single time—has never been more important. After all, this is how buying decisions are made. Webex delivers an industry-leading collaboration portfolio, combining world-class cloud contact center, calling, meetings, and team collaboration solutions with audio and video devices and headsets.

### Global cloud leader

Cisco is a market share leader for contact centers. We're number one in North America and number two worldwide. We have more than 36,000 loyal customers and more than three million agents installed globally.

### Integrated portfolio

Webex has a broad and tightly integrated portfolio, with deep expertise in all areas of communications, contact center, collaboration, calling, security, networking, and devices. We offer tremendous economies of scale around research and development and the integration of key capabilities

### Flexible migration

Our “cloud first, not cloud only” approach makes it easy for you to take your first steps to cloud. Start with a flexible consumption model and advanced hybrid cloud services.

### Intelligent journeys

Webex leverages the power of cloud analytics and Artificial Intelligence (AI) to help you provide contextual, suggestive, and predictive customer experiences. We've invested billions of dollars in companies that are feeding into our AI and Machine Learning (ML) practice.

### Unified open platform

Our open platform architecture allows you to easily enhance business processes and workflow efficiency, as well as integrate with all the business tools that touch your contact center. Our intuitive agent desktop, reporting, and management tools provide a common and unified experience.

### Security and trust

Cisco has an unassailable reputation for true security. We continue to invest billions of dollars to make your contact centers more secure, and to give you cloud innovation without disrupting your critical on-premises operations.



## Start improving your customer's experience today

Turn your contact center into a strategic asset that optimizes your customer's experience and maximizes your business outcomes.