

Cognitive Collaboration

How to manage information overload

Is too much information a bad thing?

Workers need information and context to do their jobs.



Time in a typical day spent searching for or consolidating information.



Average number of people who workers interact with on a daily basis in and outside their organization.



of workers need 4+ apps, and 13% access 11+ apps on a daily basis.



Apps in a typical software-as-a-service (SaaS)-based organization.

Information overload wastes valuable time, creates ineffective interactions, and hurts productivity.



of people spend more than half of their day in meetings.



of all digital information is unstructured data in disparate databases.



expect more complexity in omnichannel customer experiences.

Information without context just adds confusion.

Not finding the right information leads to a **16% productivity impact**.



44%

of workers do not find the information they need to do their jobs.

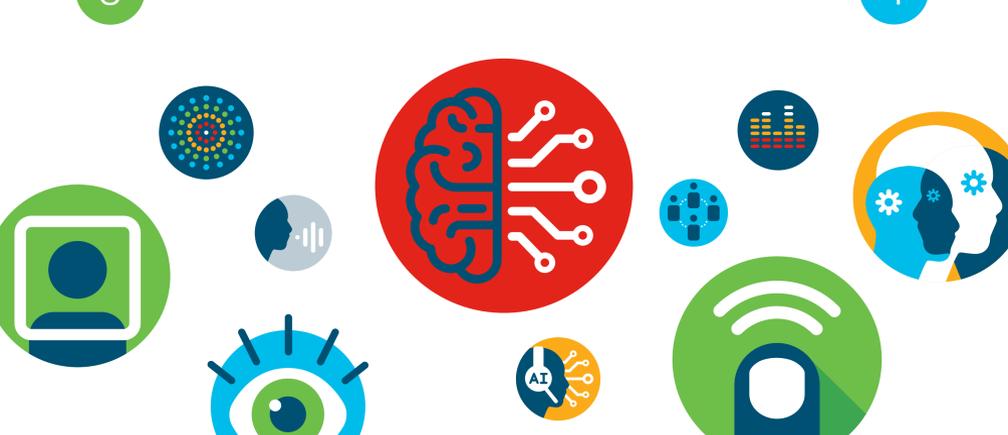
So what is Cognitive Collaboration?

The combination of **artificial intelligence (AI)** with cloud communications and multiple enterprise data sources brings people together with more context. This approach:

- Removes friction points
- Creates greater relevance to achieve higher efficiency
- Enhances productivity
- Inspires innovation
- Creates more engaging customer experiences

Key aspects of Cognitive Collaboration

<p>1</p> <p>People context</p> <ul style="list-style-type: none"> • Delivers relevant information about people's profiles and actions • Provides more meaningful customer journeys • Creates stronger relationships 	<p>2</p> <p>Business workflows</p> <ul style="list-style-type: none"> • Predicts based on prior behaviors • Recommends, identifies, anticipates • Improves processes, experiences, and outcomes
<p>3</p> <p>Data insights</p> <ul style="list-style-type: none"> • Learns from user profiles, feedback, responses, preferences, and interactions • Delivers relevant information, bridging the productivity gap 	<p>4</p> <p>Workspace intelligence</p> <ul style="list-style-type: none"> • Makes collaboration more intuitive • Adapts to different types of user interactions and meetings • Accelerates decision making



Cognitive Collaboration: The X factor in improving business results

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| <p>Process efficiencies</p> <ul style="list-style-type: none"> • Automates tasks and events • Optimizes workflows • Deepens knowledge and eliminates silos | <p>Workforce productivity</p> <ul style="list-style-type: none"> • Provides needed context to interactions • Enhances collaboration • Improves worker productivity |
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| <p>Customer experience</p> <ul style="list-style-type: none"> • Evolves the contact center from reactive care to predictive care • Empowers agents with context to improve first-contact resolution • Improves the customer journey and lifetime value | <p>Competitive advantage</p> <ul style="list-style-type: none"> • Accelerates communications and business processes • Improves responsiveness • Enhances customer interactions |
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Cognitive Collaboration empowers results-oriented interactions.

Cognitive Collaboration dynamically puts relevant information at workers' fingertips, enhancing their interactions and minimizing information overload.

Virtual assistant

75%

of business executives say AI will be actively implemented in their companies within the next three years.



AI

will be an essential element in reducing inefficiency, and achieving innovation in the workplace.

Learn how Cisco creates cognitive advantages for your business: cisco.com/go/cognitivecollab.