Cisco Contact Center Services Overview

Cisco® Customer Experience for Collaboration

Benefits

• Customize your contact center by integrating third-party applications (e.g., Salesforce, Microsoft Office 365), different channels, and superior agent-assist capabilities

• Improve adoption from telephony to digital in order to immediately reduce ramp-up time and reduce average handling time (AHT)

• Implement self-help features to better route calls and streamline workflows, such as Visual IVR
Are you getting the most from your Contact Center?

Customer experience has emerged as a key competitive differentiator for contact centers worldwide and has allowed customer interactions to become an opportunity. Valuable insights, such as measuring first contact resolution (FCR) across channels, have proved immensely helpful in building a more complete picture of who a customer is and how to solve their needs. And as contact centers begin providing excellent customer service more consistently, they’re realizing more opportunities to upsell and cross-sell additional products and services.

Yet, many still struggle to take full advantage of a customer’s whole experience, whether it is consolidating multiple software products to resolve a single query easier, integrating different customer data spread over multiple systems, or even creating self-service options that could streamline a customer’s interaction.

For over 15 years, Cisco has provided guidance to contact center customers who want to get more out of their technology and who need to adapt to changing times, business goals, and new requirements. And while today’s challenges may seem daunting, there is a path to success — whether you need to integrate, automate, migrate to the cloud, or more quickly equip your employees with necessary experience. If you feel like your Cisco Contact Center platform can do more, it may be worth taking a look at how it can be easily improved with Cisco Customer Experience for Collaboration.

What is Customer Experience?

Cisco Customer Experience is a lifecycle management approach that we’ve implemented for our customers to help them accelerate value at every stage in their journey — from onboarding to optimization to solution expansion. Our goal is to help you innovate faster, deliver stronger outcomes, and prepare properly for success.

Cognitive Collaboration enhancements

Learn how you can customize your existing Contact Center solution with our CADI services (see Page 3) for the following:

- **Cloud Calling**
- **People Insights (e.g. for Jabber)**
- **Integrations**, such as those for: directories, calendars, analytics, third-party applications (e.g., Salesforce and Microsoft Office 365), custom applications, bots, etc.
- **Artificial Intelligence**
How to think about improving your Contact Center needs

Customize your technology

We recommend looking into our Custom Application Development & Integration (CADI) services, which help you to customize your Contact Center solutions and integrate third-party applications (e.g., Microsoft Office 365 and Dynamics, Zendesk, Salesforce). Examples include:

- Cisco Finesse® gadgets (e.g., Outbound, Authentication, “Two levels wrap up,” Agent & Supervisor, etc.)
- Many of our pre-packaged CADI services, including Visual IVR and Smart Dialogue
- Immediate scheduled callbacks

Increase end-user adoption

One of the biggest reasons that end-user support is fundamental for contact centers is that technology changes are often big and require immediate ramp-up time. With proper training through our User Solution Empowerment (USE) adoption services, we expose your agents to the functioning contact center platform or new application before going live, and show them how to execute best practices. Getting practice before going live helps agents become more proficient more quickly, and can reduce their handling time below what it was before using a new solution.

Implement new technology

For Solution Deployment, Validation, or Migration services, contact your Cisco advisor to learn more.

Get strategic advice

(See last page for details and featured case study)

Enhance performance

If you need to reduce your risk, boost productivity, and lower costs, we recommend our Business Critical Services (BCS) for Collaboration. We can help you get the most out of your Contact Center investment and quicken time to value so you can focus on what matters most.

Have it managed for you

Cisco Managed Services (CMS) for Collaboration helps you manage your Cisco Contact Center’s physical devices and keep them, as well as applications, in compliance. Alternatively, Collaboration-as-a-Service (CaaS) provides the full suite of collaboration services (you own your own devices) in a private cloud for you to consume in a simple per-user, per-month subscription-based model.

Get technical assistance

Use our Solution Support to get answers to your questions about your collaboration platform and provide you with recommendations.

Learn more about Cisco Software Support for Unified Communications in a short overview.

Learn about the benefits of Smart Net Total Care® and hardware assistance.
Case study: Readiness Assessment

A global leader in consumer and business credit reporting wanted to deploy a Cisco Packaged Contact Center Enterprise (PCCE) solution and move its IPPBX to its centralized data center. Before doing so, the Cisco Customer Experience team recommended the company evaluate its existing network to ensure it could properly handle the new capacity requirements. The customer agreed, and its executives noted that:

- All bandwidth requirements had been met, IP routing was in good shape, and network devices all met software and hardware requirements
- The network was highly redundant and there were no known issues

As part of the Network Readiness Assessment, the customer expected the Cisco Customer Experience team to simulate real-time traffic and:

- Validate that the network was both ready for deployment and sturdy enough to serve as the foundation for future voice and video expansion
- Uncover any caveats or issues that could pose a threat to the unified communications experience
- Provide guidelines for a seamless network transition from the old IPPBX to Cisco’s technologies
- Review the network and provide any hardware and software requirements

Results

The Cisco assessment identified that the IP routing between the key sites was not configured properly and convergence time was so high that it caused network packet drops. The assessment also revealed that:

- Quality of service (QoS) was deployed almost eight years prior and was never revisited for integration with real-time applications (voice and video)
- Issues existed in network load-balancing
- Bandwidth was not configured properly to handle the amount of traffic to be deployed
- Multiple devices were found running end-of-sale software and some of them were at the end of their life

Get strategic advice

Our Collaboration Strategy & Roadmap service and our Design (architecture) services can provide you with expert advice on creating a comprehensive collaboration strategy for your contact center requirements. Also, our Readiness Assessments can help you avoid extra costs, resources, and challenges by addressing gaps and hidden risks in your network. Examples for cloud migrations to Customer Journey Platform (CJP) and for large, complex deployments include:

- Cloud Collaboration Readiness Assessment for cloud migrations to CJP
- Collaboration Network Readiness Assessment for large deployments