Meetings and Conferencing Services Overview

Cisco® Customer Experience for Collaboration

Benefits

• Customize your Webex Meetings and TelePresence environment and integrate third-party applications
• Reduce scheduling delays and booking errors, and simplify the join process
• Add functionality, such as Cognitive Collaboration features, AI, and automation
• Accelerate time to market and uncover hidden risks in new video deployments or cloud migrations
Meet anytime, anywhere, on any device without hassle

With today’s innovations in video and web conferencing technology, people are finding it easier to join, schedule, and enjoy meetings over any device, anywhere. In fact, artificial intelligence (AI) and automation have played a key role in creating better experiences and in allowing users to feel more comfortable using the technology, helping to increase the rate of return on collaboration investments. Yet some customers who currently lack these new capabilities fear that they will quickly fall behind if their collaboration products are out of date.

The truth is, any customer can add functionality to their existing solution and create better utilization for their Cisco Webex® or Cisco TelePresence® platform. All that’s needed is the right type of guidance and knowledge. Whether you want to implement improvements on your own or need some assistance in doing so, Cisco® Customer Experience for Collaboration services can help.

For over 15 years, Cisco has provided expert insights and wisdom to customers who need to adapt to changing times, business goals, and new requirements. So, if you feel like your Cisco collaboration platform can do more, it may be worth taking a look at how you can improve upon your existing investment to get what you need. Read on to see how you can increase the value of your video and web conferencing technology today.

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.
How to think about improving your meeting needs

**Customize your technology**
We recommend looking into our Custom Application Development & Integration (CADI) services to help you customize your Webex Meetings and TelePresence solutions and integrate third-party applications (e.g. Microsoft Office 365, Google Calendar, and Salesforce). Examples include:

- Mobile- and video-enhanced experiences
- Video conferencing schedule automation
- The addition of Cognitive Collaboration and AI features to your existing solution

**Increase end-user adoption**
(See last page for details and featured case study)

**Get strategic advice**
Our Collaboration Strategy & Roadmap service and our Design (architecture) services can provide expert advice on building a comprehensive collaboration strategy. For new deployments or cloud migrations, our Readiness Assessments can help you avoid extra costs, resources, and challenges by addressing gaps and hidden risks in your network. Examples include:

- Cloud Collaboration Readiness Assessment (CCRA) for cloud migration
- Media Network Readiness Assessment (MNRA) for high-quality video deployments

**Have it managed for you**
Cisco Managed Services (CMS) for Collaboration helps you manage your devices and keep them, as well as applications, in compliance. Alternatively, Collaboration-as-a-Service (CaaS) provides the full suite of collaboration services in a private cloud for your users to consume in a simple per-user, per-month subscription (the customer owns the devices).

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

**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 Service (SWSS) in a short overview.

Learn about the benefits of Smart Net Total Care® and hardware assistance.

**Implement new technology**
For Solution Deployment, Validation, or Migration services, contact your Cisco advisor to learn more.
Case study: User Solution Empowerment

Recently, a major retail-banking customer was looking to replace its current web conferencing solution with Webex Meetings. Knowing that its utilization of its past technology was lower than expected, it invested in Cisco User Solution Empowerment (USE) adoption services simultaneously to go along with its Webex Meetings purchase.

The Cisco USE team produced several deliverables for the customer, which helped to train, educate, and encourage end users to collaborate easily through the Webex Meetings. Some examples included:

- A global training strategy to address the educational needs of new users, such as event managers, help desk trainers, and administrative professionals
- Three custom courses in accordance with the client’s product customizations and business processes
- Managing the scheduling, registration, and notification process
- On-demand trainings
- Custom educational reference guides for on-demand use
- Custom content in four languages (English, Portuguese, Spanish, and French)
- 25 instructor-led sessions

Results

By creating such a broad set of complimentary material over seven months, the company was able to reach tens of thousands of employees and provide the necessary resources to help them use the technology more often. Results included:

- More than 1800 users trained
- A 12-times increase in the number of registered Webex Meetings hosts
- A 13-times increase in the number of active Webex Meetings hosts conducting meetings
- A 12-times increase in the number of Webex meetings hosted

Increase end-user adoption

Our User Solution Empowerment (USE) adoption services can help your employees adopt your collaboration technology with greater speed and effectiveness. Through customized change management processes, tools, and techniques, you can directly influence and improve user behavior, product and technology use, and organizational adoption.

Overview: USE adoption services for Meeting and Conferencing