Unified Communications Services Overview
Cisco® Customer Experience for Collaboration

Benefits

- Customize your telephony environment and integrate third-party applications, such as Salesforce
- Improve adoption for phones, applications (e.g. Cisco Webex Teams™), and huddle rooms
- Move safely and securely to a unified all-VoIP environment and add call control and cross-channel integration functionalities
- Uncover hidden risks for new cloud calling deployments
Maximize your collaboration potential

According to ZK Research, only four percent of organizations have realized the full value of their unified communications and collaboration (UC&C) investment. Think about what “full value” entails for that four percent:

- The right technology for the right audience
- Cross-channel and device integration
- High utilization rate among end users
- Secure, easy-to-use, and reliable technology that is in compliance
- Customized technology for specific use cases

Realizing the full value of a collaboration solution is often a matter of how well organizations can improve upon the technology they currently have. Of course, new collaboration products can help accelerate initial value, but maximizing that value requires a different strategy — one that incorporates change management processes, customization, and integration with the technology itself. Thus, expertise is not limited to a single capacity but rather multiple, different domains that together help to optimize the entire solution.

For over 15 years, Cisco has provided these broad and deep skills to customers who want to get more out of their solution and who need to adapt to changing times, business goals, and new requirements. If you feel like your Cisco® Unified Communications platform can do more, it may be worth taking a look at how it 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 UC solution with our CADI services (see Page 4) for the following:

- Cloud Calling
- People Insights (e.g. for Jabber)
- Integrations, such as those for: directories, calendars, analytics, third-party applications, custom applications, bots, etc.
- Automation and AI, such as virtual assistants, conversational bots, dynamic document sharing, and analytics-based routing
How to think about improving your UC needs

Customize your technology
(See last page for details and featured case study)

Increase end-user adoption
Check out our User Solution Empowerment (USE) adoption services, which can help your employees adopt your current 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.

Have it managed for you
With Cisco Managed Services (CMS) for Collaboration, we help you manage your telephony and communications 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.

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 collaboration investment and quicken time to value so you can focus on what matters most.

Get strategic advice
Our Collaboration Strategy & Roadmap service and our Design (architecture) services can provide expert advice on building a comprehensive collaboration strategy for your unified communications requirements. In addition, 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 migrations
- Collaboration Network Readiness Assessment for new and large deployments

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.

Implement new technology
For Solution Deployment, Validation, or Migration services, contact your Cisco advisor to learn more.
Solution Overview
Cisco public

We recommend looking into our Custom Application Development & Integration (CADI) services to help you customize your unified communications environment and integrate third-party applications, such as Salesforce, Microsoft Office 365, and Google Calendar. Examples include:

- Automated enterprise-wide provisioning ([link](#))
- Automated assisted chatbot with artificial intelligence (AI) ([link](#))
- Automated workflows and reporting metrics ([link](#))

Case study:
Custom Application Development & Integration

A leading American manufacturer sought a more complete solution with its enterprise collaboration resource management (CRM) and provisioning process. The solution was exceedingly complex and distributed. The customer described it as:

- A manual and labor-intensive process
- Error-prone
- Requiring multiple system interactions
- Slow and costly to maintain and manage

To solve the issues, the Cisco CADI team implemented the enterprise collaboration workflow management (CWM) solution, which ultimately helped to automate many of the mundane, manual tasks that slowed IT operations from executing on more important matters. The CWM solution enabled multiple interfaces that previously did not talk to each other to finally communicate. Its advantages took effect almost immediately. Some results included:

- Automation of 20 types of moves, adds, changes, and deletes (MACDs) including new services and phones
- Reduction in time to complete tasks by 75 percent, from 1 hour to just 15 minutes
- A single point of interface to all UC applications, for reduced complexity

Results

Once the new system was in place, this automated provisioning process helped the manufacturer:

- Save USD $2 million in annual total cost of ownership (TCO)
- Increase the manufacturer’s ROI through a 30-40 percent faster deployment time and a 75 percent reduction in errors from the previous manual process.
- Reduce configuration failures by 50 percent