



Cisco Tech Day
Denver

Cisco Modern AI-powered Support

Enabling reliable, resilient, and secure operations

Neal Alsup
Vice President, Global TAC

Gonzalo Salgueiro
Distinguished Engineer, Cisco Customer Experience Centers



92%

of organizations
say the support and
services they receive are
more critical in the AI era.¹

The pervasive integration of AI demands:



Continuous uptime



Optimized performance



Enhanced resiliency

¹The Race to an Agentic Future: How Agentic AI Will Transform Customer Experience, Cisco 2025

Technical Support Must Evolve

Complexity

Complex environments and disjointed support tools keep your team firefighting, not innovating

Slow value realization

Risk

Risk from limited or fragmented visibility creates error-prone data and constant blind spots

Risk of costly downtime

Skills gaps

Skills gaps widen as your team is stretched thin with rapid change and relentless demands

Feeling perpetually behind

Dynamic Demands Require a New CX



Resiliency

Proactive issue
avoidance



Simplicity

Real-time,
hyper-personalization



Time to value

Faster time
to value

**Transforming the fundamental
nature of services**

Personalized, proactive, and predictive at scale - powered by agentic AI and human expertise

Support's Next Evolution

Driving proactive and predictive risk and downtime avoidance, coupled with significantly faster reactive response.



Cisco's Support Services

Moving **beyond** break-fix, enabling customers to build digital resiliency



Personalized

Unlock hyper-personalized view across your entire Cisco environment, insights and tailored recommendations.

Proactive

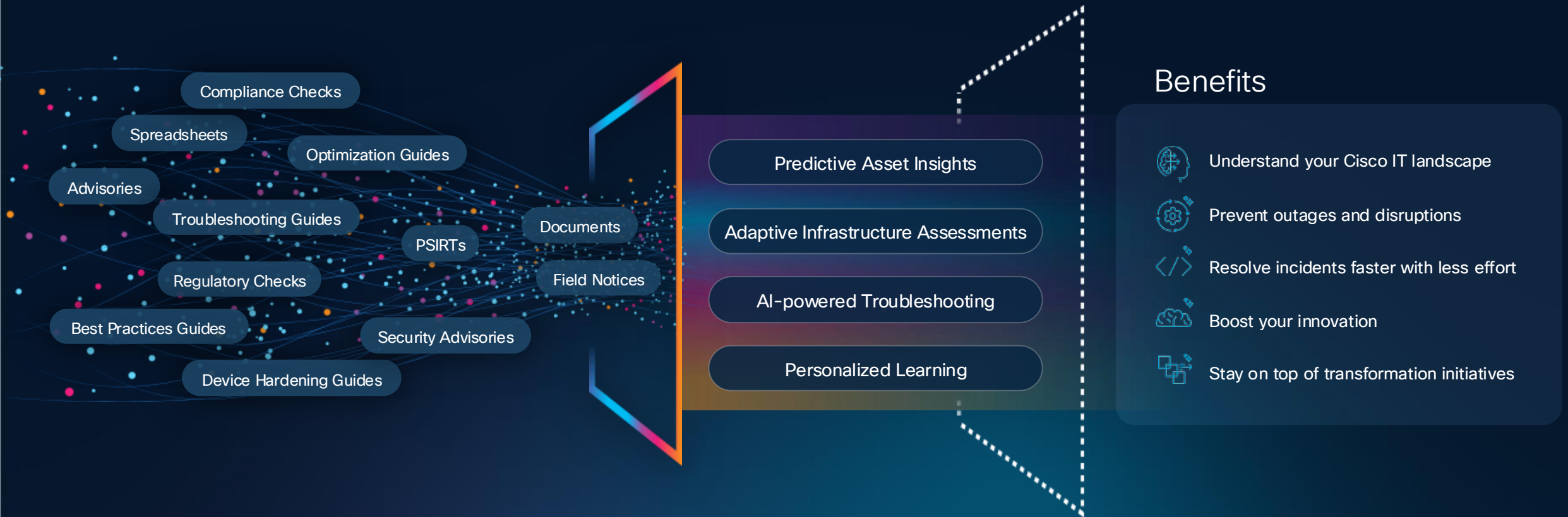
Proactively show you opportunities to improve your environment and minimize risk.

Predictive

Anticipate, act and prevent events and faults, optimize performance, and enable smarter decision-making.

Cisco IQ Experience

Cisco IQ: The AI Engine for Next-Gen Services



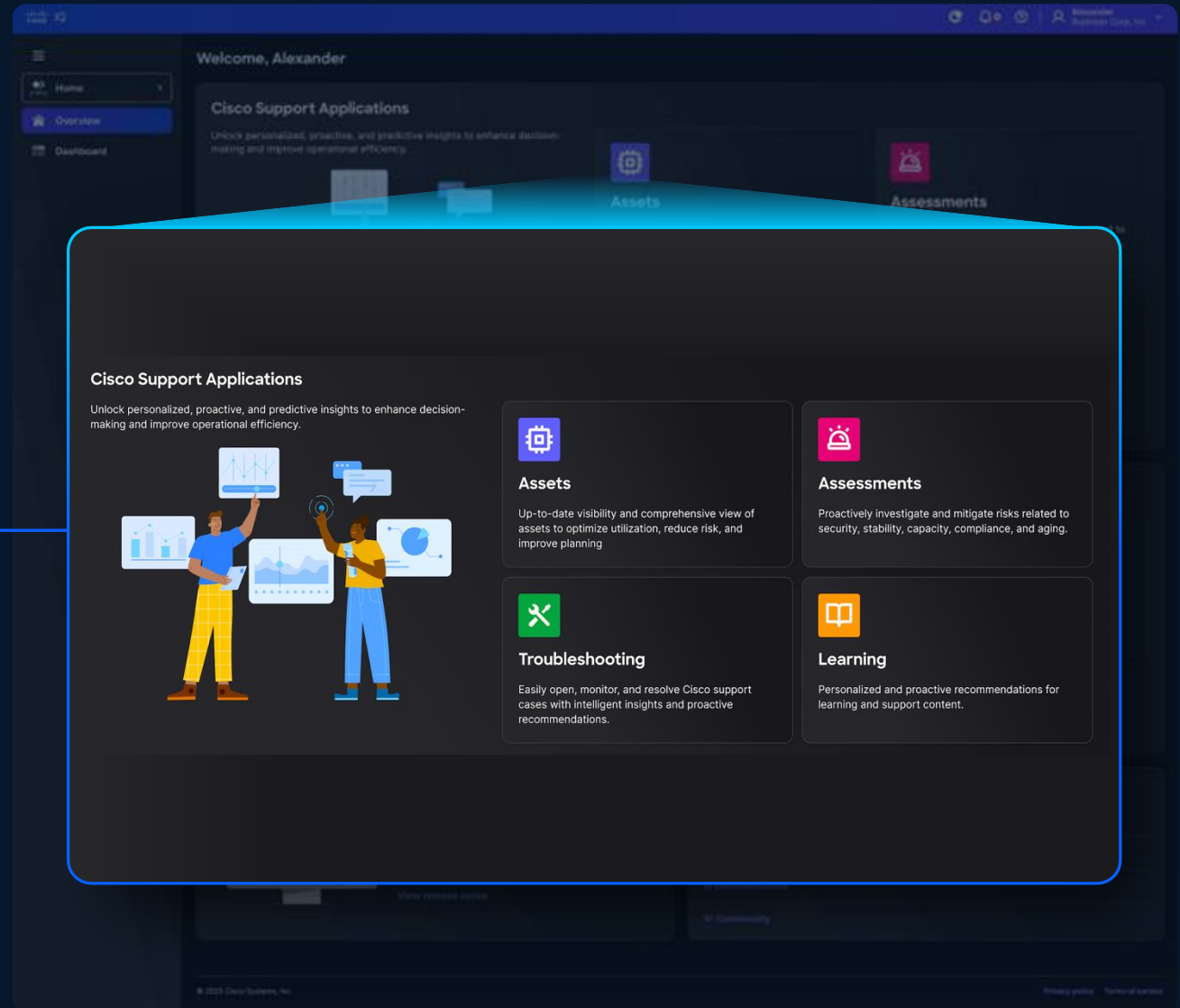
A single, unified, AI-powered digital interface for Support and Professional Services

Cisco IQ

A unified, simplified interface

Support services applications

- Assets
- Assessments
- Troubleshooting
- Learning



Cisco IQ in Action: Predictive Asset Insights

Leveraging AI to understand your IT landscape and prevent outages

Cisco IQ in Action: Adaptive Security Assessments

Automating security hardening checks and execution

Cisco IQ in Action: AI Powered Troubleshooting

AI-Powered Support: Cisco AI Assistant for Support

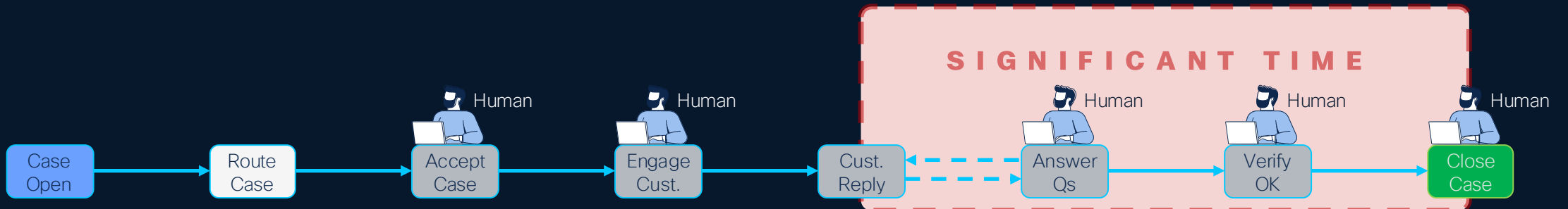
What Is It?

- The **Cisco AI Assistant for Support** is a **Humanoid TAC Engineer** – who can do everything a TAC engineer can do
 - Solve problems; issue licenses; create RMAs; analyze crashes; etc.
 - Engages with the customer just as a human TAC engineer would.
 - Customers should never need training or change communication style when interacting with it.
 - This was a **purposeful design decision** to ensure seamless continuity with the TAC assistance provided by human engineers on any other case.



Case Engagement

- Customers open 1.5 million cases with TAC every year
- Existing human-dependent case lifecycle wrought with delays, wasted time.



How does the **Cisco AI Assistant for Support** help?

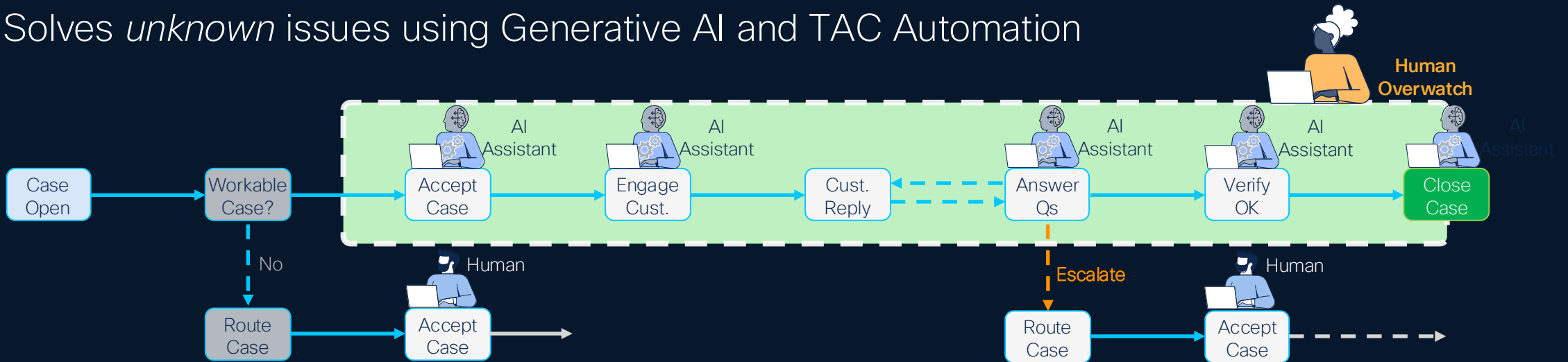
Reactive Case Engagement

Proactive Case Engagement

Assisting the TAC Engineer

Case Engagement: Reactive

- The **Cisco AI Assistant for Support** plugs directly into TAC's case routing system to analyze **every case** that comes in... Looking for cases it can work.
- Handles large spikes of repeat case volume (Log4j, PSIRTs)
- Easily drives *known issues* to resolution
- Solves *unknown* issues using Generative AI and TAC Automation



Engagement Modes:

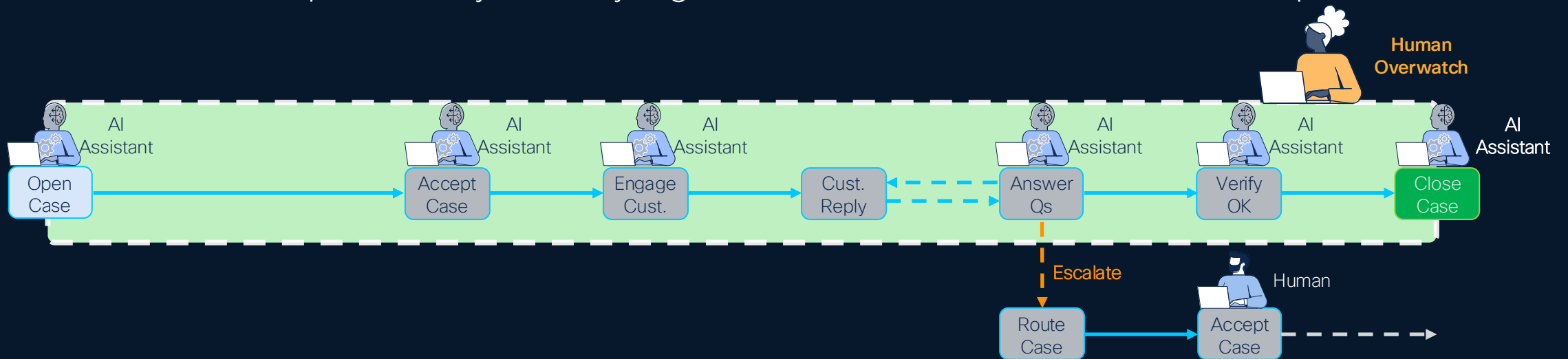
Reactive Case Engagement

Proactive Case Engagement

Assisting the TAC Engineer

Case Engagement: Proactive

- Based on device telemetry, prior cases, licensing information, we can predict which customers will be impacted by known problems/FNs.
- The **Cisco AI Assistant for Support** opens the case on behalf of the customer.
- These "Bounded" problems yield very high success rates in full case ownership



Engagement Modes:

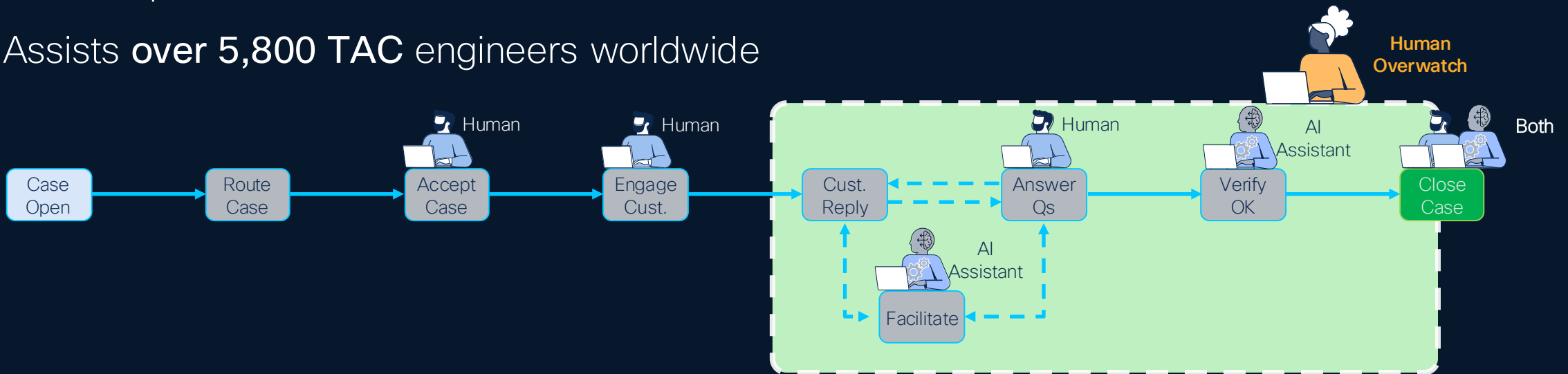
Reactive Case Engagement

Proactive Case Engagement

Assisting the TAC Engineer

Assisting the Engineer

- The **Cisco AI Assistant for Support** works along side the Human Engineer throughout the case
- Removes significant administrative overhead
- Follow-ups with customers, monitors RMAs, drives case closure
- Assists **over 5,800 TAC** engineers worldwide



Engagement Modes:

Reactive Case Engagement

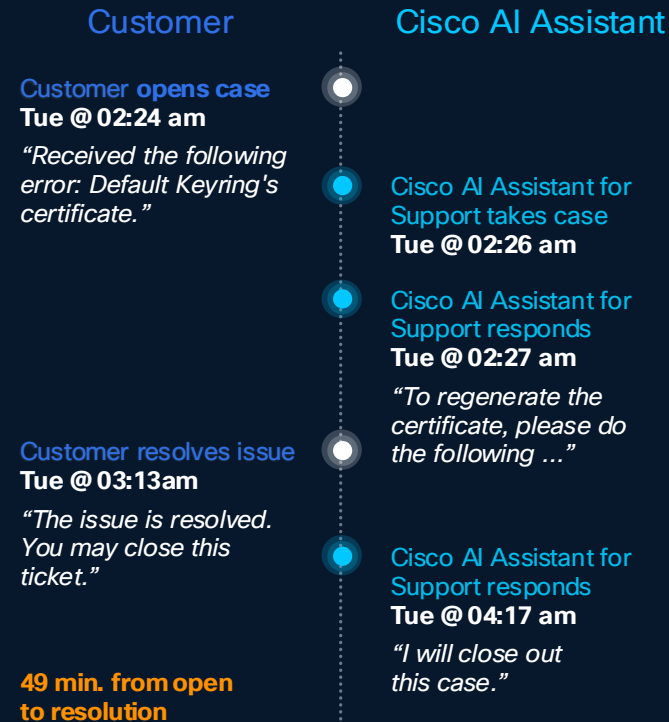
Proactive Case Engagement

Assisting the TAC Engineer

Cisco AI Assistant for Support: Time to Value

Automated Troubleshooting

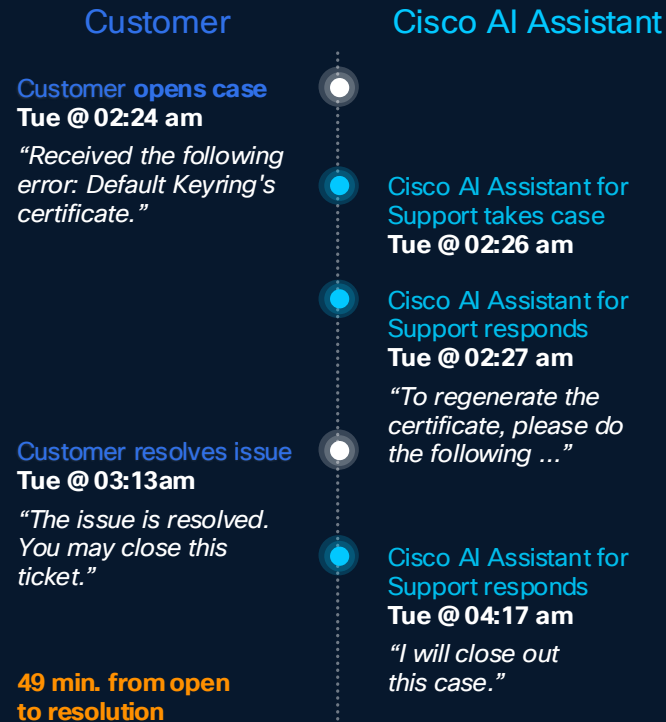
2-4x faster when fully automated



Cisco AI Assistant for Support: Time to Value

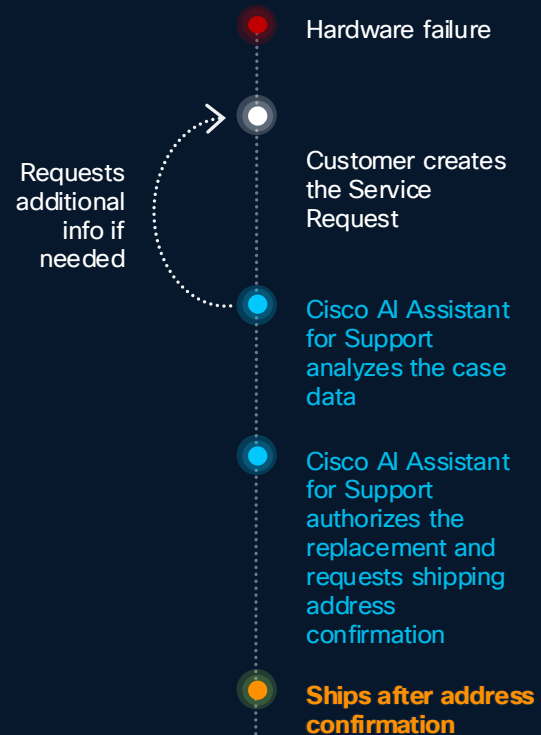
Automated Troubleshooting

2-4x faster when fully automated



Automated RMA

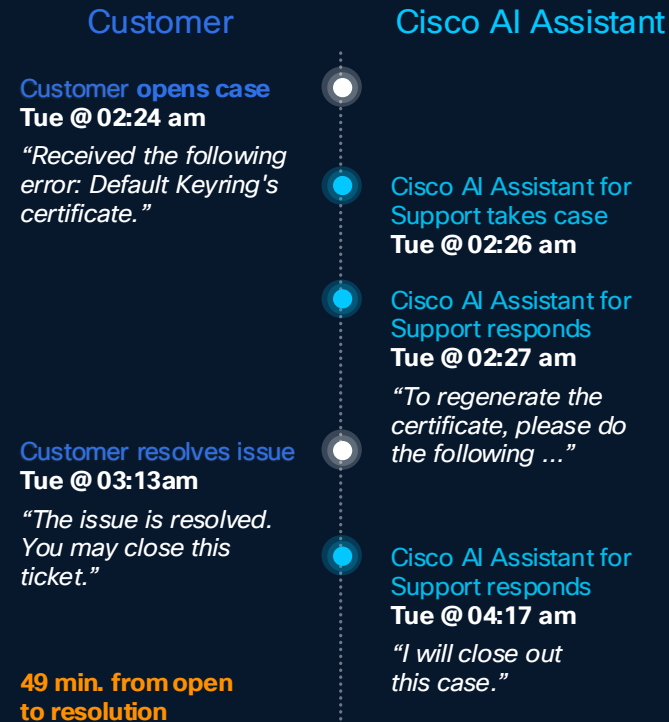
6-12x faster hardware replacement authorization



Cisco AI Assistant for Support: Time to Value

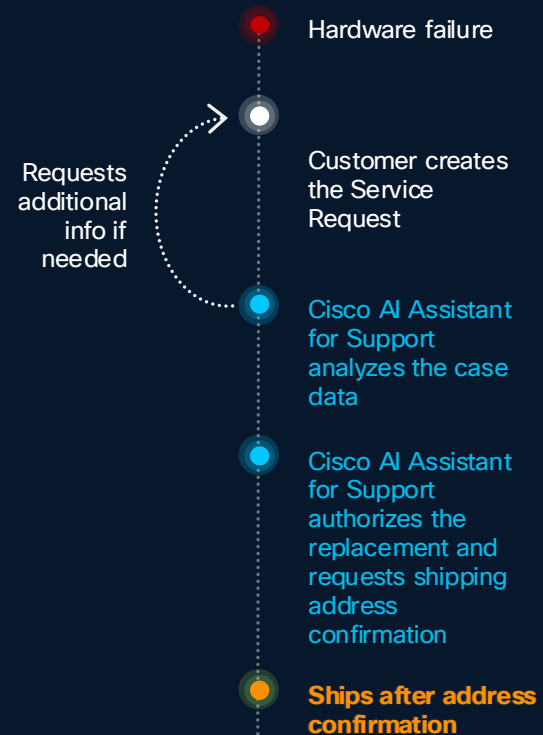
Automated Troubleshooting

2-4x faster when fully automated



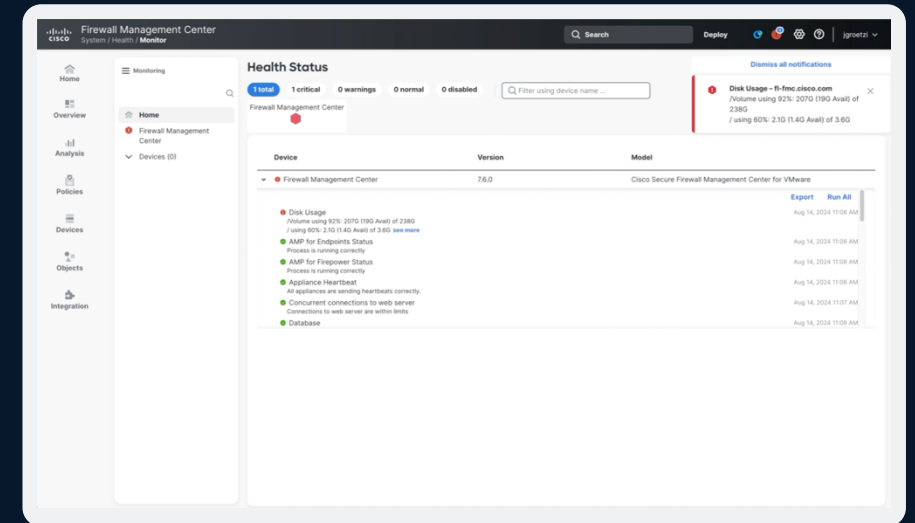
Automated RMA

6-12x faster hardware replacement authorization



In-product Support

Improves time to resolution with in-context support



AI-Augmented Support: Cisco AI Assistant for TAC

Goal: Super-Human TAC Engineers



**GenAI models hold
immense knowledge**



**Infuse GenAI models with
all the knowledge TAC has**



**Creating an AI Assistant for
TAC – enabling them to be
super-human**

Cisco's Approach to AI



Expertise
Human + AI



Analytics
Smarter decisions
faster



Automation
Faster time
to resolution

Cisco Responsible AI Framework

Cisco AI Assistant for TAC – What Can it Do?

Net-New Problems

End-to-end problem identification and resolution.

Initial Responses & Follow-ups

Provide customer responses for the TAC engineer to review and approve.

Current Status & Action Plans

Summary of current issue and next steps.

Resolution Summaries

Document Resolution of issue so it becomes known.

Case Handoff

Rapidly assists new engineer getting up-to-speed on issue.

Root Cause Analysis (RCA) Document

Describes the customer symptoms, issues, steps to resolve and resolution. Leveraged for reuse.

Customer Sentiment

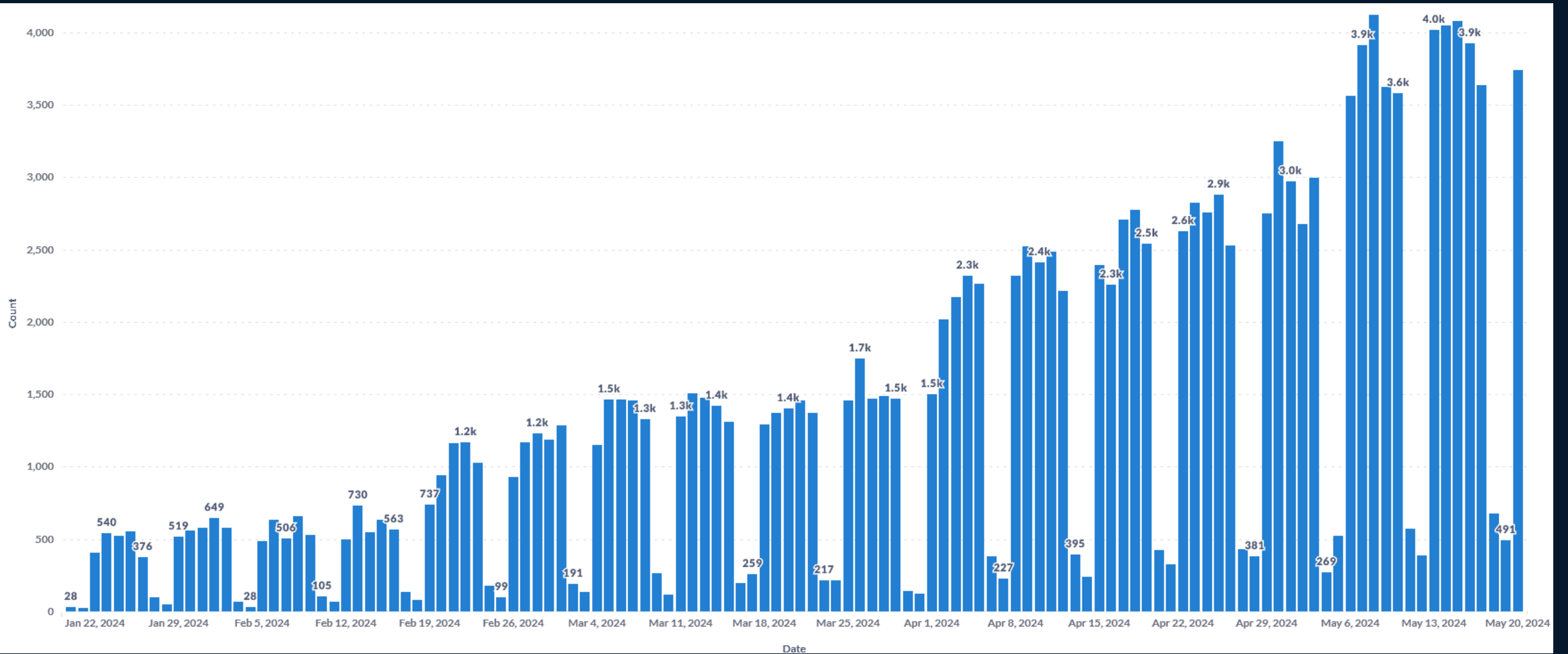
Descriptive analysis of how the customer is feeling their issue is being handled.

Chat (with a Case)

Real-time discussion to help troubleshoot the issue in the case.

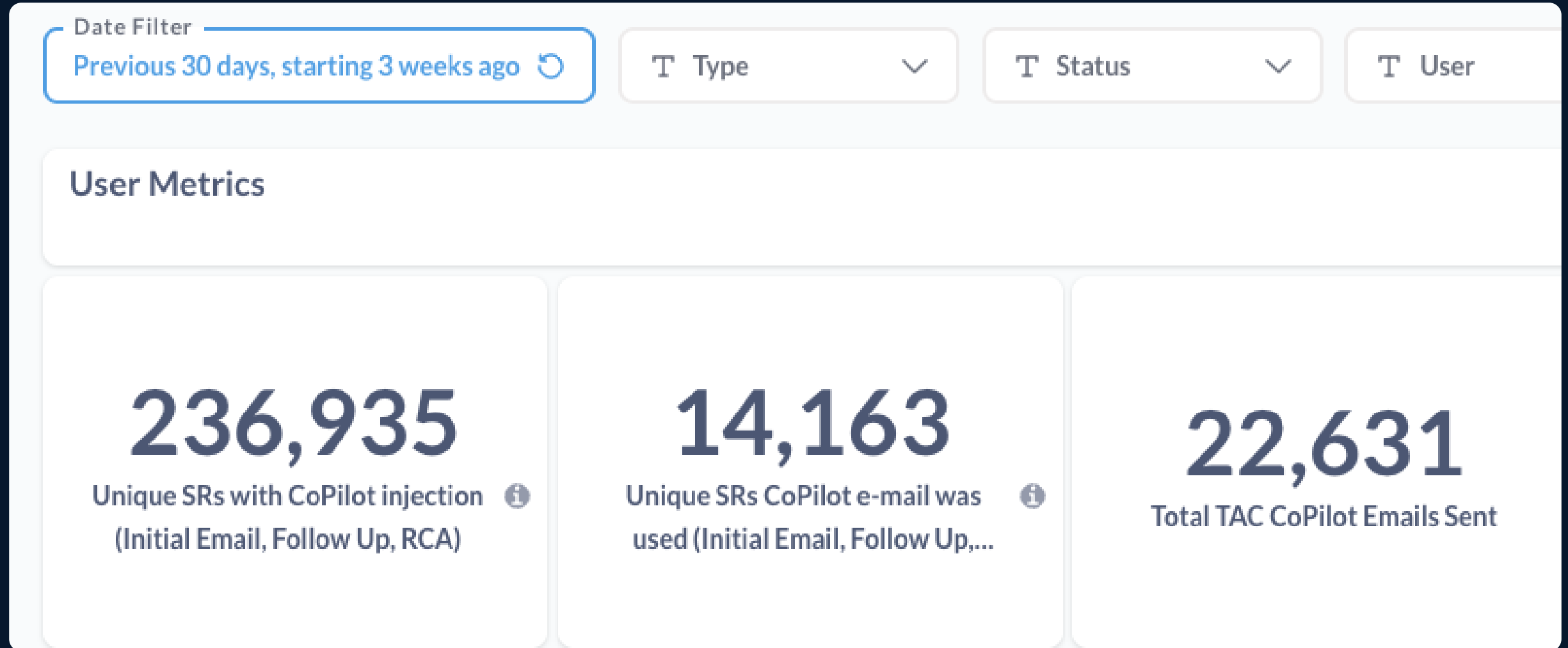
Measures: Usage, Value, and Accuracy

Monitor the number of users using the capability



Measures: Usage, Value, and Accuracy

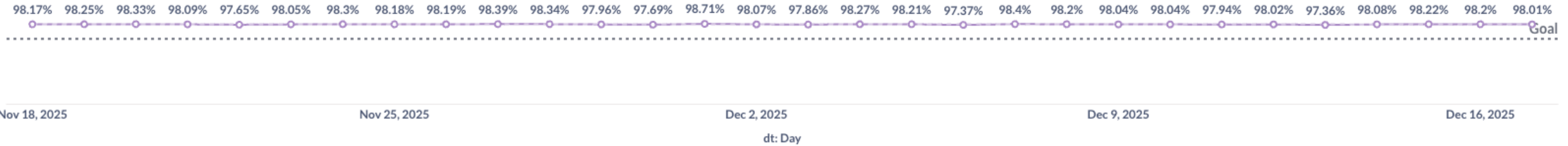
Monitor how frequently the capabilities are used



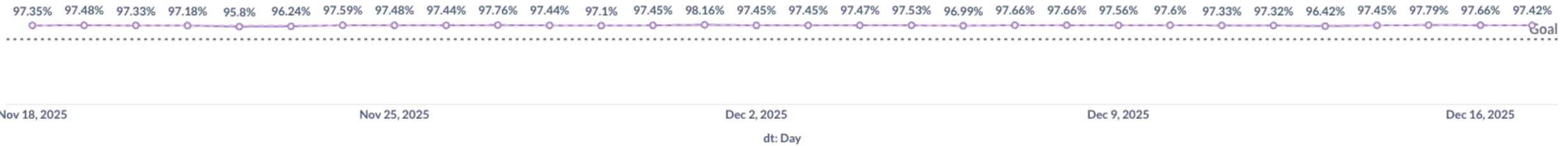
Measures: Usage, Value, and Accuracy

Monitor how much GenAI text is retained

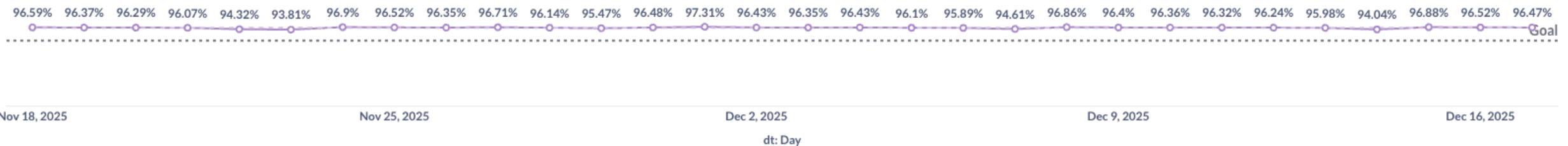
CoPilot avg PROBLEM DESCRIPTION diff ratio over time



CoPilot avg CURRENT STATUS diff ratio over time



CoPilot avg ACTION PLAN diff ratio over time



Impact of AI-Powered Support

Revolution with AI

Before



Limited visibility

- **Fragmented experience**
Limited integration, lack of API support
- **Data accuracy, reporting limitations**
- **Misaligned contracts, siloed license views**
Not aligned to CCO ID, isolated license information
- **Limited recommendations**
Incomplete adoption insights, no renewals insights

After



AI-powered, unified and simplified

- **Unified experience across the lifecycle**
One interface, APIs, integration
- **Simplified access to insights**
LDOS, assets, risk, support cases
- **License & contract clarity**
See what's covered and what's not - instantly
- **AI-driven recommendations**
Upgrade paths, renewals, adoption
- **Always on - At your fingertips**
Web-based, dynamic, actionable

Simple three tiers to meet every support need

Cisco Support

AI and human expertise for greater uptime, performance, and resilience

Standard

- ✓ Essential product support coverage + AI-driven asset and risk insights

Enhanced

- ✓ Everything In Standard +
- ✓ Centralized support coordination for Cisco and Cisco Solution Alliance Partner products
- ✓ Personalized asset intelligence and assessments
- ✓ Troubleshooting
- ✓ Personalized learning
- ✓ Priority case routing

Signature

- ✓ Everything in Standard and Enhanced ++
- ✓ High-touch, and top-priority support
- ✓ Restoration SLA
- ✓ Proactive remediation recommendations
- ✓ Cert prep and practice labs for personalized learning

Continuous TAC Progress

3+ years of improvements

- Deeper Technical Expertise
- Globally organized by technology with four-shift model
- One Cisco Support experience – Meraki & Splunk integrations
- In-Product Support experiences
- AI-enabled automations and GenAI implementations
- Simplified escalations process
- Continued reduction in outsourced Service Requests
- Key stakeholder interlocks
- Hybrid Work Refresh

Listening to:

- ✓ SE/TAC Advisory Board
- ✓ CSAT Sentiment Analysis
- ✓ Escalations Analysis
- ✓ Sales Feedback Sessions
- ✓ Monthly/QBR BE Reviews

Cisco Support Experience with TAC

92%

CSAT
for “truly satisfied”

Up 11 points in 3+ years

95%

support cases assisted
by AI-enabled automation

Up 24 points in one year



77%

Cases handled by single
expert engineer, minimizing handoffs



56%

Fully automated RMA cases

Up 8 points in one year



42%

Cases resolved in one day

Up 5 points in one year



8,200+

Active Certifications



Q2 FY26

Cisco AI Assistant for Support

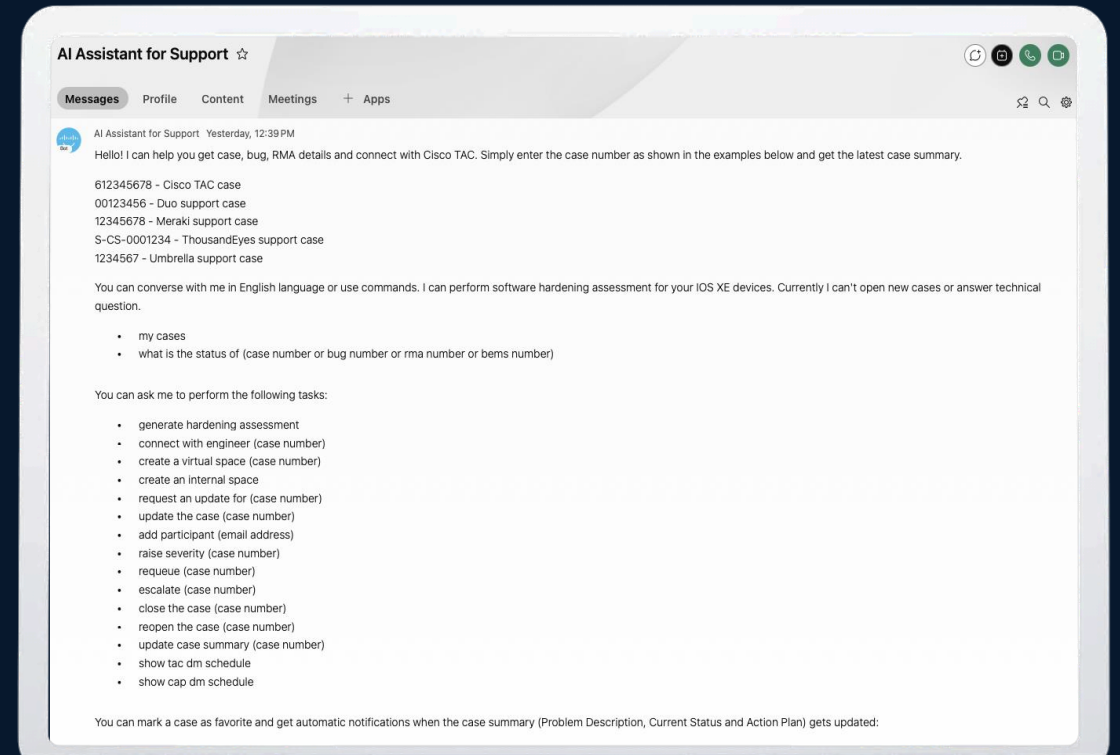
Self-service tool for common support case interactions

✓ **Connects you with the right resources and experts easier and faster:**

- ✓ Get case, bug and RMA status
- ✓ Update case and upload case files
- ✓ Connect with TAC case owner via Webex space or callback
- ✓ Raise case severity, escalate or close case
- ✓ Subscribe for case summary, status and severity updates
- ✓ Get contextual proactive TAC alerts such as trending issues, tool and article updates



Access on [Cisco.com online](https://cisco.com), via Webex App, on [Support Case Manager](#) and Virtual Spaces



Thank you



