

How Cisco IT Migrated Call Centers to IP Contact Center

Cisco Unified Contact Center migration reduces costs, improves operational efficiency, and provides better service for callers.

BUSINESS BENEFITS

- Capability to handle more than 10 million call transactions annually
- Reduced costs through improved call routing
- Calls routed globally based on agent availability and skills
- Higher satisfaction ratings from customers

“We had 39 Cisco IPCC deployments in total; at the height of our activities, we could successfully migrate four call centers in a week.”

– Cindy Mike, Cisco program manager

Like many large enterprises, Cisco Systems® uses multiple contact centers. By 1999, Cisco® had built or acquired more than 20 call centers located around the world, serving different types of callers and varied business needs.

This environment presented numerous business and technical challenges. Cisco business managers needed ways to make operations simpler, consistent, and more efficient. Cisco IT wanted to reduce costs and the demands of supporting and managing so many different systems and applications.

The solution was a multi-phase, multi-year plan to migrate to Cisco call processing technologies and transform the operations into multichannel contact centers. One goal of this plan was to use the Cisco network and Cisco call processing solutions: the Cisco Intelligent Contact Management (ICM) system and, in a later phase,

the Cisco IP Contact Center (IPCC) solution. Results/Benefits Paragraphs. This can be 2-4 paragraphs long, if the material is there. Try to make sure it ends up as one page without going over.

As of 2005, the new infrastructure handles more than 10 million call transactions per year. A Cisco ICM system routes calls to specific contact centers over the Cisco network. Cisco CallManager processes inbound and outbound calls for each contact center. Cisco IPCC distributes and manages calls within each center. Cisco IP Interactive Voice Response (IVR) software provides the menus that determine how calls are routed to specific centers based on the call type. The Cisco E-Mail Manager Option queues e-mail messages from customers and employees for handling by contact center agents. Cisco WebView software provides detailed reports on call activity, including data from outsourcer locations. Cisco Computer Telephony Integration Object Server (CTI OS) Agent Desktop gives agents a PC-based softphone.

A large-scale migration yields valuable lessons. The Cisco IT project team had a large goal—to migrate all of the separate, customer-facing call centers to a cross-functional, virtual organization that could take advantage of economies of scale and share resources to cut costs.

The Cisco IPCC migration effort achieved this goal through executive sponsorship, program organization, and a well-considered migration strategy. Within each call center, selected agents served as re-engineering coaches to help employees understand the new systems. Ongoing communication efforts included a Webpage for each call center to provide site-specific migration updates. As each center completed the Cisco IPCC deployment, lessons learned were applied immediately to enable a faster and more efficient migration in the next scheduled center.

Case Study: http://www.cisco.com/web/about/ciscoitwork/case_studies.html

FOR MORE INFORMATION

To read the entire case study or for additional Cisco IT case studies on a variety of business solutions, visit Cisco on Cisco: Inside Cisco IT www.cisco.com/go/ciscoit

NOTE

This publication describes how Cisco has benefited from the deployment of its own products. Many factors may have contributed to the results and benefits described; Cisco does not guarantee comparable results elsewhere.

CISCO PROVIDES THIS PUBLICATION AS IS WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

Some jurisdictions do not allow disclaimer of express or implied warranties, therefore this disclaimer may not apply to you.



Americas Headquarters
Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
USA
www.cisco.com
Tel: 408 526-4000
800 553-NETS (6387)
Fax: 408 527-0883

Asia Pacific Headquarters
Cisco Systems, Inc.
168 Robinson Road
#28-01 Capital Tower
Singapore 068912
www.cisco.com
Tel: +65 6317 7777
Fax: +65 6317 7799

Europe Headquarters
Cisco Systems International BV
Haarlerbergpark
Haarlerbergweg 13-19
1101 CH Amsterdam
The Netherlands
www-europe.cisco.com
Tel: +31 0 800 020 0791
Fax: +31 0 20 357 1100

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

©2007 Cisco Systems, Inc. All rights reserved. CCVP, the Cisco logo, and the Cisco Square Bridge logo are trademarks of Cisco Systems, Inc.; Changing the Way We Work, Live, Play, and Learn is a service mark of Cisco Systems, Inc.; and Access Registrar, Aironet, BPX, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Enterprise/Solver, EtherChannel, EtherFast, EtherSwitch, Fast Step, Follow Me Browsing, FormShare, GigaDrive, HomeLink, Internet Quotient, IOS, iPhone, IP/TV, iQ Expertise, the iQ logo, iQ Net Readiness Scorecard, iQuick Study, LightStream, Linksys, MeetingPlace, MGX, Networking Academy, Network Registrar, Packet, PIX, ProConnect, ScriptShare, SMARTnet, StackWise, The Fastest Way to Increase Your Internet Quotient, and TransPath are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or Website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (0705R)