CISCO

E-Learning Series Unified Contact Center Inside Cisco Contact Center Applications and Technology (CCAT)

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Contact Center Applications and Technology Agenda

UCC: Technology and Deployment Strategy

Internal Contact Center Environment today

Our History—from Legacy to "Cisco on Cisco"

UCC: Collaboration and Contact Center Productivity Tools

The Cisco IT support team—CCAT

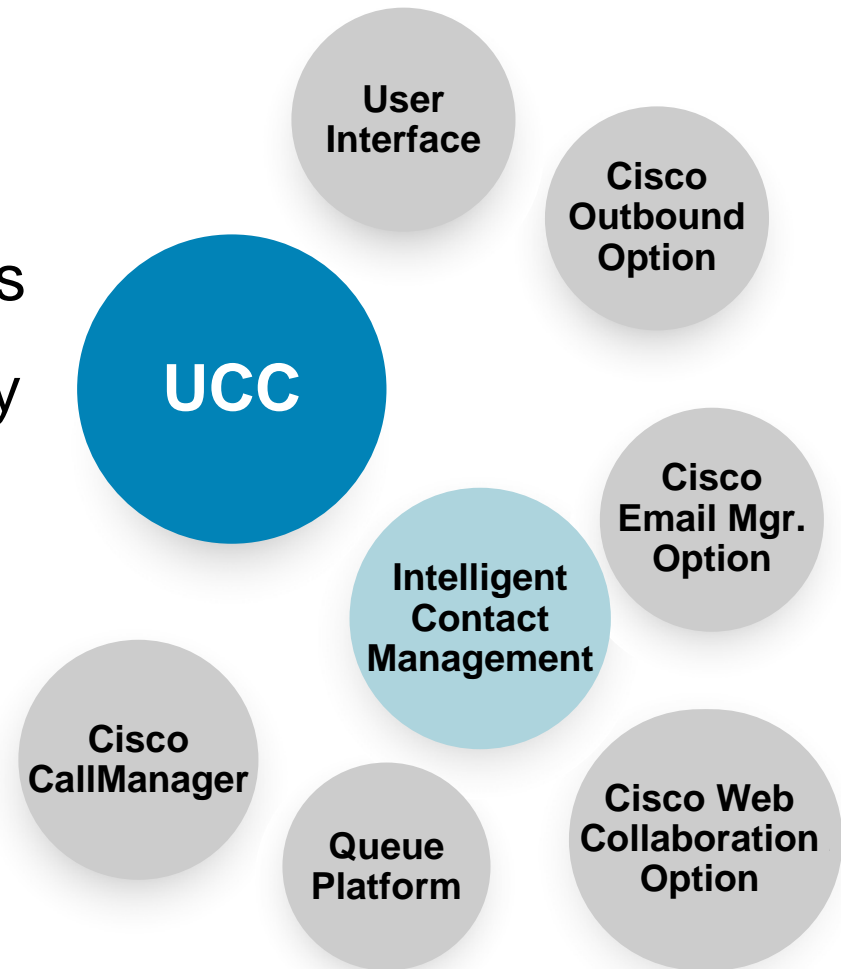# Technology - UCC

UCC - a Closer Look

Advantages of UCC

Technology - UCC

- Telephone System is Cisco's CallManager®

- Automatic Call Distribution (ACD) is software in Cisco's Intelligent Contact Manager (ICM)

- Queuing of Calls is in Cisco's IP Integrated Voice Response (IVR)

- Call Routing Rules are in ICM

- Reporting is in Cisco's Webview Reporting Package

- Call Control is handled by Cisco's Agent Desktop, not the phone

Technology - UCC

- Location independence

- Maintain one network

- Rapid deployment of new apps

- IP standards → interoperability voice, e-mail, Web, fax, video, XML browsers

- Flexible administration

- Centralized or distributed treatment and queuing

UCC

User Interface

Cisco Outbound Option

Cisco Email Mgr. Option

Intelligent Contact Management

Cisco Web Collaboration Option

Cisco CallManager

Queue Platform

Deployment Strategies

ICM	UCC	New Software Releases or upgrades

ICM Deployment Strategy

- Close partnership with strategic client - WW TAC

- Use "follow the sun" migration strategy

- Proactive communications to client/management on what to expect

- Migrate clients off legacy reporting

- 72 hour cutover support

- Cisco first best customer, provide feedback to BU
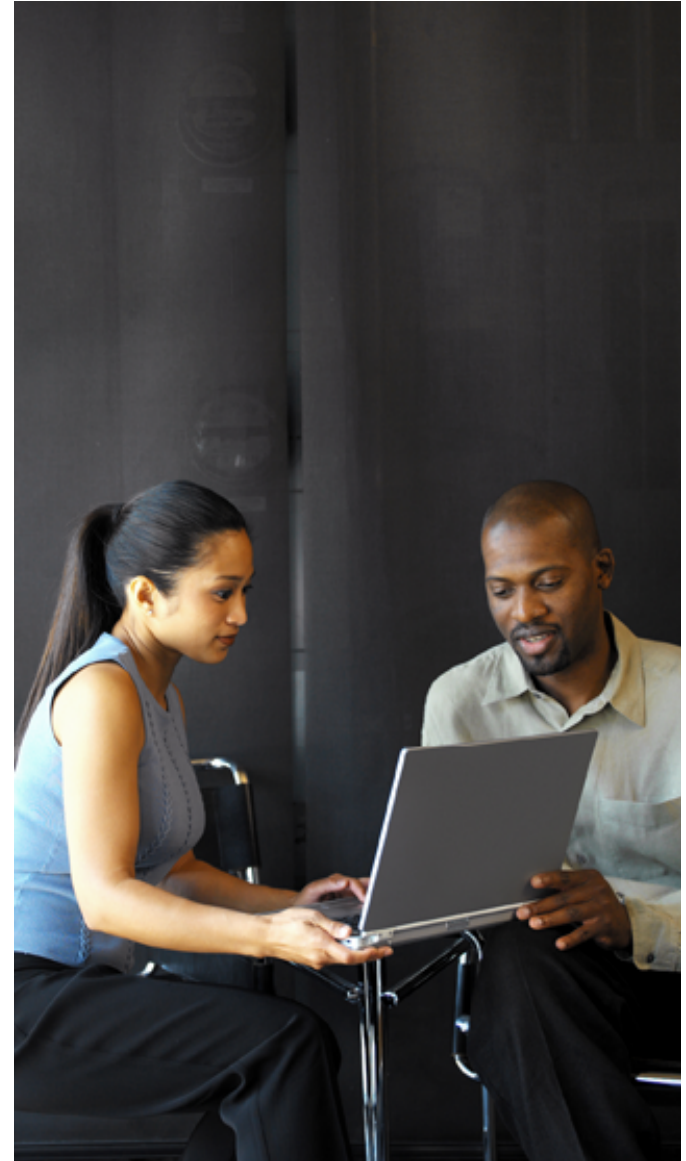
UCC Deployment Strategy

- UCC Program with Executive Sponsorship

- Formal Communications plan:
    - Formal Web site, individual "track" email alias', weekly status update meeting

- Fast Track strategy:
    - Team experience, identify standards, uncover support concerns, get real time client feedback, BU partnership

- Develop global support strategy, Client Re-Engineering coaches

- Strategic application deployment

Gain Experience, Measurements, Acceptance and Feedback

| Single Site Non-Customer Facing | Multi Site Non-customer facing | Single Site Customer Facing | Multi Site Customer Facing |

Minimized Impact to External Customers During Deployment

New Software Releases and Upgrades

- Close partnership with Contact Center Business unit-internal feature gaps in PERS, monthly/quarterly BU product manager meetings/email exchange

- First stop-EFTs, patches, SRs in lab environment

- Formal Cisco Change management processes followed

- Communication out to user community based on CM, impact, proactive approach

- Post installation monitoring and contingencies

- Cross functional teamwork across support groups-AVVID DE, In-Theatre transport teams, Extranet, InfoSec, CCAT, TAC, BU
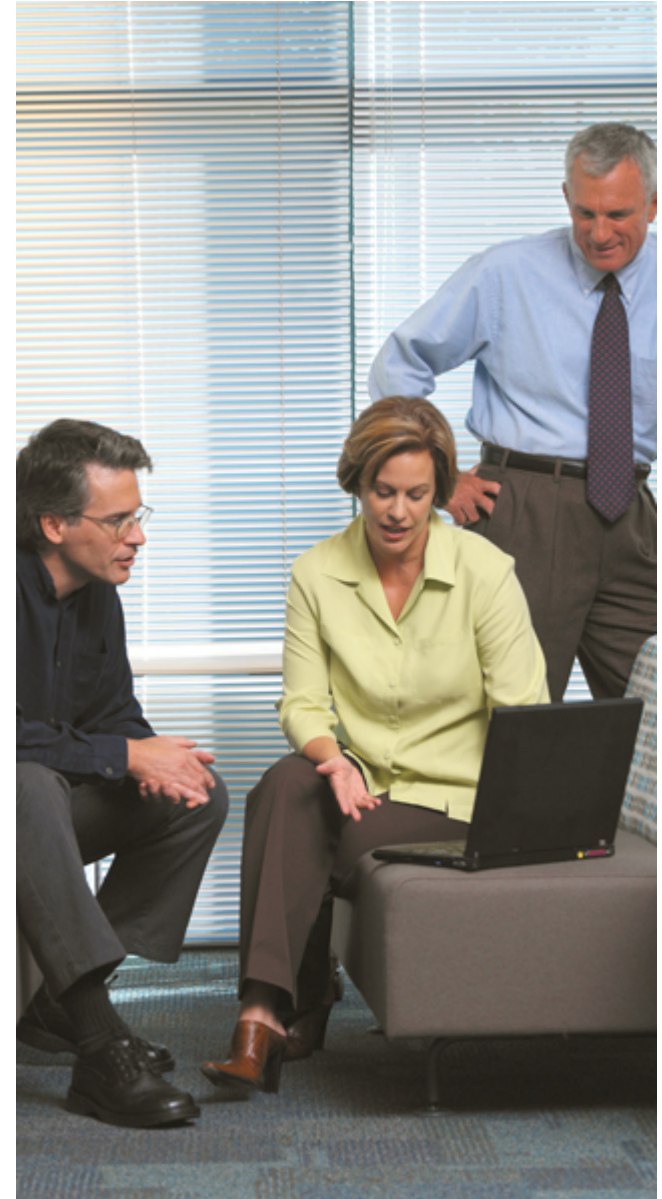
Internal Environment Today

| Contact Centers Locations Around the Globe | Clients and Agent Count by Location | Managing by the Numbers | Infrastructure Highlights |

Contact Center Applications and Technology
UCCE Centers -Client, Location & Agent count [Spring 07]

San Jose: 259 Agents

AMEX
HR Connections
FRC
GCC
Global Sales Tools Spt.
GPS Asset Recovery
GPS LMO, On Site Svs
GSTS
Security Ops
Security Ops-Client Svs
Package Services
PRH Escalation
Cisco Training & Certifications
Netsolve
RMA Reductions
Service Contract Sales
Corp Operators

RTP: 268 Agents

AMEX Travel
GCC
Global Sales Tools Spt.
GPS LMO
GPS On Site Svc
GPS TIS/PDS
GSTS
GSTS PRT
GTRC
Inside Sales-Dev.Grp
PRH Escalation
Security Operations
Corporate Operators

Lowell, MA: 27 Agents

TAC

Austin, TX: 165 Agents

CiscoROS

Irvine, CA: 70 Agents

Linksys

Salt Lake City ,UT: 70 Agents

Service Relations, PRH

Belfast: 45 Agents
Customer Interaction Network (CIN)

Greenock: 55 Agents
Customer Service

Bangalore: 45 Agents
GTRC
PDI Helpdesk
HR Connection

**Davao:** under deployment
Linksys

Dalian: under deployment
Customer Service 30 agents

EMEA*: 140 Agents

AMEX Travel/CTN
Corp Operators (9 countries)
Customer Service
CIN
GCC
GPS LMO
GPS On Site Services
GSTS PRT
HR Connection
Information Technology
Inside Sales
KiSS Technologies (Linksys)
SE Helpdesk
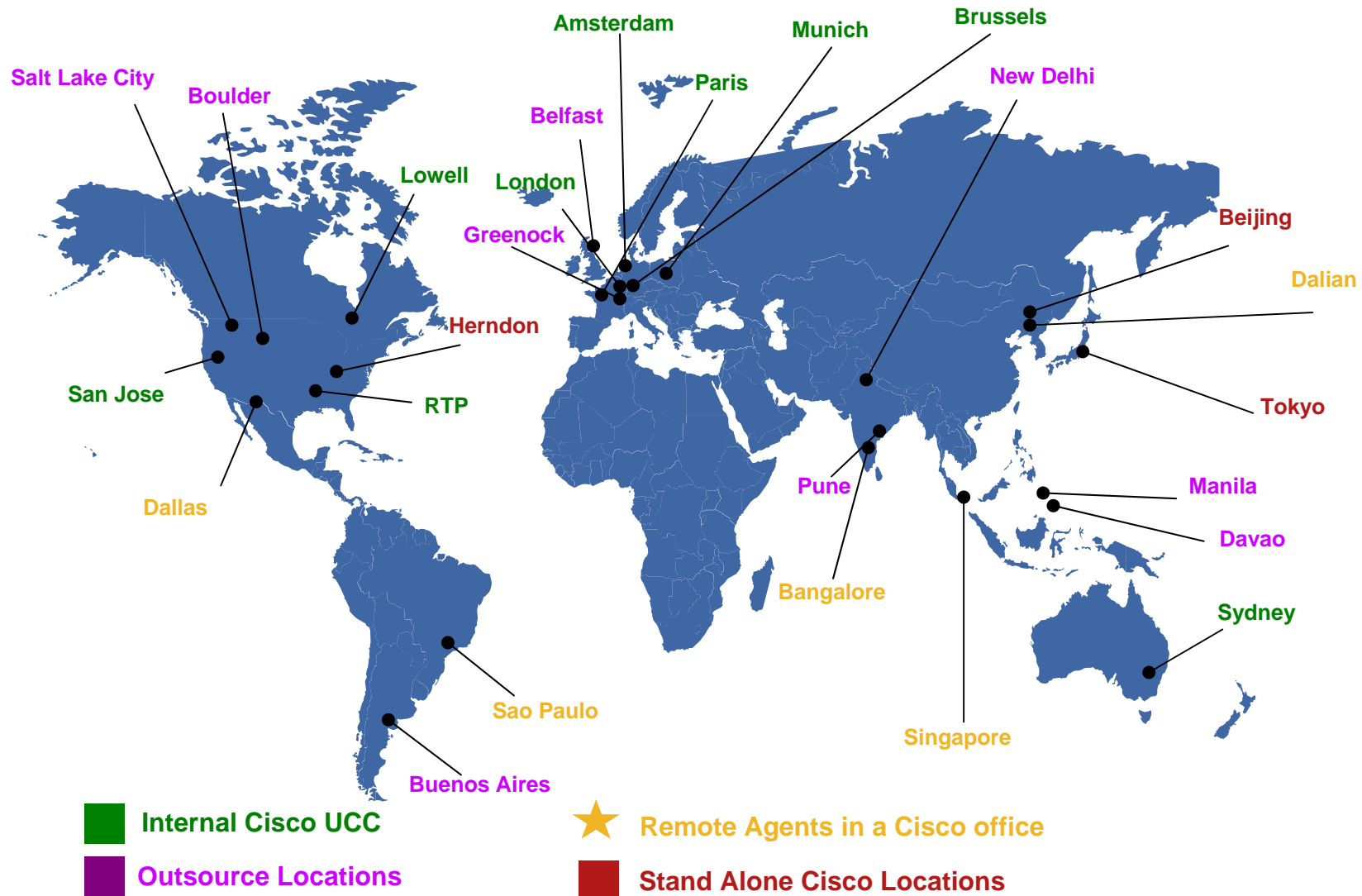Security Operations
WPR Help Desk

Sydney: 89 Agents

Amex Travel
Corporate Operators
Customer Service
GSTS
GSTS PRT
GTRC
GCC
HR Connection
Inside Sales
Partner PreSales
SSCD On Site Svc
SSCD LMO
SSCD Asset Recovery
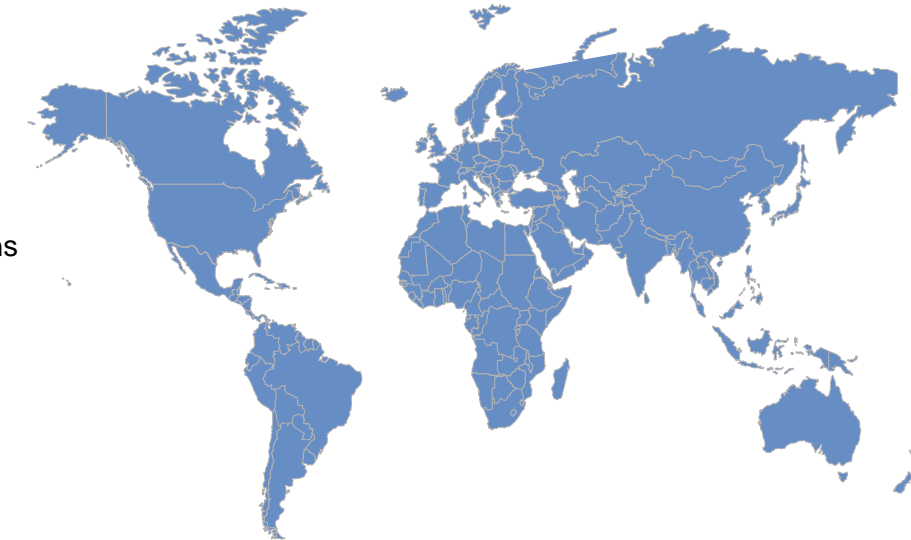
* Includes – Amsterdam, Brussels, London, Munich, Paris

Contact Center Applications and Technology
Cisco's Worldwide Contact Center Environment

Amsterdam

Munich

Brussels

Salt Lake City

Boulder

Paris

New Delhi

Belfast

Lowell

London

Beijing

Greenock

Dalian

Herndon

San Jose

Tokyo

RTP

Dallas

Pune

Manila

Davao

Bangalore

Sydney

Sao Paulo

Singapore

Buenos Aires

■ Internal Cisco UCC

★ Remote Agents in a Cisco office

■ Outsource Locations

■ Stand Alone Cisco Locations

Contact Center Applications and Technology

**Managing by the numbers**

- 22 million+ calls routed by the Intelligent Contact Manager (ICM), per year (internal + carrier)

- 63 global contact center clients

- 30 vendor companies providing contact center services and supporting over 25 local languages

- 1,385 - Updated agent count (as of FY08 Q3): 4,700 (2,700 agents at Cisco).

- 445 ICM scripts

- 239 IVR scripts

Technology - Architecture

Cisco/ICM Network
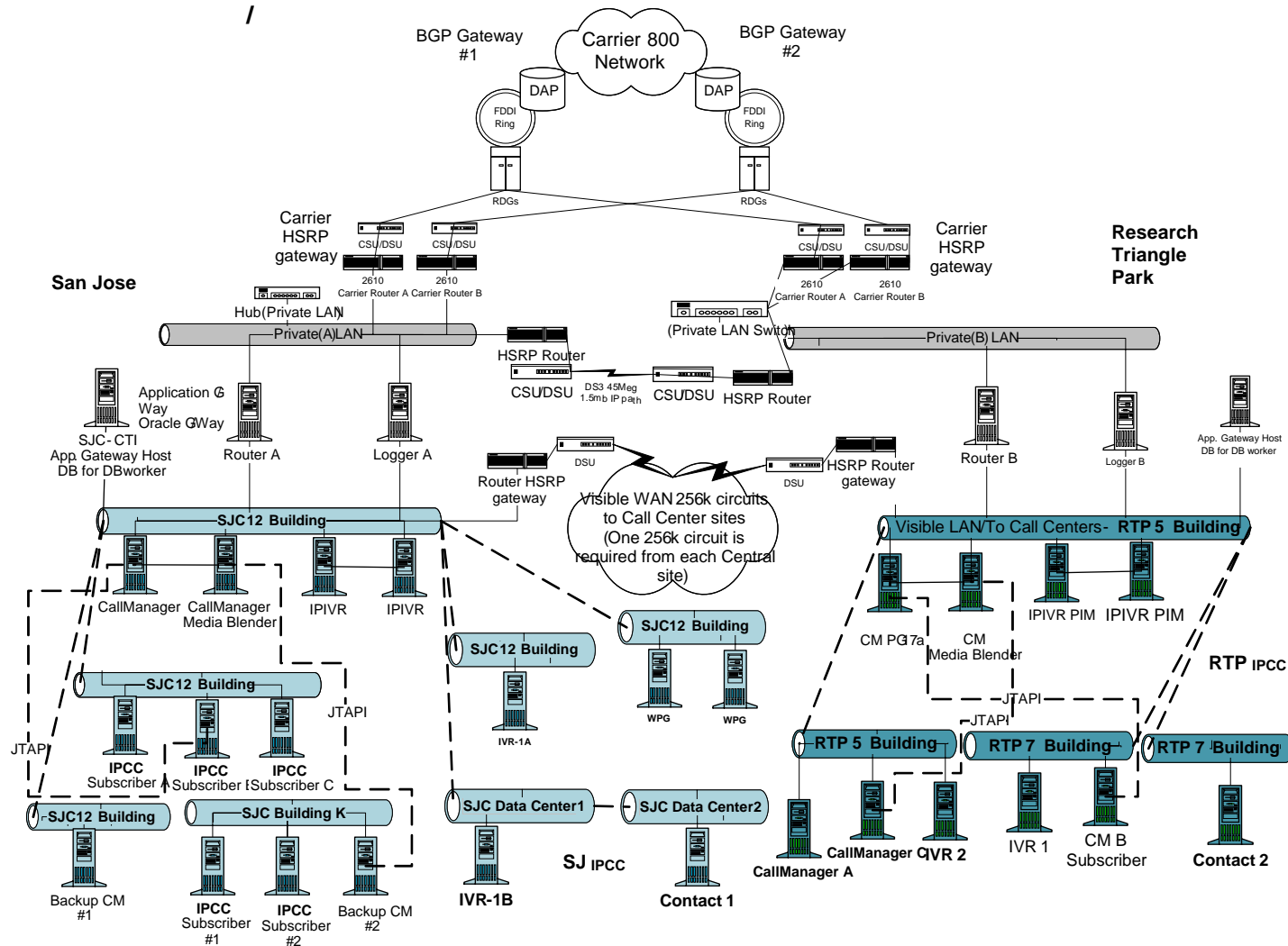
Our History

The Beginning	Taking Inventory	Pushing the Envelope

The Beginning - First Step
"Cisco on Cisco" ICM

- Infrastructure fully redundant, volume load sharing and reporting enterprise-wide, mixed ACD environment

- Client Business Routing rules via ICM

- Centralized database and call routing scripts

- Unprecedented flexibility, Home-site/theater/language preference for call routing, ability to remove % allocate or Time of day routing, lessen dependency on carriers

- Reduced transport and support costs

- Manage customer experience at outsourcer locations

- ICM Deployment project launch October 1999 with TDM PBX based Call Centers in 10 locations

The Beginning - Tangible Savings

- $30K per month on Tie Lines between San Jose and Raleigh, NC, to Support Look Ahead Re-Routing (Lucent's LAI feature)

- $19K per month Carrier Routing Re Direct Request Changes (Pre Routing Database/Carrier NOC Administration)

- Reduced IT and Client Administrative Support w/Alternate Route Change Requests; Efficiency Gains w/Routing Improvements

- Reduced Phone Transport Expense $$$

Taking Inventory - Cisco's Business Owners Landscape

- Lots of small call centers-"Stove piped"

- Inconsistent tools and service levels

- No leverage of standards-tools, naming conventions, skills

- Two types of centers: The "have" and "have-nots" of technology

- Majority of call center activity is Outsourced

- Large portion of IP help desks are not live agents but work thru web, web tools and call back only

Source: Business owners survey data July 2001

Taking Inventory - Opportunities/ Challenges for IT

- Customers being handled inconsistently

- Web usage and knowledge capture at the call center is underdeveloped

- Clients are hungry for more

- Need to have a central point to drive:

    - Standardizations in infrastructure

    - Selection of site license(s) and negotiations

    - Partner with vendors to promote, showcase and create innovative interaction with customers thru IP
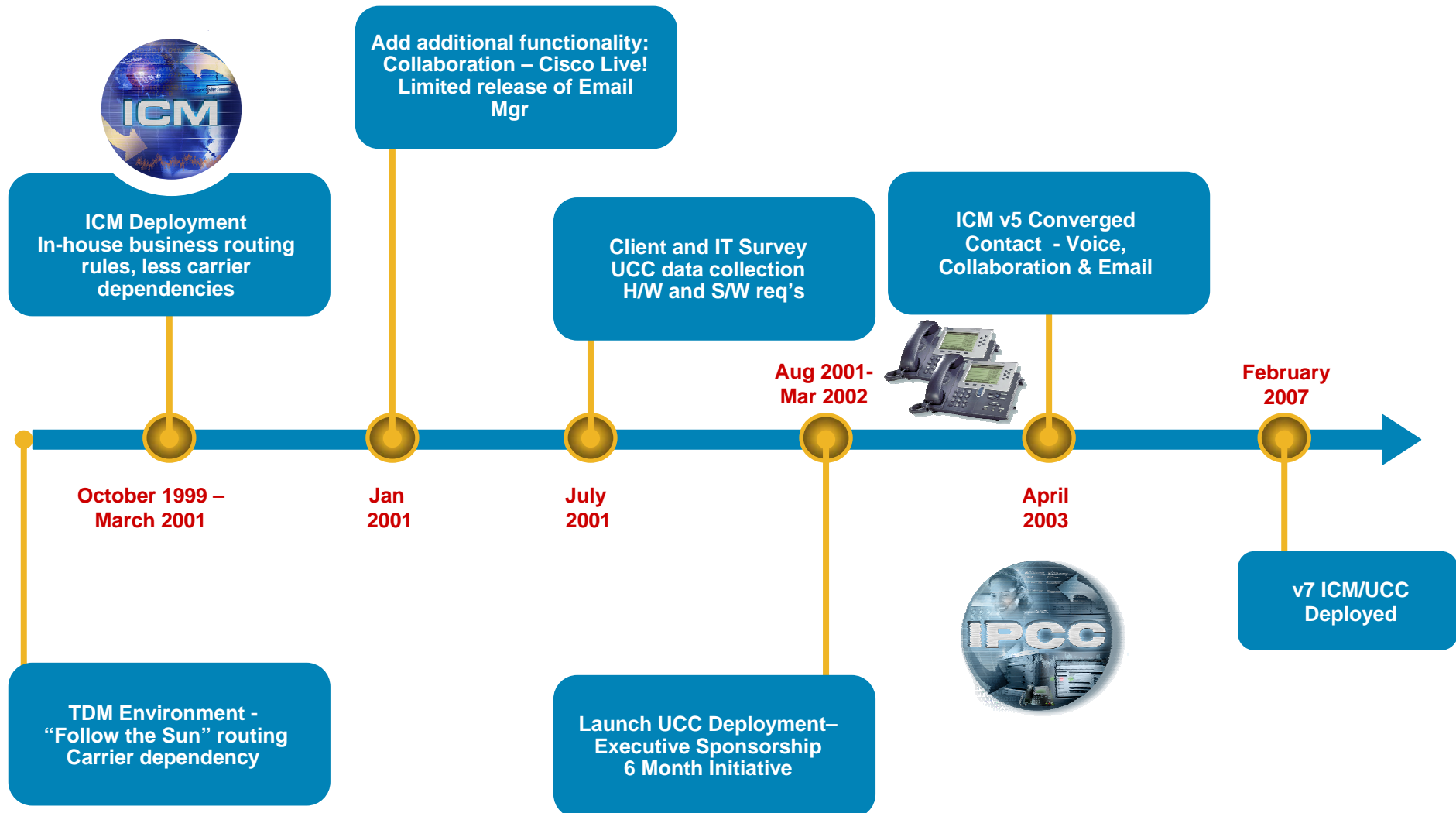
Pushing the Envelope - Unified Contact Center

- Showcase Cisco Product and provide feedback to BU

- Foundation for changing the way we interact with customers

- Further reduce transport costs and support requirements

- Remove competitor technology

- Housecleaning opportunity

- Proven strategies for outsourcers to migrate to next gen

- UCC-centralized call processing, Unity voicemail, 45+ client applications; 1100+ agents, 50K contacts per month, global Webview reporting

Source: IPCC Deployment initiative—6 month Deployment (Aug 2001–March 2002)

Contact Center Applications and Technology
Cisco's Contact Center Evolution - Timeline

Add additional functionality: Collaboration – Cisco Live! Limited release of Email Mgr

ICM Deployment In-house business routing rules, less carrier dependencies

Client and IT Survey UCC data collection H/W and S/W req's

ICM v5 Converged Contact - Voice, Collaboration & Email

Aug 2001- Mar 2002

February 2007

October 1999 – March 2001

Jan 2001

July 2001

April 2003

TDM Environment - "Follow the Sun" routing Carrier dependency

Launch UCC Deployment– Executive Sponsorship 6 Month Initiative
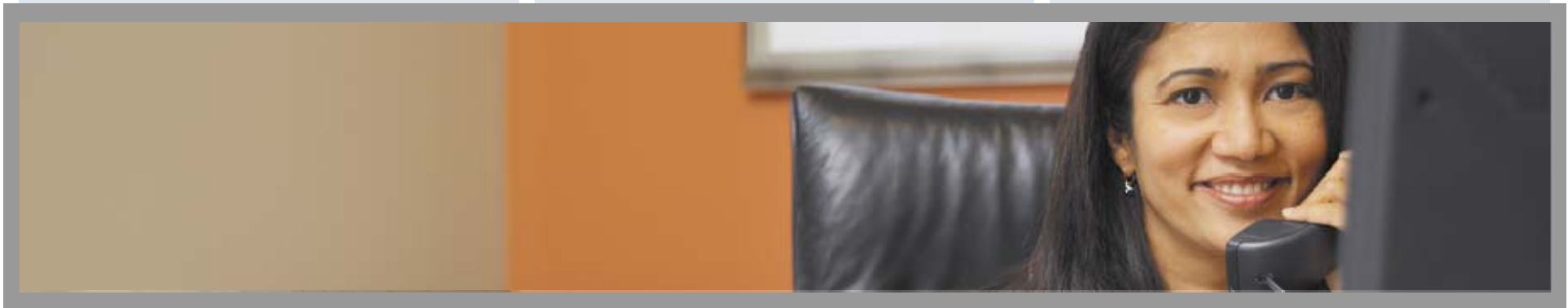
v7 ICM/UCC Deployed

Technology and Contact Centers

The Evolution of Customer Contact	Collaboration	Contact Center Productivity Tools

Technology - The Evolution of Customer Contact

First Generation Call Center	Second Generation Call Center	Third Generation Call Center	Next Generation Contact Center
Network Percent Allocation **PSTN**	**Intelligent Call Routing**	**Network-to-Desktop CTI**	• Combines People and Information Resources • Multimedia Contact • e-Commerce • Circuit Switched IP Infrastructure
The Worldwide Web	**e-Commerce and Web-based Customer Service**	**Internet**	

Technology - Collaboration

Collaboration at Cisco

Cisco Live! Goals and Objectives

Technology - Collaboration

- Cisco.com contact center collaboration services are known as "Cisco Live!"

- Cisco Live! suite of services are based on Cisco Collaboration Server and Media Blender products

- Cisco Live! is deployed enterprise-wide to many internal and external contact centers, including the Technical Assistance Center

Technology - Collaboration Goals and Objectives

- Increase customer satisfaction scores

- Increase employee and customer productivity

- Decrease repeat call volume by advocating "fix on first visit" and "teach the customer" approach

- Empower customers to be increasingly self-sufficient via knowledge transfer and promotion of online support tools and materials

- Showcase Cisco products (CCS, CMB, CeM, UCC, etc)

Technology - Collaboration Feature set

- "Click-to-Talk", "Click-to-Chat" and "MeetMe" sessions with browser synchronization

- IP Contact Center WebOption

- Page Share, Form Share, Chat, ScriptBuilder

- Application Sharing (pilot completed—not deployed)

- Custom-built collaborative java applets using CSSP SDK (Whiteboard, Telnet, etc)
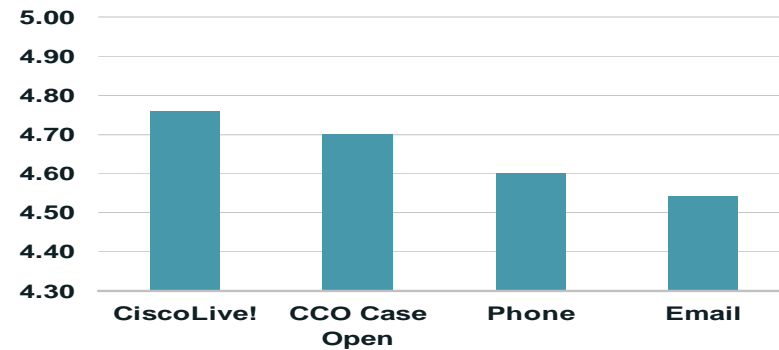
Technology - Collaboration Realized Benefits

WW GCC Average Talk Time

Month to Month Trend indicates a decrease of 1 minute or more Average Talk Time
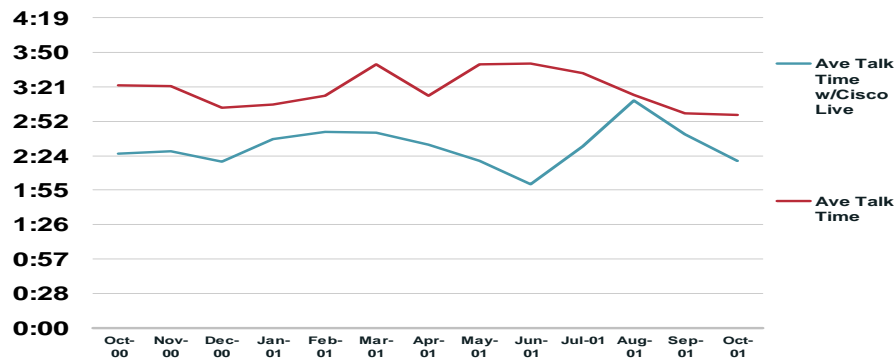
WW Customer Satisfaction by Media (Bingo scores)

Month to Month trend indicates 5% increase in Cust Sat using Cisco Live!

Average Talk Time Reduction of a Minute Per Call

Highest Customer Satisfaction scores of entry types into Cisco

Contact Center Applications and Technology
Technology – Contact Center Productivity Tools

- **Call Recording and Silent Monitoring**

  - Witness Call Recording

  - CTI OS Supervisor and Agent Desktop

- **Reporting tools**

  - Webview

  - IP Info

  - Iceberg Real Time

- **Other tools**

  - Cisco Live! Web Collaboration –click to chat, click to talk

  - Application gateways - Existing Case look up

  - Call Detail Reporting (CDR)

CCUF
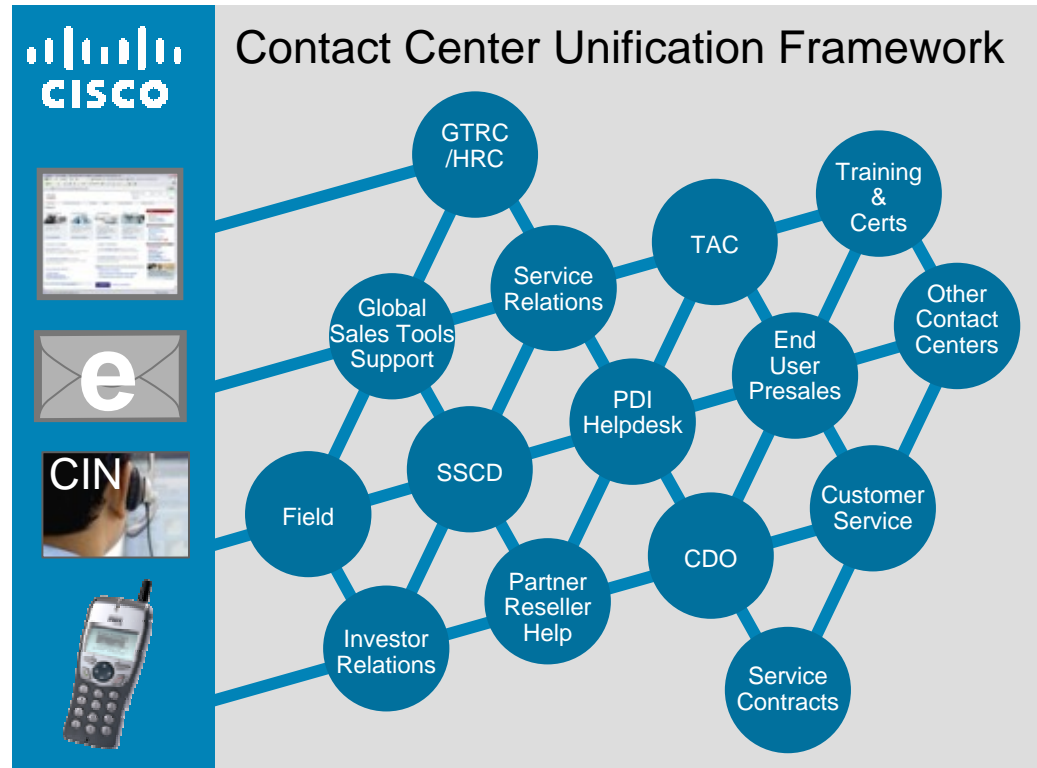
CCUF

CCUF Services Offering

Contact Center Unification Framework (CCUF)

Today:
Many disconnected contact centers

Tomorrow:
Contact centers connected by a common framework of guidelines, vendors, technology, best practices & governance

Contact Center Unification Framework

- GTRC /HRC
- Service Relations
- Global Sales Tools Support
- TAC
- Training & Certs
- Other Contact Centers
- End User Presales
- PDI Helpdesk
- SSCD
- Field
- Customer Service
- CDO
- Partner Reseller Help
- Investor Relations
- Service Contracts

CISCO
CIN

What This Means:
Customers get a consistent, seamless experience, regardless of how they access Cisco. Cisco benefits from operational efficiencies and cost savings from standardization and governance.

CCUF Services Offering

Design &
Consulting

Vendor
Strategy &
Alignment

Operate &
Optimize

Contact Center Unification Framework Deliverables

What is the desired User Interaction Experience?	How do we make the interaction optimal?	How do we optimize vendors and locations?	What business & IT architecture is needed to enable the experience?
▪ Interaction attribute standards ▪ Use cases and business requirements documents ▪ Brand awareness training ▪ Engagement model	▪ Contact to Closure flows ▪ Workflow templates ▪ Training & knowledge sharing ▪ Metrics portfolio ▪ Customer data	▪ Vendor best practices ▪ Vendor attribute standards ▪ Pre-approved list of vendors ▪ Vendor governance & contract support	▪ "As-is" processes & tools documentation ▪ Single voice of the business to IT ▪ Governance model ▪ Business & IT architecture roadmap

CCAT

CCAT Team Overview

Client Funded Model

CCAT Team

- CCAT: Contact Center Applications and Technology Team

- We are located in EMEA, RTP, and San Jose

- We are part of the INS Technologies group within IT

- 24x7 Support, cases logged through the Global Technical Response Center [GTRC]

- Team web site: http://wwwin.cisco.com/it/technology/avvid/ipcc

"Client Funded" Model

- CCAT team is client funded vs. GNA—not a profit center

- CCAT clients receive a monthly cross-charge based on the weighted value or the complexity of an application

- All applications are not created equal:
  - Number of Agents within the contact center
  - Configuration of ICM call routing application: Call Types, Skill Groups, ICM Scripts, IVR applications etc.
  - Hardware support - Peripheral Gateway deployment, Outsourcer locations
  - Published Numbers and Carrier support (Toll Free, International Toll Free, Take back and Transfer
  - Application Gateways - Existing case lookup, computer telephony integration
  - Additional IPCC Enterprise components - Collaboration, email Manager, Outbound option
  - Contact Center productivity tools - Voice recording, proactive monitoring, advanced reporting tools, work force management

- CCAT expenses (e.g. headcount, capital expenditures and depreciation, software licenses, maintenance, travel, training, etc.)

Q and A

Further Resources

Cisco on Cisco Website

http://www.cisco.com/go/ciscoit

Call to get Product, Solution and Financing Information

1-800-745-8308 ext. 4699

Order Resources

http://cisco.com/en/US/ordering/index.shtml