



Service Description: Connected Analytics for Contact Center

This document describes the Cisco Connected Analytics for Contact Center (CACC) Service.

Related Documents: This document should be read in conjunction with the following documents also posted at www.cisco.com/go/service-descriptions/: (1) Glossary of Terms; (2) List of Services Not Covered; and (3) Severity and Escalation Guidelines. All capitalized terms in this description have the meaning ascribed to them in the Glossary of Terms.

Direct Sale from Cisco. If you have purchased these Services directly from Cisco, this document is incorporated into your Master Services Agreement (MSA), Advanced Services Agreement (ASA), or equivalent services agreement executed between you and Cisco. In the event of a conflict between this Service Description and your MSA or equivalent services agreement, this Service Description shall govern.

Cisco shall provide the Connected Analytics for Contact Center service described below as selected and detailed on the Purchase Order for which Cisco has been paid the appropriate fee. Cisco shall provide a Quote for Services ("Quote") setting out the extent of the Services and duration that Cisco shall provide such Services. Cisco shall receive a Purchase Order that references the Quote agreed between the parties and that, additionally, acknowledges and agrees to the terms contained therein.

Service Summary

Cisco's Connected Analytics for Contact Center (CACC) program brings **Software**, **Hardware** and **Services** components together to provide an end-to-end solution. The engagement is bound by a time period ranging from 1 year to 3 years that the Customer can choose at the beginning.

The CACC **Software** is an analytics engine that gets deployed in the Customer's premise(s). The engine capabilities are based on the use case(s) selected by the Customer. The Customer can choose one or more use cases in the following areas:

- Operational Efficiency Analytics (OPS)
- Customer Experience Analytics (CX)
- Generic Analytics (GEN)

The Software comes with a subscription license with terms ranging from 1 year to 3 years and includes technical support (http://www.cisco.com/web/about/doing_business/legal/service_descriptions/docs/Software_Subscription_Support.pdf) for reactive issues. The Software and technical support not

addressed under this offering must be bought separately from the services covered in this document.

This Software can be installed on Cisco UCS series **hardware**. The size of the Hardware needed will be determined by the amount of data that is getting processed and will vary based on the Customer's needs. This will be determined during the initial scoping with the Cisco team. The Hardware has to be ordered separately from the services covered in this document. The maintenance and support for the Hardware is not covered under the CACC offering.

The Software and Hardware elements described above as well as any transactional-based Cisco Advanced Services related of the end-to-end solution are outside the scope of the CACC offering described in this document.

The CACC offers services related to **Business Consulting**, **Technical Consulting** services and **Program Management** services. These services can be ordered on a subscription basis for a time period ranging from 1 year to 3 years, on a yearly basis.

Cisco Responsibilities

Under this Service, Cisco shall provide the Connected Analytics for Contact Center (CACC) Service during Standard Business Hours, unless stated otherwise. Cisco shall provide the following General Service provisions for any CACC specified in the Quote:

General Service Responsibilities

- Provide a single point of contact ("Cisco Delivery Team Member") for all issues relating to the Services.
- Conduct regularly scheduled meetings with the Customer to review the status of the Services.
- Ensure Cisco employees and any Cisco subcontractors conform to Customer's reasonable workplace policies, conditions and safety regulations that are consistent with Cisco's obligations herein and that are provided to Cisco in writing prior to commencement of the Services; provided, however, that Cisco's personnel or subcontractors shall not be required to sign individual agreements with Customer or waive any personal rights.
- Supply Cisco project team personnel with a displayable form of identification to be worn at all times during activities at Customer's facility.
- Cisco reserves the right to determine which of its personnel shall be assigned to a particular project, to

replace or reassign such personnel and/or subcontract to qualified third persons part or all of the performance of any CACC services hereunder. Customer may request the removal or reassignment of any Cisco personnel at any time; however Customer shall be responsible for extra costs relating to such removal or reassignment of Cisco personnel. Cisco shall not have any liability for any costs, which may occur due to project delays due to such removal or reassignment of Cisco personnel.

- Based on complexity of data source connections, Cisco may elect to implement connectivity to the data sources over an extended time period (6-12 months) during the term of the service contract. As a result, Cisco will present an Implementation Plan before the start of the engagement and get Customer's approval.
- Upon expiry of the contract, Cisco will remove or disable Customer account on the Portal.

Specific Service Responsibilities of Cisco

Business Consulting Services:

For Business Consulting, Cisco provides services to assist Customer in interpreting the analytics insights. These services are optional and can be requested based on the Customer's needs. Cisco recommends this service for certain use cases more than others. The quantity of these services needed depends on the category of the use case(s) (market verticals, lines of business, contact center operations, complexity and size of contact centers. These services need to be ordered at least for 1 year, with a maximum term period of 3 years on a yearly basis.

Here are some specific service responsibilities of Cisco for the Business Consulting Services:

Cisco shall review the actionable insights and reports and will provide consulting services for Operations and/or business issues. Specific activities **may** include:

- Provide additional report interpretation based on Customer's business context that may include, but not limited to, Customer's strategic goals, business, technical requirements, financial requirements, existing assets and infrastructure, corresponding constraints, success factors
- Develop action plans and recommend changes to Customer's business environment

The Business Consulting Services also includes up to 4 Quarterly Business Reviews with the Customer.

Technical Consulting Services:

For Technical Consulting, Cisco provides services to assist Customer on:

- a) Minor initial set-up activities of the CACC solution.

- b) Ongoing and continued consultative specific modifications and provisioning of CACC to UCCE, CVP, Finesse agent desktop, Finesse supervisor desktop, web porta customer specific experience which may include configurations of UCCE call routing based on CACC analytics attributes
- c) On-going and iterative business value assessment to interpret or refine analytics insights and deliver actionable recommendations. Develop action plans and business outcomes based on findings and recommendations.

These services are highly recommended and can be requested based on the Customer's needs. The quantity of these services needed depends on the category of the use case(s) (Operational Efficiency, Customer Experience Analytics or Generic) and complexity of the use case, number and types of data sources and size and complexity of contact centers. These services need to be ordered at least for 1 year, with a maximum term period of 3 years on a yearly basis.

The Technical Consulting Services also includes up to 4 Quarterly Business Reviews with the Customer.

Program Management Services:

- Provide Customer with a list of designated Cisco personnel roles and responsibilities
- A Cisco contact will be designated as a Project Manager ("PM"), who will act as a primary interface to the Customer for program managing the appropriate service for the duration of the engagement.
- Provide a project schedule highlighting deliverables, corresponding milestones, planned project events, resource(s) and timescales.
- Participate in periodic conference calls with Customer representatives
- Participate in regular visits to meet with the Customer in-person on an as-need basis
- Coordinate workshop, interview(s) with Customer designated stakeholders to collect information, as necessary, for completion of the service
- Define and validate scope, evaluation criteria, timeline, data sources and other assumptions
- Provide regular status updates for the overall project, including intermediate checkpoints to obtain feedback from Customer on the progress of the service
- Review and validate with Customer the scope, data collection methods, data sources and evaluation criteria for service engagement. Where data is not provided or is of low quality, Cisco will agree with Customer on which calculative assumptions may be used in the analysis.

Customer Responsibilities

General Service Responsibilities

Customer shall comply with the following obligations:

- By using Cisco's CACC Analytics Platform and the associated services, the Customer acknowledges,

understands and agrees that certain Business Information and Network Information (network, operational and business data depending on the underlying Use Cases) will be accessed for data analysis and report generation and will be stored on Customer's premises.

- Customer shall designate a Point of Contact (POC) to whom all Cisco communications may be addressed and who has the authority to act on all aspects of the Service. Customer shall also designate a back up when the Customer contact is not available who has the authority to act on all aspects of the Services in the absence of the primary contact.
- Provide the necessary infrastructure needed for an onsite deployment, unless otherwise agreed to in the contract
- Customer shall assist in completing the pre-installation checklist with guidance from Cisco.
- Customer shall attend scheduled conference calls as required by Cisco to complete installation of analytics platform/engine.
- Customer acknowledges that Cisco will only support generally available Products and Software releases/versions unless otherwise mutually agreed.
- Customer shall ensure that the device and engine access is restricted to those Customer employee(s) or authorized contractor(s) who have a bona fide need to access the dashboard and/or a need to know the contents of the output of the reports and recommendations.
- Prior to start of CACC engagement, Customer shall provide all required documentation for Cisco approval. This includes network topology, sample data, network architecture diagrams etc. and any addition material needed for Cisco to conduct the engagement effectively.
- In the event the Network composition is altered, after the Services selected under this Service Description have become effective, Customer is responsible to notify Cisco in writing within ten (10) days of the change.
- Cisco may require modifications to the fee if the Network composition has increased beyond the scope covered by the original pricing quote for Services.
- If some components deployed in the platform (ex. Cisco or third-party hardware) are not covered in the CACC contract, then Customer shall be responsible for buying, maintaining and supporting them.
- Retain overall responsibility for any business process impact and any process change implementation.
- Be responsible for all issue resolutions requiring onsite field presence.
- In the event the data source that is the basis for the analytics is altered, after this Service has been purchased, Customer is responsible to notify Cisco in writing within ten (10) days of the change. Cisco may

require modifications to the fee if the data source has increased or changed beyond the original pricing quote for Services.

- At the time of termination of the contract, Customer shall assist Cisco personnel with uninstalling the CACC Analytics Platform and disable Cisco personnel's access to Customer's systems and premises.

Specific Service Responsibilities

Customer shall comply with the following obligations:

Business and Network Consulting:

- Review the reports and recommendations and provide feedback
- Put a plan to address the recommendations made by the Cisco team.

Program Management:

- Provide the Cisco PM with a list of designated Customer personnel roles and responsibilities.
- Ensure that key Customer personnel (such as architecture design and planning, network engineering, network operations personnel) are available to provide information and to participate in review sessions, workshops and other information gathering activities. The Customer PM will also ensure that Cisco is provided with all information, data and documentation as Cisco reasonably requires to provide Services and comply with Cisco's responsibilities in this Service Description. This information includes, but is not limited to: (i) information relating to Customer's network, design, business and other applicable requirements; (ii) functional and/or technical documentation relating to such requirements; and (iii) topology maps, configuration information and existing and proposed network infrastructure.
- Identify primary and backup Customer authorized site contacts who shall provide necessary information, obtain access clearances and coordinate with other organizations/third parties with respect to Services at that site.
- Participate in scheduled project review meetings or conference calls, if required.
- Ensure that Cisco's request for information or documentation needed for the project is provided within three (3) Business Days of Cisco's request, unless the parties agree to another time period for response."

Supplemental Definitions for Cisco Connected Analytics for Contact Center (CACC) Service

"Analytics Platform or Platform" means a Cisco provided software application which runs an environment that in turn hosts dashboard Software for the purposes of collecting and displaying Business Information and Network Information. This is a purpose-built software platform to solve for specific

use cases.

“Business Data” means the information about Customer’s UCCE Contact Center that is collected, stored and analyzed in connection with the Software and may include without limitation the following information: Unified Contact Center Enterprise (UCCE) data and Customer Voice Portal (CVP) data.

“Dashboard” or “Portal” means a web-based user interface to access Cisco Connected Analytics for Contact Center information and reports, such as analytics models from the Customer onsite installation.

“Network Information” means the information about Customer’s network that is collected, stored and analyzed in connection with the Software and may include without limitation the following information: call records, wrap-up codes, customer sentiments, social media feeds as deemed appropriate by Cisco. Network Information does not contain password or security access information or personally identifiable information.

“Use Case” means the problem that the Customer wants to solve within the OPS, CX or GEN by using Cisco’s analytics solution.