The Customer Interaction Network: What's Next

Soufiane Houri, Product Manager
Voice Technology Group
Cisco Systems, Inc.
Session Objectives

- Learn about key industry trends in customer service
- Adapting to citizens’ needs and allowing multi-modal interactions
- Providing choice and exceptional customer experience
- Reducing capital expenditures and total cost of ownership
- Realizing true productivity enhancements for customer service personnel
- Discuss the primary criteria for deciding on a customer service solution
A Changing Citizen Population

Social Networkers, Collaborators

Real-Time Communicators

Largest new workforce since the baby boom

Multi-Cultural, Global

Totally connected—Anytime, Anywhere

The video generation
Use of eGovernment Across Age Groups

Government Web site visitor
Nongovernment Web site visitor*

Percent spending 10+ hours online weekly

Gen Yers (18 to 26) | Gen Xers (27 to 40) | Younger Boomers (41 to 50) | Older Boomers (51 to 61) | Seniors (62+)

66% | 68% | 72% | 70% | 74%

Base: US online consumers who visit government Web sites twice per year or more
*Base: US online consumers who do not visit government Web sites

Forrester’s North American Government Technology Adoption Study, 2006 Base: online consumers

© 2007 Cisco Systems, Inc. All rights reserved.
Increased Demand for Online Government Services

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Gen Yers (18 to 26)</th>
<th>Gen Xers (27 to 40)</th>
<th>Younger Boomers (41 to 50)</th>
<th>Older Boomers (51 to 61)</th>
<th>Senior (62+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer information (e.g., fraud services)</td>
<td>59%</td>
<td>71%</td>
<td>75%</td>
<td>76%</td>
<td>68%</td>
</tr>
<tr>
<td>Worker benefits (unemployment and disability)</td>
<td>60%</td>
<td>64%</td>
<td>69%</td>
<td>72%</td>
<td>59%</td>
</tr>
<tr>
<td>ID cards (e.g., licenses, passports, and green cards)</td>
<td>54%</td>
<td>56%</td>
<td>51%</td>
<td>52%</td>
<td>42%</td>
</tr>
<tr>
<td>Public safety (e.g., emergency services, courts, and health advisories)</td>
<td>63%</td>
<td>68%</td>
<td>72%</td>
<td>74%</td>
<td>63%</td>
</tr>
<tr>
<td>Human rights, health, and welfare benefits</td>
<td>59%</td>
<td>60%</td>
<td>62%</td>
<td>59%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Base: US online consumers who visit government Web sites twice per year or more (shading indicates the three highest percentages per generation)
Communication Channel Transitions

- One Time Zone, Real-time
- Mobility and Uniformity of Experience
- New and Changing Regulations
- Business Continuance
- Working Moments
- Security and Surveillance
- The “Millenials”
- Web 2.0
Expectations of a Connected Citizen

- Rich Media Driven Lifestyle
- Multiple Communication Options
- Virtual Personalized Assistance
- Customization

Security • Privacy • Policy
Business Drivers
Top of Mind Issues

“How do I drive work to lower-cost resources?”
“How can I get more calls handled by self-service?”
“How do I reduce my agent turnover?”
“How can I reduce telecommunications costs?”
“How do I optimize my resources?”
“How do I provide service choices for citizens?”
“How do I offer consistent services/experience across all channels and sites?”
“How do I ensure that the most skilled person is addressing the citizen’s inquiry?”
“How do I satisfy the needs of my constituents?
“How do I ensure business continuity in times of disaster?”
“How do I drive process and technology standardization across all facilities?”
Customer Service Initiative Drivers

- **Business Transformation**
  - Business Agility and Differentiation

- **Employee Productivity**
  - Collaboration and Efficiency

- **Convergence**
  - IT TCO—Pays for Itself

Business Value

Innovation
Convergence Reduces TCO by 20-30%
Post-deployment Example:
$30M Savings On $15M Investment

Customer Case Example of Savings To Date (2004 – 2006)

Moves/ Adds/ Changes $1M
Maintenance savings $4M
Toll Bypass: Site-to-site $6M
Toll Bypass: Contact Centers $5M
Conferencing savings $15M

Deployed to over 40k employees and 150 sites globally
Enhancing Employee Productivity

Empowering employees to use more telephony features and use them more often for improved communications and collaboration.

* Sage Research – April 2005, surveyed 83 organizations who have deployed UC
Transforming Interactions with Citizens
A Perception Question

There is a wide gap between what companies think they are delivering and what customers think they are getting.

Source: James Allen, Bain & Company, October 2005
Solutions Enable Greater Levels of Service More Efficiently

Citizen Experience

Information & Analytics

Agent Productivity

IT Evolution & Savings
Citizen Experience Opportunities

A. Enhanced Web Self Service: “Click to help” or “invite to chat” on website incents customer usage of site, reduces inbound calls, and increases customer satisfaction.

B. Provide Service Options to Customers: through broadening of inbound channels / modes to include email and web chat, based on customer type, question type. Multi-channel queuing.

C. Knowledge / Other Information Delivered by Video: add IPTV, VOD, proactive alerts to educate consumers, reduce overall health care costs, differentiate service.

D. Single View of Customer: use Application Integration to bring complete view of customers’ relationship with company to agent desktop, reducing transfers and improving first call resolution.
Enhancing the Citizen Experience

- **A. Click for Assistance:** 7x24 access to service expert through chat, audio or video
- **A. Invite-to-chat:** triggered by service pain point / revenue leakage opportunity (chat, escalating to audio or video)
- **B. Provide Service Options:** expand inbound channels to include email and web chat – customers choose preference, load balances contact center volumes
- **C. Knowledge / Other Information Delivered by Video**
Provide Service Options to Citizens
Example: Support Rep Resolves Issues Faster

As is...

Case Closure time: 3 days to 1 week

Rep gets a blind customer call

Rep asks for user ID and issue

Rep has just a "web mockup"

Customer has to send screenshot of actual page (fax/e-mail)

Rep can't see actual screen or error

Rep. Gets screenshot and understands issue

Insert of screenshot on case order

Opens and populates case

Calls Research group

Researcher investigates issue in transaction and web history

User didn’t complete final step when scheduling transaction

(1-3 days)

Rep calls customer

Customer gets an answer but doesn’t learn to avoid issue

1-3 days to resolve

10-45 minutes of Representative time

Several hours of research

...With Unified Communications

Case Closure time: Same Call

Click to Talk

CTI

Co-browsing

System Recognizes user and case is populated with customer info and likely case type

Rep sees actual screen with issue

Identifies missing step and explains to customer

Customer acknowledges missing step and learns to avoid it

25 minutes to resolve

Resolution in the same call

Reduce future call volume

© 2007 Cisco Systems, Inc. All rights reserved. Cisco Public
Agent Productivity Opportunities

**E**  
**Web Collaboration:** Improves supervisor coaching, reduces AHT on certain customer interactions, and incent customer usage of web self service

**F**  
**Escalation to Experts:** Utilize UC and presence to improve access to experts throughout the enterprise to drive higher first call resolution.

**G**  
**Virtualization:** Leverage intelligent routing and economies of scale to drive contact center efficiency to: improve service levels, accommodate growth without agent expansion, reduce costs

**H**  
**Enhanced Routing to Individual Agent Level:** Migration to next generation contact routing solutions helps deliver IT cost benefits and differentiated customer service.
Delivering New Agent Portal Capabilities

- Multi-modal
  Enable outbound fax and email

- Unified Messaging
  Single Inbox for Emails, Voicemails

- Integrated Video
  Move easily into point-point or video conference

- Presence
  Engage available experts

- Web Collaboration
  Co-browse with customers, enhanced coaching
Information & Analytics Opportunities

End to End View of Customer / Performance: enable complete view of both Customer and each interaction with “cradle to grave” reporting. Drive enhanced customer loyalty with critical information and analytics.

Behavioral Analytics captures the “Voice of the Customer”: capture root cause of issues / improvement opportunities and communicate to rest of organization.
Incorporating “Voice of the Customer”

- Early indicator of trends or dissatisfaction
- Focuses products / services on critical customer needs
- Becomes platform for / key input to organizational improvement efforts

*Forrester – VOC: Five Levels of Insight, 12/06
IT Evolution & Savings Opportunities

K
IT TCO Savings Benefits: movement to IP based solutions drive TCO savings benefits in multiple areas.

L
Expand Home Agent / Near Shore / Off Shore Model: Investments in IP Network enable expansion of remote agent programs – increasing agent retention and reducing costs
Improving Capacity, Reducing Queues and Trunking Costs

3 Separate Contact Centers

Total 30 agents working separately

Talk time = 180s
Service level = 80% calls in 20s
Wrap up time = 60s

Collectively CCs handle 300 calls per hour
Average queue time = 13s
Requires 36 incoming trunks

3 CCs virtualized into 1 CC

With 30 agents working together

Talk time = 180s
Service level = 80% calls in 20s
Wrap up time = 60s

The CC can handle 370 calls per hour
Average queue time = 10s
Requires 30 incoming trunks
Tapping into At-Home-Agents

Potential Impact of 1,000 At Home Contact Center Agents

1. Increased Sales Capacity Utilization
   - Traditional Contact Center: 65%
   - At Home Virtual Contact Center: 75%

2. Lower Sales Agent Turnover
   - 40%
   - 20%

   - 20%
   - 22%

4. Real Estate Savings
   - ~$0
   - $2000 per agent per year

TOTAL VALUE PER YEAR: $9.75M
## Reduction of Contact Center Opex

**Requires Initial IP Investment Estimated at 15% of OpEx**

### Traditional High Touch Remote Channel Interaction Model

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>+15%</td>
<td>-16%</td>
<td>-17%</td>
<td>-3%</td>
<td>-2%</td>
<td>62%</td>
</tr>
</tbody>
</table>

Source: Cisco IBSG, May 2006

© 2007 Cisco Systems, Inc. All rights reserved. Cisco Public.
Key Decision Points

Video
Virtualization
Policy
Presence
Mobility
Speech

Design
Build
Sell
Service

Business Services
Business Processes
Business Benefits

Better Time-to-Service
Increased Productivity
Enhanced user experience
Shorter adoption cycle
Collaborate across boundaries
Differentiation
Thank you,

Q&A