



AI Powered Customer Experiences

John Arsenault – Account Executive – Contact Center

Mike Slamka – Account Executive – CPaaS

Alexandera Dixon – Technical Solutions Architect – CPaaS

Tim Ring – Technical Solutions Architect – Contact Center

Julie Harrington – Webex WFO Account Executive



#CiscoConnect



Agenda

- Introduction
- Customer Experience Today
- Exceptional Experiences with AI
- Digital Engagements and Proactive Customer Journeys
- Workforce Optimization & Analytics

Customer Experience is the battleground

Gartner

“ Customer experience is the new battleground. It's where business is won or lost. ”

Experiences today continue to fall short of expectations

25%

Were very satisfied with their last customer service engagement.¹

94%

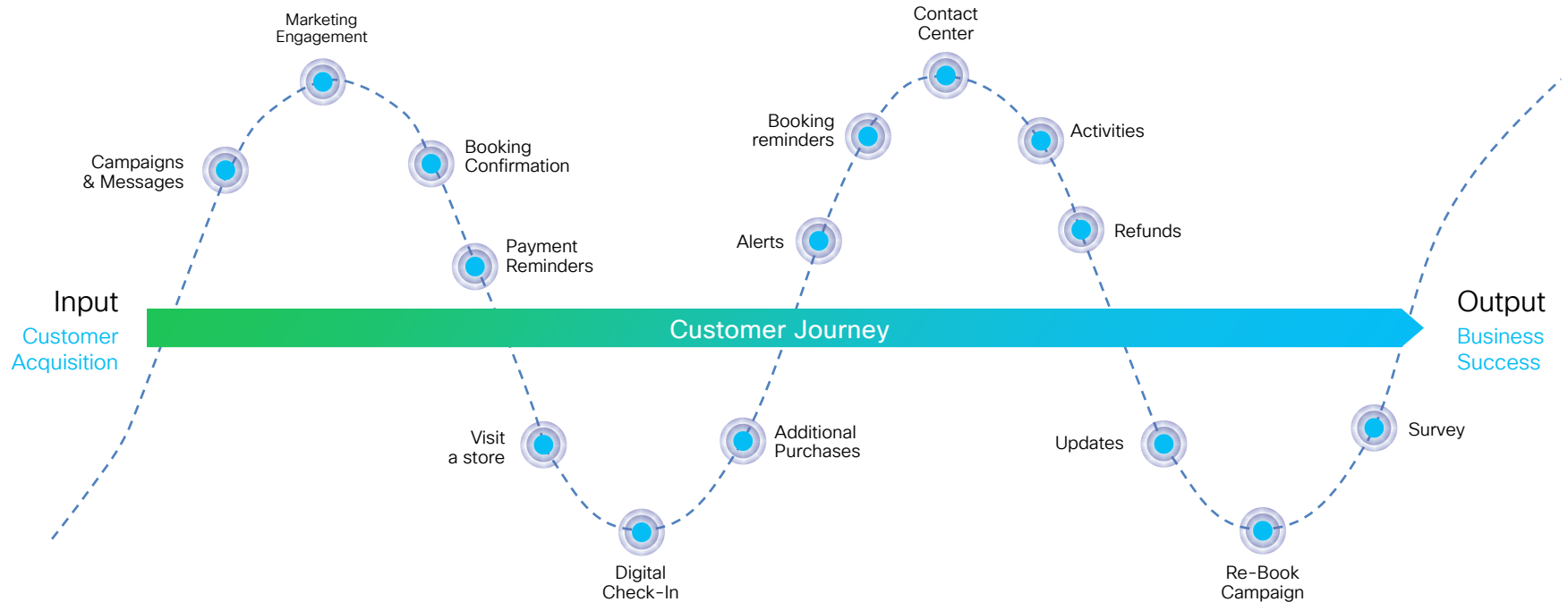
Have abandoned an interaction with customer service due to poor experience.¹

54%

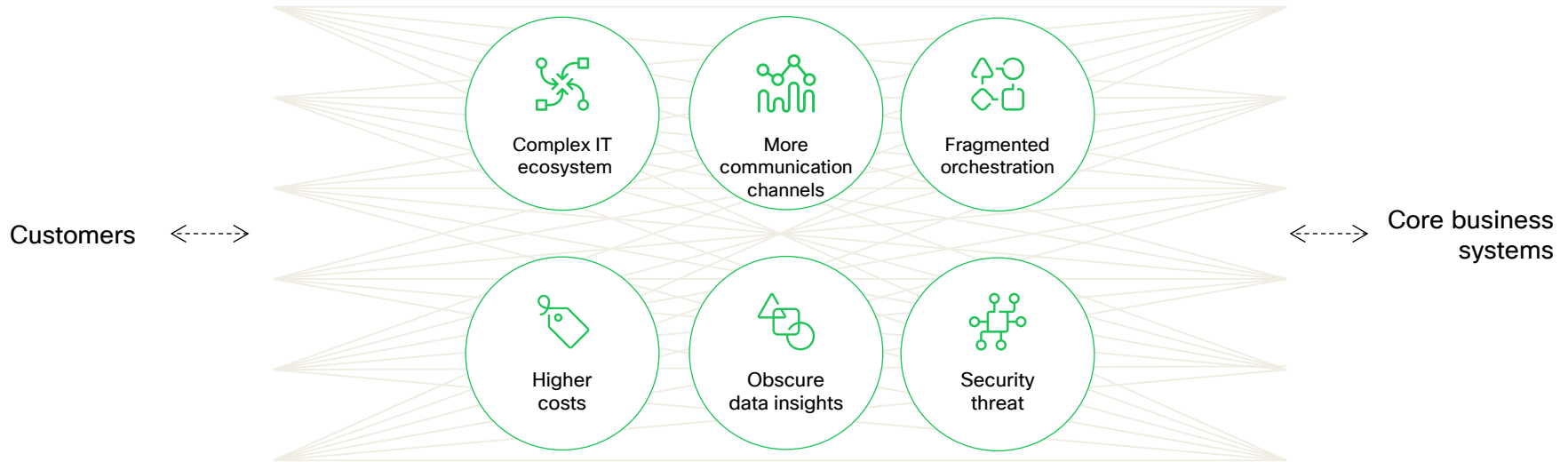
CX leaders told Forrester that they are unable to prove the ROI of CX

¹ The changing expectations of customer experience, The Futurum Group, February 2024.

Great CX is organizationally complex



Great CX is increasingly technically complex



AI is the enabler to unlock
exceptional experiences

AI is the enabler to unlock
exceptional experiences
BUT WHY NOW??

Advancements in the industry driving a paradigm shift in CX

Personalization & accuracy at scale

Accurate understanding of issue while also delivering hyper-personalization

Empathetic and humanlike responses

Natural dialogue coupled with ability to deliver empathy

Dynamic interaction resolution

Ability to handle complex scenarios with sophisticated decision-making abilities and automated actions

ASR | TTS | Automation

Powered by LLMs & Generative AI

Organizations must **evolve** from a contact center to a customer **experience center**.

Evolving beyond the status quo

From

Customer initiated service

Disjointed multi-channel options

Ticketing systems

Agent Overload

Disparate data

To

Anticipate customer needs

Build a 24/7, always-on front door

Automate intent fulfillment

Super-Agents

Actionable insights



Our CX Center portfolio

DEVELOPERS & ECOSYSTEM

Solutions Plus | OEM | Developer Apps



Proactive
Journeys

Webex Connect



AI
Agents

Webex AI Agent



Human
Agents

AI Assistant for
Webex Contact Center

CUSTOMER EXPERIENCE FOUNDATION

Integrations | Flows | Journey Data | Knowledge | Actions | Channels

WEBEX PLATFORM

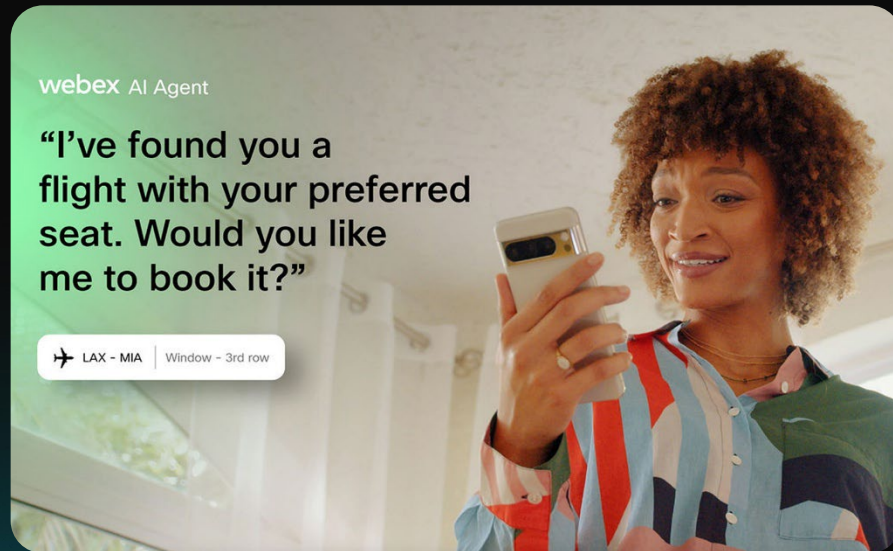
Ordering | Provisioning Administration | Support | Billing | Security | AI



Webex AI Agent

Powering more human-like interactions
across voice and digital channels

- | Omnichannel, multilingual AI agents
- | Autonomous and scripted modes
- | Fulfill with system integrations
- | Integrate with contact centers
- | 9 languages supported
- | Easily build your own agent



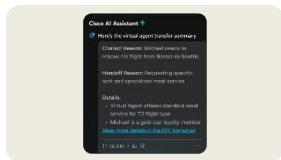
Contact Center | HR | IT | Sales | Service



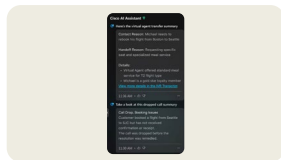
Cisco AI Assistant for Webex Contact Center

Continuous momentum with new features

Generally Available

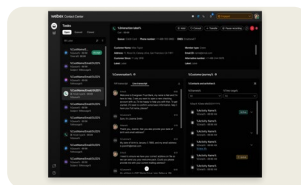


Virtual agent context transfer summaries

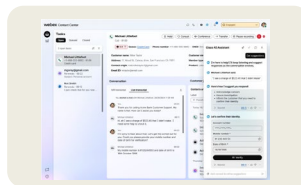


Dropped call summaries

Coming Soon

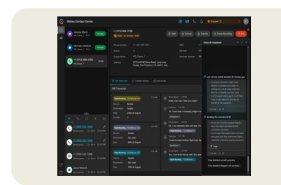


Real-time Transcription

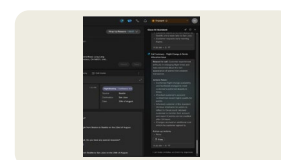


Suggested responses

GA H2 25



Consult/Transfer mid-call summaries



Wrap-up summaries

12 Additional Spoken Languages

- Dutch
- French
- German
- Italian
- Spanish
- Hindi
- Japanese
- Korean
- Polish
- Portuguese
- Chinese, Mandarin (simplified)
- Chinese, Mandarin (traditional)

Automatic CSAT

Topic Analytics

Agent Wellbeing

AI IS EMBEDDED ACROSS EVERYTHING WE DO

Proactive Journeys

Campaign Management
Video Generation
AI Agent linking

AI Agents

Omnichannel, multimodal & multilingual
Scripted & autonomous modes
Execute actions and fulfil intents

Human Agents

Summarization
Suggested Responses
Wellbeing
Coaching
Performance Management

WEBEX PLATFORM

Code Generation | Insights & Analytics | Noise Removal | Prediction | Sentiment | Translation | Summarization



Cloud | Private Instance | On-premises

Delivering cohesive customer experiences


Anticipate needs

24/7 front door

Seamless handover

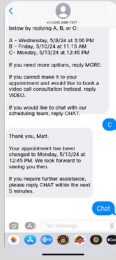
Empathetic humans

Data driven insights



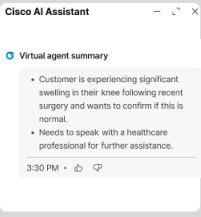
A screenshot of a mobile app showing a proactive notification. The text reads: "To change your appointment, just reply CHANGE. To cancel your appointment, reply CANCEL." Below this, it says "Please choose from a date and time below for meeting A, B, or C:" and lists three options: "A - Wednesday, 5/15/24 at 2:00 PM", "B - Friday, 5/17/24 at 11:00 AM", and "C - Monday, 5/13/24 at 12:00 PM". It then asks "If you need more options, reply MORE." and "If you cannot make it to your appointment and would like to book a video call consultation instead, reply VIDEO." It also says "If you would like to chat with our scheduling team, reply CHAT."

Proactive notification



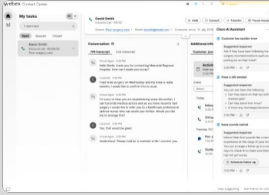
A screenshot of a mobile app showing a self-service interface. The text reads: "A - Wednesday, 5/15/24 at 2:00 PM", "B - Friday, 5/17/24 at 11:00 AM", and "C - Monday, 5/13/24 at 12:00 PM". It then asks "If you need more options, reply MORE." and "If you cannot make it to your appointment and would like to book a video call consultation instead, reply VIDEO." It also says "If you would like to chat with our scheduling team, reply CHAT."

Self-service



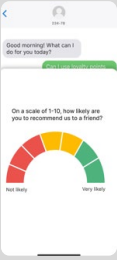
A screenshot of a "Cisco AI Assistant" interface. It shows a "Virtual agent summary" with the following points: "Customer is experiencing significant swelling in their knee following recent surgery and wants to confirm if this is normal." and "Needs to speak with a healthcare professional for further assistance." The time is 3:30 PM.

Handover to human agent



A screenshot of a "Cisco AI Assistant" interface showing a detailed conversation history. It includes a "Virtual agent summary" and a list of "Previous messages" with timestamps and status indicators.

Agent engagement

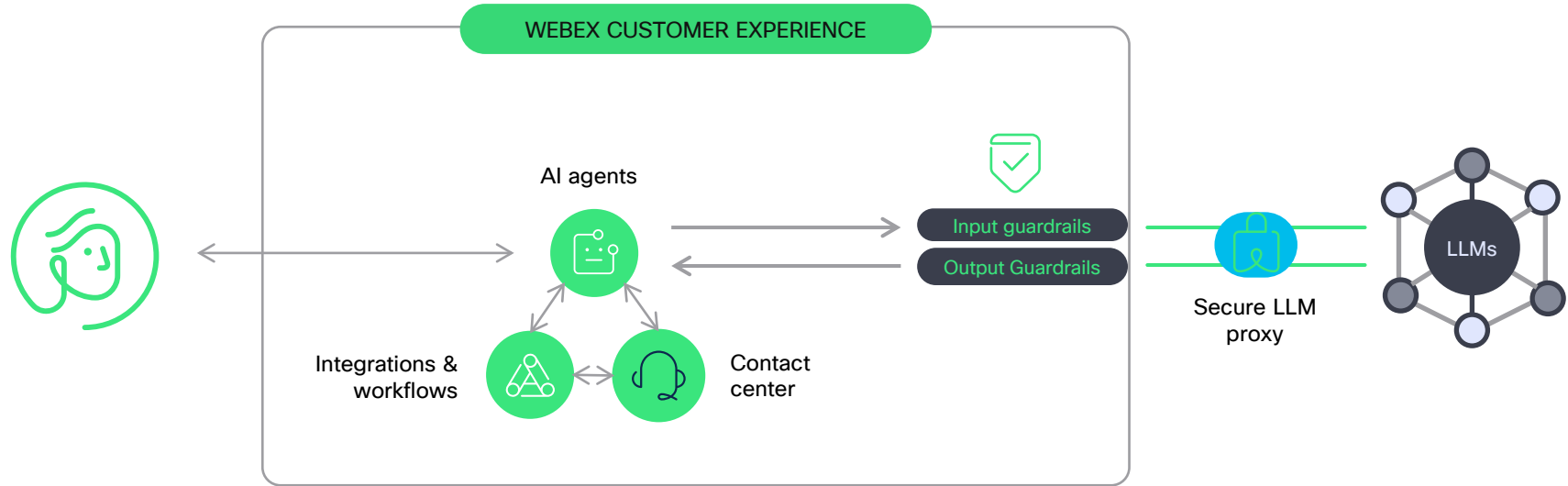


A screenshot of a mobile app showing a customer satisfaction survey. It asks "On a scale of 1-10, how likely are you to recommend us to a friend?" and features a circular progress bar with a red-to-green gradient. The bar is currently at the 10 mark, labeled "Very likely".

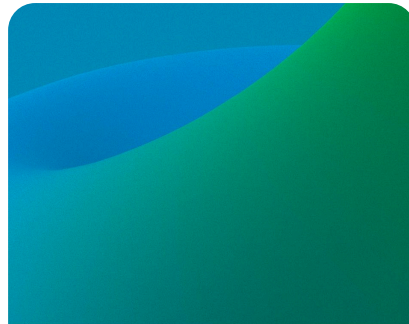
Customer satisfaction

AI

Privacy, safety, and security first



Preserving your trust with AI governance



Webex AI Codec

AI Transparency Technical Note

August 2024

© 2024 Cisco and/or its affiliates. All rights reserved.



Transparency

Fairness

Accountability

Reliability

Security

Privacy

Cisco
Responsible AI
Principles

Example of 22 Webex AI
Transparency Technical
Notes available from [Cisco
Trust Portal](#)



Enhance the customer
experience with proactive,
personalized communications.

We know what customers expect



Proactive
communications

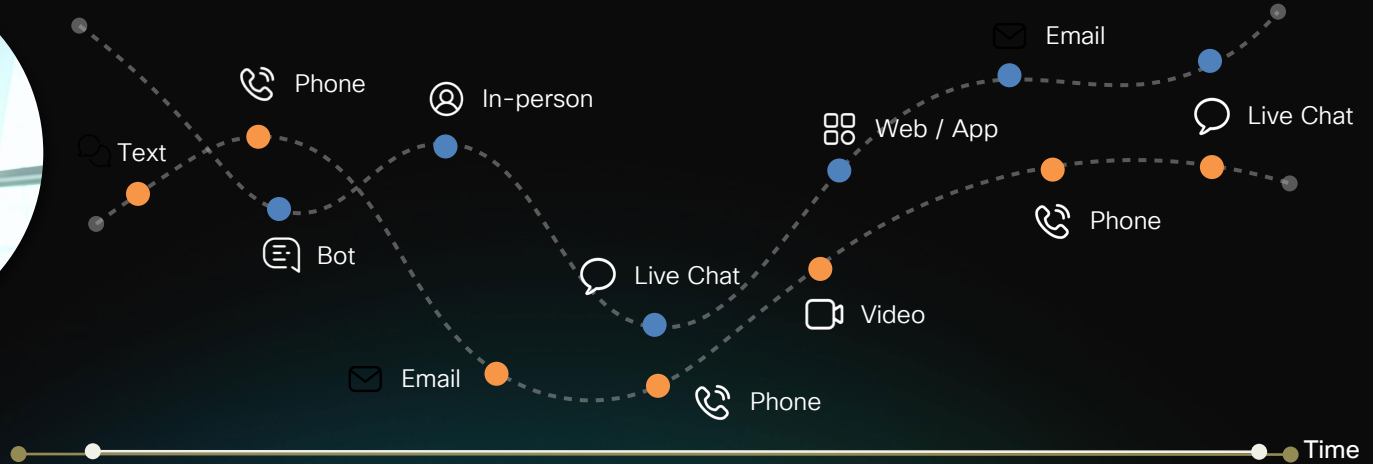


Fast & Easy
self-service



Empathetic
human engagement

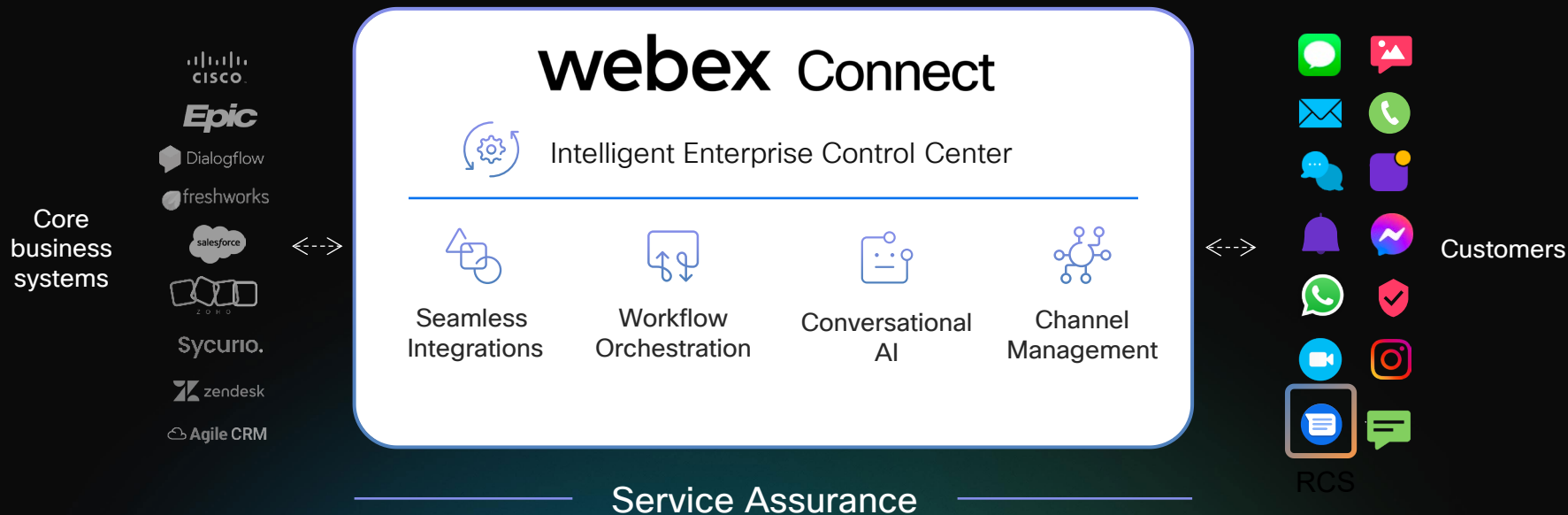
But every customer is different



JOURNEY

Webex Connect

A central CPaaS platform for automating digital interactions at scale, across the customer journey.



RCS

Understand the new global messaging standard, Rich Communication Services (RCS).

SMS is the most ubiquitous messaging channel

30 Years

First SMS sent in 1992
“Merry Christmas”

18.7 Billion

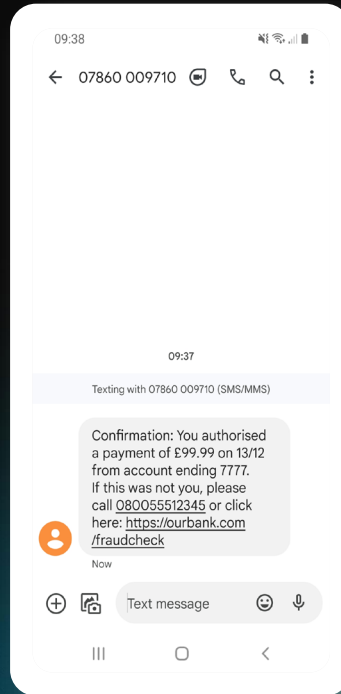
SMS still sent every day

7 Billion

Mobile Phones that can all receive
SMS

US\$19.74 Billion

A2P Messaging Market
continuing to grow



But its open standard is being abused and fraud is on the rise

\$800

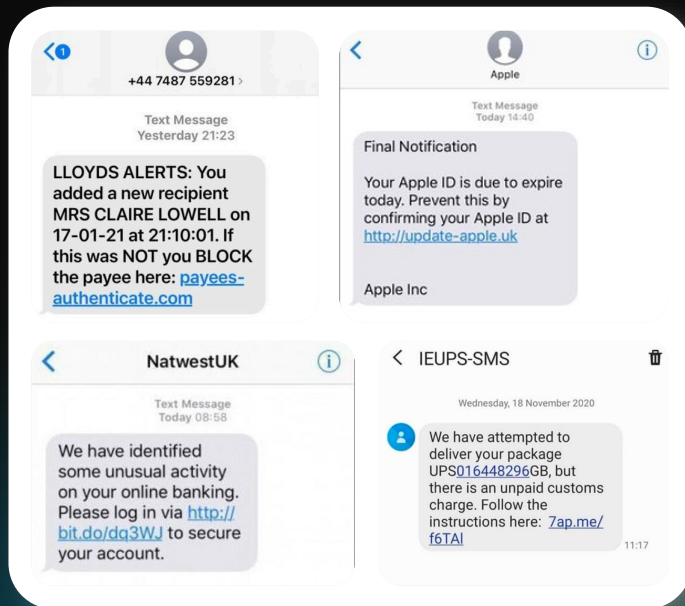
Reported Financial Losses
Per Scam Text

Source - [FTC](#) 2021

\$101,000,000

Projected Financial Losses to
Spam Texts in 2021

Source - [RoboKiller](#) 2021



82%

Have received a
suspicious message

Source - [Ofcom](#) 2021

18%

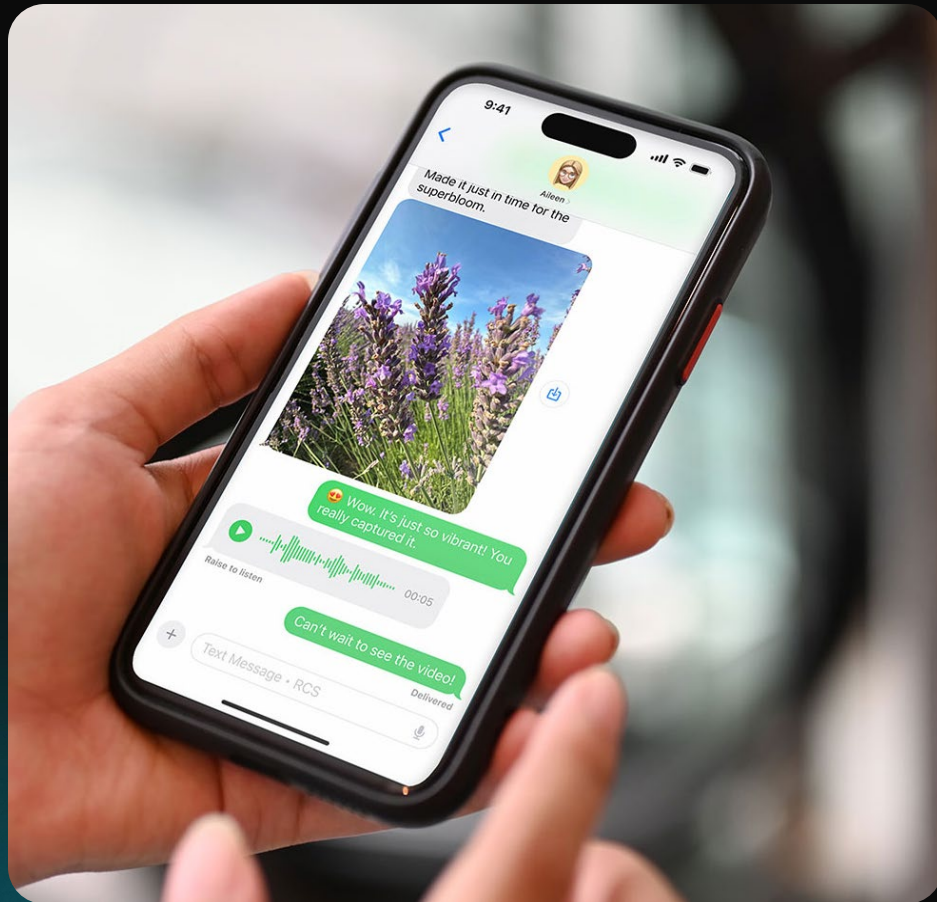
Projected Annual Increase
of Losses

Source - [RoboKiller](#) 2021

There's a new global messaging standard

Rich Communication Services (RCS) Business Messaging is now available on iPhones and iOS devices.

Now that Android and Apple devices can both receive RCS, richer messaging is the new standard.



Southwark (a burrough of London)

Engaging & helping people in difficult circumstances

90%

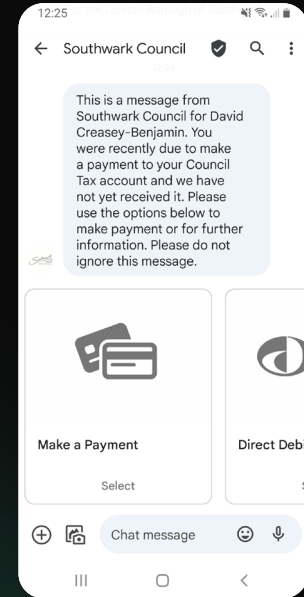
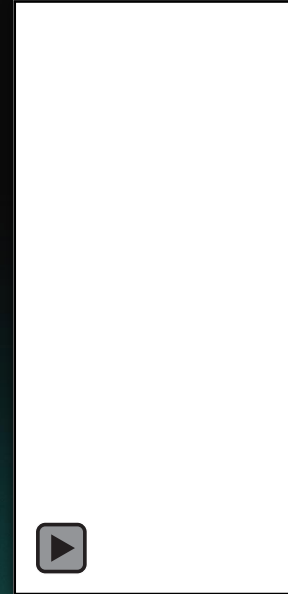
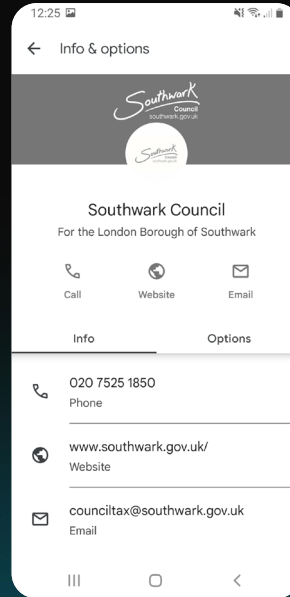
Felt more reassured and better served

60%

Increase in people choosing to engage

55%

Increase in people choosing to pay



Smarty Mobile Phones

Interactive customer journeys driving results

500%

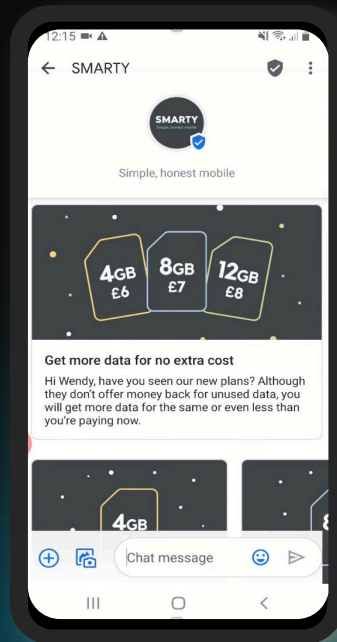
Uplift in campaign engagement

100%

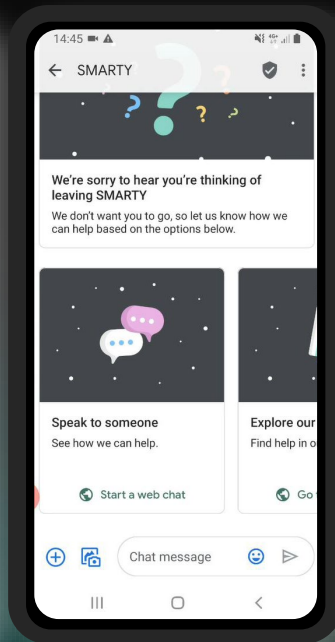
Increase in engagement over email

70%

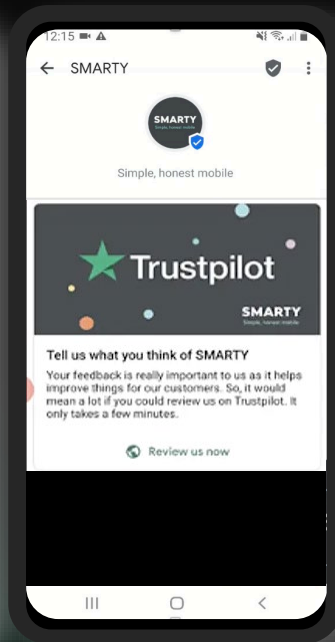
Trustpilot reviews now 5-star rating



Tariff upsell campaign



Reducing customer churn



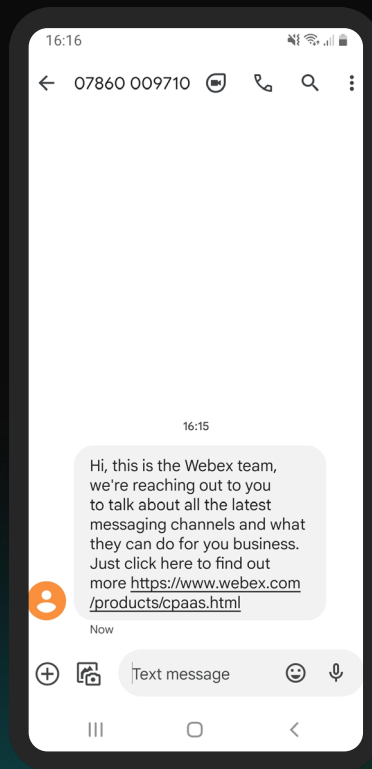
Trust Pilot review campaign

Introducing Branded Text

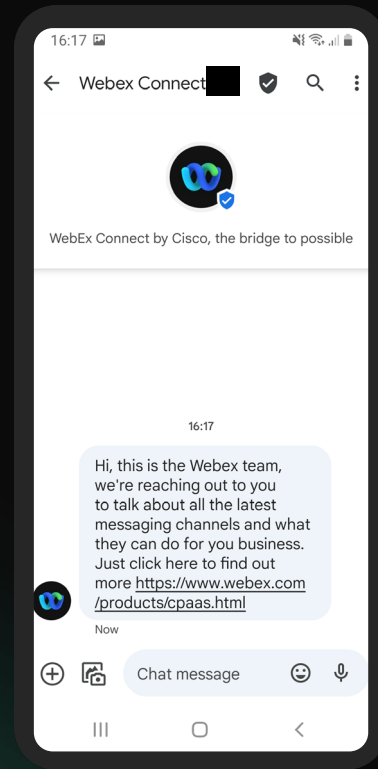
Your first step towards richer messaging

Our Branded Text solution converts your existing SMS messages into RCS branded messages.

The result is a richer, new experience that is fully-branded, verified, and secure – **all with zero technical change.**



SMS



Branded Text

Branded Text

Securing notifications with improvements across the spectrum



Secure

Each uplifted notification is delivered via an secure channel.

Secure from platform to handset



Verified

Business is verified during setup. Only your business can send messages as you.

Verified tick for enhanced customer trust



Branded

Delivered from your brand with named contact with your logo.

Standing out from any other notification on the customers device

Zero technical change

Re-point your SMS feed and support us to register on the Rich channels, our product delivers the uplift.



Comparisons

How does branded text measure up

	 SMS	 Branded Text	 RCS Business Messaging
Coverage	All	All	Yes
Delivery Receipts	Yes	Yes	Yes
Default inbox	Yes	Yes	Yes
Read Receipts	No	Yes	Yes
Alpha 2 way	No	Yes	Yes
End 2 End Encryption*	No	Yes	Yes
Verified	No	Yes	Yes
Branded	No	Yes	Yes
Interactive button replies	No	No	Yes
Rich media cards	No	No	Yes
Carousels	No	No	Yes
GIFs	No	No	Yes
Videos	No	No	Yes

*Available for Android devices. Not available on Apple devices at the launch of iOS 18, coming soon.



WebexWFO

Workforce Optimization

Julie Harrington– WxWFO Field Account Executive

100% WFO

When good enough is not good enough.

We Love Agents!

Employee Experience matters.

For Human and AI Workforce

Maximize contact center performance.

Webex WFO Performance Suite

**Workforce
Management**



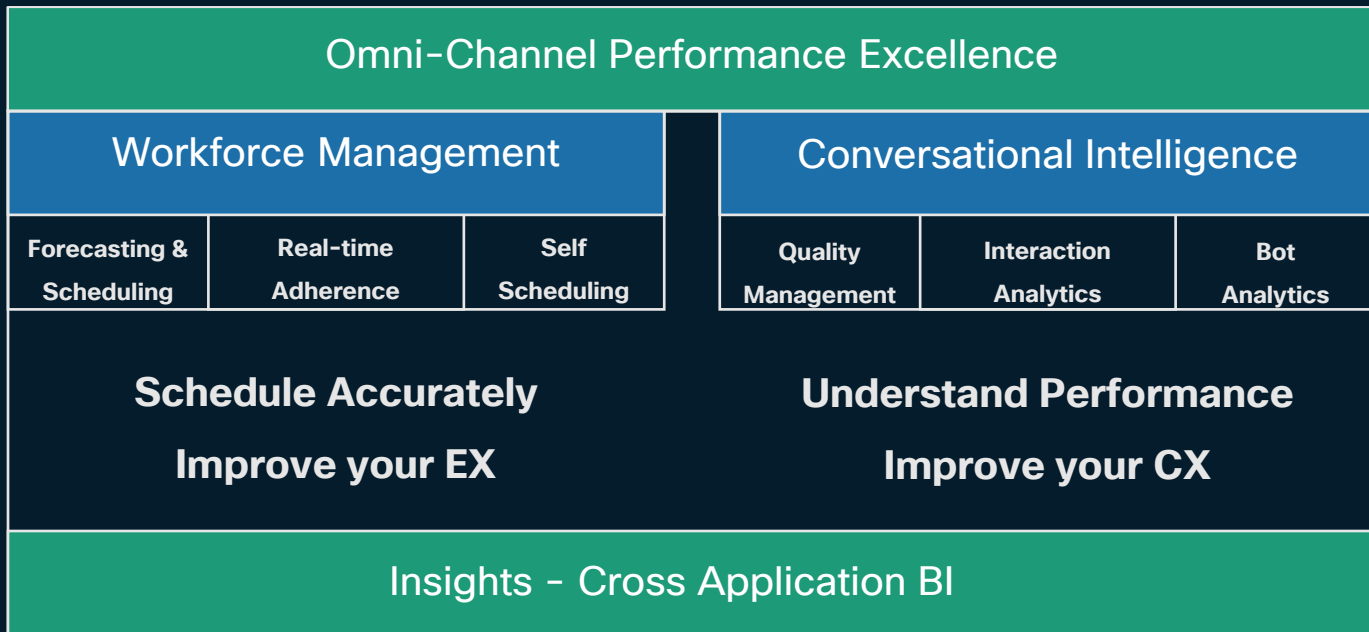
**Conversational
Intelligence**

Cloud Native | Unified WEM Suite | Cisco Platform Agnostic | Embedded AI-Powered Reporting

Trusted Ally to Customers

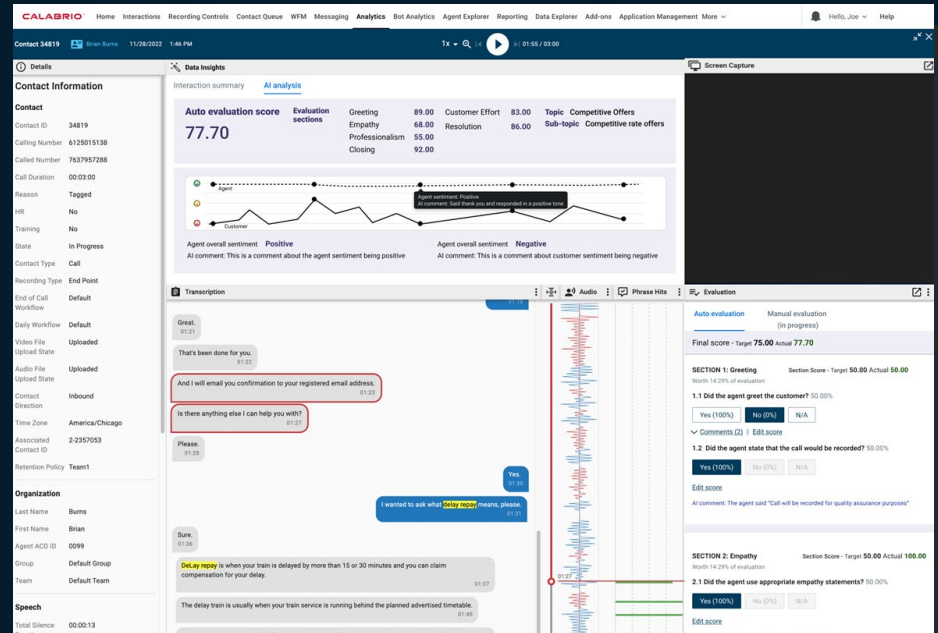
Webex WFO

IMPROVING PERFORMANCE FOR AGENTS AND BOTS



Advanced Sentiment Analysis for Superior Insights

- **Customer & Agent Sentiment Separation:** Clear visibility into individual sentiment within the Media Player.
- **Track Sentiment Trends:** Monitor sentiment evolution throughout conversations.
- **Pinpoint Sentiment Changes:** Identify key moments of sentiment shifts for deeper insights.
- **Enhanced Searchability & Filtering:** Quickly find interactions by sentiment with advanced filters.



Auto QM - Customization Capabilities

Enable your businesses to revolutionize quality management, supercharge agent performance, and deliver exceptional customer outcomes with:

- Expanded Certified Question Library
- Intelligent Phrase-match Based Scoring
- Set Agent Performance Targets
- Bring Your Own Questions
- Additional Business Process Support

The screenshot displays the CALABRIO Auto QM interface, which is used for evaluating agent performance. The top navigation bar includes links for Recordings, Recording Controls, Contact Queue, Schedules and Planning, WFM, Messaging, Analytics, Agent Explorer, Reporting, Data Explorer, Add-Ons, and Application Management. The main content area is divided into several sections:

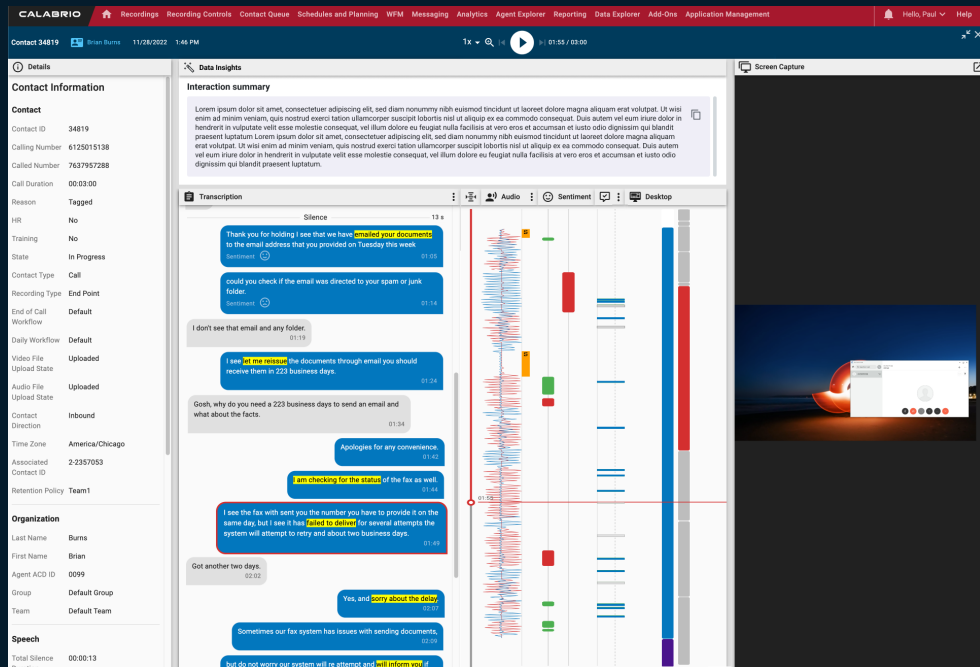
- Contact Information:** Displays details for Contact 34819, including the calling number (6125015138), called number (7637957288), call duration (00:03:00), reason (Tagged), HR (No), training (No), and state (In Progress).
- Data Insights:** Shows an Auto evaluation score of 77.7. Below this, a table lists evaluation sections and their scores: Empathy (68), Professionalism (55), Greeting (89), and Closing (92). It also displays Customer Effort (83) and Topic (Competitive Offers).
- Transcription:** Provides a transcript of the call, including a segment where the agent says, "Thank you for holding I see that we have emailed your documents to the email address that you provided on Tuesday this week."
- Form Preview:** Shows a preview of the evaluation form, including sections for Greeting, Professionalism, and Communication. The Greeting section is highlighted with a red box, showing a question about the agent's greeting and a list of possible answers (Exceeds, Meets Expectations, Needs Improvement, Fail, NA).
- Agent Performance:** Displays a detailed evaluation of the agent's performance, including a final score of 100.00 and a breakdown of scores for various sections (Greeting: 100.00, Professionalism: 100.00, Communication: 100.00).

The bottom of the interface includes a footer with the text "© 2008-2024 Calabrio, Inc. All rights reserved." and a version number "Version 11.0.0.1222".

Interaction Summary

Leverage the power of AI to propel your contact center into the future

- Automate processes to save time and get enhance agent overall productivity.
- Generate uniform and unbiased summaries, ensuring consistent content.
- Holistic perspective of the entire interaction along with a comprehensive summary.



Fast Track Bot Improvement with Bot Analytics

Automate

Ensure your bot is delivering automated resolutions

- Insights and data you need to automate more
- Zero in on what is causing downgrades in performance

Improve

Improve bot performance to meet business goals:

- Explore conversations from bot to live agent, to identify what works and what doesn't
- See overall performance or filter for channel, platform, or brand

Reduce Cost

See results in as little as 6 months:

- Identify and fix frustrating bot issues to ensure your chatbot is saving you money
- Track savings with clarity on cost per automated conversation

Fast Track Bot Improvement with Bot Analytics

Automate

Ensure your bot is delivering automated resolutions

- Insights and data you need to automate more
- Zero in on what is causing downgrades in performance

Improve

Improve bot performance to meet business goals:

- Explore conversations from bot to live agent, to identify what works and what doesn't
- See overall performance or filter for channel, platform, or brand

Reduce Cost

See results in as little as 6 months:

- Identify and fix frustrating bot issues to ensure your chatbot is saving you money
- Track savings with clarity on cost per automated conversation

Webex WFO AI Waves

ENABLING THE CONTACT CENTER OF THE FUTURE

REAL-TIME OPTIMIZATION

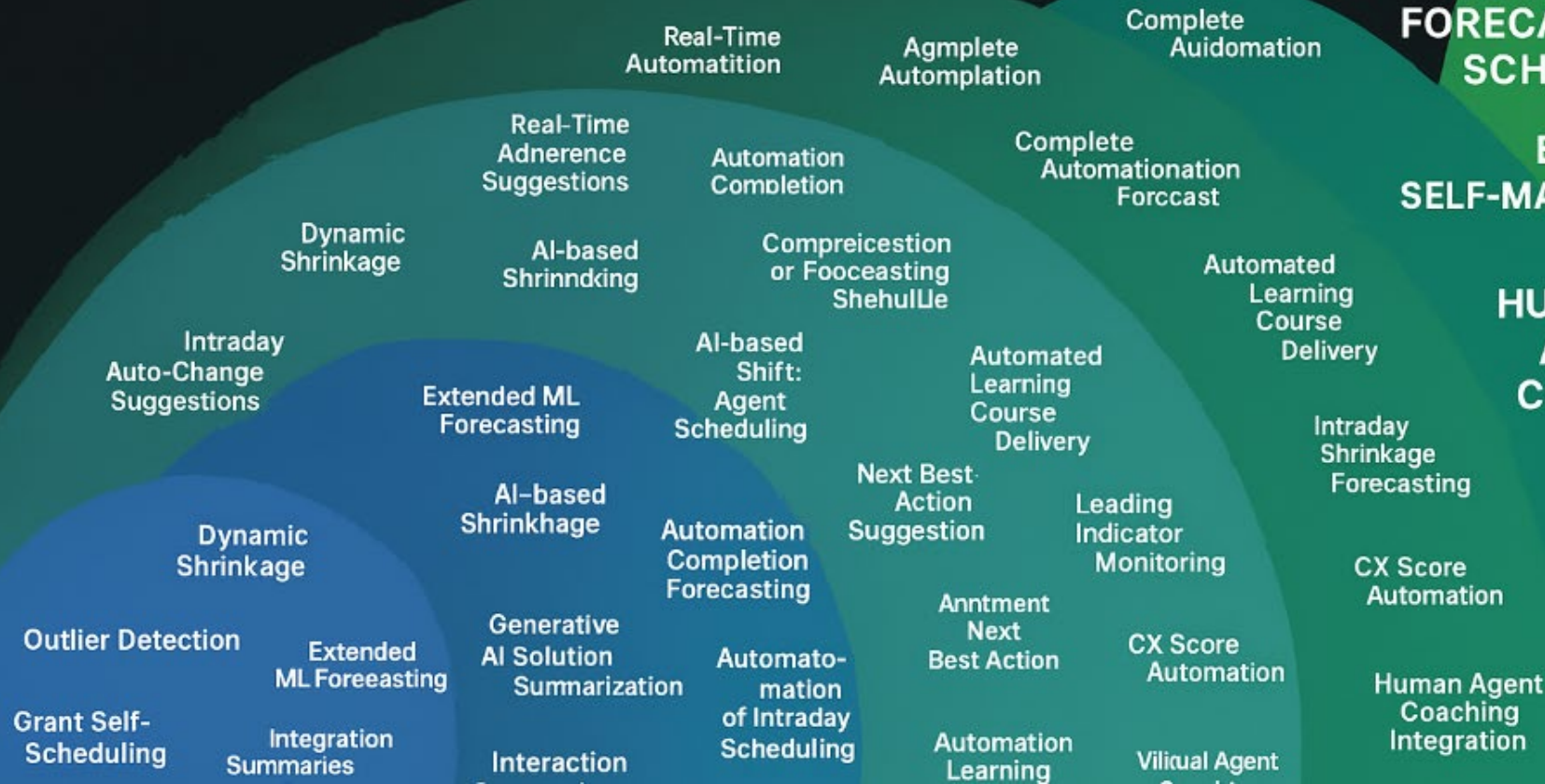
CONTINUOUS MULTI-FACTOR FORECASTING & SCHEDULING

EMPLOYEE SELF-MANAGEMENT

HUMAN AGENT COACHING

VIRTUAL AGENT COACHING

VIRTUAL



Thank you