

The AI-First Front Door: Your Path to CX Excellence

Darren Verette – Director, Cisco CX Center of Excellence



Our View of Future Customer Experiences



People to People



People to AI



AI to AI

Agenda

1. Introduction and Perspective
2. Solving the Hard Problems
3. The Intelligent Front Door
4. The New Human Agent Reality
5. AI Safety and Adaptability
6. AI-Enablement for Prem
7. Key Observations from Five Recent AI-Deployments



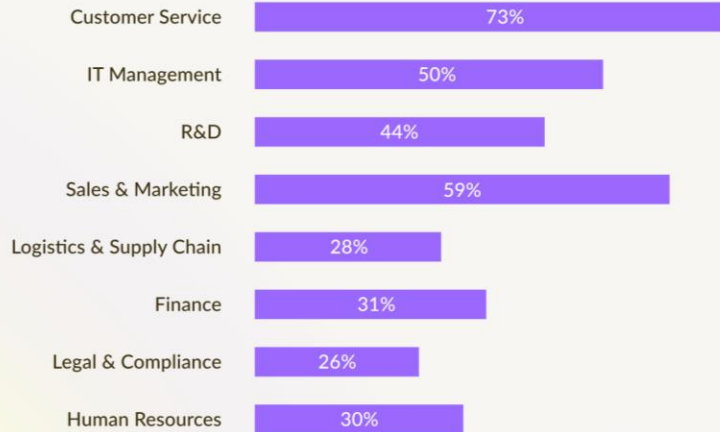
The GenAI Divide

STATE OF AI IN BUSINESS 2025

“Despite \$30-40 Billion in digital enterprise-wide investments in Gen AI, this report of organizations surveyed in the report found that only 15% of organizations are getting zero report deployment.”

Why Should AI in CX Be an Executive Priority?

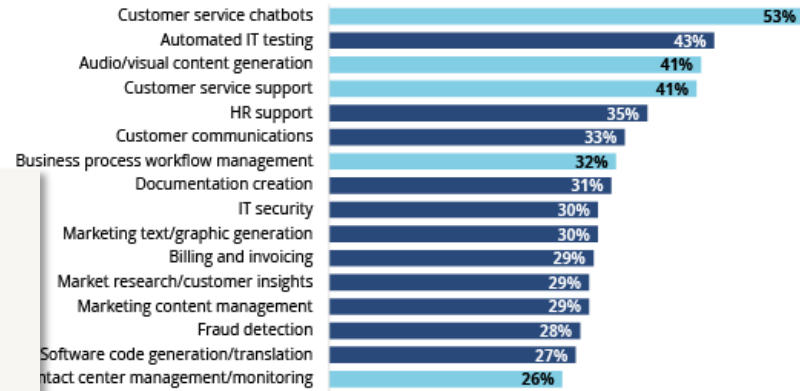
In which departments are AI technologies being used most actively today?



*Source: MIT Technology Review Insights

<https://www.linkedin.com/pulse/why-ai-wins-over-chatbots-customer-service-e-commerce-must-know/>

Top GenAI Use Cases

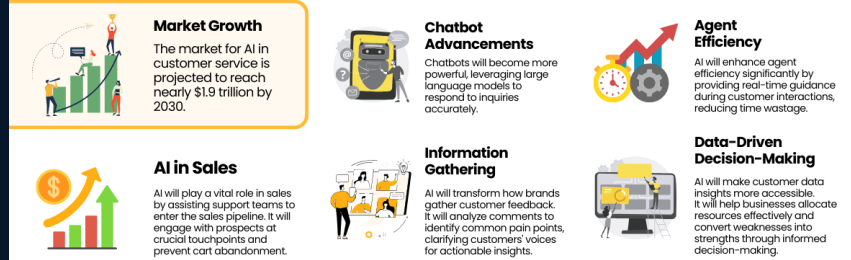


■ Most Common Use Case ■ Highest Investment Use Case

SG, 2024; Generative AI Use Case Study, n=201; Multiple Responses Allowed

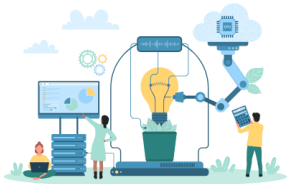
<https://isg-one.com/articles/index-insider--generative-ai-use-cases--where-s-the-top-line>

AI TRENDS & USE CASES IN CUSTOMER SERVICE



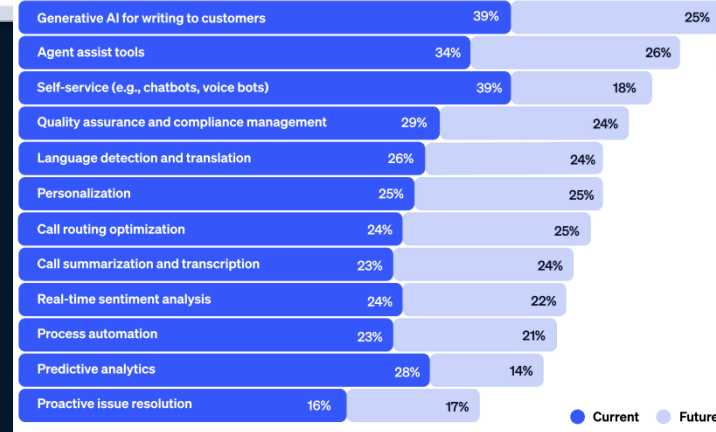
<https://unity-connect.com/our-resources/bpo-learning-center/use-case-for-ai-in-customer-service/>

WAYS AI IMPROVES CUSTOMER SATISFACTION



- Reduced friction
- Lower handle and response time
- More accurate predictions
- 24/7 support
- Bulk customer replies
- More context for customer inquiries

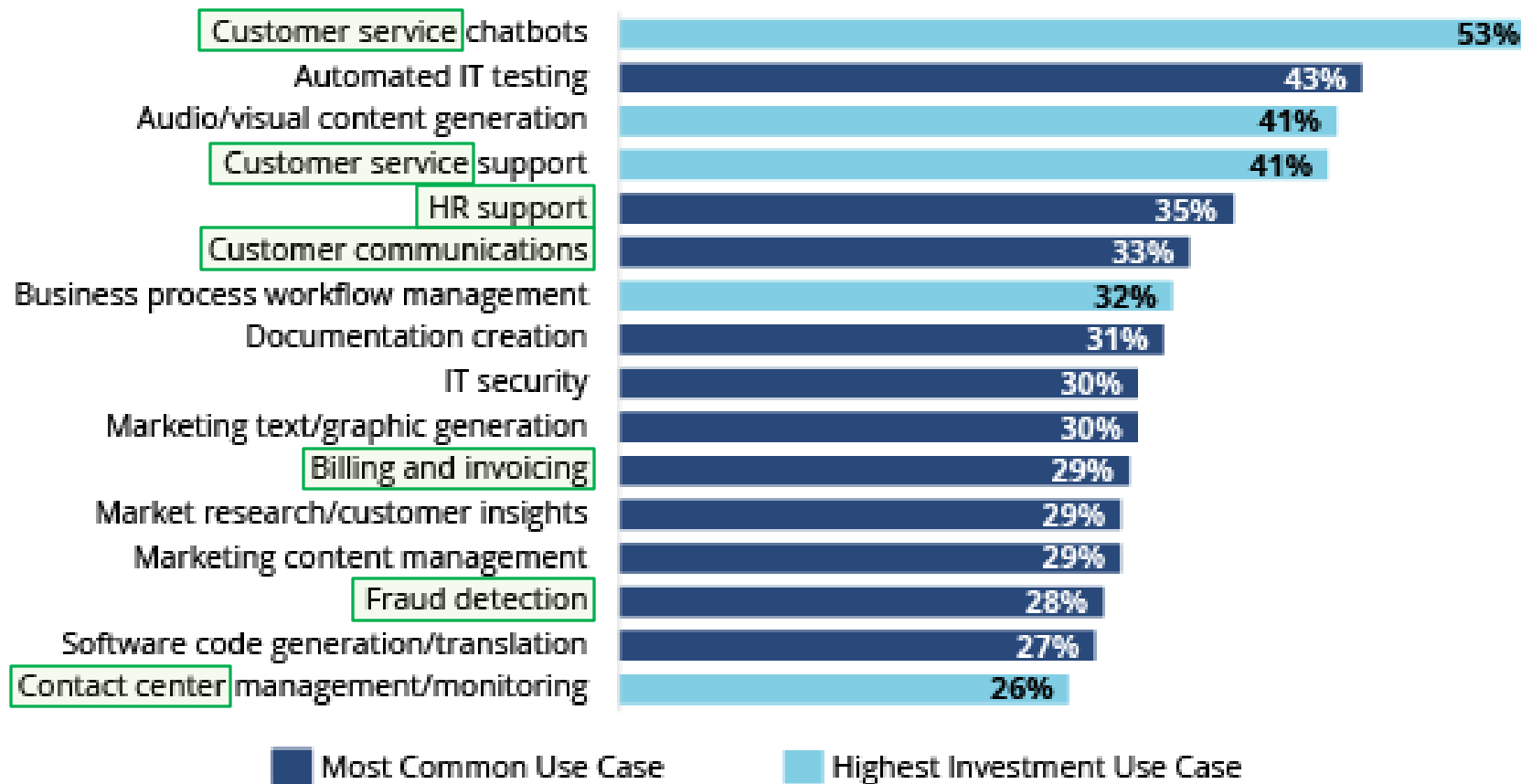
10 CURRENT & FUTURE USE CASES OF AI IN CUSTOMER SERVICE



● Current ● Future

Why Should AI in CX Be an Executive Priority?

Top GenAI Use Cases



Source: ISG, 2024; Generative AI Use Case Study, n=201; Multiple Responses Allowed

AI Is Rapidly Solving the Harder Problems



Understanding intent



Generating natural language



Holding a conversation



Connecting systems



Real-time performance analysis



Personalization and accuracy at scale



Empathetic and natural virtual agents



Resolve problems and take actions

Solving the Hard Problems

You are witnessing an early AI Agent tuning session with with Cisco and a customer QA Team

AI Agent tag: short response time, no need to ask for clarification

AI Agent tag: you can give a regular question and a clarification requested increasing time given for response

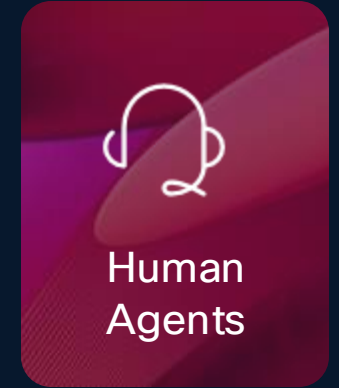
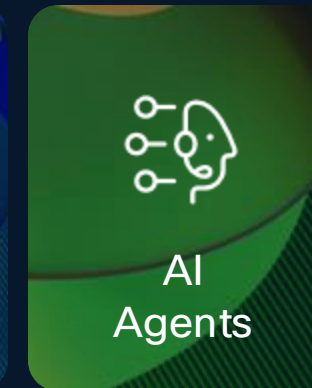
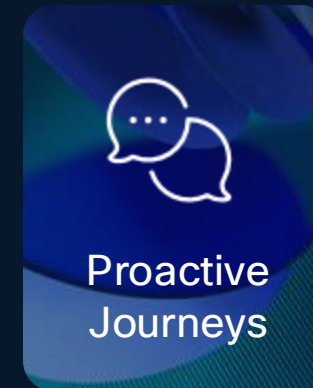
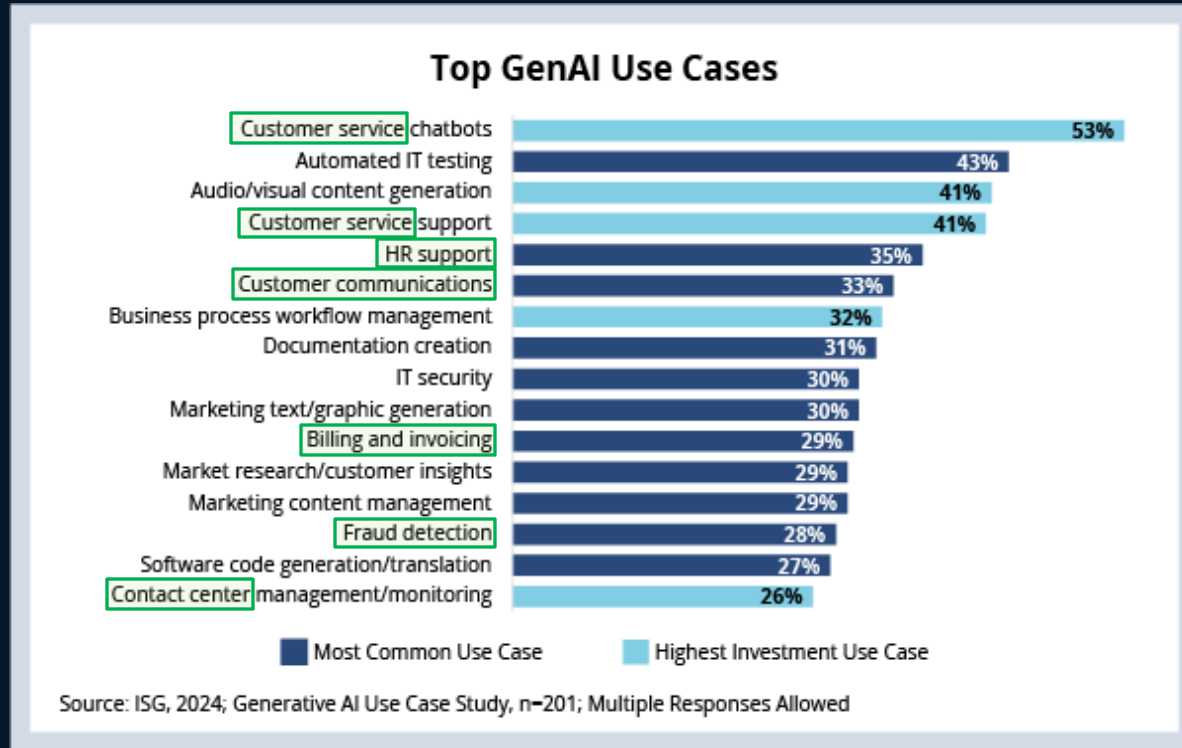
AI Agent tag: customer can provide challenges

Pay close attention to what is happening here

Automate the predictable for your people to be exceptional

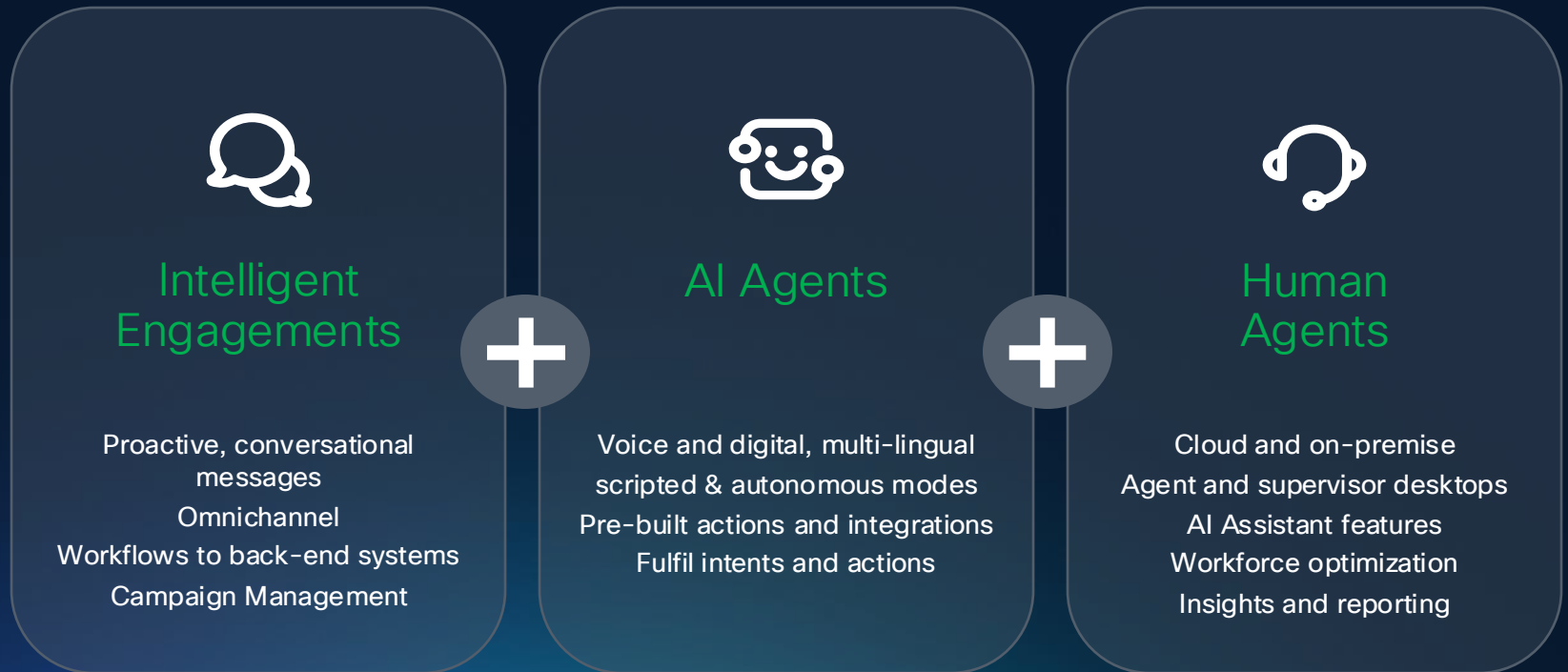


CX Strategy = All Three Pillars Together



AI-Powered Cisco Customer Experience 3-Pillar Architecture

AI-Powered Webex Customer Experience Platform



Intelligent Front Door

- First Point of Customer Contact – Voice and Digital
- Three of Cisco's unique capabilities:
 - Conversational AI Agent – solving the real hard problems
 - Proactive Digital workflows – IMI Acquisition
 - Security – Design and Run-time

Intelligent Front Door

DEVELOPERS & ECOSYSTEM



Intelligent Engagements



AI Agents

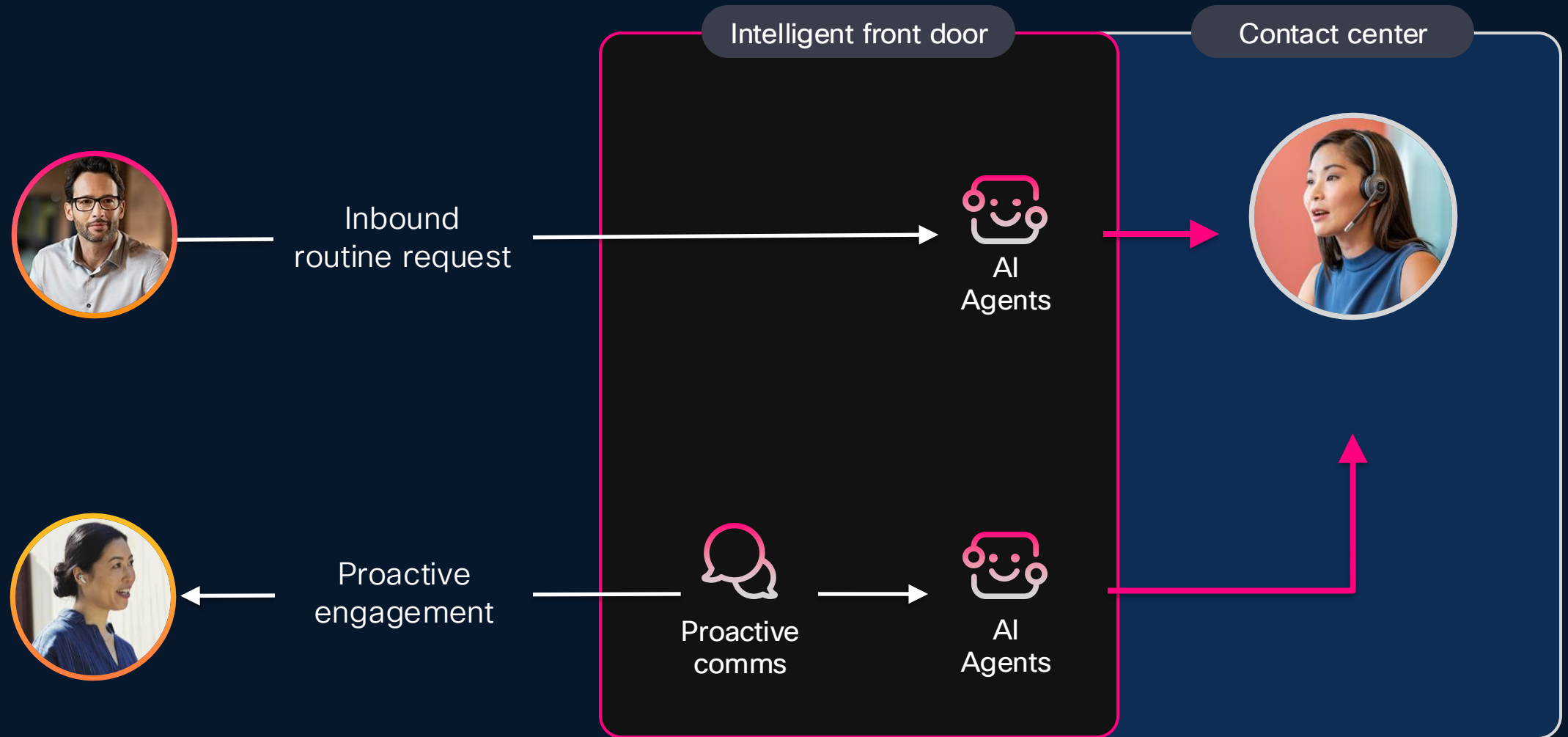


Human Agents

CUSTOMER EXPERIENCE FOUNDATION

WEBEX PLATFORM

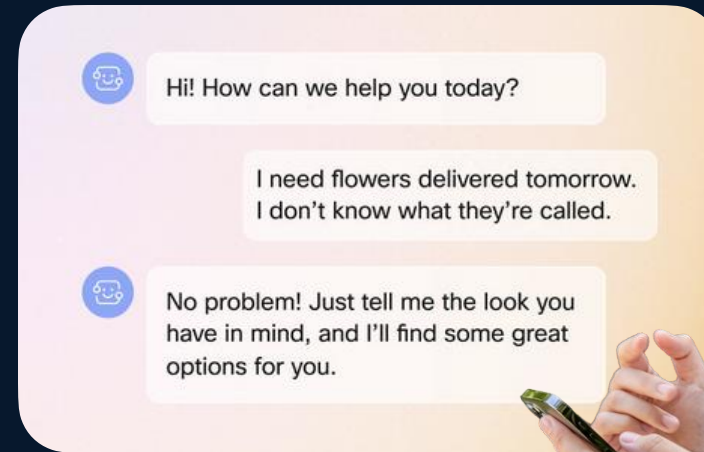
Build an Intelligent Front Door to the Contact Center



Webex AI Agent for Contact Center

Always on 24/7 self-service

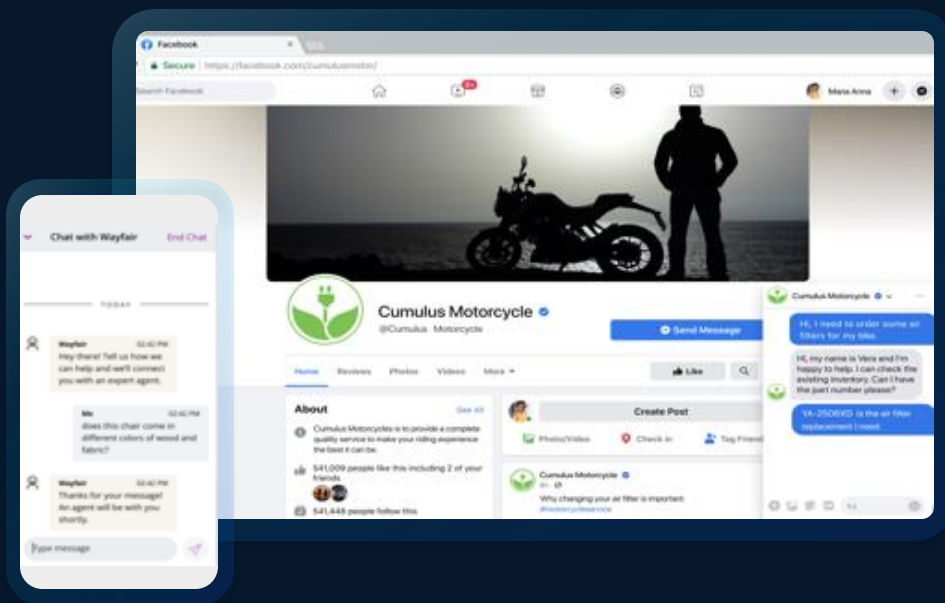
- | Conversational: complex answers and tasks
- | Voice & digital, autonomous and scripted
- | Concierge: Integrates to dynamic data sources and collaborates with other AI Agents
- | Speaks the language of your customers*
- | Enterprise grade guardrails & security



* 50+ global languages (Beta Q4'25)

© 2025 Cisco and/or its affiliates. All rights reserved.

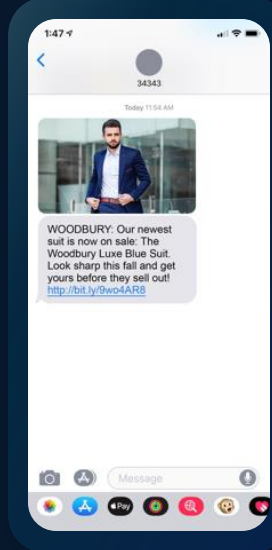
Meeting Your Customers Where They Are



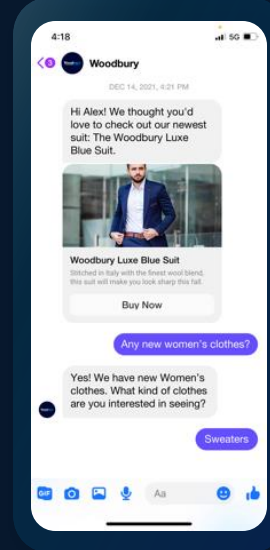
Live Chat -
Web / InApp



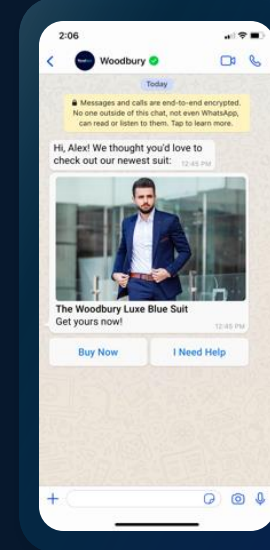
Email



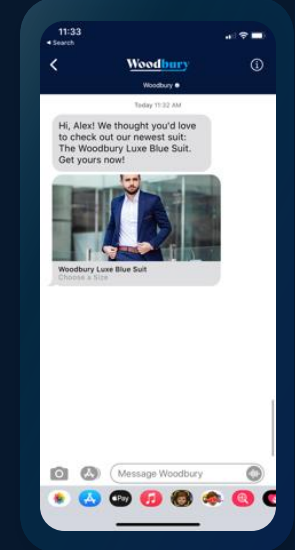
SMS / RCS



Facebook
Messenger



WhatsApp
Business



Apple Messages
for Business

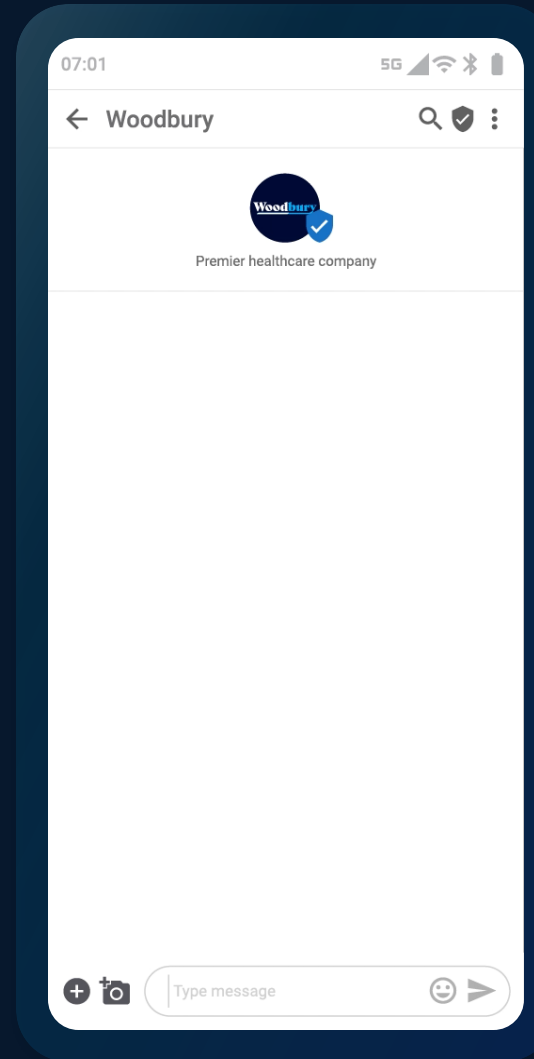
Proactive Is More Than a Notification

“No call resolution” – anticipate wants and needs before a call

Personalized follow-ups and reminders

Dialog with AI Agent

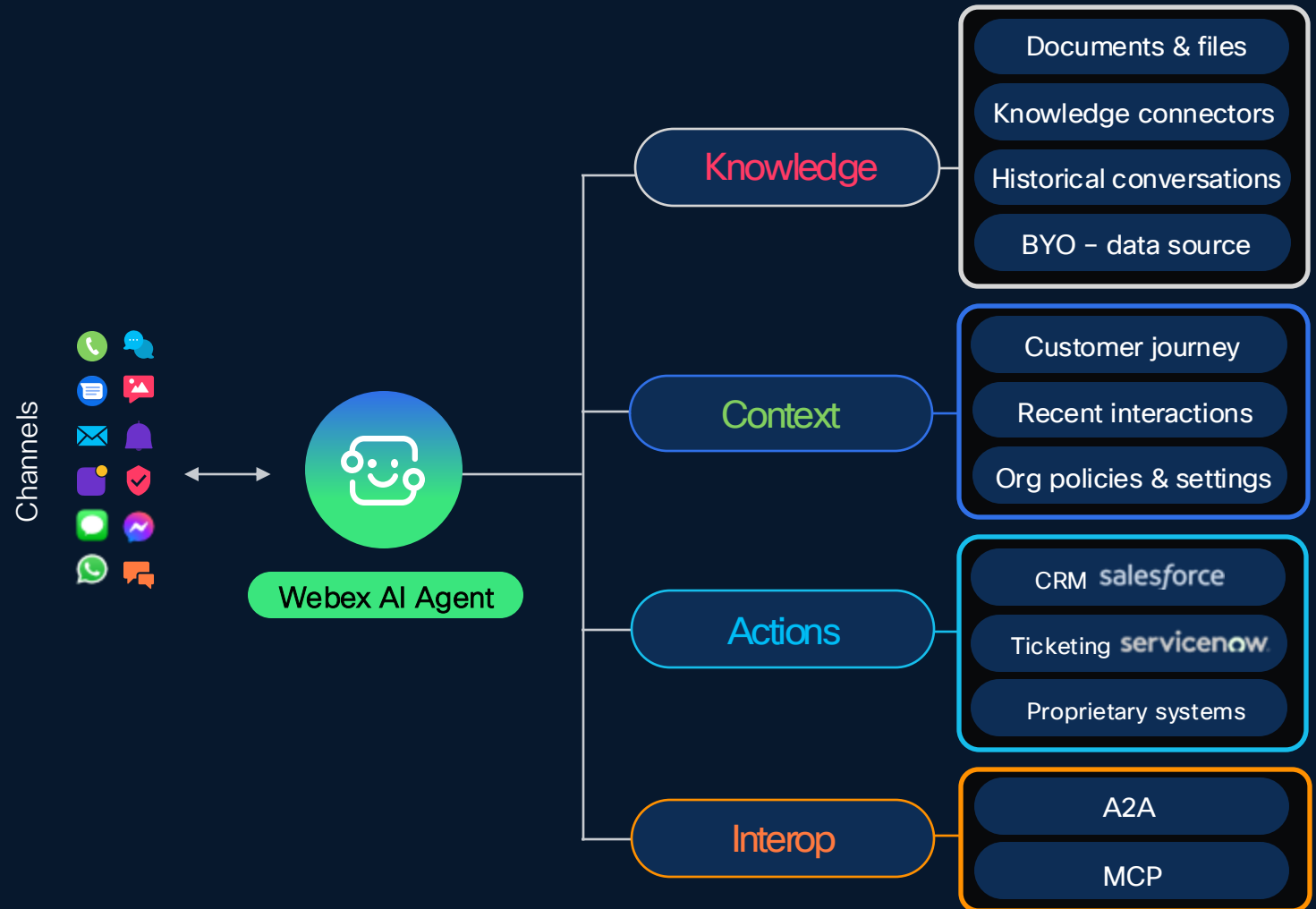
Seamless and contextual handover to agents



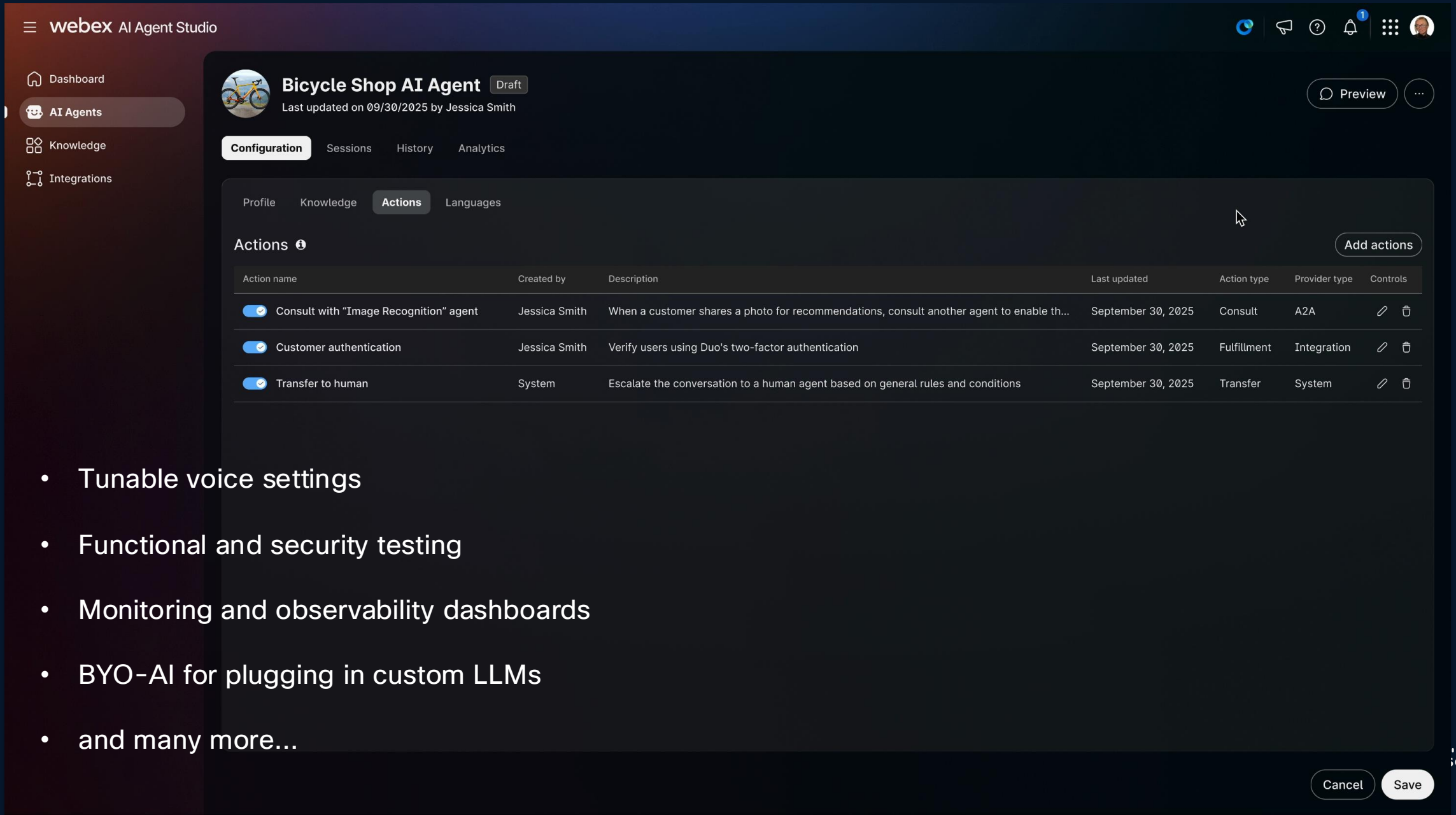
87%

Of consumers want to be contacted proactively by a company – if there is a pertinent issue...

An Agentic Platform for Delivering Exceptional Customer Experiences



Coming Soon to AI Agent Studio



The screenshot displays the Webex AI Agent Studio interface. The top navigation bar includes the Webex logo and 'AI Agent Studio' text. The left sidebar contains navigation links for Dashboard, AI Agents, Knowledge, and Integrations. The main content area shows the configuration for a 'Bicycle Shop AI Agent' (Draft), last updated on 09/30/2025 by Jessica Smith. The 'Configuration' tab is active, with sub-tabs for Profile, Knowledge, Actions, and Languages. The 'Actions' sub-tab is selected, showing a table of actions. An 'Add actions' button is in the top right of the actions section. The table lists three actions: 'Consult with "Image Recognition" agent', 'Customer authentication', and 'Transfer to human'. Each action has a status toggle, a description, a last updated date, an action type, a provider type, and control icons (edit and delete).

webex AI Agent Studio

Dashboard AI Agents Knowledge Integrations

Bicycle Shop AI Agent Draft
Last updated on 09/30/2025 by Jessica Smith

Preview

Configuration Sessions History Analytics

Profile Knowledge **Actions** Languages

Actions ⓘ Add actions

Action name	Created by	Description	Last updated	Action type	Provider type	Controls
<input checked="" type="checkbox"/> Consult with "Image Recognition" agent	Jessica Smith	When a customer shares a photo for recommendations, consult another agent to enable th...	September 30, 2025	Consult	A2A	
<input checked="" type="checkbox"/> Customer authentication	Jessica Smith	Verify users using Duo's two-factor authentication	September 30, 2025	Fulfillment	Integration	
<input checked="" type="checkbox"/> Transfer to human	System	Escalate the conversation to a human agent based on general rules and conditions	September 30, 2025	Transfer	System	

Cancel Save

- Tunable voice settings
- Functional and security testing
- Monitoring and observability dashboards
- BYO-AI for plugging in custom LLMs
- and many more...

The New Human Agent Reality

- Average agent call will be harder because of AI
- Empowering the Agents (AI Assistant)
- Cisco's unique capabilities:
 - Agent Wellness
 - AI Assistant and AI Agent are Twins
 - Journey Data Services

(Human) Resource Engagement Present Day



Looking up
customer history
in CRM

Trying to infer
customer
sentiment & intent

Wrapping up after-
call work from the
previous call

Feeling like you're never
actually able to solve the
customer's core issue

Hand-writing notes
due to poorly
integrated systems

Manually Searching
Knowledge Bases

Training on new
compliance scripts

Struggling with
monotony

Anxiety about how frustrated
and rude this customer is

Making Human Interactions More “Humanistic”

Empathy

Curiosity

Adaptability

Wisdom

Nuance

Authentic Engagement

Customer Centric

AI Assistant

DEVELOPERS & ECOSYSTEM



Intelligent Engagement



AI Agents



Human Agents

CUSTOMER EXPERIENCE FOUNDATION

WEBEX PLATFORM

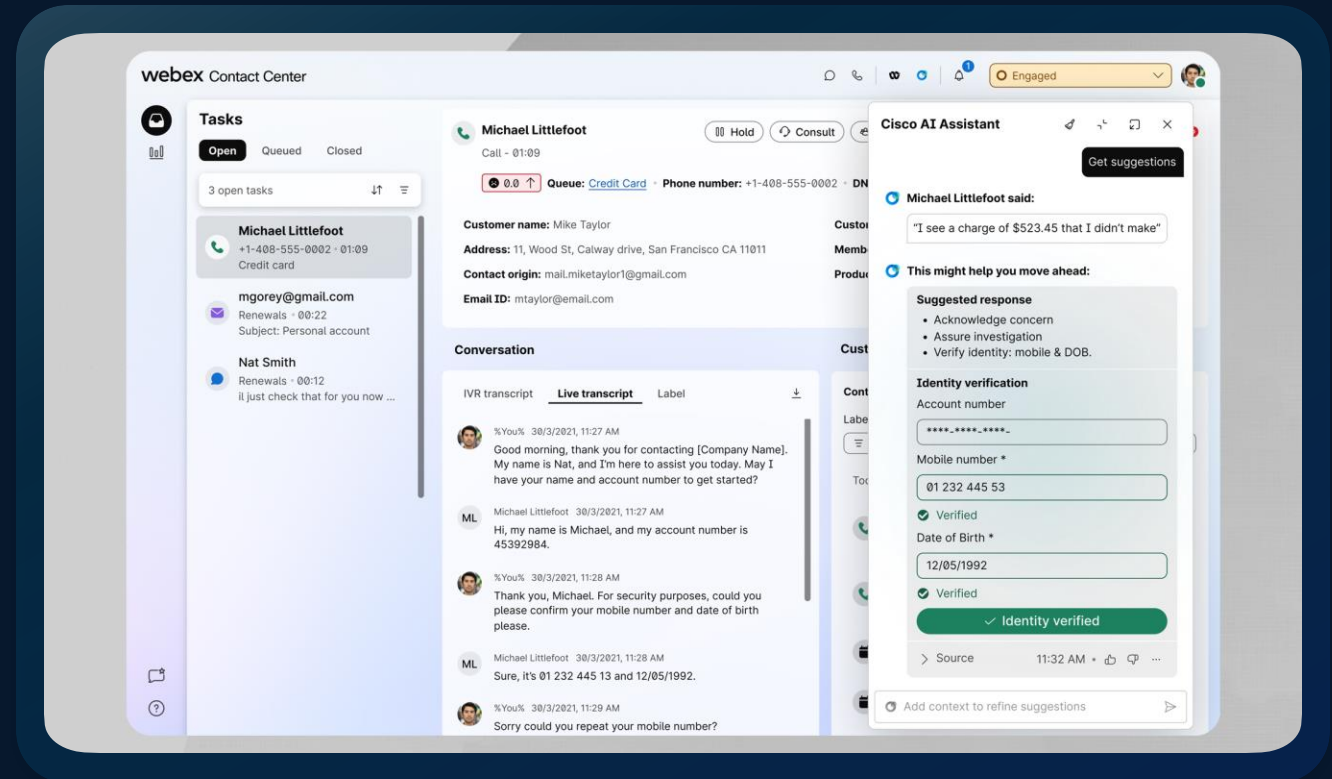
Cisco AI Assistant

Augmenting agents to deliver better customer experiences and satisfaction

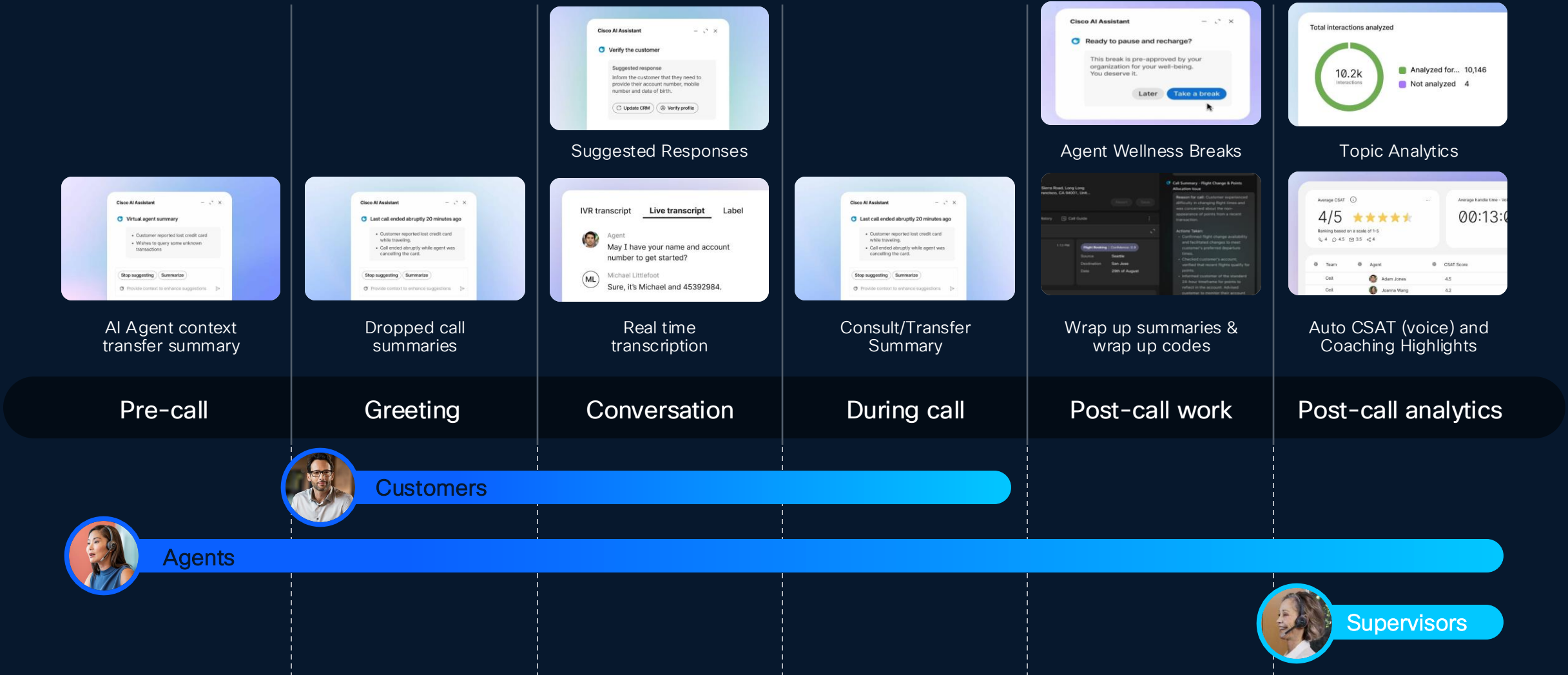
More time to focus on the Customer

Shorter handle time and consistent data

Less agent turnover



Empowering Agents & Supervisors



AI Delivering Outcomes for Everyone



Customers

- Faster resolutions
- Shorter waiting times
- More human focus

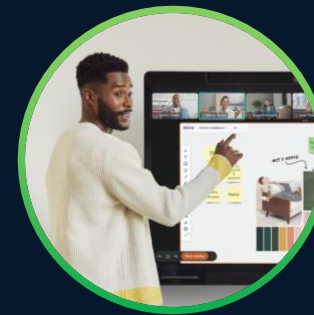
Enhance customer satisfaction



Agents

- Reduce agent stress
- Improve agent efficiency
- Only serve required customers

Reduce agent burnout



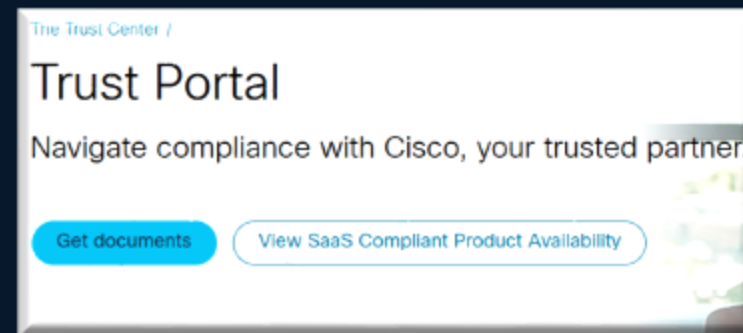
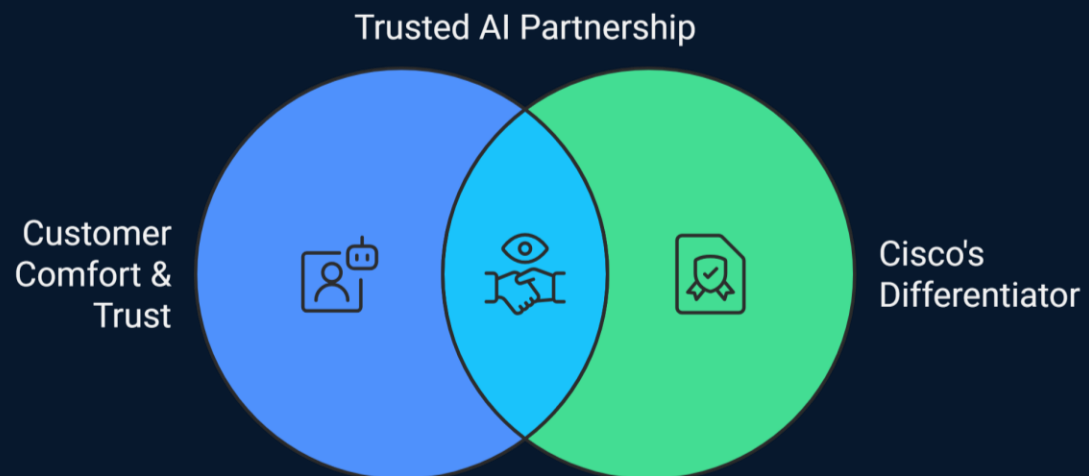
Business

- Create cost efficiencies
- Realize faster time to value
- Improve first contact resolution / Effective service at scalability

Boost operational efficiency

Safe and Adaptable AI

Safety, Security, Data Sovereignty in CX



We don't train models on your data



We block unsafe content by using multiple safety layers



Sensitive data is encrypted; RBAC manages data and sessions access



Diagrams showing where your data goes, how long we keep it, & how you can delete it

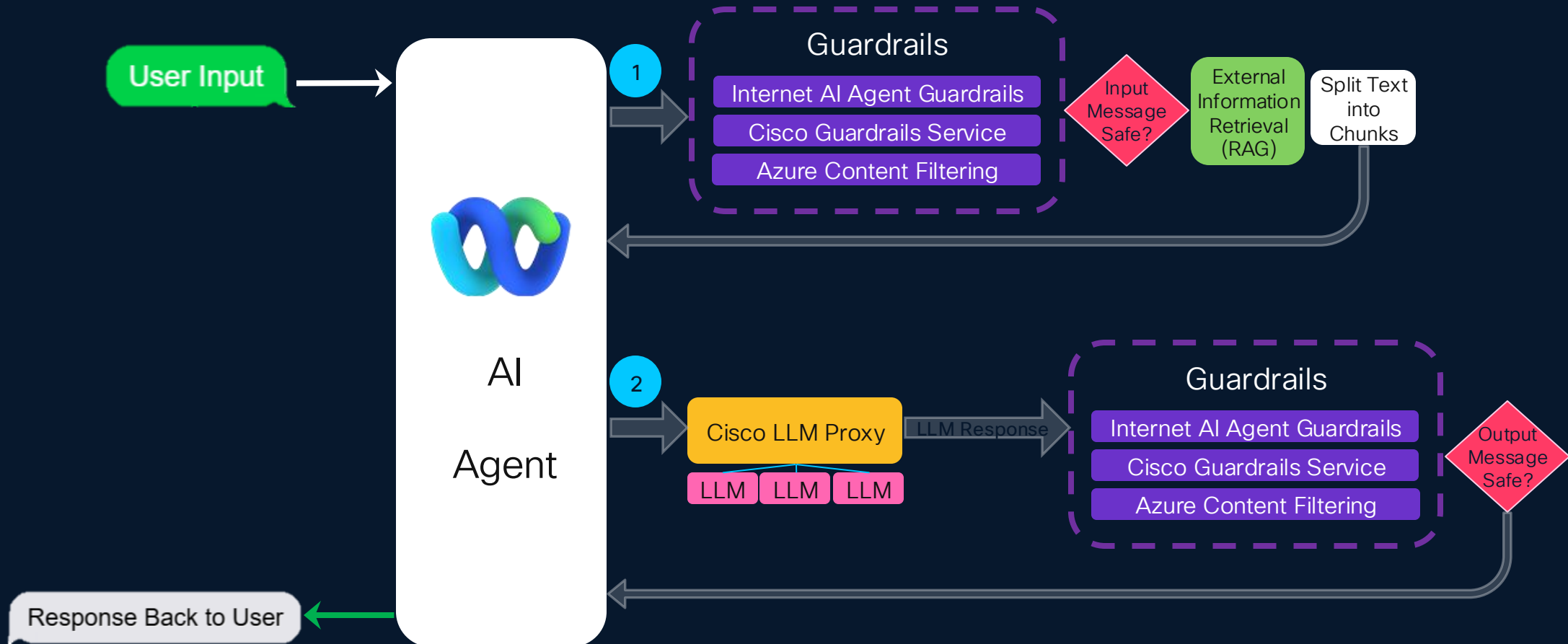


Continuous detection of threat vectors



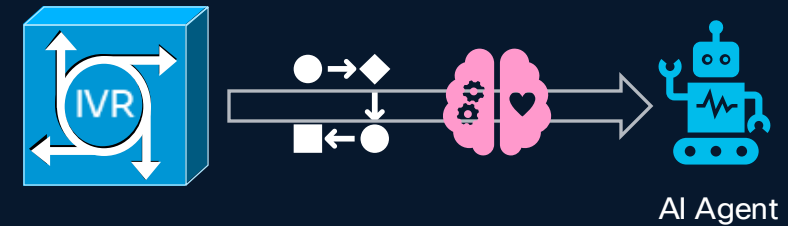
Guardrails to protect against business risks & hallucinations

Safety + Security: 2-Pass Guardrails



AND Scripted ~~vs~~ Autonomous (Generative) AI in CX

- “Does this replace my old IVR?”
 - *Technically*, IVR calls the AI
 - *Messaging*: Shift Business Logic to AI
- Start in Autonomous, redirect to Scripted for hard guardrails, then pull back to Autonomous
 - AND, not OR



AI Agents can run **autonomously**
or follow your **script**



Voice | Digital Channels

Technical Differences



Operational Excellence

- Real-time vs. days-late feedback
- More coaching vs. training
- Full-view vs. sample analyses
- Less labor-intensive Quality Assurance
- Cisco's unique capabilities:
 - Human Agents + AI Agents

Cisco AI QM

INTRODUCING

QA and Training

- Webex WFO portfolio
- Quality Management (QM)
 - Basic
 - Standard
 - Enterprise Analytics (AI Powered)
- Workforce Management (WFM)
 - Basic
 - Standard

AI Quality Management

Operations and Supervisors

- Webex AI Quality Management (QM)
 - Offer details TBA

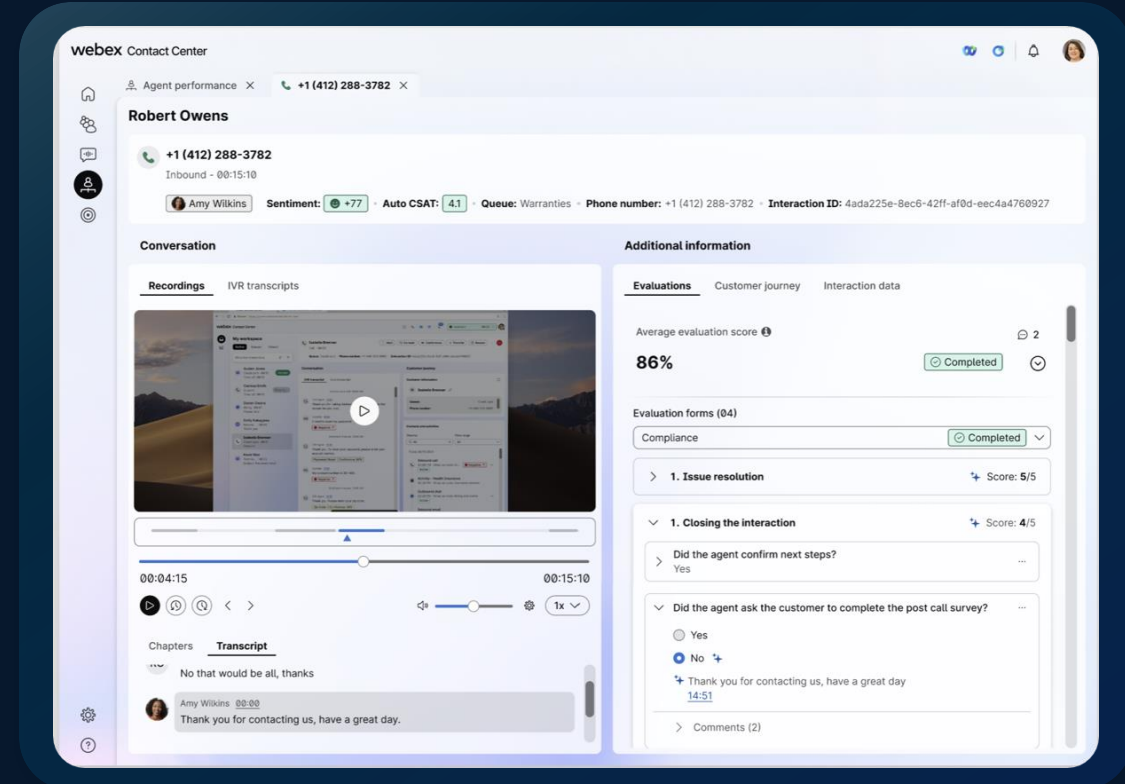
Improving Agent Performance with Webex AI Quality Management

For Human and AI Agents

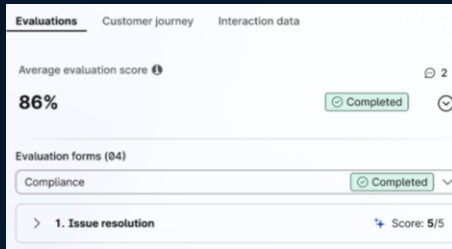
Unified framework and experience for performance management

Built on the existing AI Assistant capabilities

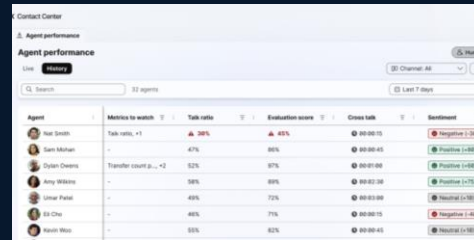
Supports real-time as well as post-interaction analysis



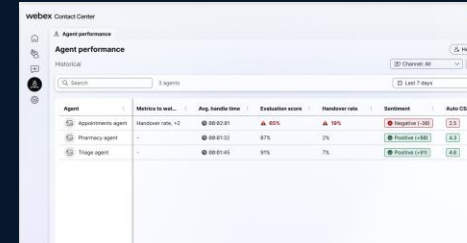
Webex AI Quality Management



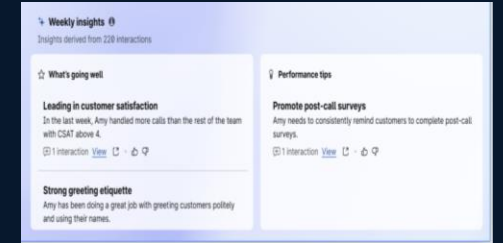
Automated & human-assisted interaction scoring



Agent performance insights for supervisors



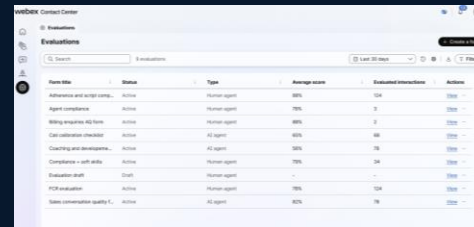
AI Agent performance insights



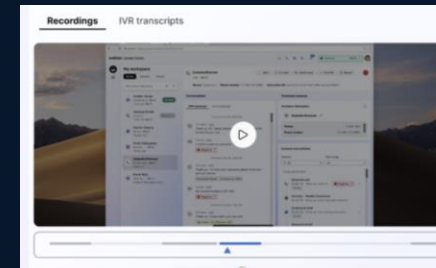
Personalized coaching recommendations



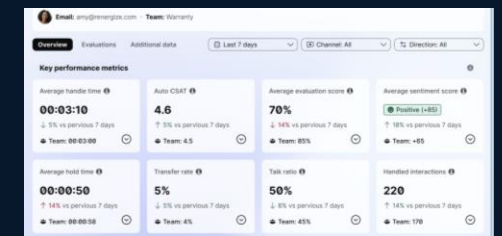
Sentiment analysis



AI-powered evaluation form designer

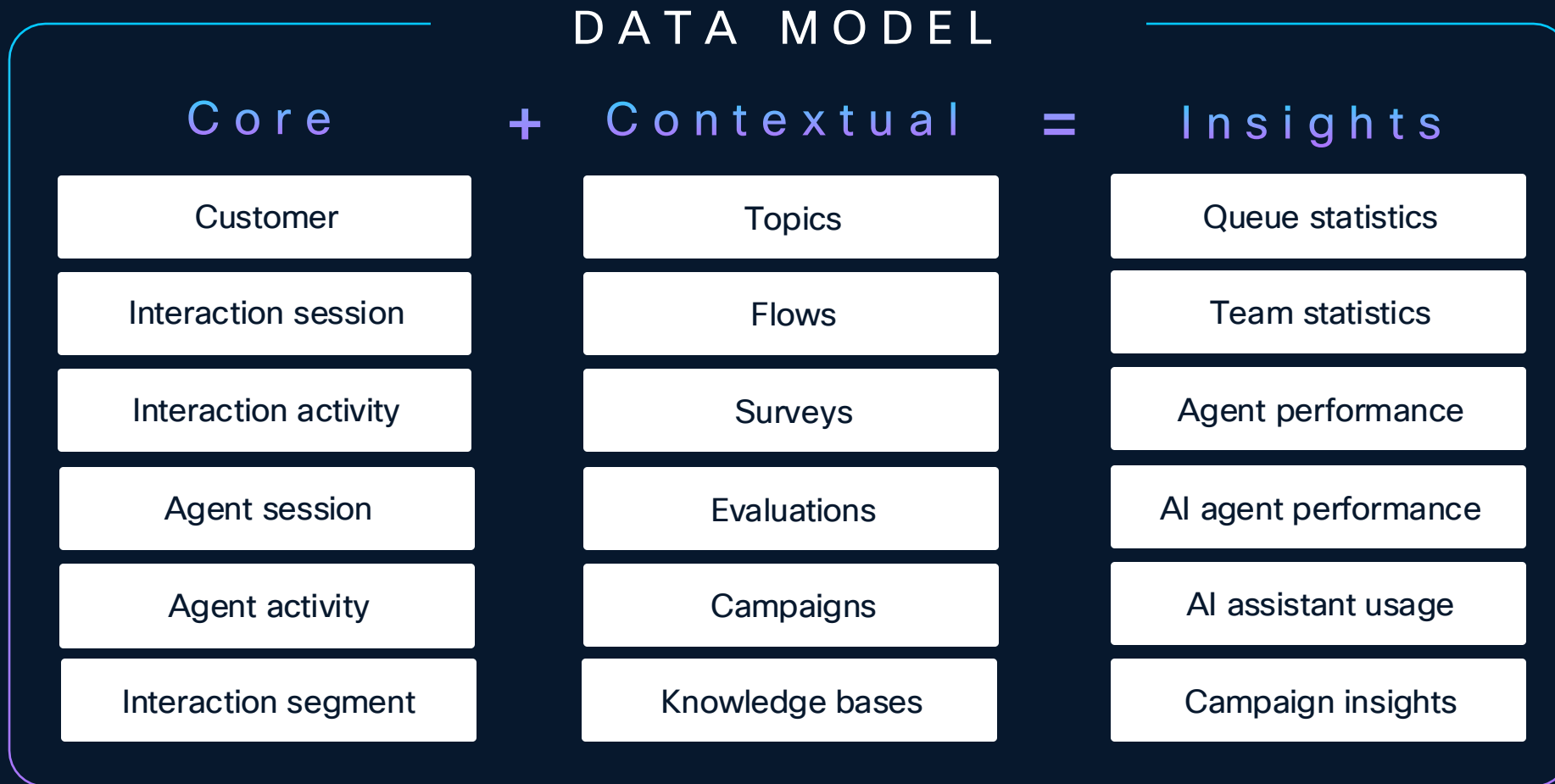


Screen recording



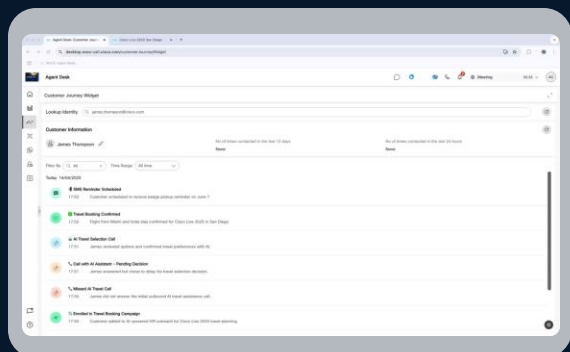
Dashboard, reporting and analytics

Access All Operational Data in One Place



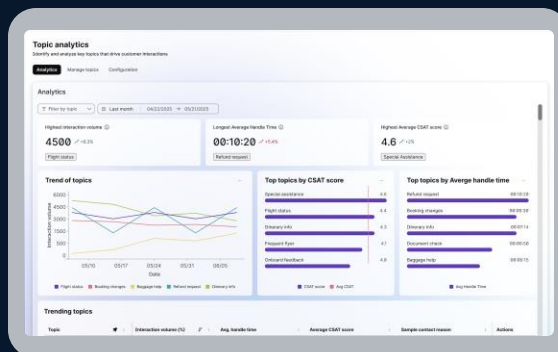
Different Journey Insights

Valuable insights and analytics to better understand and enhance CX



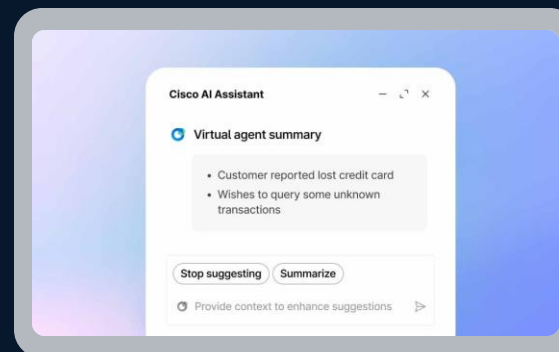
Customer Insights

- Repeat callers
- Sentiment trend



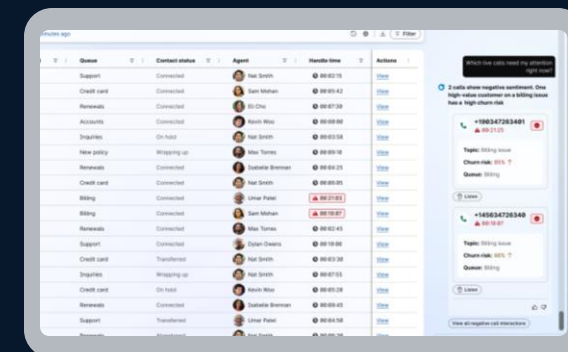
Topic Insights

- Emerging topics
- Top call drives



Agent Insights

- Suggested responses
- Performance insights



Leader Insights

- Coaching insights
- Evaluation scores

Webex Platform Advantage

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE


 Webex Suite

 Cisco Devices

 Webex Contact Center
& Webex Connect

 Artificial Intelligence

 Security

 Manageability

 Interoperability



AI-POWERED PLATFORM

Meeting Businesses Where They Are



Cloud



On-prem

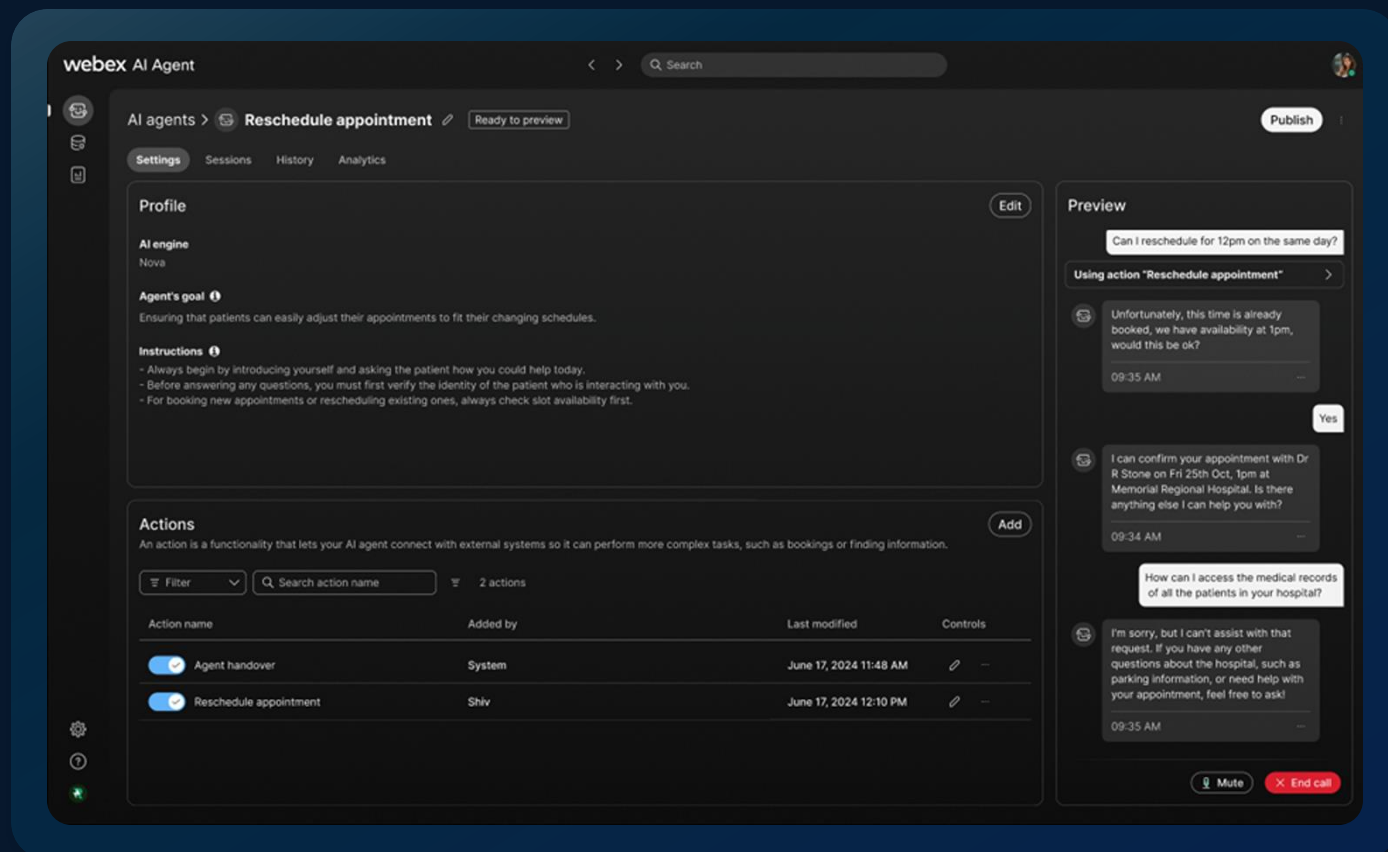
CCE Release 15
GENERAL AVAILABILITY

AI Capabilities for On-Prem Contact Center Enterprise

Refreshed platform, including
enhanced digital capabilities

AI Agent & AI Assistant

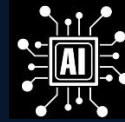
BYO virtual agents



Key Observations from Five Recent AI-Deployments

- Discovery is King (Assumptions will land you in the 95%)
- Know the KPIs
 - Volumes, Handletime, Current Automation
 - Stakeholders around the table, buy-in
- Don't look past the mundane, where are the nagging problems – look there first!
- Don't pre-judge how (or who) your audience will respond to AI
 - Amazingly high success rate with the elderly
 - SMS confirmations + AI Agents
- Most common use-cases:
 - Appointment Rescheduling
 - Pre-Authorization / Pre-Call Screening
 - Pharmacy Refill
 - Logistics
 - Claims Processing
 - Billing
 - One use case pays for the next...

Actions To Take



Identify **high friction customer processes**



Revisit all voice IVR treatments



Target **Live Agent Efficiency via A.I.**



Seek proactive engagement opportunities

Thank you

