

Transforming Customer Experience with AI and the Power of CPaaS

Future Proofing Workspaces

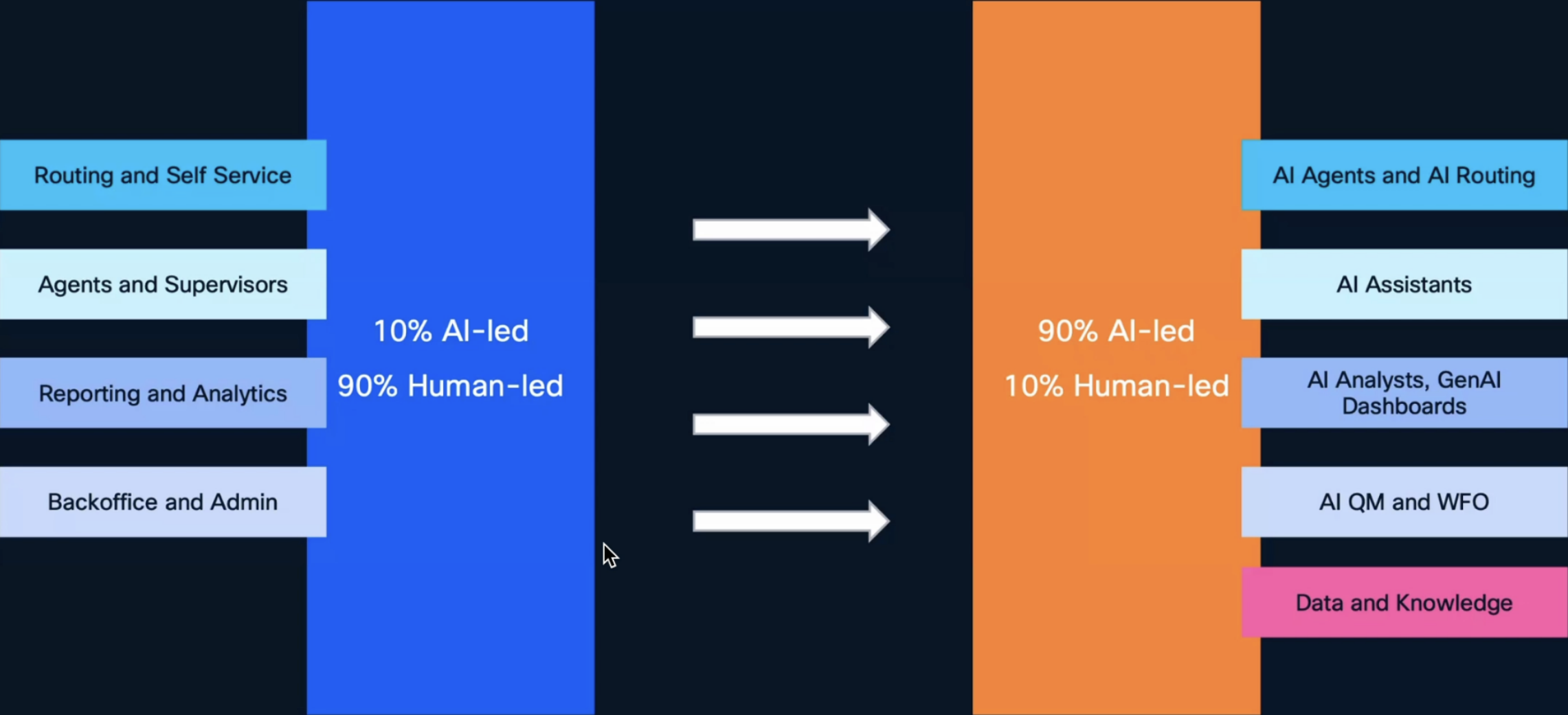
Greg Burton
Senior Solutions Engineer, Contact Center



Agenda

1. AI Customer Engagement
2. Intelligent “Front Door”
3. AI Agent and Assistant
4. CPaaS Orchestration
5. Wrap It Up!

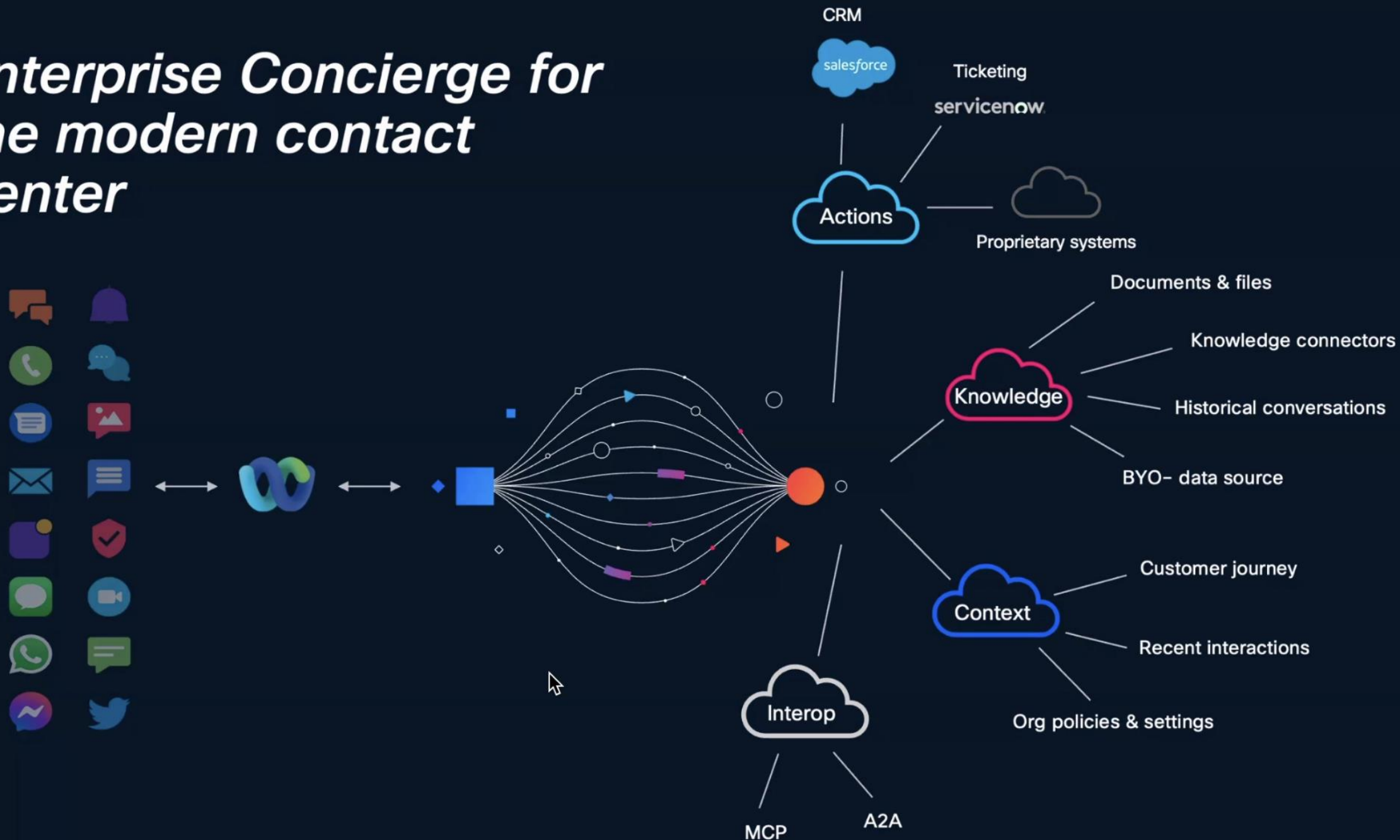
The world we need to prepare for



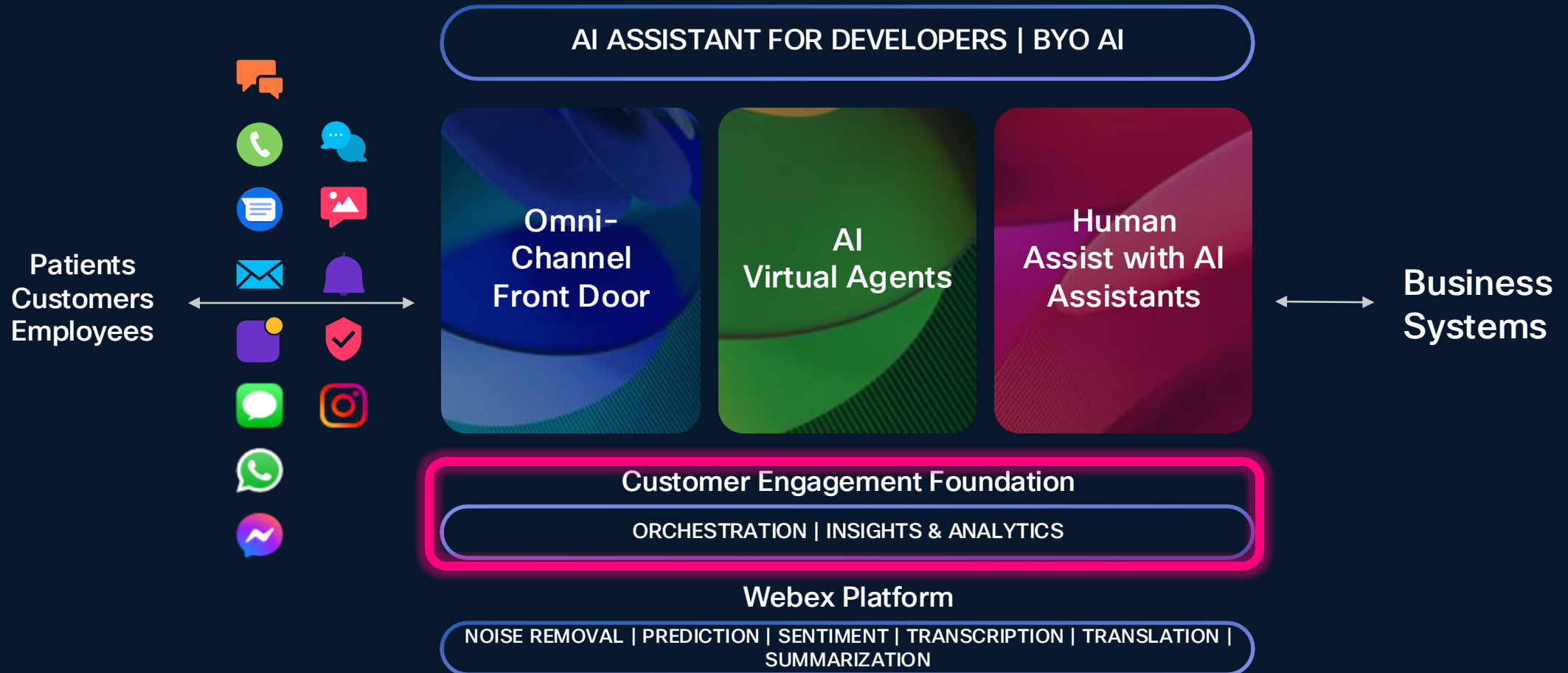
Cisco's CX Stack of the Future



Enterprise Concierge for the modern contact center



Cisco Customer Engagement Suite



Intelligent “Front Door”

The case for an AI front door



Contact Center

- IVR replacement
- Call deflection
- Two-way notifications



Sales & Service

- 24/7 knowledge base
- Lead qualification
- Appointment booking



HR

- Employee onboarding
- Benefits
- Open enrollment

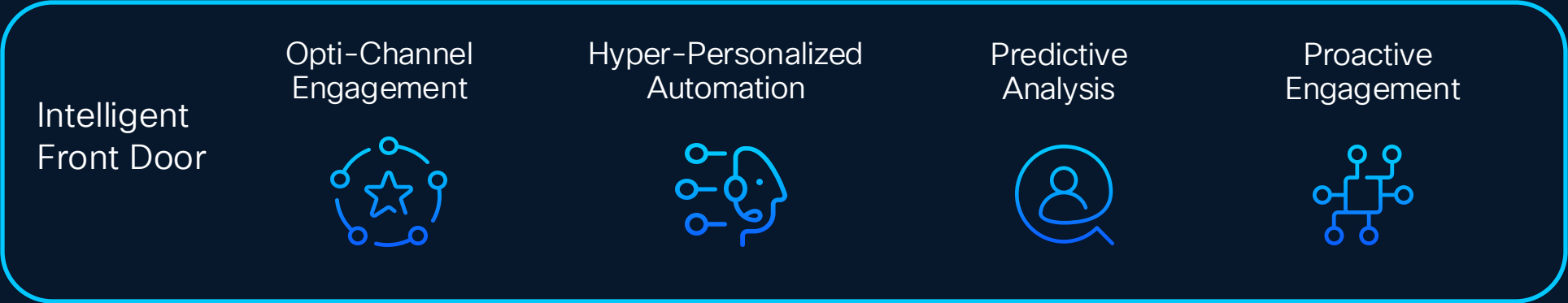
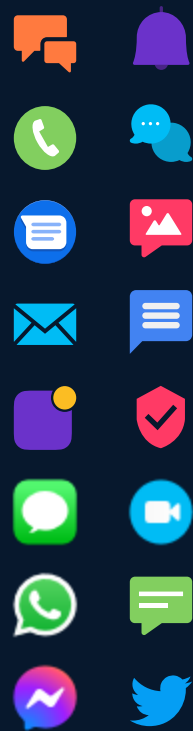


IT

- Ticket status & resolution
- Proactive upgrades
- Training reminders

Fast set up | Elastic scale | Instant service | Real-time resolution

Automation: The Intelligent Front Door



AI-POWERED WEBEX PLATFORM



AI front door for contact centers

Rising & evolving demand



Customers

CONTACT CENTER

Constrained supply



Agents

AI front door for contact centers

Rising & evolving demand



Customers

Elastic supply



Containment



Lower handling times

AI Agents

CONTACT CENTER

Constrained supply



Agents

Webex AI Agent and Assistant

Webex AI Agent

Powering more human-like interactions
across voice and digital channels

- | Omnichannel AI agents
- | Autonomous and scripted modes
- | Answer questions and take actions
- | Fulfill with system integrations
- | Integrate with contact centers

What can Webex AI Agent do?



Build and manage
multichannel and
multilingual AI agents



Leverage gen AI or use
own training data with
scripted responses



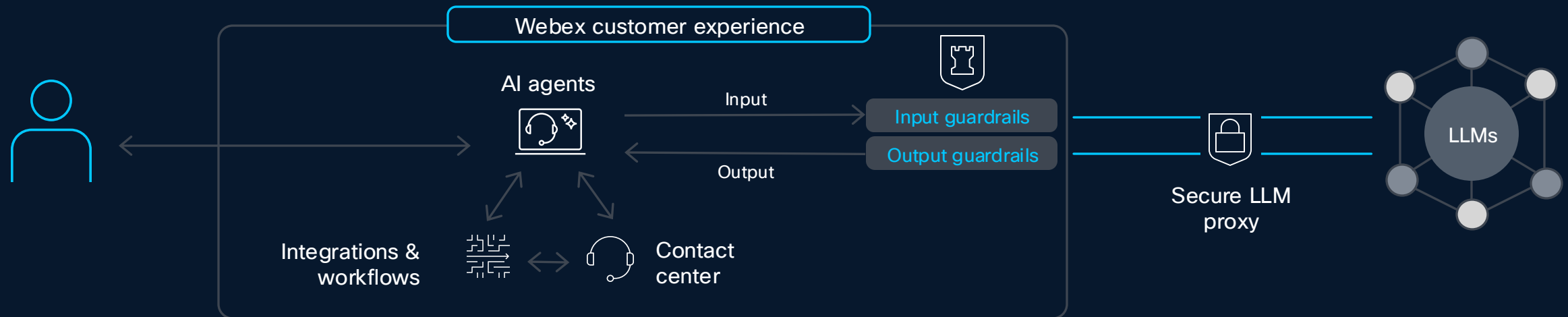
Enable answering
questions from enterprise
knowledge bases



Deliver true self-service
with integrations and end-
to-end fulfilment



Integrate seamlessly
with your contact
center workflows



Varying degrees of AI at your own pace



Scripted



Autonomous / generative



Agentic

Autonomous learning, decisions, and control

***Solving the
Hard Problems:***

***Delivering agentic
experiences over
voice at scale***

Human interactions take all these for granted

acknowledgements

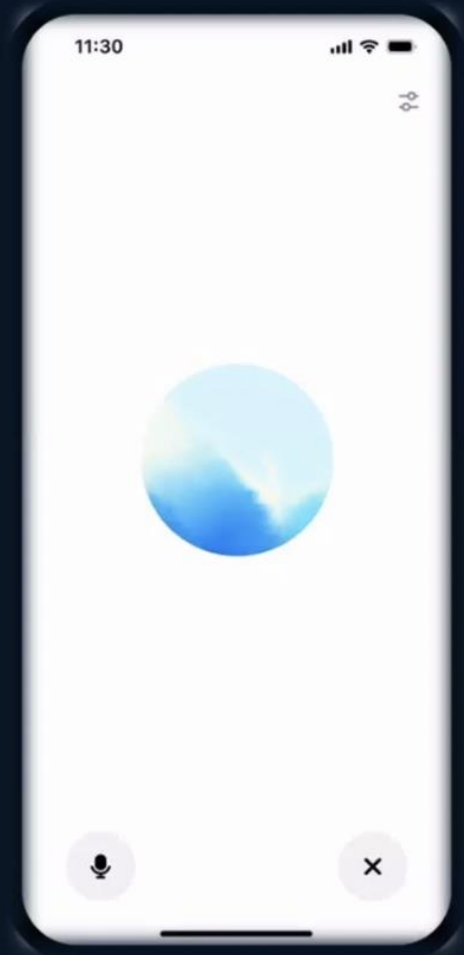
clarity disfluencies

interruptions speaking rate

turn-taking intonation

...

The current standard for voice AI experience



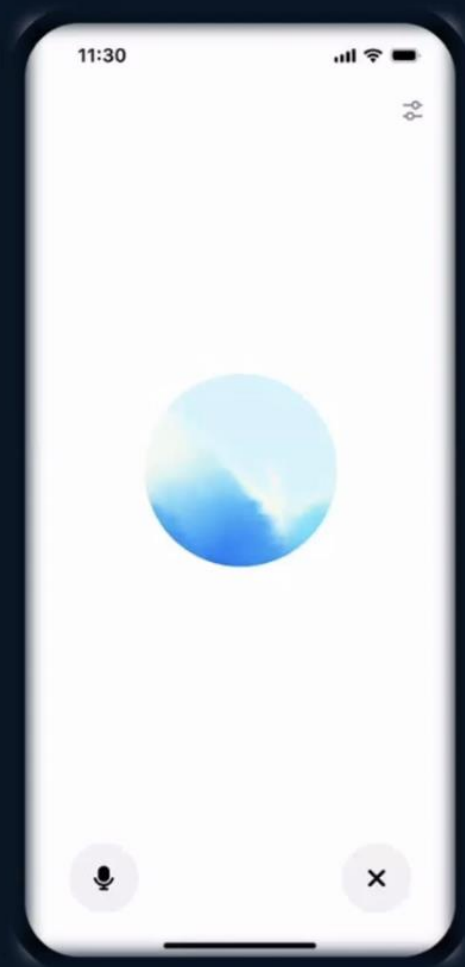
✓ Human-like

✓ Very conversational

✓ Free Flowing



The current standard for voice AI experience

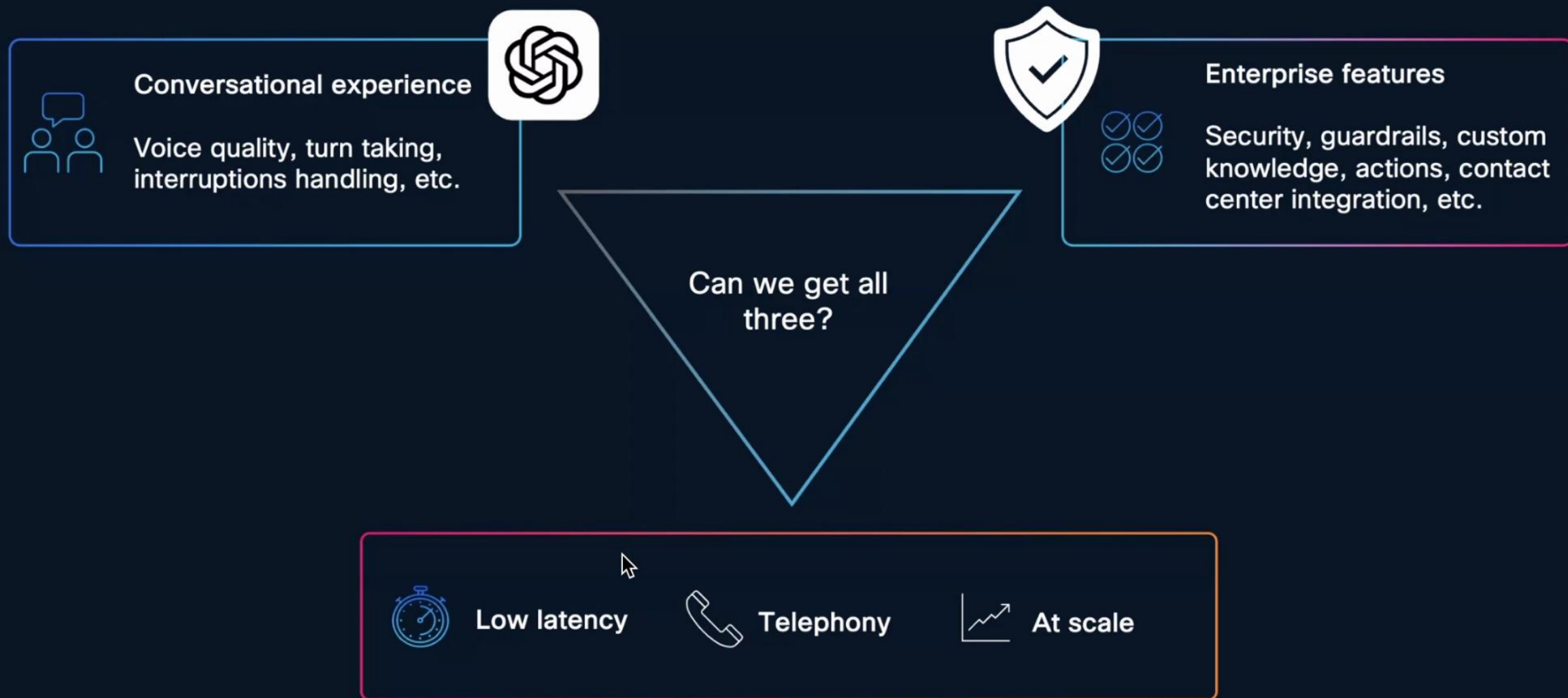


✗ Hallucinations

✗ No Enterprise
Guardrails

✗ Non-PSTN

The trilemma of enterprise voice AI experiences



Delivering exceptional experiences over voice



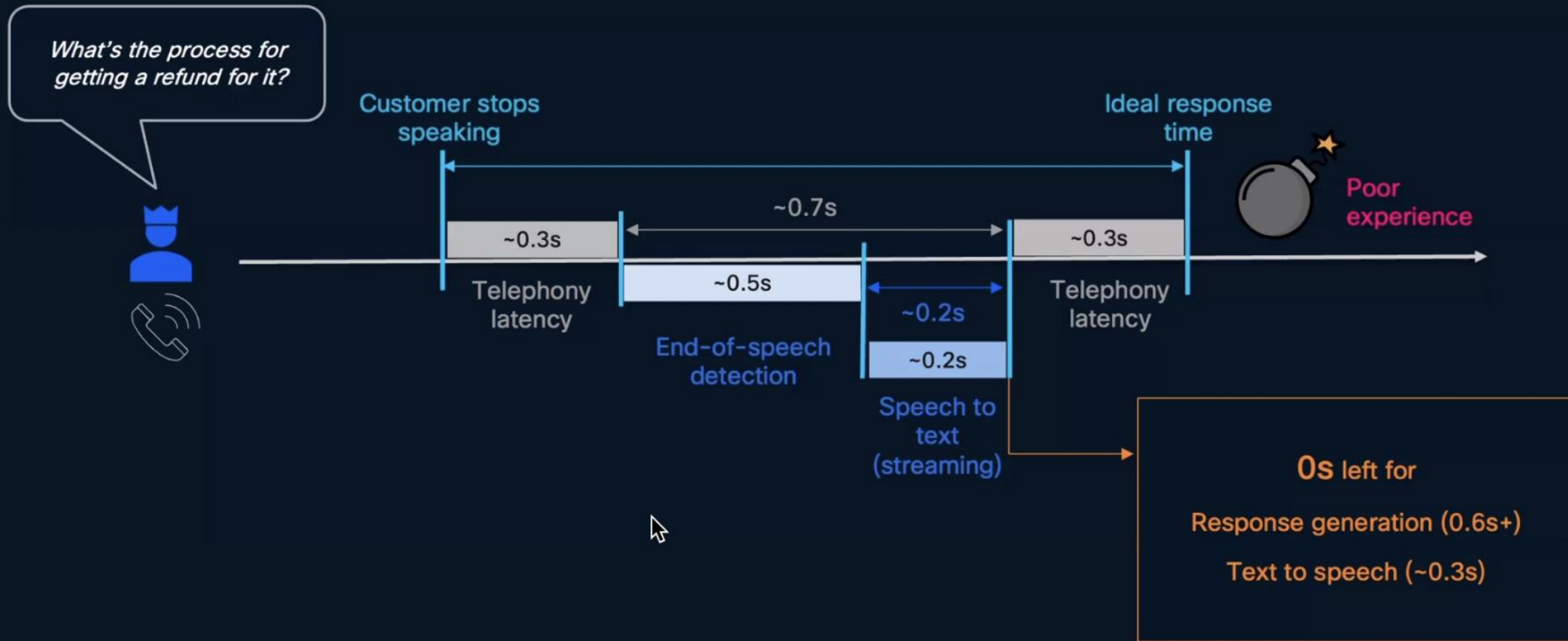
Delivering these components over the *PSTN*
layer and with *enterprise guardrails*

Considerations

-
- PSTN RTT alone adds ~600ms latency
-
- Complex knowledge bases
 - Fulfillment
 - Guardrails and security landscape
 - Compliance



What does 1.3 sec look like?



This hard problem needed innovative solutions

- Curated & fine-tuned “AI engines” optimized for experience
- Infrastructure to overcome spiky LLM latencies
- Multiple proprietary models & algorithms that
 - predict turn based on semantic signals (slow & fast modes)
 - continuously generate multiple variations of a response while the customer is still speaking
 - **detect voice activity locally**
 - reframe customer query for maximum accuracy
 - inject the right knowledge & context with low latency
 - parallelize guardrail enforcement

and many more ...

The result?

Time to first audio latency as low as

1.3s

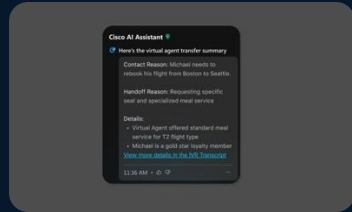
- ✓ On PSTN
- ✓ With all enterprise features
- ✓ At scale

AI Assistant

Empowering agents to become
more productive and empathetic

- | Customer history & summarization
- | Suggested responses
- | Agent Wellbeing

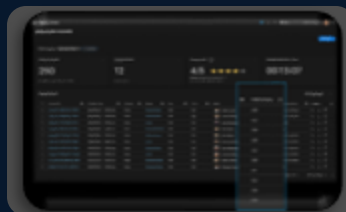
AI Assistant – empowering agents to become more productive and empathetic



Context transfer summaries



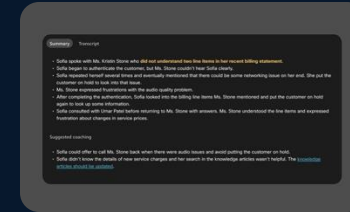
Dropped call summaries



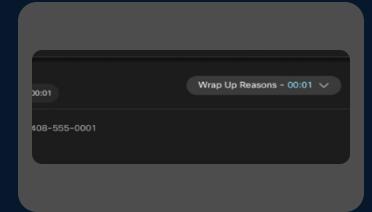
Automatic CSAT



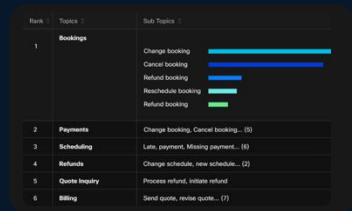
Agent Wellbeing



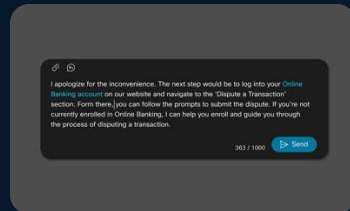
Coaching highlights



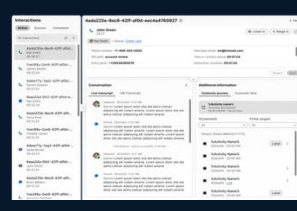
Auto Wrap-up Codes



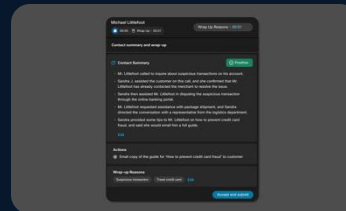
Topic Analytics



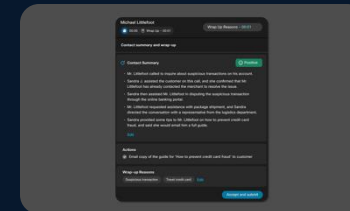
Suggested responses



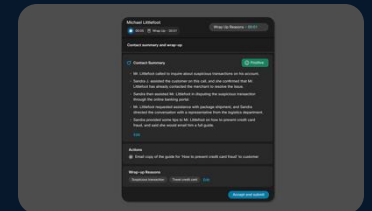
Real Time Transcription



Wrap-up summaries

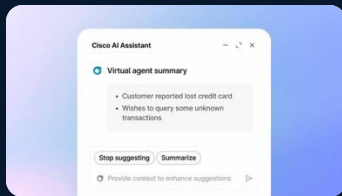


Consult/Transfer mid-call summaries

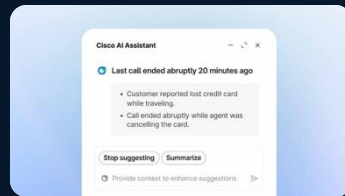


13 Spoken Languages

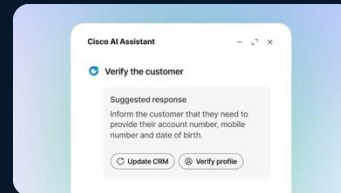
AI support at every touchpoint



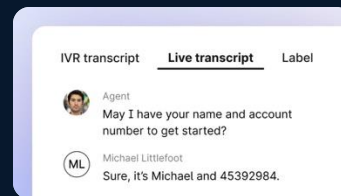
AI Agent context transfer summary



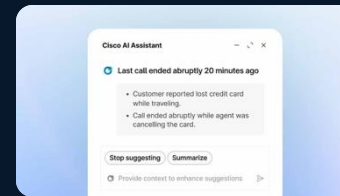
Dropped call summaries



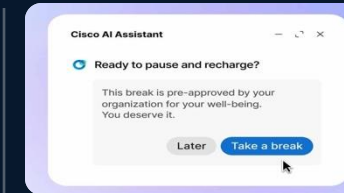
Suggested Responses



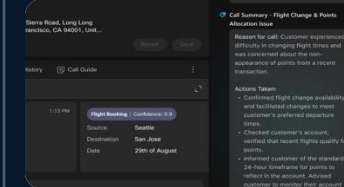
Real time transcription



Consult/Transfer Summary



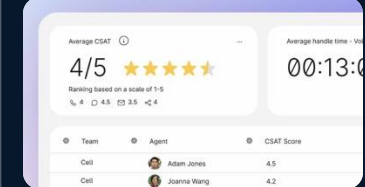
Agent Wellness Breaks



Wrap up summaries & wrap up codes



Topic Analytics



Auto CSAT (voice) and Coaching Highlights

Pre-call

Greeting

Conversation

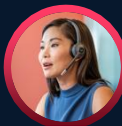
During call

Post-call work

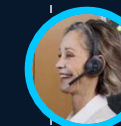
Post-call analytics



Customers



Agents



Supervisors

CPaaS Orchestration

Orchestrating Knowledge and Engagement

Core
Business
Systems
and
Knowledge

ERP

CRM

Sales

Logistics

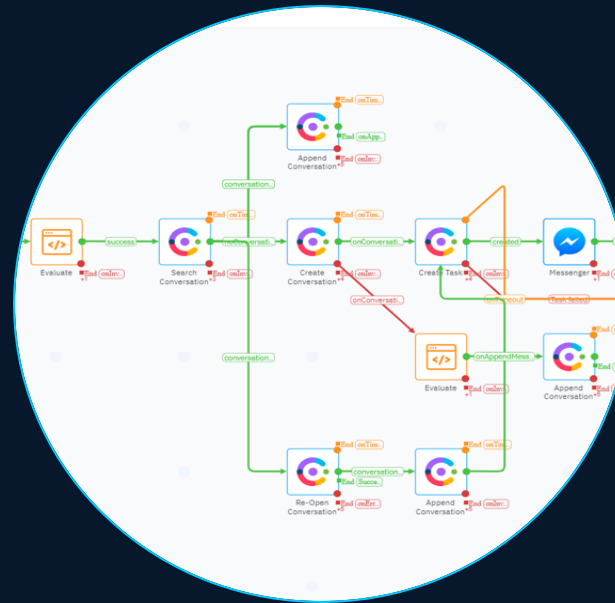
Shipments

User Profiles

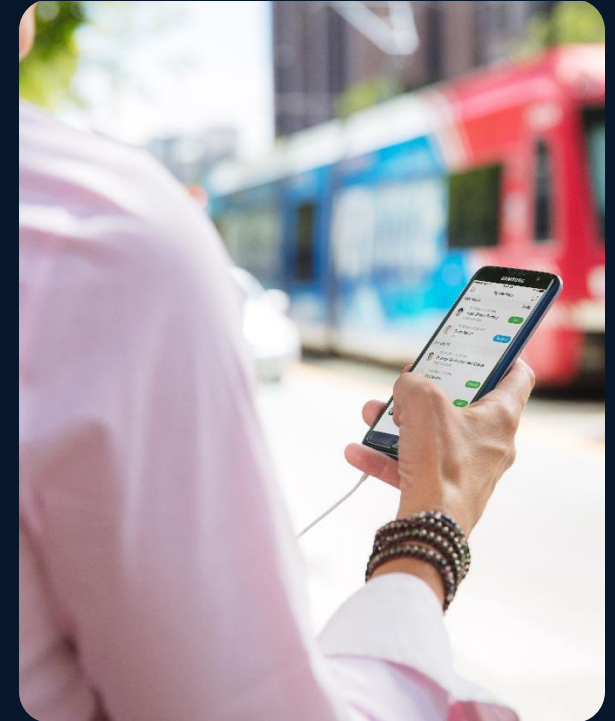
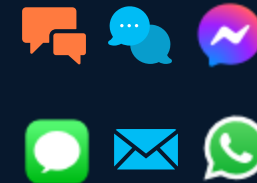
Financial Services

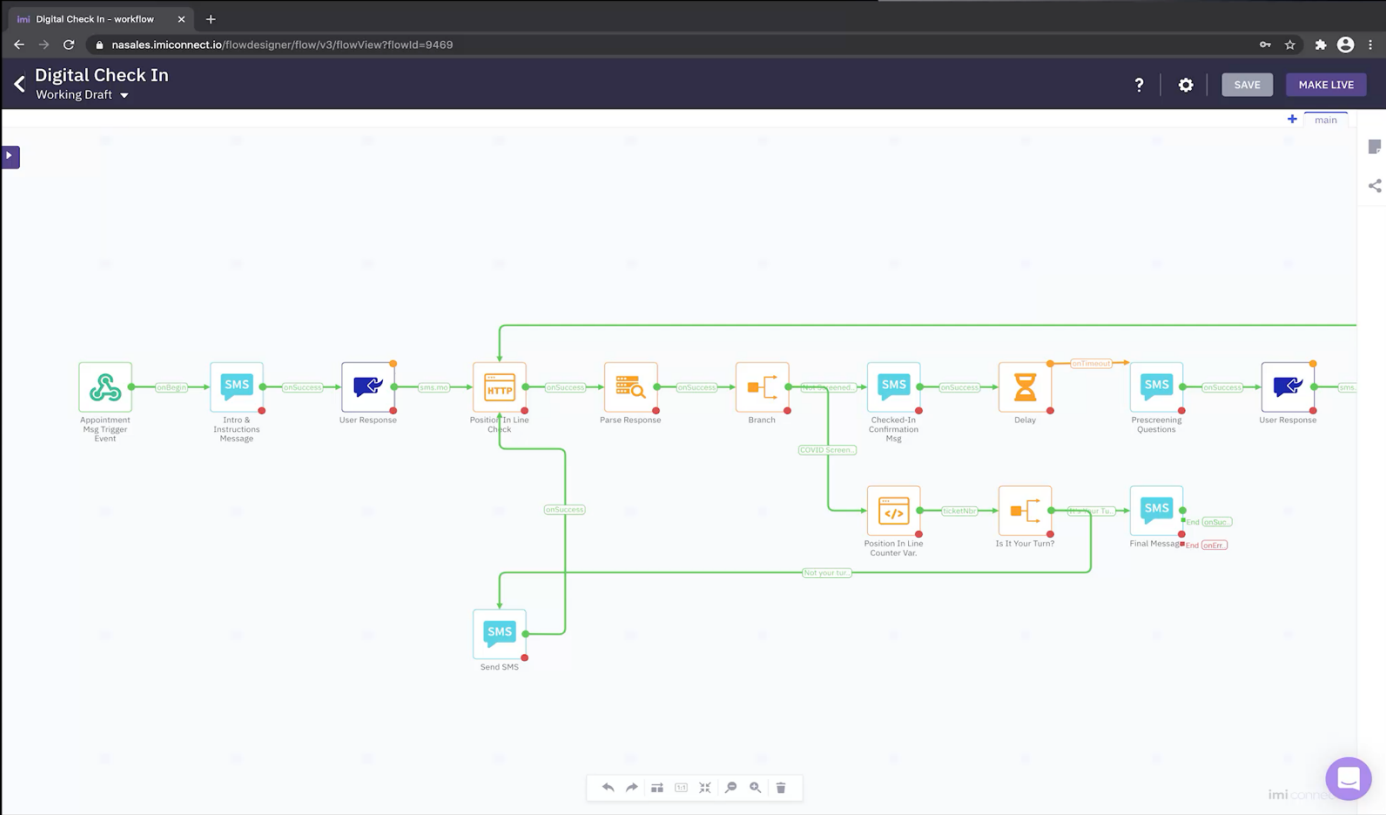
Scheduling

AI Agentic Agents



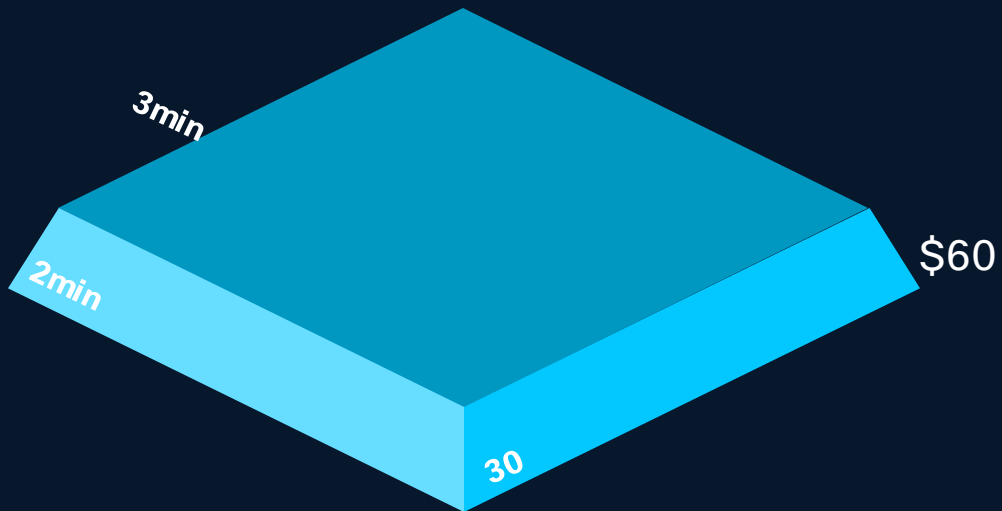
Common
Orchestration Engine





Use Case: A Power Distribution Company

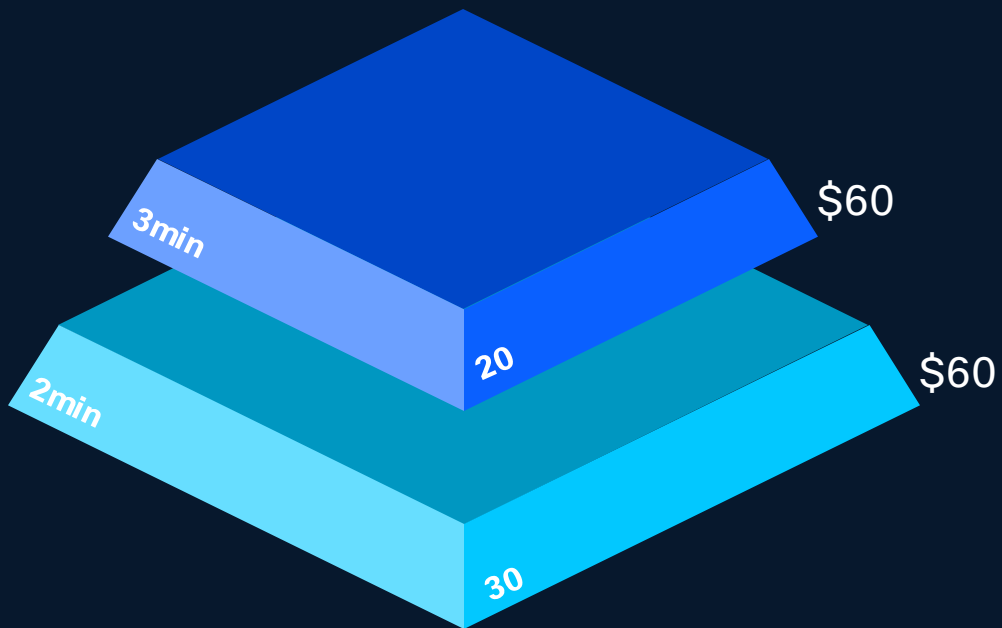
Incoming Call Volume Distribution, with cost per serve at \$1/minute



“My Power is out. What’s happening, when is it getting restored?”

Use Case: A Power Distribution Company

Incoming Call Volume Distribution, with cost per serve at \$1/minute

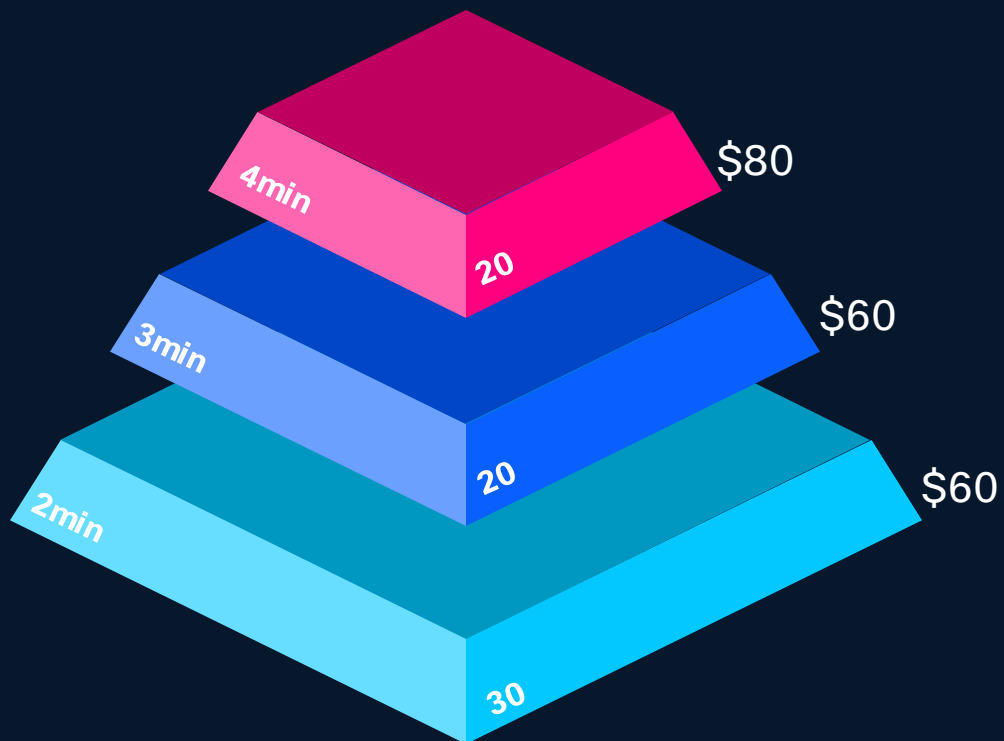


“I am moving houses. I need to make a request for transfer”

“My Power is out. What’s happening, when is it getting restored?”

Use Case: A Power Distribution Company

Incoming Call Volume Distribution, with cost per serve at \$1/minute



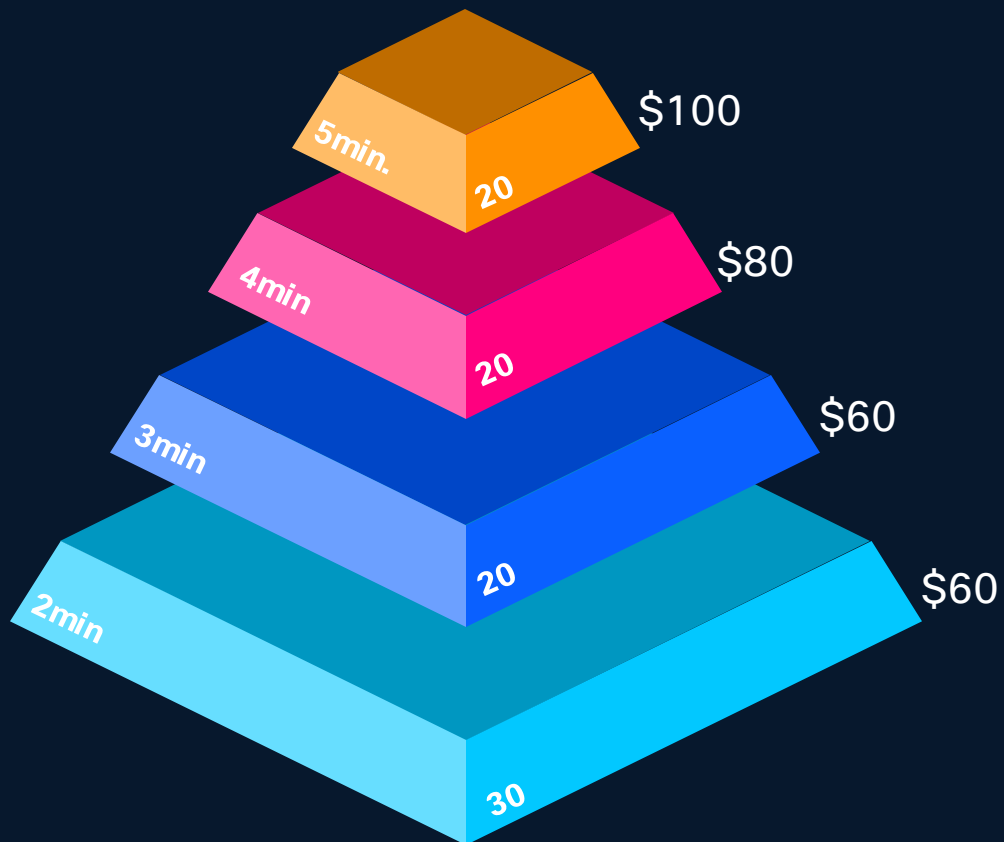
“I need to change my plan. And I have a question about billing”

“I am moving houses. I need to make a request for transfer”

“My Power is out. What’s happening, when is it getting restored?”

Use Case: A Power Distribution Company

Incoming Call Volume Distribution, with cost per serve at \$1/minute



“My usage app keeps logging me off and gives me an error”

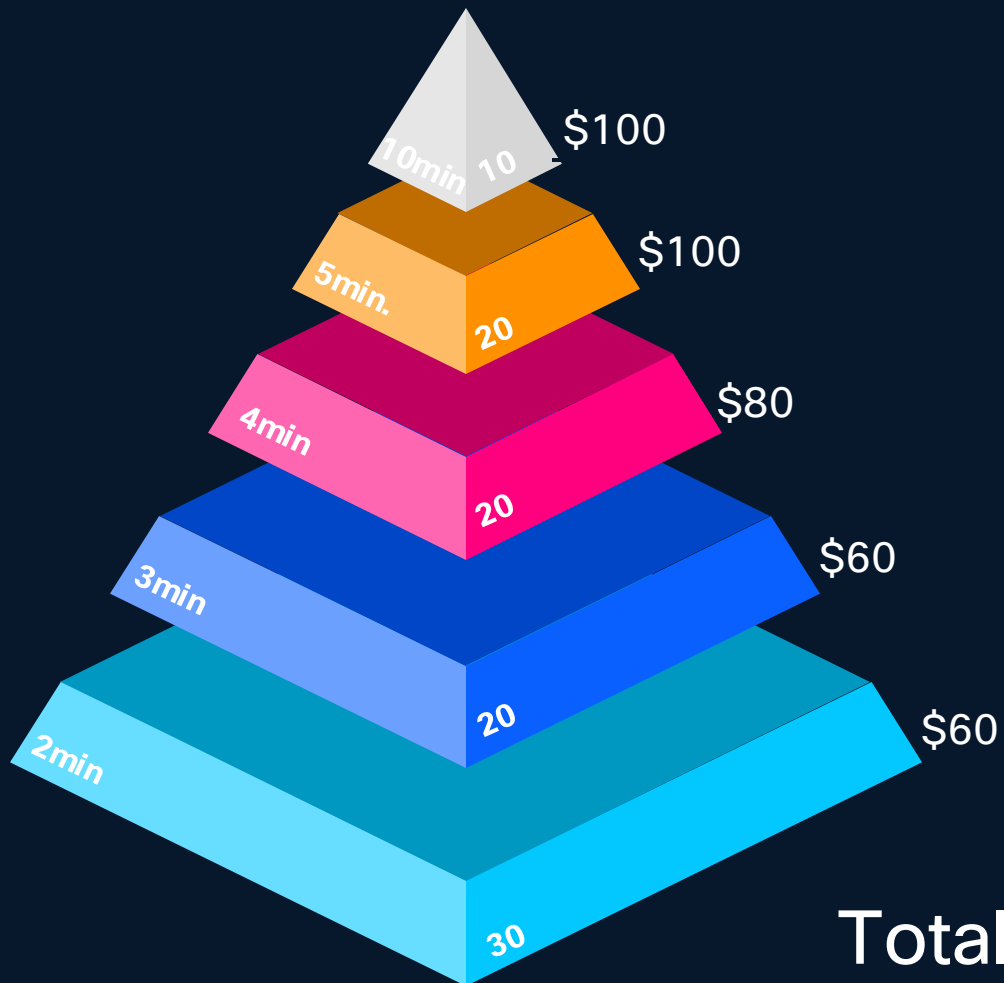
“I need to change my plan. And I have a question about billing”

“I am moving houses. I need to make a request for transfer”

“My Power is out. What’s happening, when is it getting restored?”

Use Case: A Power Distribution Company

Incoming Call Volume Distribution, with cost per serve at \$1/minute



“My whole power is down and nothing seems to be working”

“My usage app keeps logging me off and gives me an error”

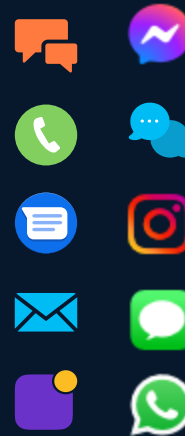
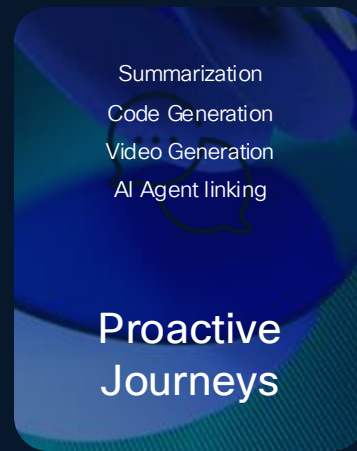
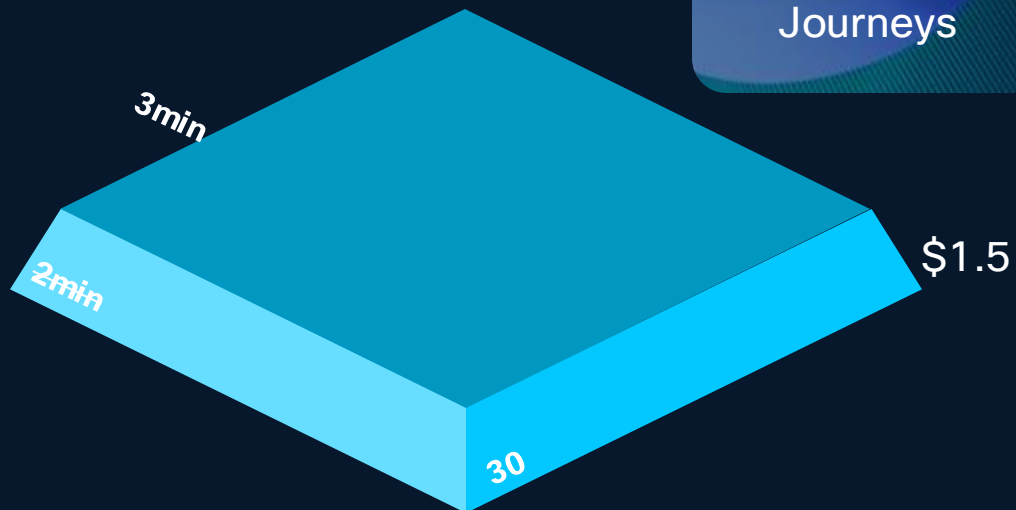
“I need to change my plan. And I have a question about billing”

“I am moving houses. I need to make a request for transfer”

“My Power is out. What’s happening, when is it getting restored?”

Total Cost to Serve: \$400

Use Case: A Power Distribution Company



Outbound Notifications and Proactive Messaging

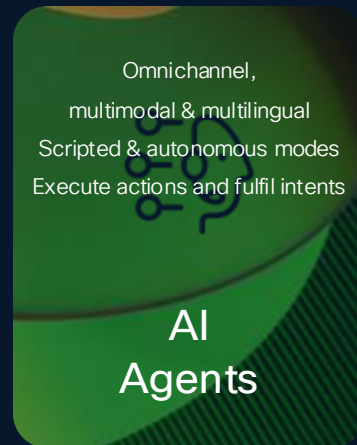
*We have identified a power fault in your area.
Current estimated time of resolution is 6pm.*

Cost per serve: \$2min/interaction → 5cents

“My Power is out. What’s happening, when is it getting restored?”

Use Case: A Power Distribution Company

Conversational Automation



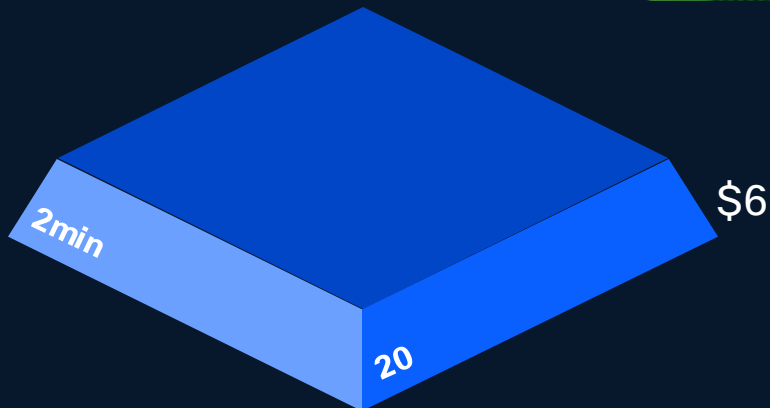
Omnichannel, multilingual AI agents

Autonomous and scripted modes

Fulfill with system integrations

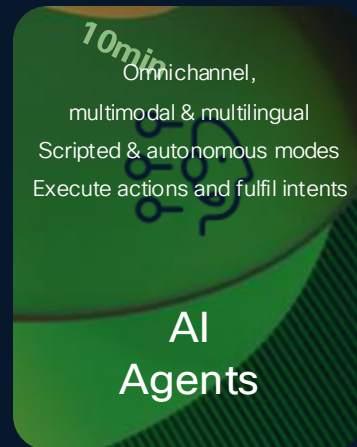
Call Duration: 3min → 2min

Cost to serve: \$3 → 30cents



“I am moving houses. I need to make a request for transfer”

Use Case: A Power Distribution Company



Partial Fulfillment

Fulfill with system integrations
Guardrails and Reporting

“I need to change my plan.”

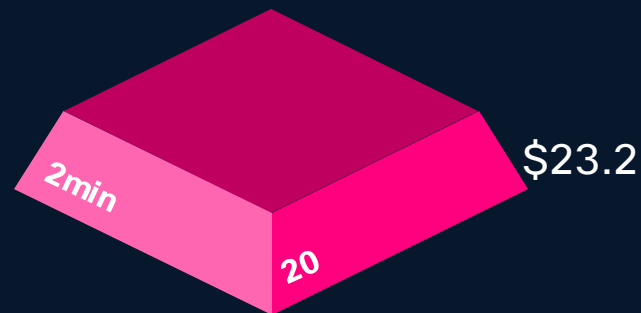
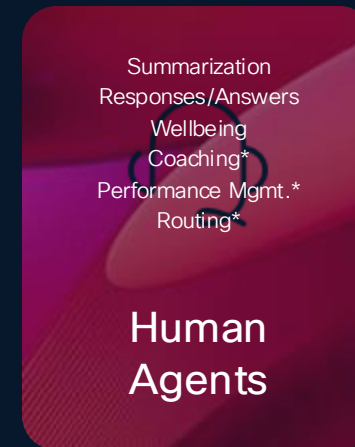
Call Duration: 2min → 1min
Cost to serve: \$2 → 15cents

Real Time Assistance

AI Agent Transfer Summary
Suggested Responses
Summarization

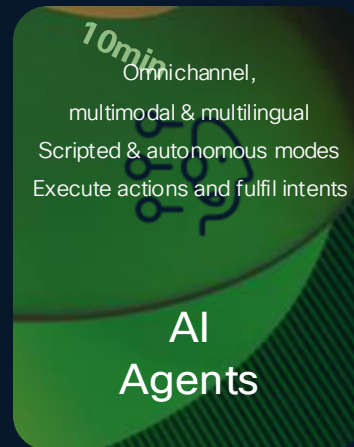
“And I have a question about billing”

Call Duration: 2min → 1min
Cost to serve: \$2 → \$1.01



“I need to change my plan. And I have a question about billing”

Use Case: A Power Distribution Company



Partial Fulfillment

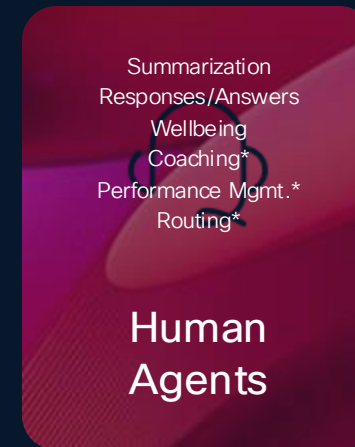
Knowledge Base Instructions

Pre-work validation

Have you tried updating?

What is your error message?

Call Duration: 2min → 2min
Cost to serve: \$2 → 30cents



Real Time Assistance

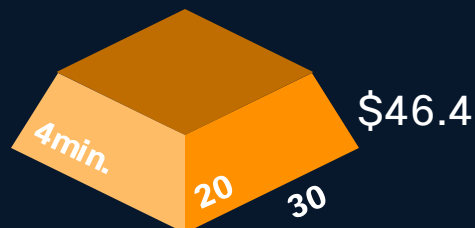
AI Agent Transfer Summary

Mid-call Transfer Summary

Suggested Responses

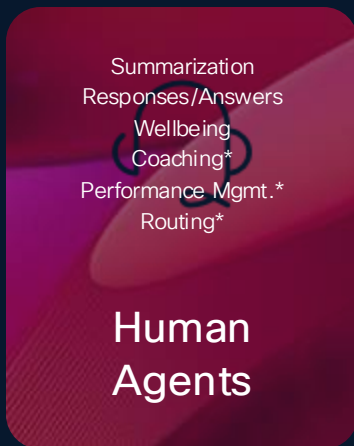
"I can see that you have also updated the app, and based on your error....."

Call Duration: 3min → 2min
Cost to serve: \$6 → \$2.02



"My usage app keeps logging me off and gives me an error"

Use Case: A Power Distribution Company



AI Agent Transfer Summary

Dropped Call Summary

Realtime Transcription

Wrap-up Summary

Consult Transfer Summary

Suggested Responses

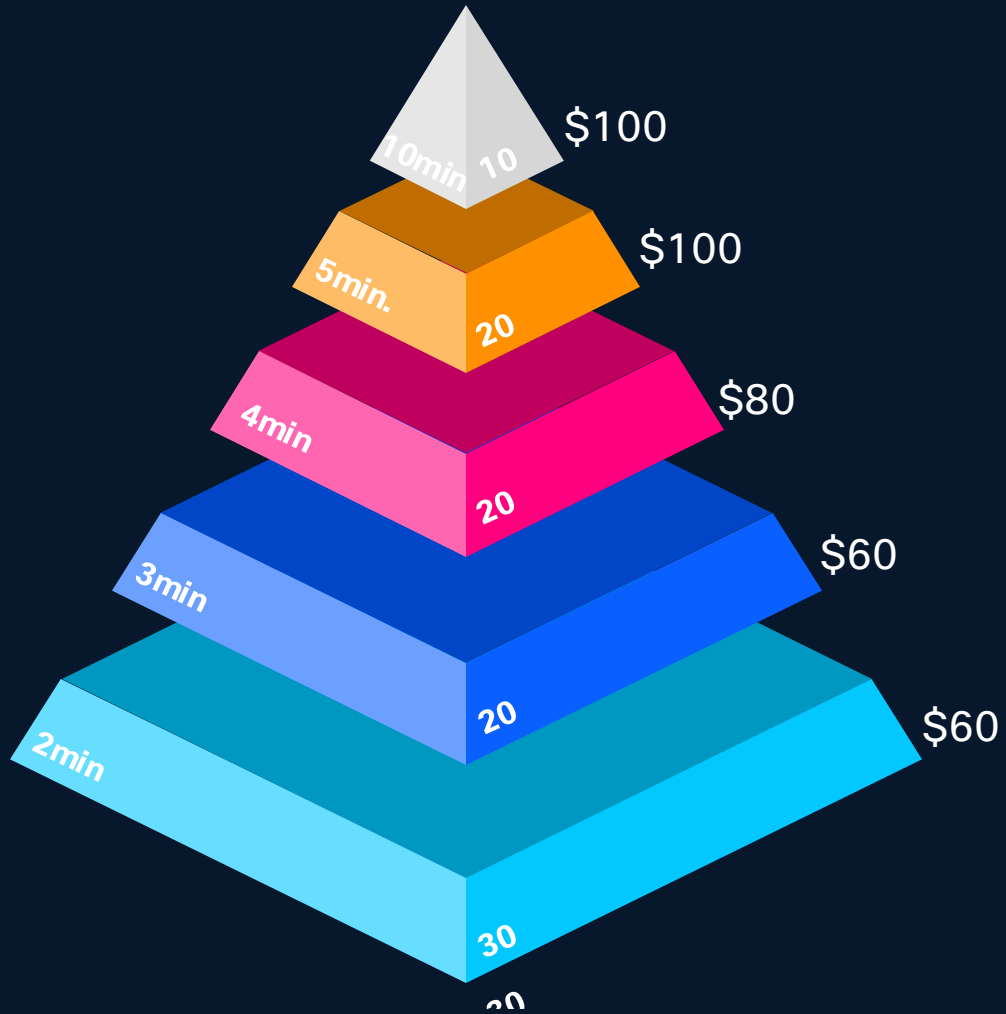
Call Duration: 10min → 7min

Cost to serve: \$10 → \$7.07

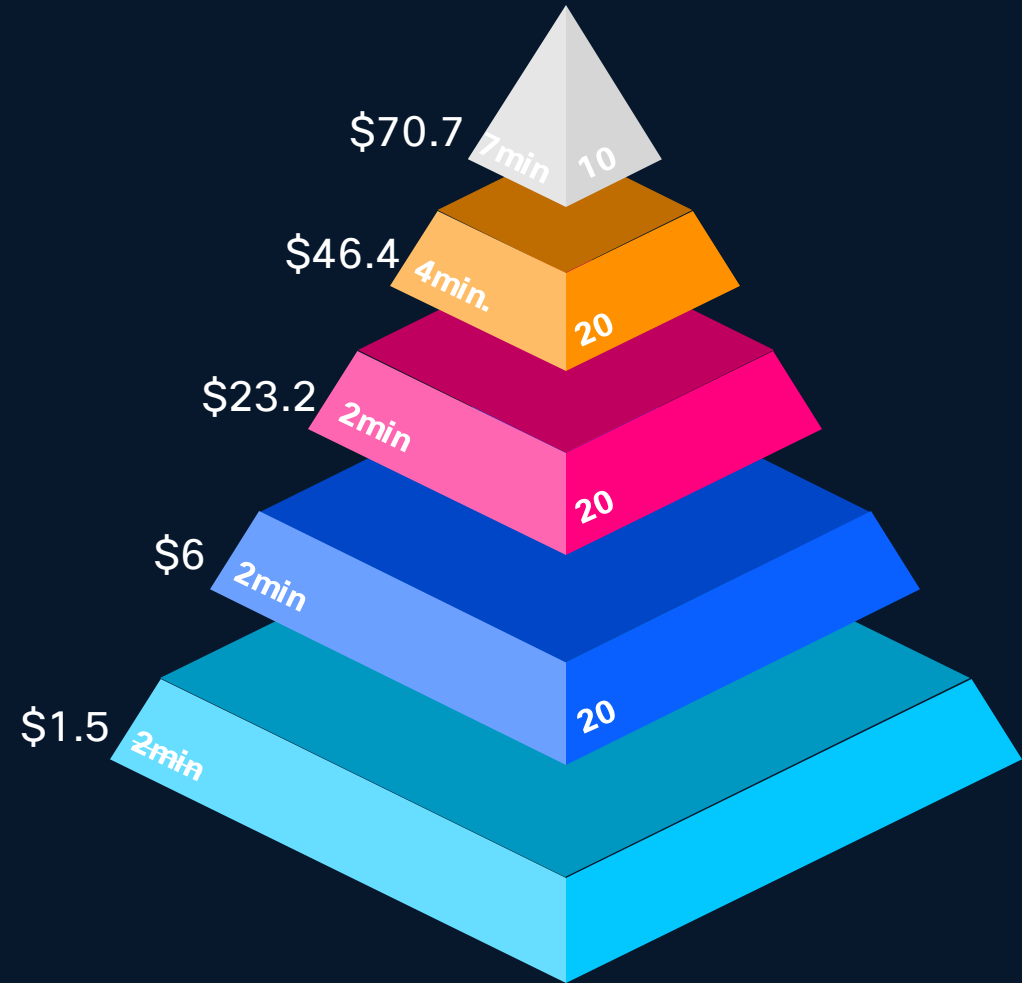


“My whole power is down and nothing seems to be working”

Use Case: A Power Distribution Company



Total Cost to Serve: \$400



Total Cost to Serve: \$147.8

Wrap it Up!

Thank you

