

# Experiences, Amplified: How AI Can Fuel Better Employee, Customer and IT Experiences

Future Proofing Workspaces

Joe Wong  
Customer Engagement Solutions Engineer

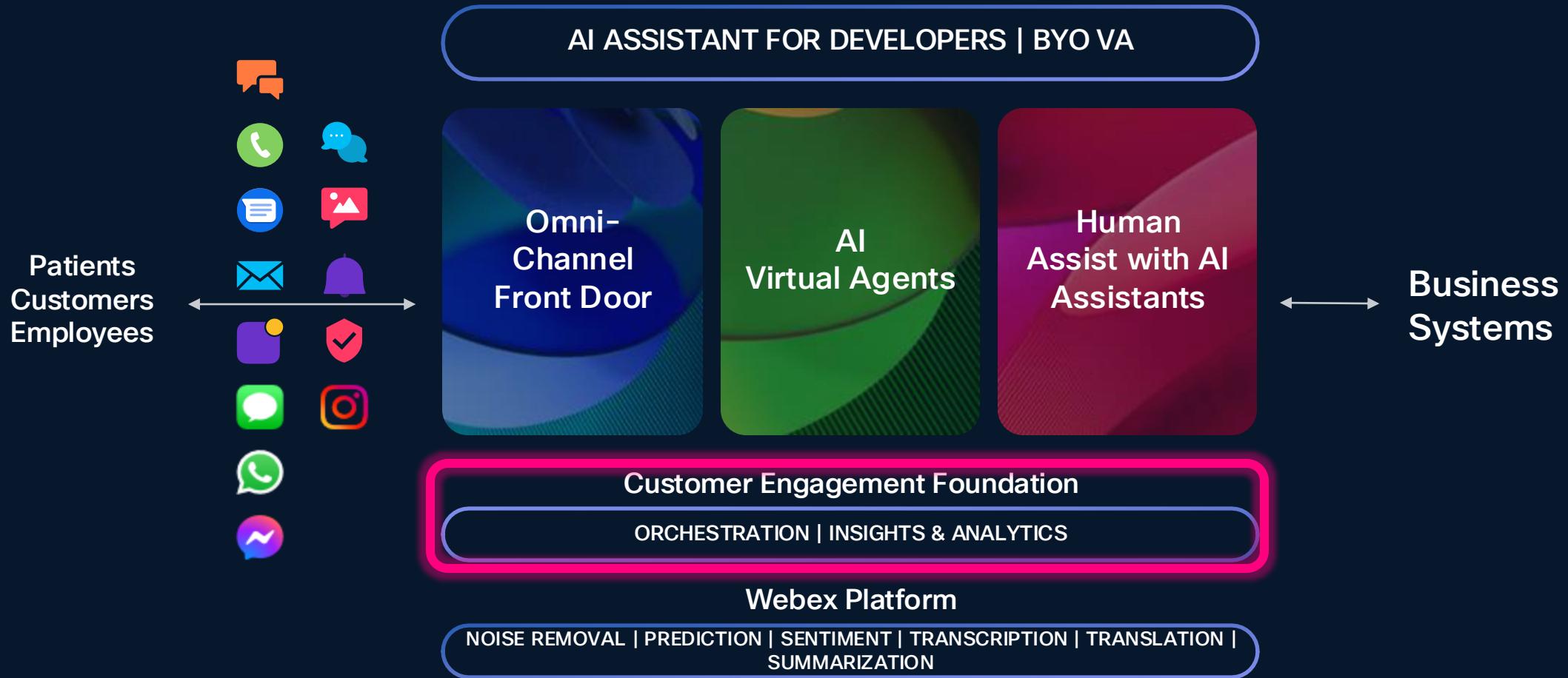


# Agenda



1. AI Customer Engagement
2. Intelligent “Front Door”
3. Webex AI Agent and Assistant
4. Play Time!
5. But Wait...

# Cisco Customer Engagement Suite



# Intelligent “Front Door”

AI is the foundation for  
exceptional experiences



CONVERSATIONAL AI AGENTS

# 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



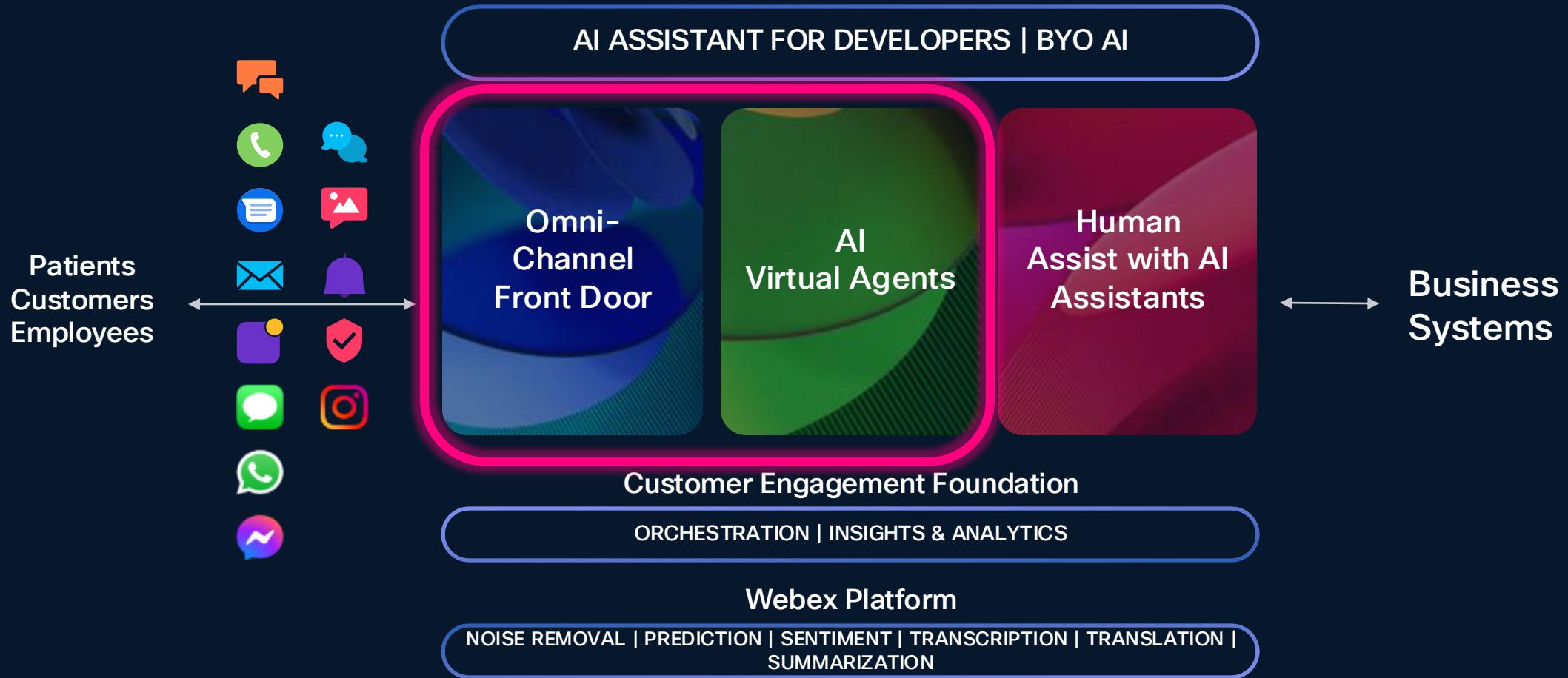
## IT

- Ticket status & resolution
- Proactive upgrades
- Training reminders

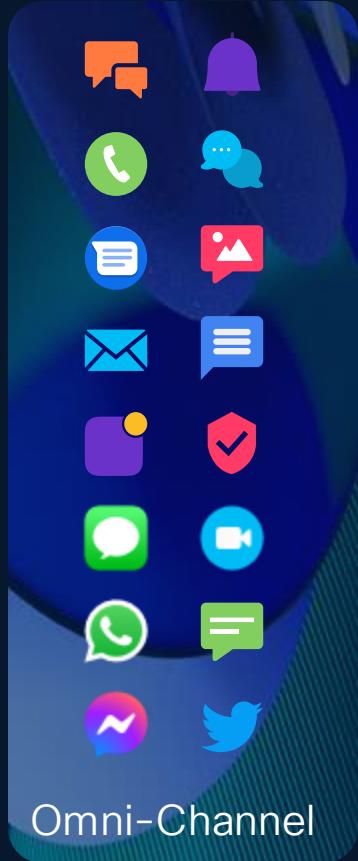
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Fast set up | Elastic scale | Instant service | Real-time resolution

# Cisco Customer Engagement Suite



# The Intelligent Front Door: Omni-Channel + AI Virtual Agent



AI-POWERED WEBEX PLATFORM



# AI front door for customer experience

Rising & evolving demand



Customers

CONTACT CENTER

Constrained supply



Agents

# AI front door for customer experience



# AI front door for employee experience

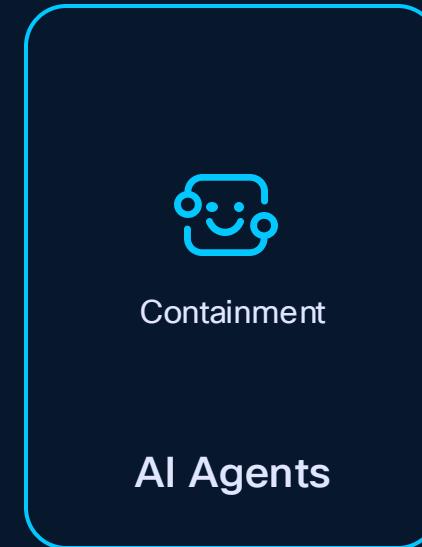
Back Office

Rising & evolving demand



Employee

Elastic supply



Constrained supply



Knowledge Worker  
(Receptionist, Facilities, etc)

# 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

# Webex AI Virtual Agent Options

Scripted	Autonomous / Generative	Agentic
<ul style="list-style-type: none"><li>• Highly Transactional.</li><li>• Users live within the guard rails of the application.</li><li>• Task-Oriented</li><li>• Low data dependency</li><li>• Good containment</li></ul>	<ul style="list-style-type: none"><li>• Lifelike, Conversational</li><li>• Predictive, Intent Aware</li><li>• Highly Dynamic, adjusting to user reactions</li><li>• High Containment</li><li>• Higher data dependency</li></ul>	<ul style="list-style-type: none"><li>• Decision-making capabilities</li><li>• Contextual understanding</li><li>• Adaptability</li><li>• Integration with enterprise systems</li><li>• Highest data dependency</li></ul>

Autonomous Learning, Decisions, and Control

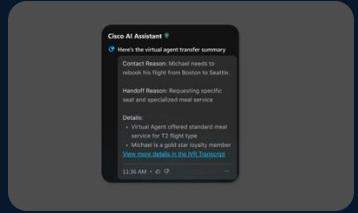
# Webex AI Assistant

Empowering agents to become  
more productive and empathetic

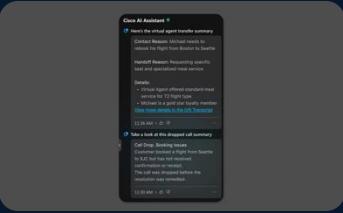
- | Customer history & summarization
- | Suggested responses
- | Agent Wellbeing



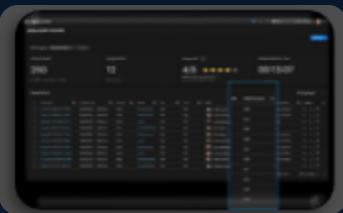
# AI Assistant for the Live Agents



Context transfer summaries



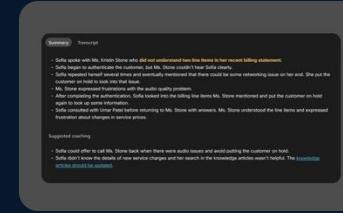
Dropped call summaries



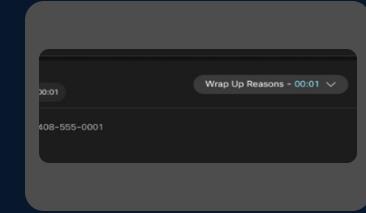
Automatic CSAT



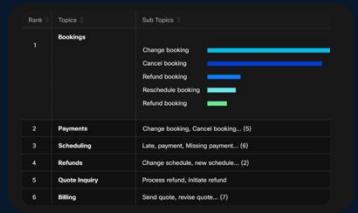
Agent Wellbeing



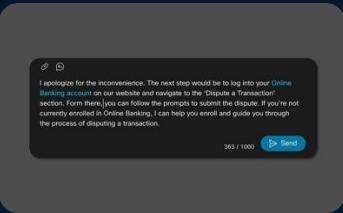
Coaching highlights



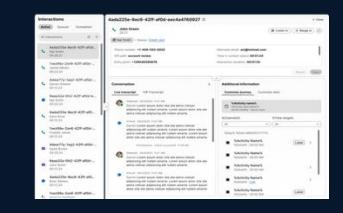
Auto Wrap-up Codes



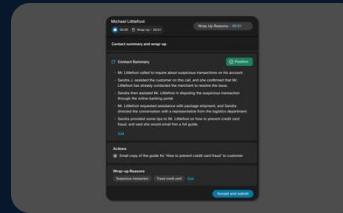
Topic Analytics



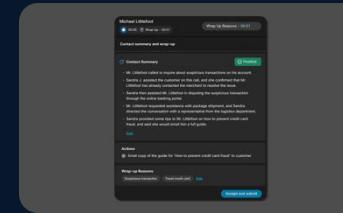
Suggested responses



Real Time Transcription



Wrap-up summaries

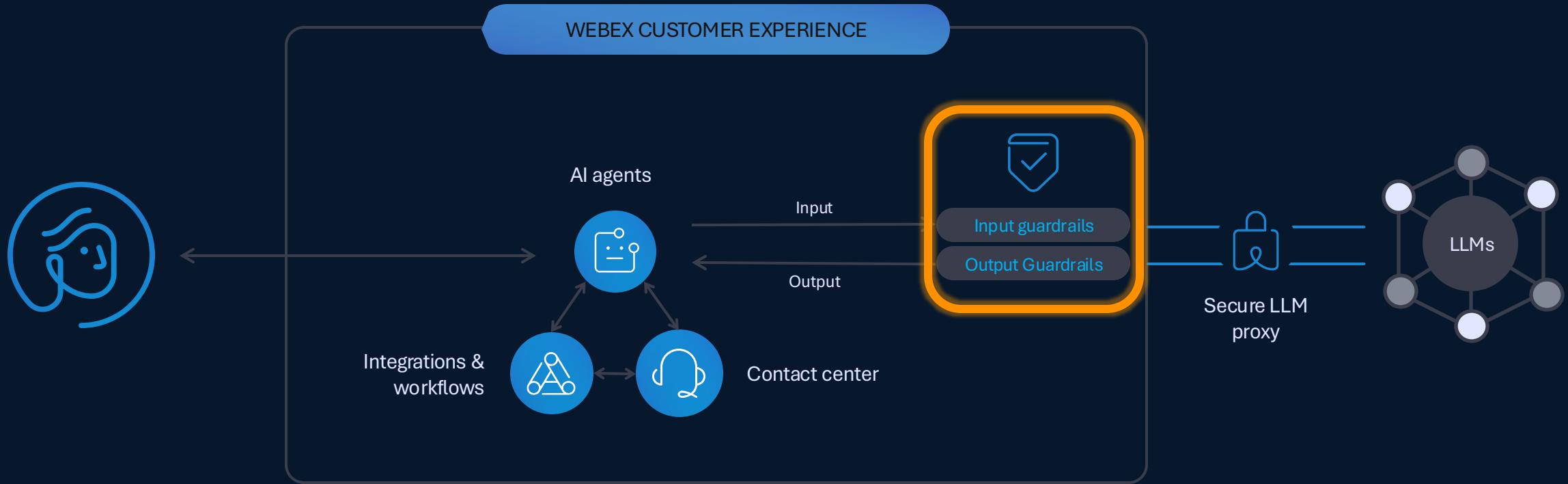


Consult/Transfer mid-call summaries



13 Spoken Languages

# Applying a safety and security first approach



# Cisco Guardrails are built for enterprise trust

## **Built-in enforcement**

Guardrails are wired directly into agent logic — monitoring input, output, and tool use as it happens.

## **Red-Team Validated**

Defense is tested continuously with real-world threat scenarios, not one-time checks.

## **Real-Time Blocking**

Guardrails act immediately — blocking risk before it can cause exposure or impact.

## **Audit-Ready Logging**

Customers have traceability for every guardrail event, making oversight and reporting simple.

# Play Time!



# Build It. Show It.

The screenshot shows the CiscoEngage2025 AI agent configuration interface. The top navigation bar includes a back arrow, a user icon, the title 'CiscoEngage2025', a 'Last Updated at 11 Dec, 25 by joewon.admin' timestamp, a 'Preview' button, and a three-dot menu. The left sidebar has a 'Configuration' tab selected, along with 'Sessions', 'History', 'Analytics', and a question mark icon. The main content area is titled 'AI agent configuration' with a 'Ready to preview' status. It contains sections for 'Profile', 'Knowledge', 'Actions', and 'Language'. The 'Profile' section includes fields for 'Welcome message' (containing 'Hello and welcome to Cisco Engage 2025! How can I help you?') and 'Agent's goal' (containing 'Answer knowledge based questions around Cisco Engage 2025 in dallas or any thing related to Cisco devices for demonstrations.'), both with 'Insert example' buttons. The 'Instructions' section contains 'Agent Rules and Guidelines' with a list of 1. Identity (Name & Role: Your name is Shannon and you are an expert in Cisco Engage event and Cisco devices. Information is provided from the knowledge base.), Personality & Tone: (You have a southern friendliness tone and attitude. Keep answers shorter when you detect the user might be on voice (due to background noise). Empathy: Show understanding and concern for the customer's situation, especially when they are experiencing issues or expressing frustration.), and a 'Insert example' button.

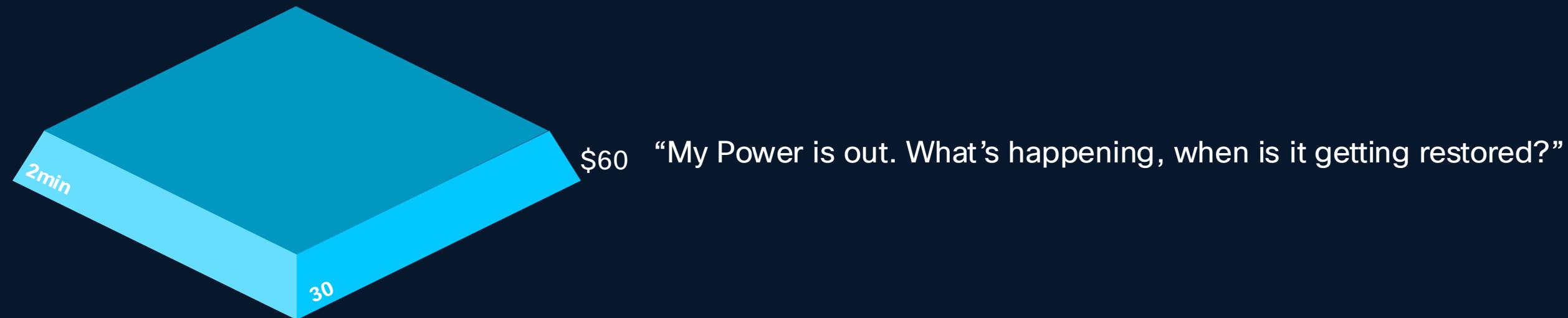
# Cisco Engage AI Agent Demo



But Wait..

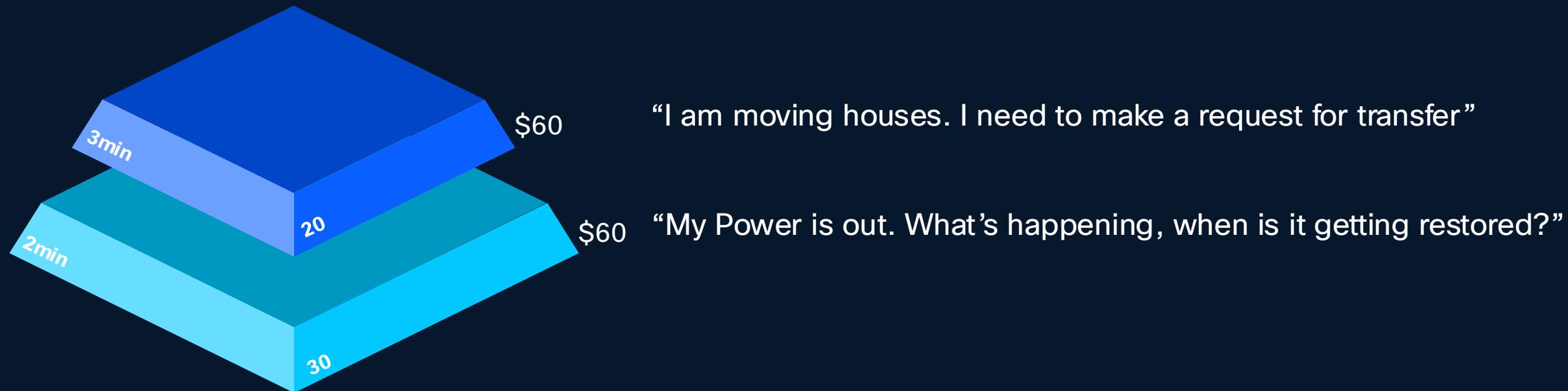
# Use Case: A Power Distribution Company

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



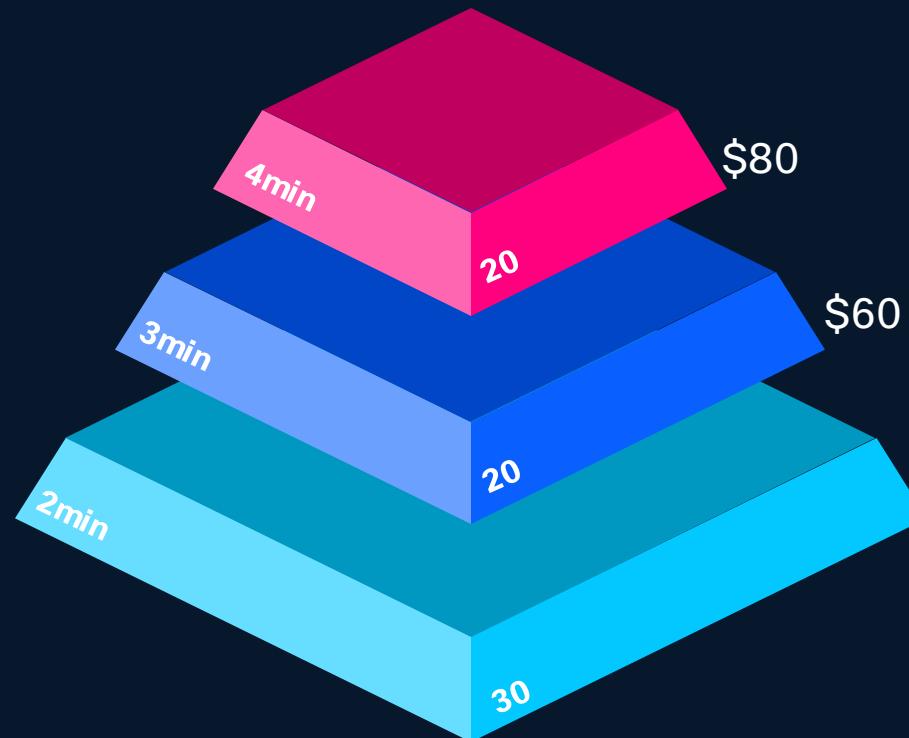
# Use Case: A Power Distribution Company

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



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



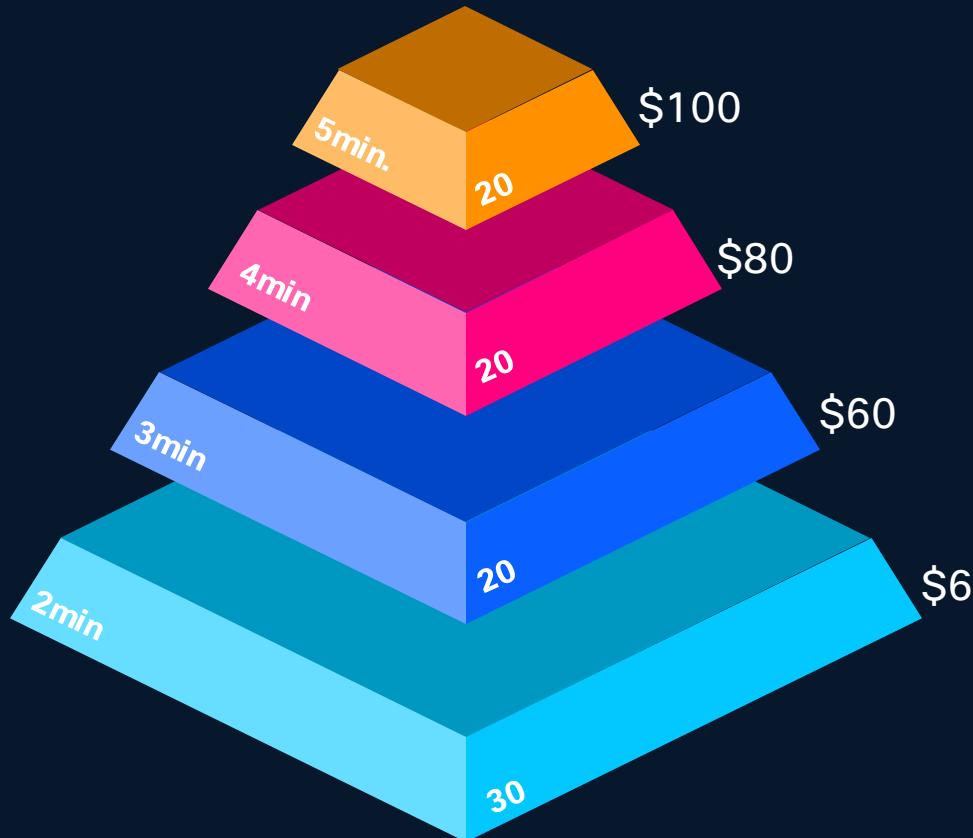
“I need to change my plan. And I have a question about billing”

“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”

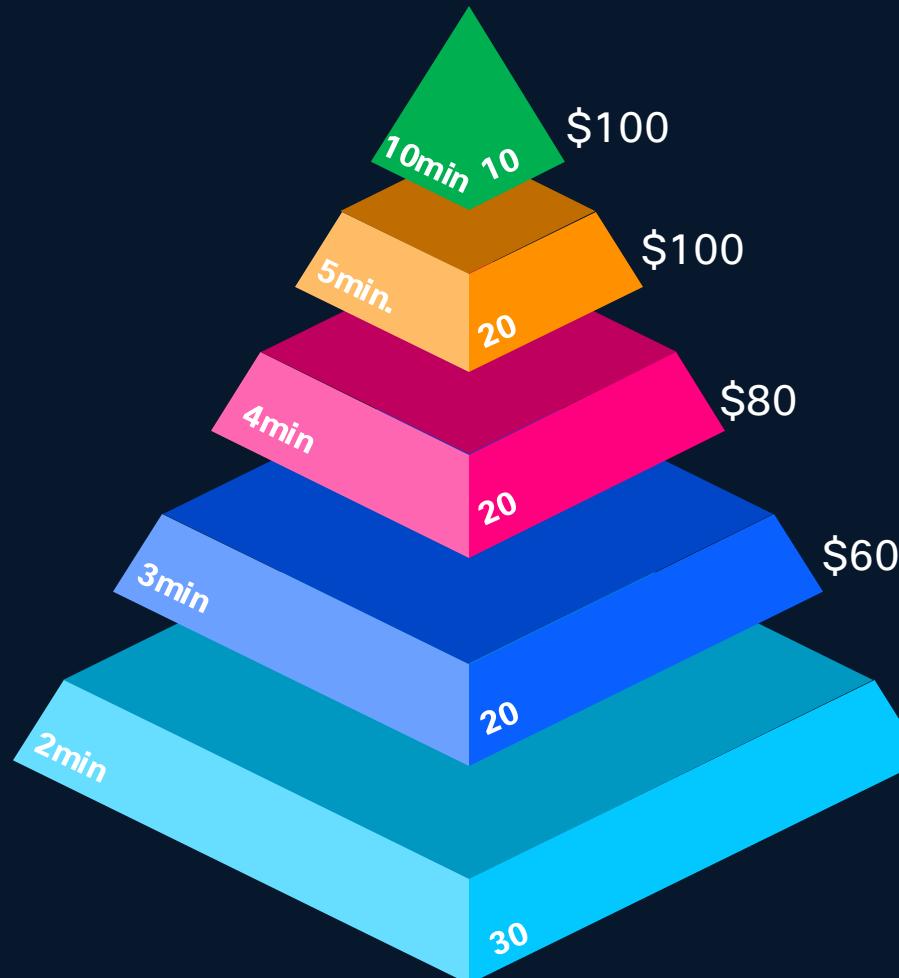
“I need to change my plan. And I have a question about billing”

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# 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”

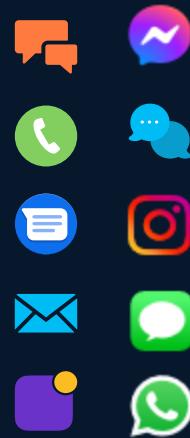
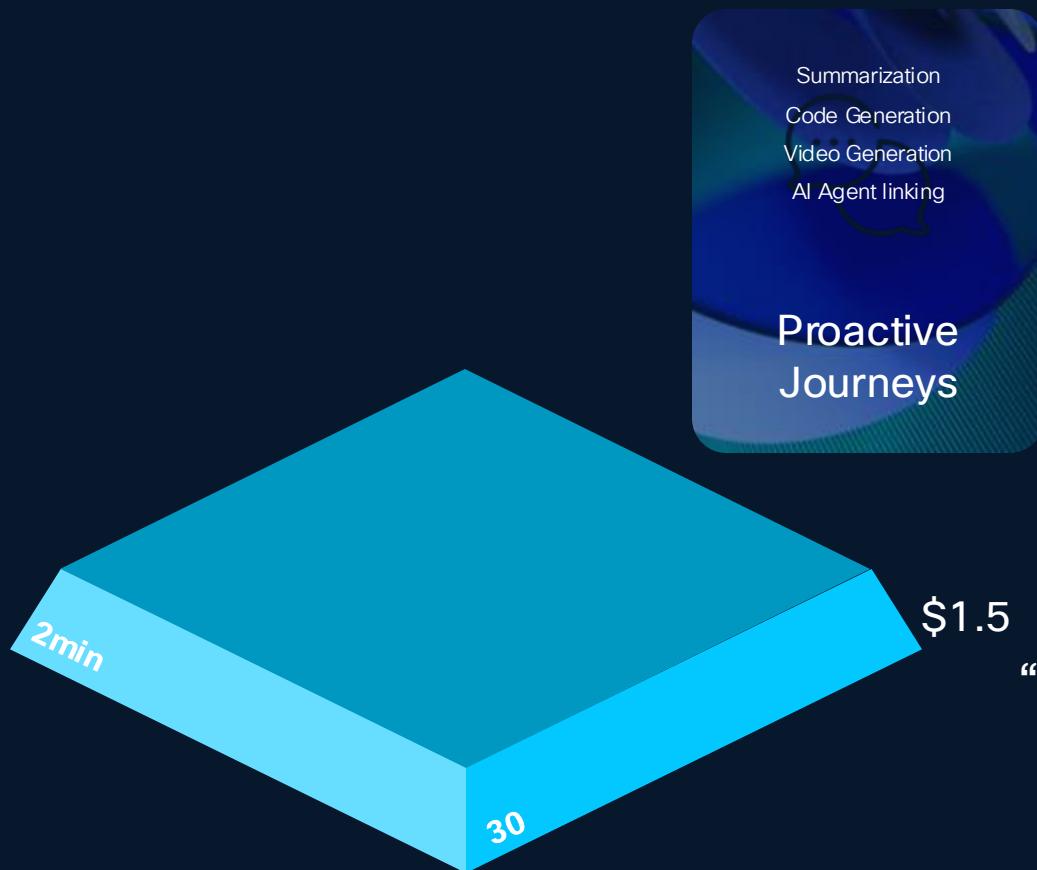
“I need to change my plan. And I have a question about billing”

“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



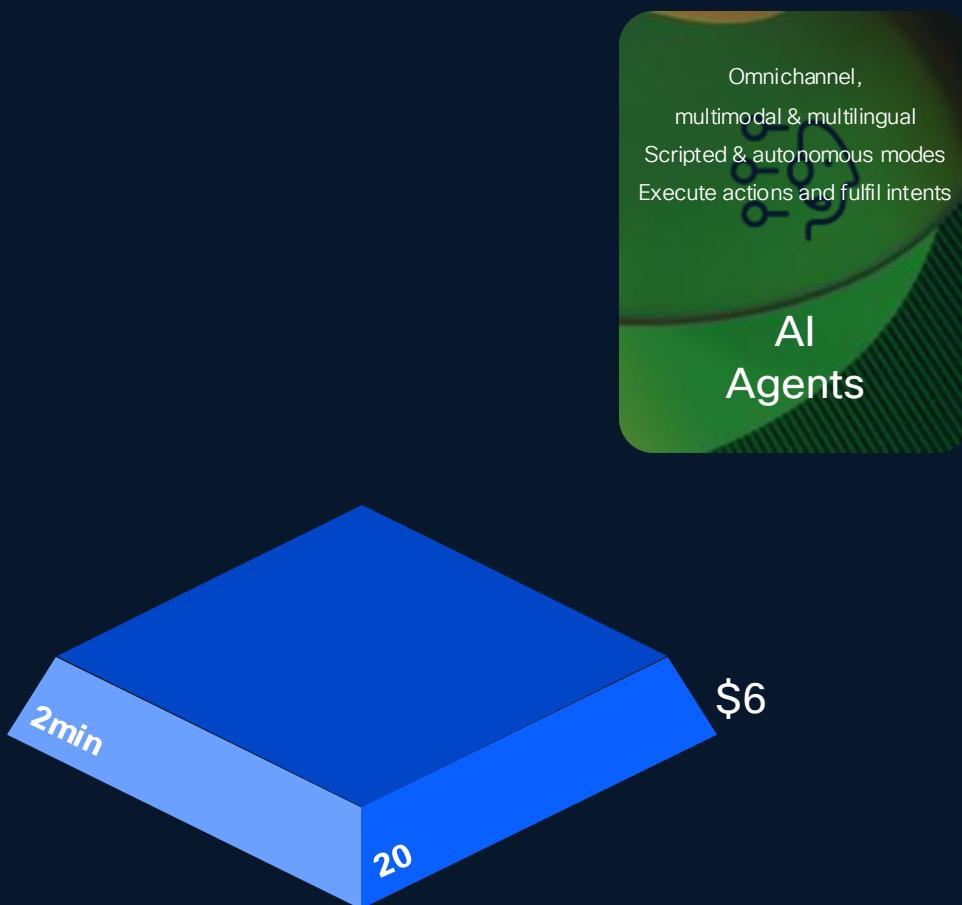
## Outbound Notifications and Proactive Messaging

***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 Reduction: 3min → 2min  
*(2min AI Agent ~ 30cents)*

Cost to Serve Reduction: \$3 → 30cents

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

# Use Case: A Power Distribution Company

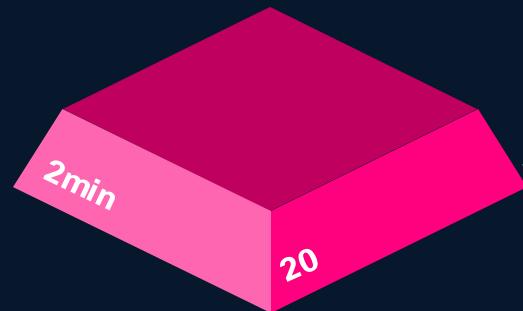


## Partial Fulfillment

Fulfill with system integrations

Guardrails and Reporting

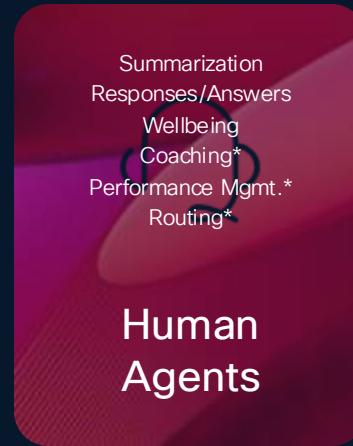
***I need to change my plan.***



Call Duration: 2min → 1min

*(1m AI Agent ~ 15cents)*

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

*(1m AI Assistant ~ 1cents)*

*(1m Human Agent ~ \$1)*

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

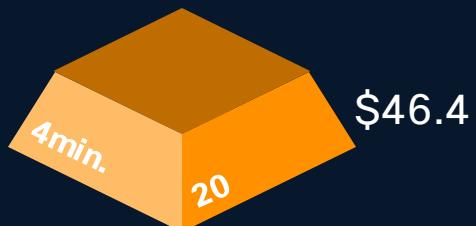
Pre-work validation

***Have you tried updating?  
What is your error message?***

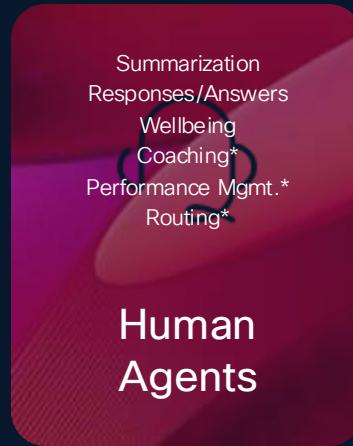
Call Duration: 2min → 2min

*(2min AI Agent ~ 30cents)*

Cost to serve: \$2 → 30cents



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



## 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....***

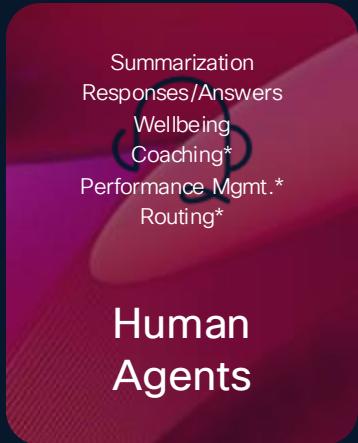
Call Duration: 3min → 2min

*(1m AI Assistant ~ 1cents)*

*(1m Human Agent ~ \$1)*

Cost to serve: \$6 → \$2.02

# 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

*(1m AI Assistant ~ 1cents)*

*(1m Human Agent ~ \$1)*

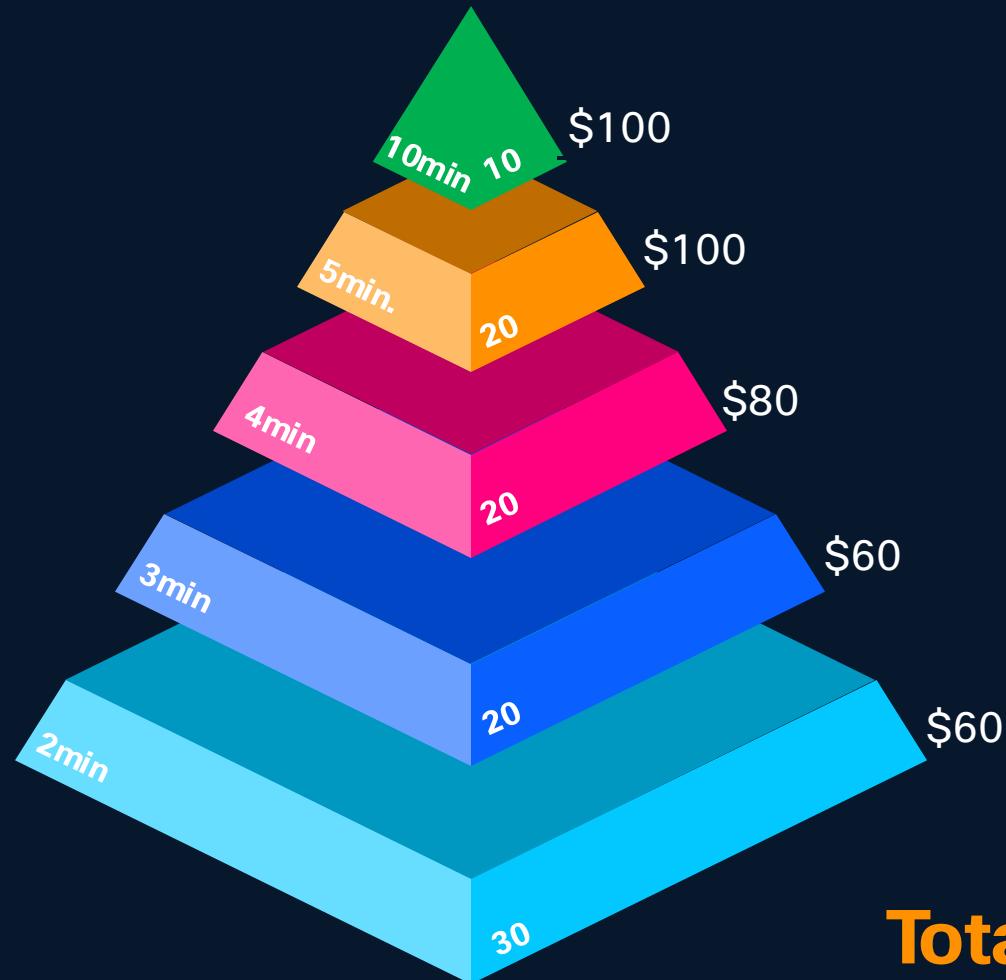
Cost to serve: \$10 → \$7.07



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

# 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”

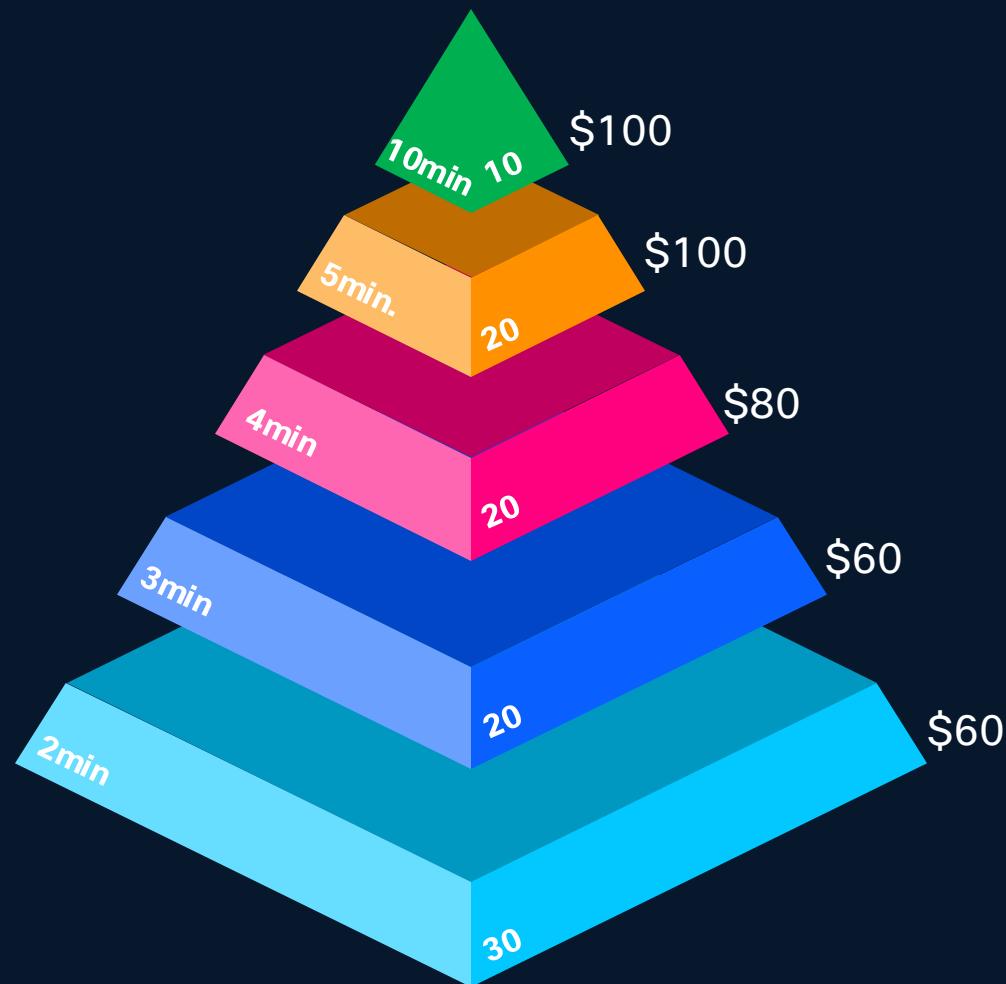
“My usage app keeps logging me off and gives me an error”

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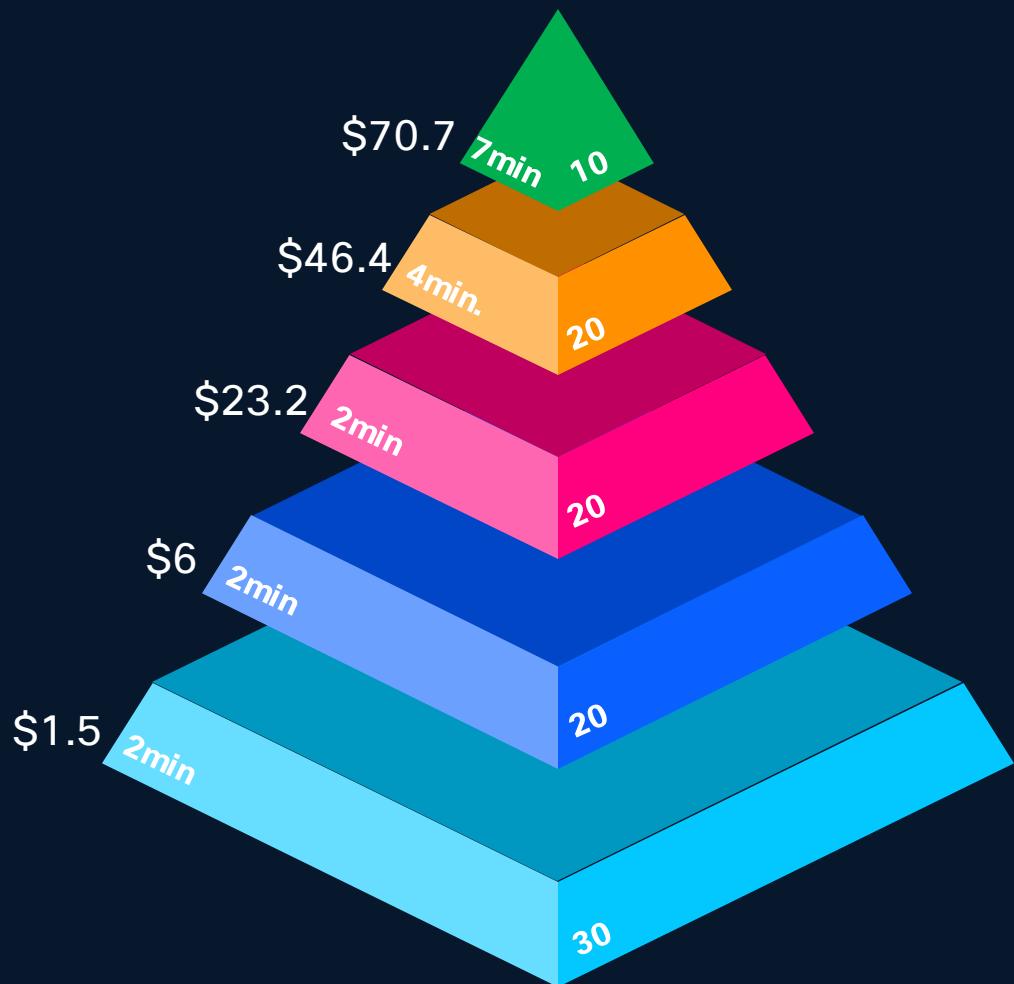
“I am moving houses. I need to make a request for transfer”

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

# Use Case: A Power Distribution Company



Total Cost to Serve: \$400



Total Cost to Serve: \$147.8



- ❑ Innovate with us
- ❑ Visit the Trust Portal
- ❑ Reach out to your account team for AI Consultation
- ❑ Evaluate this session...PLEASE!



**CISCO** Engage !

Thank you!



