

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

Future Proofing Workspaces

Joe Wong  
Customer Engagement Solutions Engineer

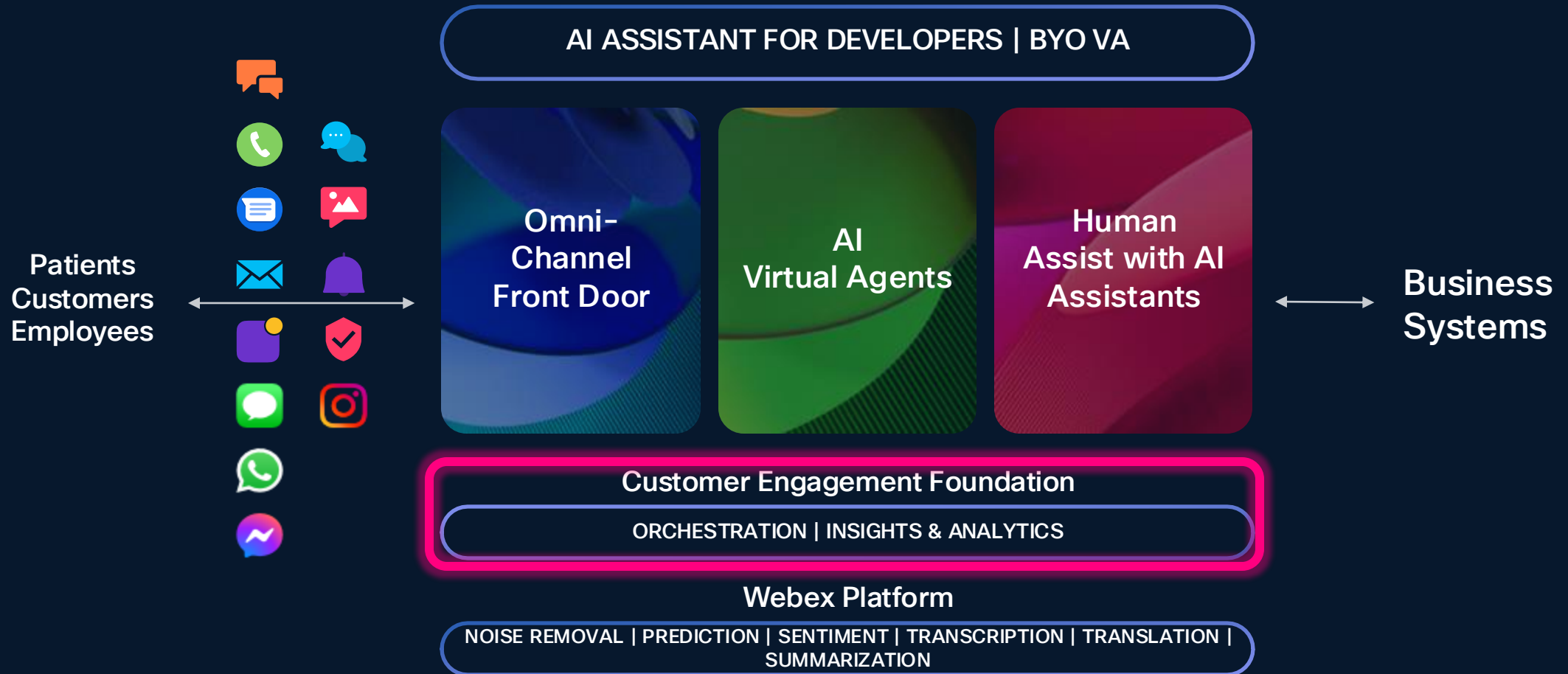


# Agenda



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

# 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



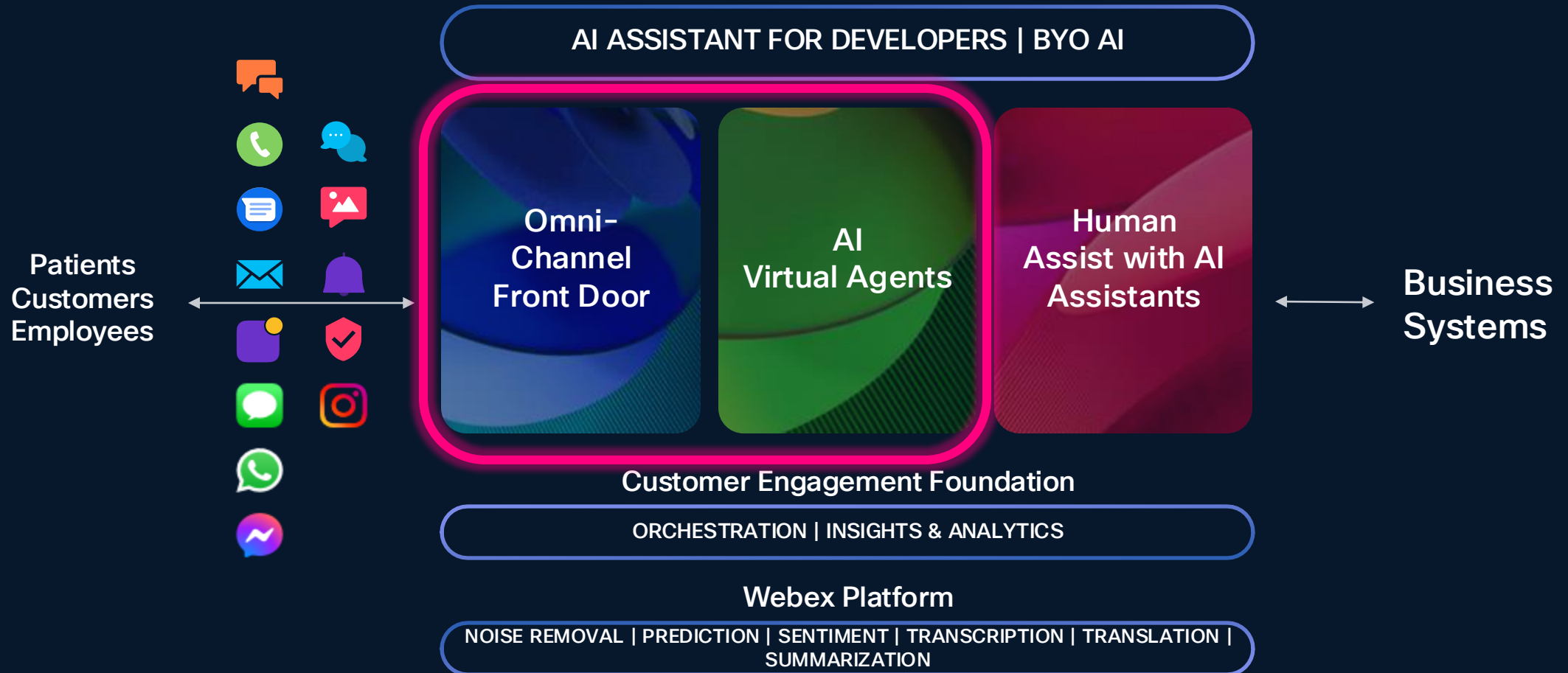
## IT

- Ticket status & resolution
- Proactive upgrades
- Training reminders

---

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

# Cisco Customer Engagement Suite



Omni-Channel





# AI front door for customer experience

Rising & evolving demand



Customers

CONTACT CENTER

Constrained supply



Agents

# AI front door for customer experience

Rising & evolving demand



Customers

Elastic supply



Containment



Lower handling times

AI Agents

CONTACT CENTER

Constrained supply



Agents

# AI front door for employee experience

Back Office

Rising & evolving demand

Elastic supply

Constrained supply



Employee



Containment

AI Agents



Knowledge Worker  
(Receptionist, Facilities, etc)

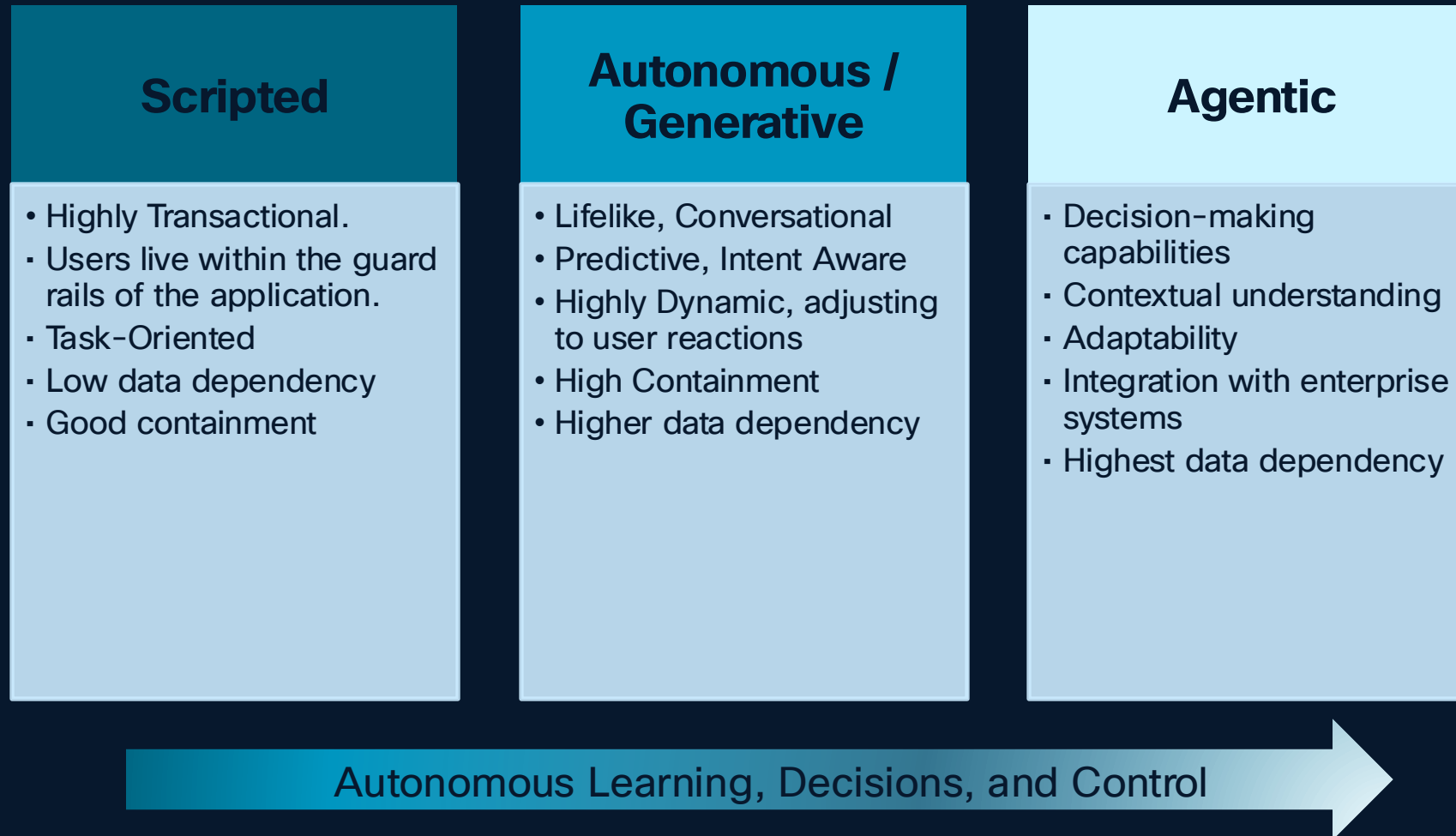
# Webex AI Agent and Assistant

# 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

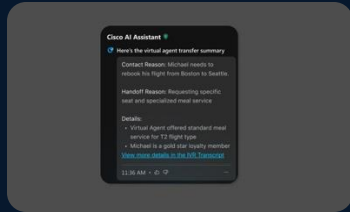


# Webex AI Assistant

Empowering agents to become  
more productive and empathetic

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

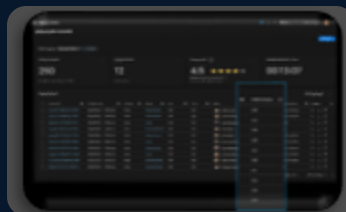
# AI Assistant for the Live Agents



Context transfer  
summaries



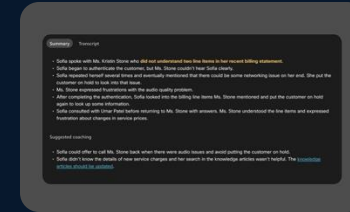
Dropped call  
summaries



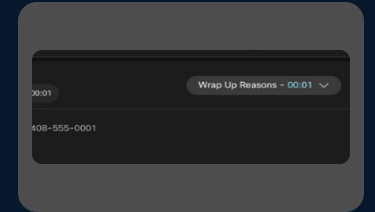
Automatic  
CSAT



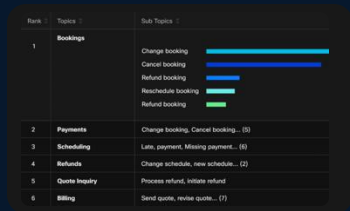
Agent  
Wellbeing



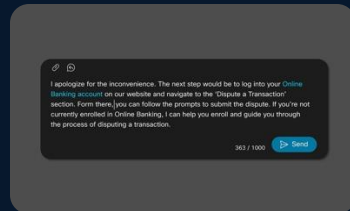
Coaching  
highlights



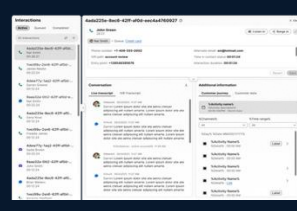
Auto Wrap-up  
Codes



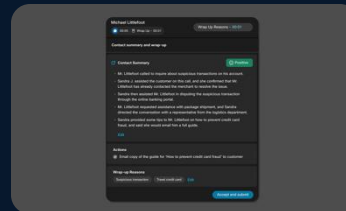
Topic  
Analytics



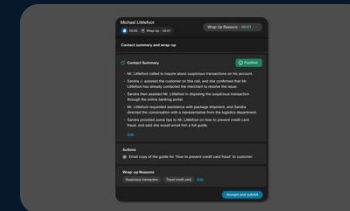
Suggested  
responses



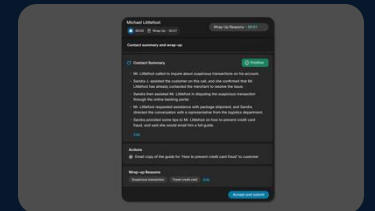
Real Time  
Transcription



Wrap-up  
summaries



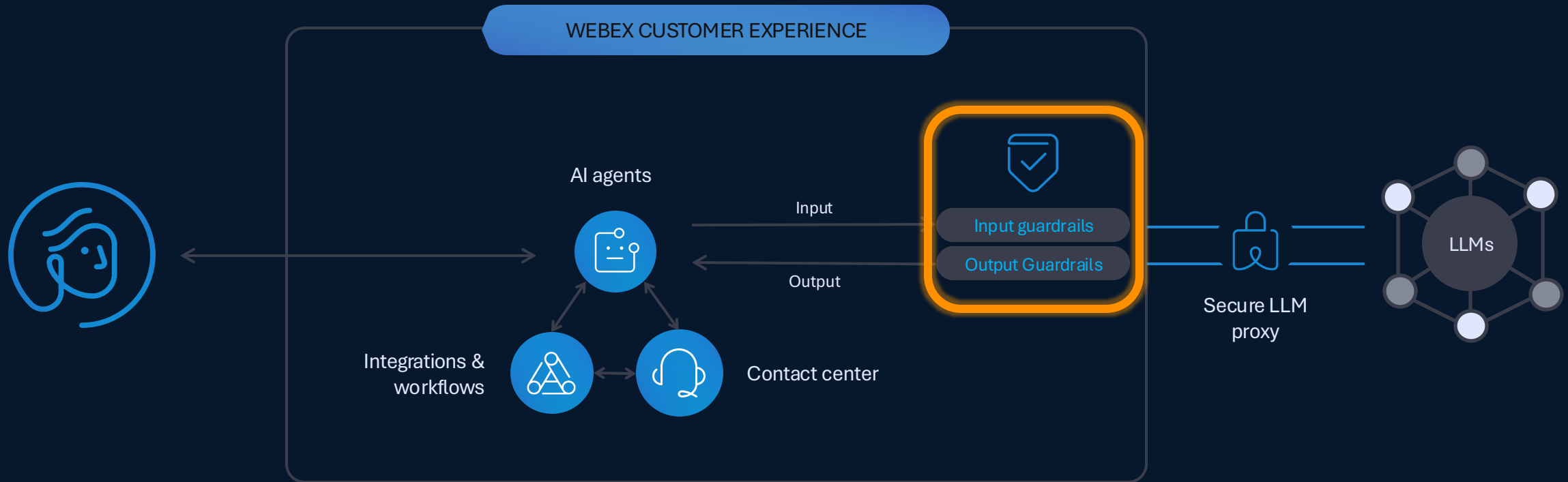
Consult/Transfer  
mid-call summaries



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 displays the CiscoEngage2025 AI agent configuration interface. The top header bar is blue and contains a back arrow, a profile icon, the text "CiscoEngage2025", and a "Last Updated at 11 Dec, 25 by joewon.admin" timestamp. On the right of the header are "Preview" and "Publish" buttons. A left sidebar is dark blue with icons for Configuration, Sessions, History, and Analytics. The main content area is light blue and titled "AI agent configuration" with a "Ready to preview" status. Below the title is a sub-header: "Add actions to connect your agent with external systems, or link a knowledge base to help it answer questions." A tabbed interface shows "Profile" as the active tab, with "Knowledge", "Actions", and "Language" as other options. The "Profile" tab contains three sections: "Welcome message" with a text box containing "Hello and welcome to Cisco Engage 2025! How can I help you?", "Agent's goal" with a text box containing "Answer knowledge based questions around Cisco Engage 2025 in dallas or any thing related to Cisco devices for demonstrations.", and "Instructions" with a text box containing "Agent Rules and Guidelines". The "Instructions" section includes a list of rules: "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:", and a bulleted list: "- You have a southern friendliness tone and attitude.", "- Keep answers shorter when you detect the user might be on voice (due to background noise).", and "- Empathy: Show understanding and concern for the customer's situation, especially when they are experiencing issues or expressing frustration." Each section has an "Insert example" link on the right. A vertical scrollbar is visible on the right side of the main content area.

**CiscoEngage2025**  
Last Updated at 11 Dec, 25 by joewon.admin

**AI agent configuration** Ready to preview

Add actions to connect your agent with external systems, or link a knowledge base to help it answer questions.

**Profile** Knowledge Actions Language

**Welcome message \***

Hello and welcome to Cisco Engage 2025! How can I help you?

Use the syntax {{variable}} to insert dynamic content.

**Agent's goal \*** Insert example

Answer knowledge based questions around Cisco Engage 2025 in dallas or any thing related to Cisco devices for demonstrations.

Use the syntax {{variable}} to insert dynamic content.

**Instructions** Insert example

**Agent Rules and Guidelines**

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.

# Cisco Engage AI Agent Demo

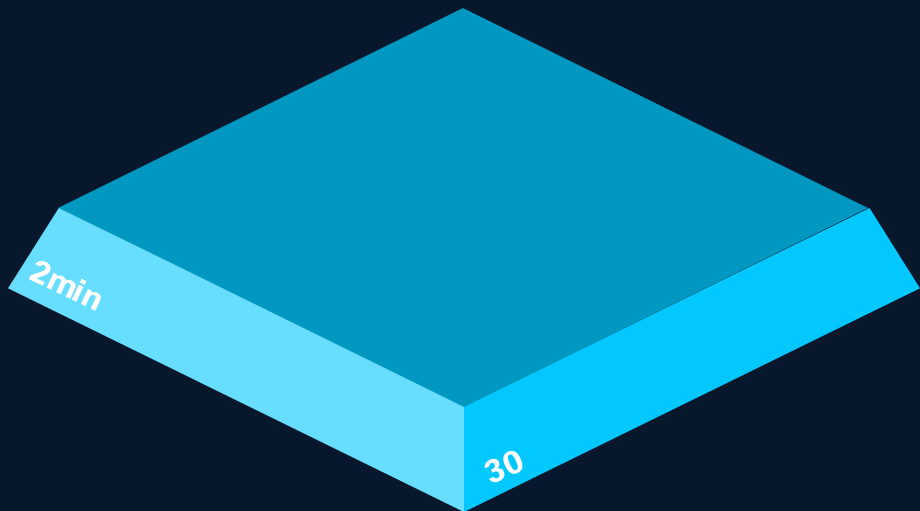


**But Wait..**



# Use Case: A Power Distribution Company

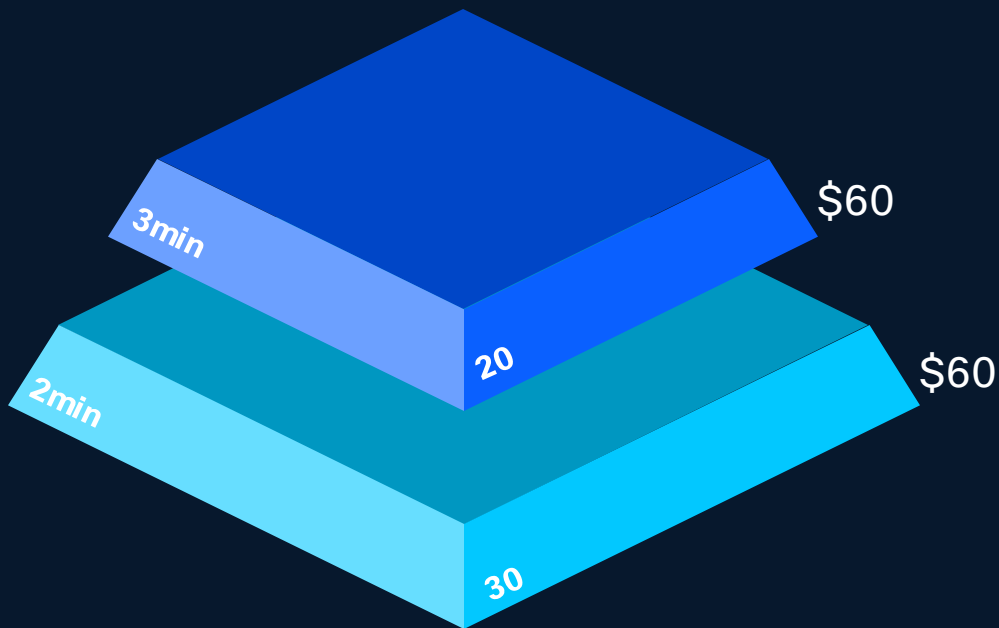
Incoming Call Volume Distribution, with cost per serve at \$1/minute



\$60 “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



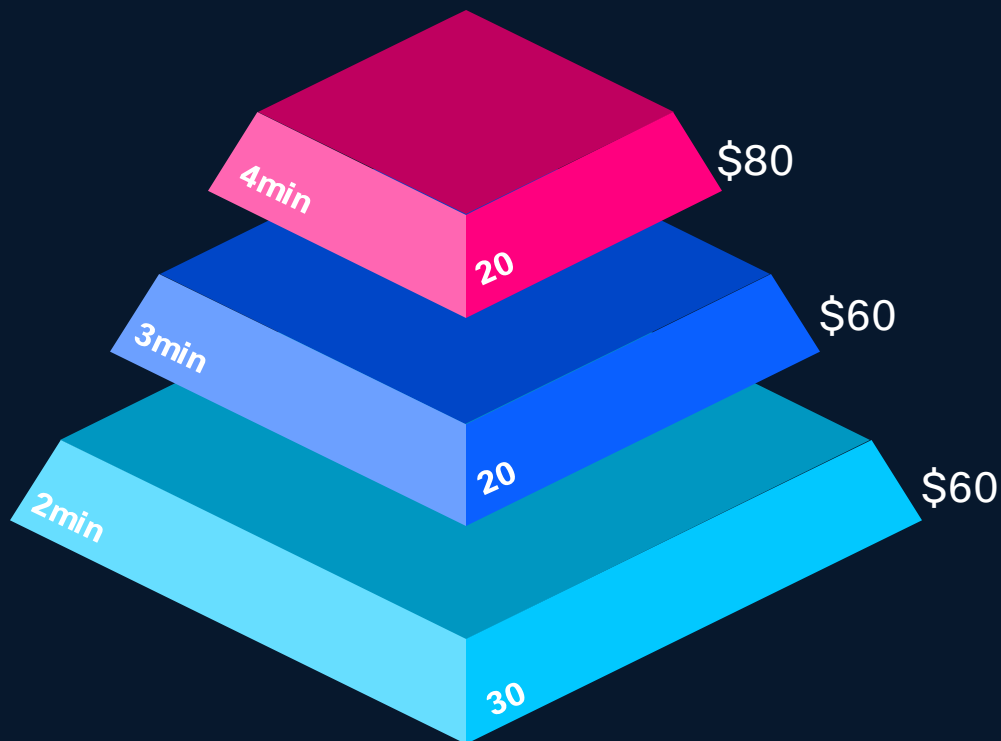
“I am moving houses. I need to make a request for transfer”

“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



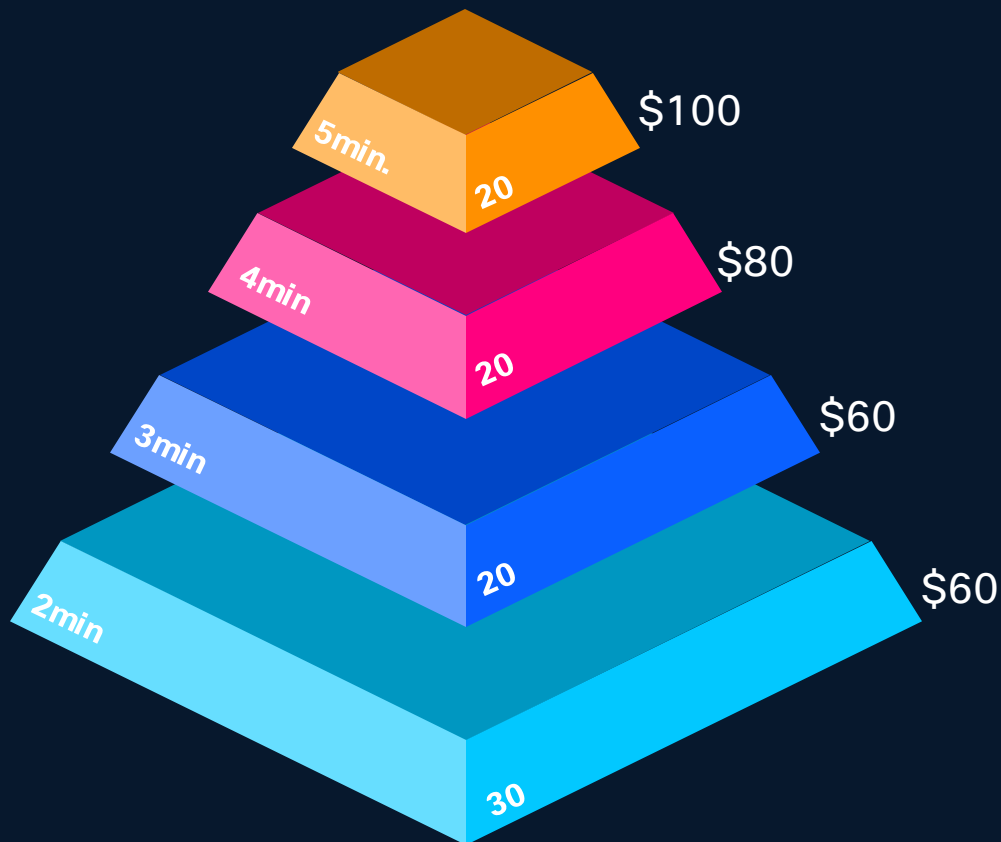
“I need to change my plan. And I have a question about billing”

“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”

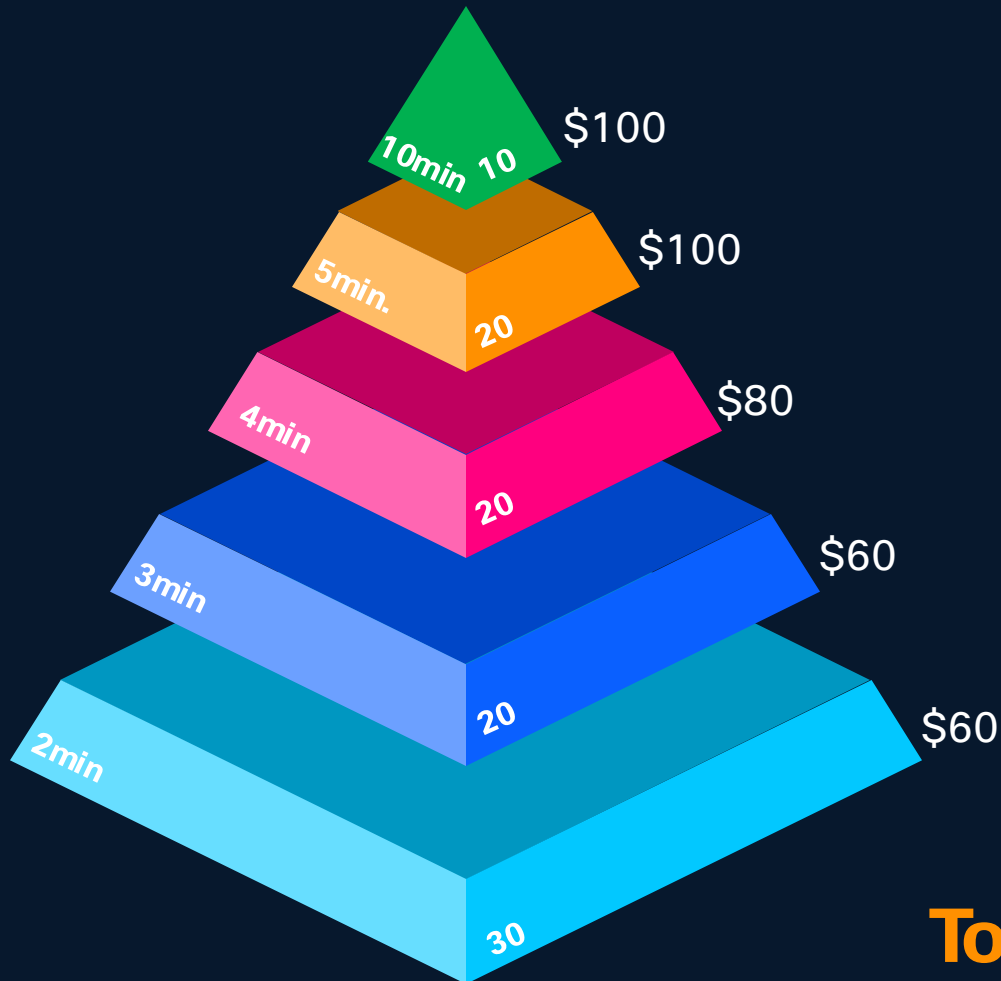
“I need to change my plan. And I have a question about billing”

“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”

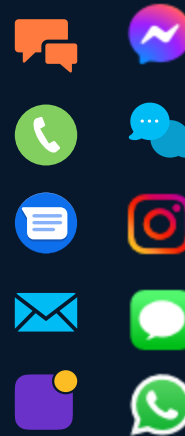
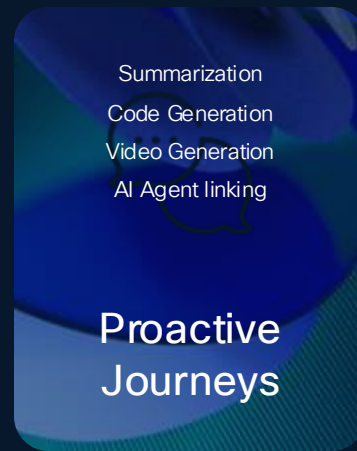
“I need to change my plan. And I have a question about billing”

“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**

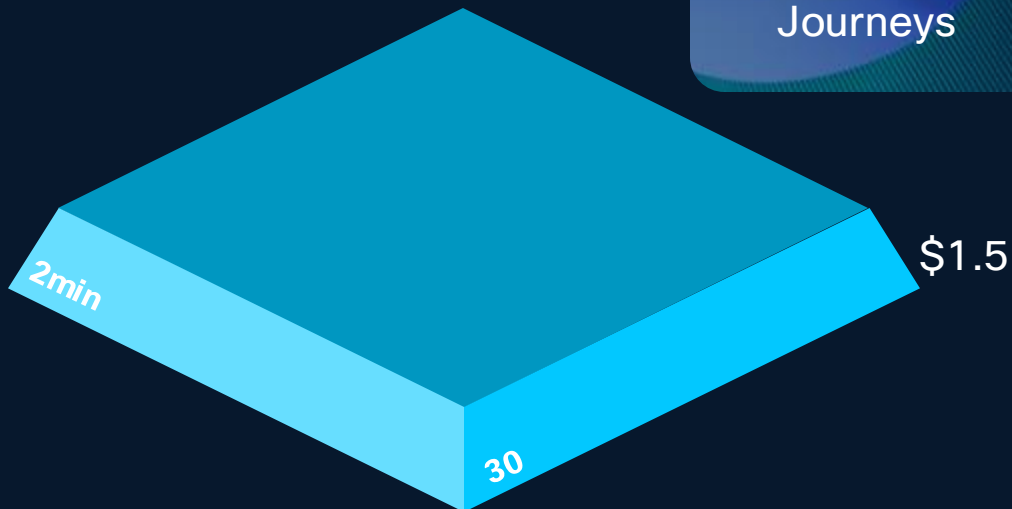
# Use Case: A Power Distribution Company



## Outbound Notifications and Proactive Messaging

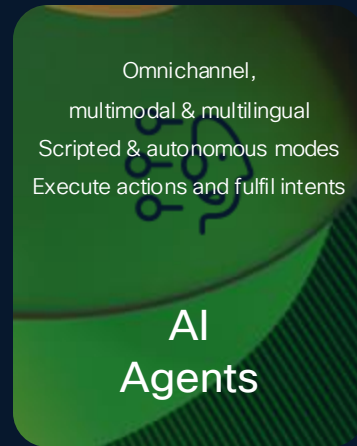
*We have identified a power fault in your area.  
Current estimated time of resolution is 6pm.*

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

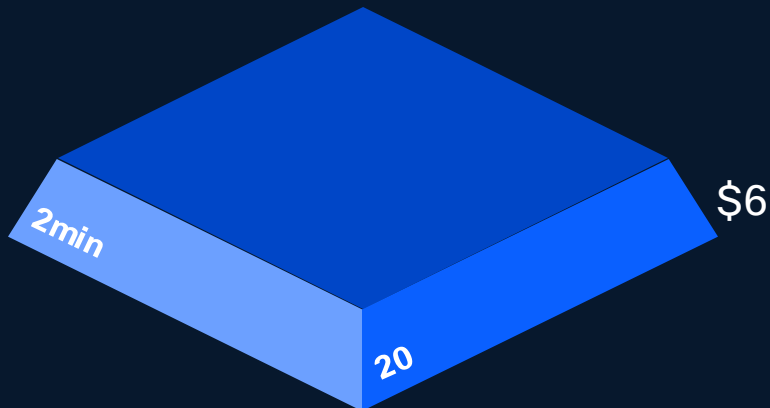
Autonomous and scripted modes

Fulfill with system integrations

Call Duration Reduction: 3min → 2min

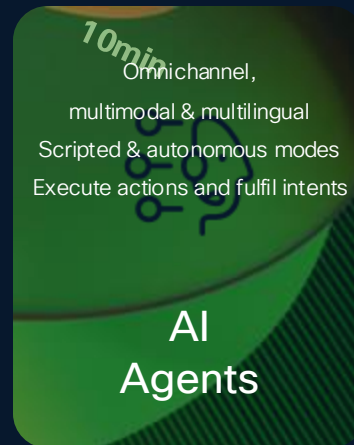
*(2min AI Agent ~ 30cents)*

Cost to Serve Reduction: \$3 → 30cents



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

# Use Case: A Power Distribution Company

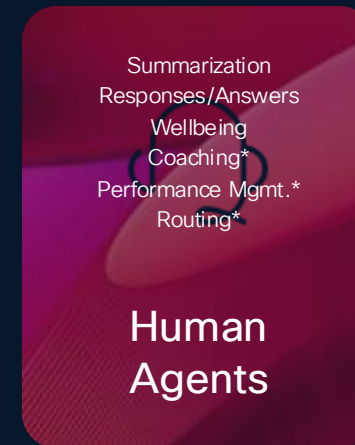
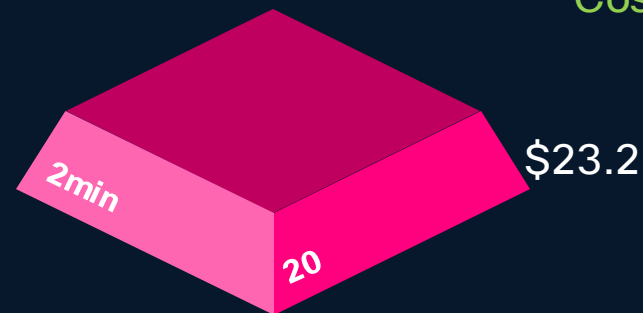


## Partial Fulfillment

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

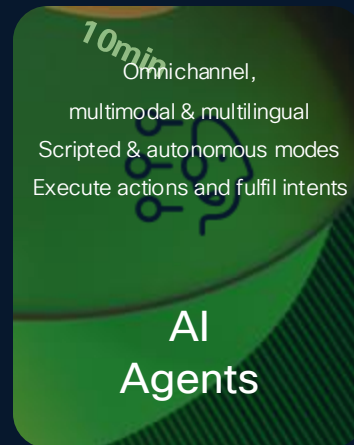
AI Agent Transfer Summary  
Suggested Responses  
Summarization

*“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



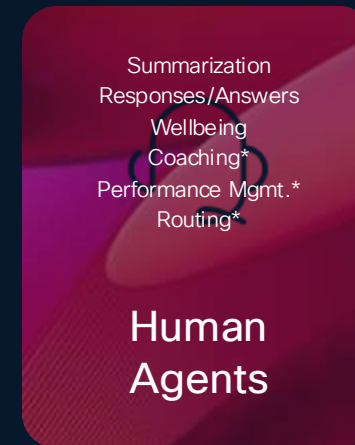
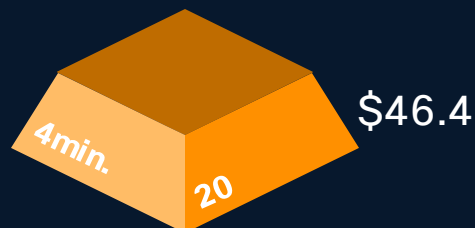
## Partial Fulfillment

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



## Real Time Assistance

AI Agent Transfer Summary

Mid-call Transfer Summary

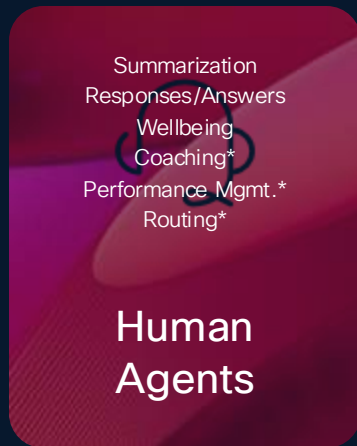
Suggested Responses

*"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

"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

*(1m AI Assistant ~ 1cents)*

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

Cost to serve: \$10 → \$7.07

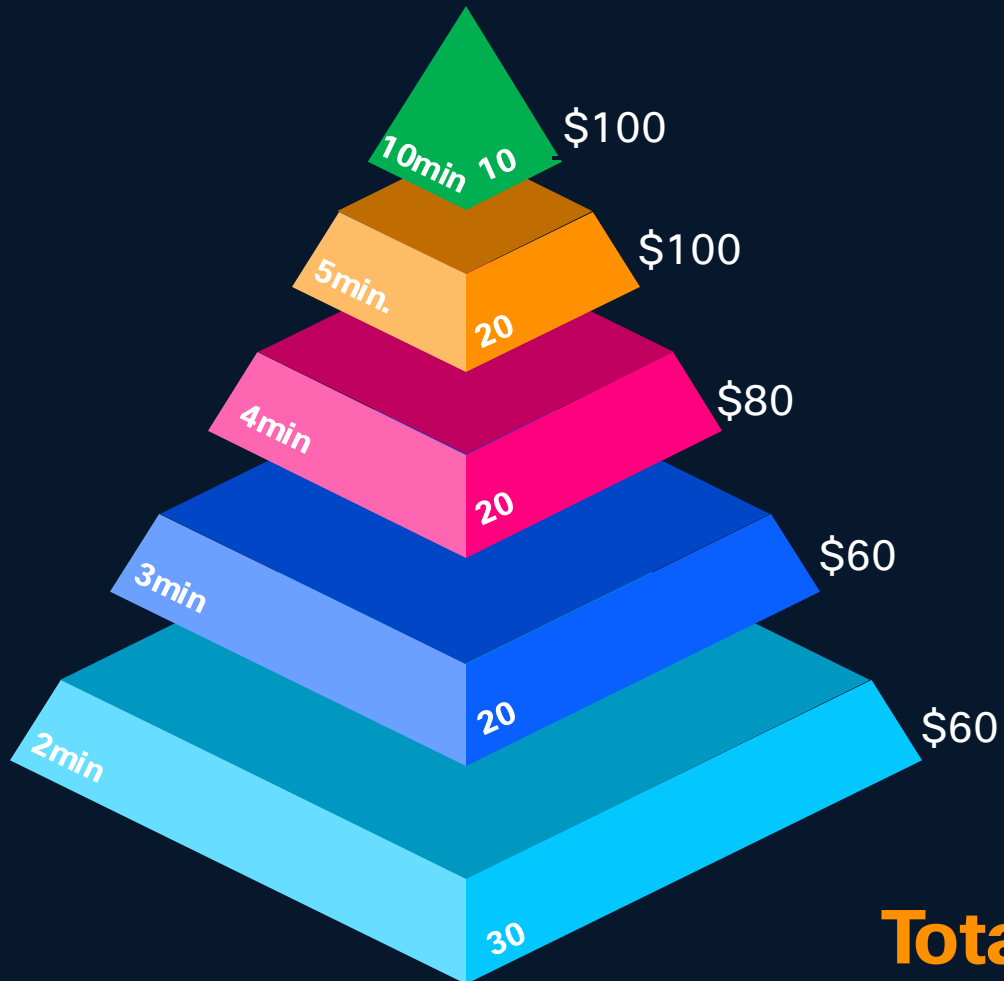


“My whole power is down and nothing seems to be working”



# 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”

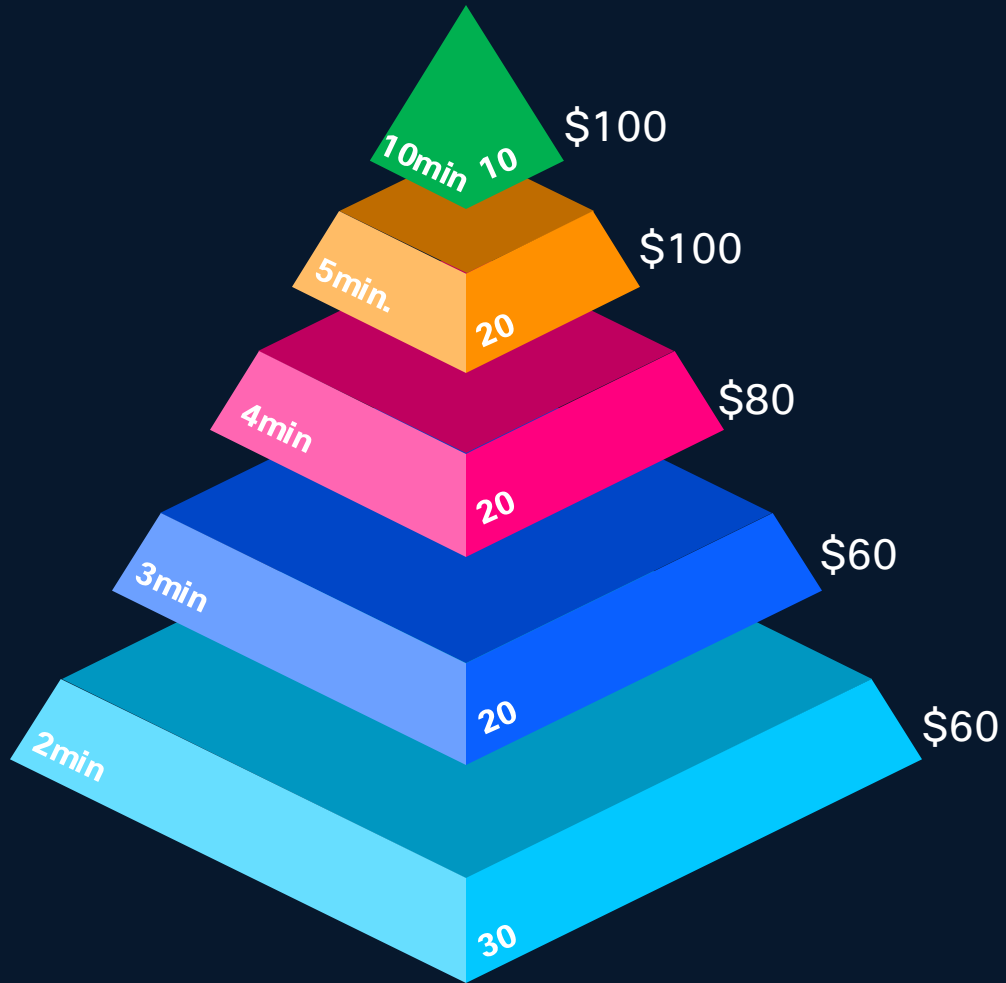
“I need to change my plan. And I have a question about billing”

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

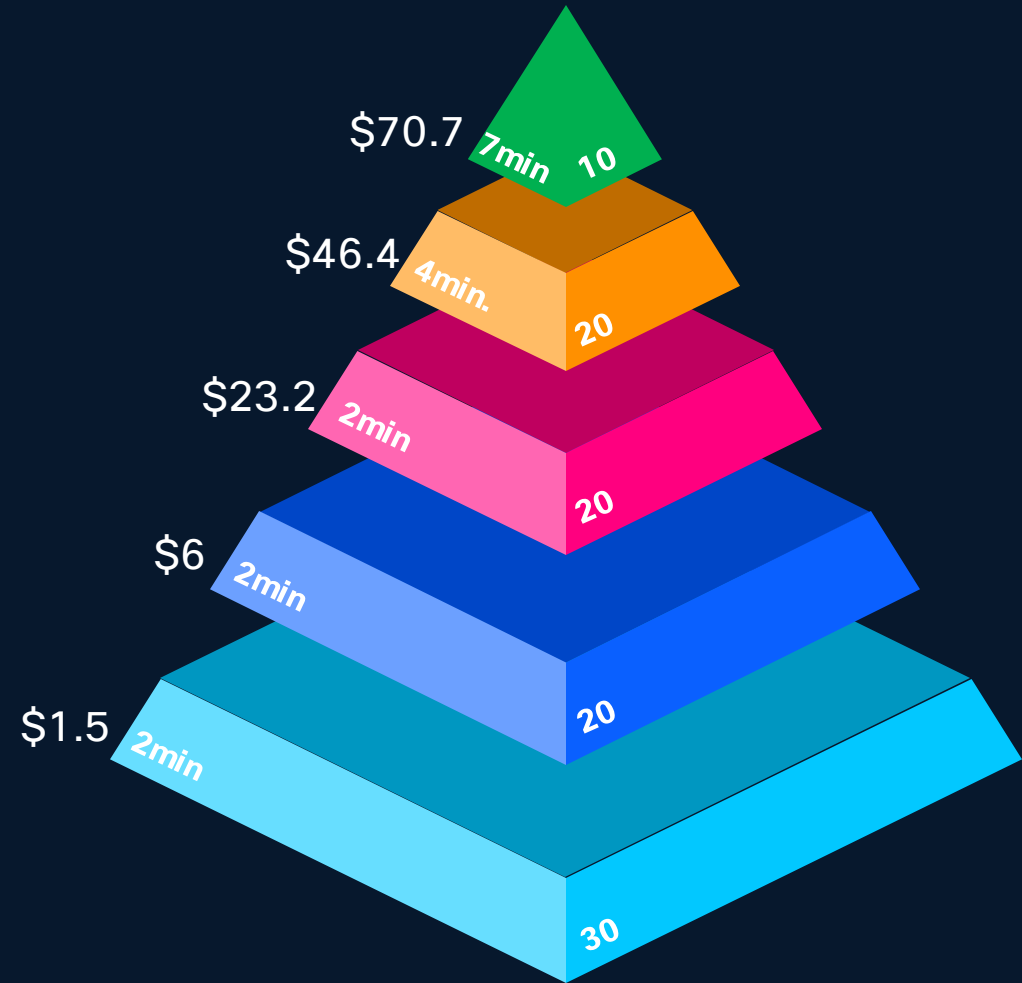
“My Power is out. What’s happening, when is it getting restored?”

**Total Cost to Serve: \$400**

# Use Case: A Power Distribution Company



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!**



