Sociální sítě ve firmě
Remote Expert

Jaroslav Martan, CCIE #5871, jmartan@cisco.com
sociální sítě ve firmě
Organisation

Social

Content / Documents

Business Process

Communication
Adding Value

Social
- Profiles
- Teams
- Communities
- Networks

Content / Documents
- Content Development
- Content Management
- Portals
- Intranets

Business Process
- Business Applications
- Vertical Applications
- Customer Care
- Workflow

Communication
- Voice / Video
- IM
- Conferencing
- Email

Customer Care

Vertical Applications
Covering Functionality through…

1x User Interface
A lot of Functionality

Search
Security
System
Integrate
Use Cases – Why?

The most successful implementations grew from within the context of existing work practices.

Business Value vs. Investment

Find out about the current challenges

Communication
Number of tools
Finding information
Finding People & Expertise
Sharing information
Working in projects
Teams in other countries (and timezones)
Use Case: Onboarding & Training

New hire joins self-help community with other new hires

People in similar roles guide new hires with training and finding colleagues to act as mentors

On first assignment, needs additional help matching the best product to customer’s need

System locates expert and instantly connects them for screen sharing to walk through the models

RESULT

Faster productivity growth: discovering how things are done
Use Case: Retain Best Talent

Senior sales person seeks new career direction and is exploring all options

He joins market intelligence community and follows experts

Based on years of field experience, contributes product and market insight on several key topics

Hiring manager initiates video interview to offer him a position in marketing intelligence

RESULT

Talented Employees stay within the company making their expertise available to new and old coworkers
Use Case: Employee Knowledge

While in the field, service rep uses video to capture new repair procedure.

Content is uploaded, tagged and posted to profile and field repair community.

Service rep gets immediate feedback, and can connect with experts from product and customer service.

Real-time collaboration refines procedure & confirms “best practice” acceptance.

RESULT

Leverage communities of practice where employees can learn form the insight and experiences of fellow practitioners.
Use Case: Improve Quality & Drive Innovation

R&D team runs surveys and focus groups but needs to increase idea generation.

Form innovation community, and create space for interested employees to brainstorm.

Final ideas are submitted as videos to ideation community for feedback and vetting.

Community ratings help rank best presentations and select winning idea.

RESULT

Faster innovation and employees feel like they are contributing to the success of the company.
Agenda

Solution Overview

Remote Expert

Financial Services

Government

Manufacturing

Retail
Leveraging Expertise Across the Bank to Address Customer Needs
## Challenges in Providing Superior Sales and Service and Ways to Address Those Challenges

### Sales and Service Challenges

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of local experts when, and where, required by customers leads to lost sales/revenue leakage</td>
<td>- <strong>Simplify Multi-Channel Delivery:</strong> Identify, locate, and connect experts with customers for advisory services—whenever and wherever they are needed</td>
</tr>
<tr>
<td>Delivering a personalized, face-to-face experience (audio alone is no longer good enough)</td>
<td>- <strong>Immersive Experience:</strong> Provide high-quality audio and video for customer interactions—deliver a compelling customer experience</td>
</tr>
<tr>
<td>Limited ability to scale local expertise in real time</td>
<td>- <strong>Virtualize the Workforce:</strong> Create a virtual pool of experts, whether co-located in particular centers, dispersed within the branch network, or located at home—reduce lost sales opportunities</td>
</tr>
</tbody>
</table>
What Is Cisco’s Remote Expert?

A solution that connects a customer to an available expert within the enterprise via a high-quality, high-definition video and voice connection.

- Identifies, locates, and connects customers with experts for advisory services and complex, high-value transactions.
- Creates a virtual pool of experts/specialists, whether co-located in particular centers or distributed within their enterprise footprint, reducing lost sales opportunities.
- Provides high-quality audio and video for customer interactions—delivering a compelling customer experience.
- Maximizes effectiveness and reach of experts.
- Allows experts to conduct a complete business transaction including document sharing, printing, signatures, and payment.
A customer enters the bank and is met by a greeter who identifies the customer's need. After learning that the customer is interested in a mortgage loan, the greeter checks and schedules an available mortgage advisor. The bank provides access to experts in multiple formats based on the product offering. A branch banker takes the customer into a private area and interacts with the mortgage advisor by simply pressing a button on the phone. The mortgage advisor was provided with customer information shared during the scheduling and may complete remote fulfillment. Each appointment appears on the mortgage advisor's calendar to maximize productivity and simplify multichannel scheduling. The mortgage advisor is also scheduled to train colleagues across the bank without incurring travel or downtime. Expert interactions are recorded to support audit, ensure regulatory compliance, and analyze productivity. Personalized customer interaction is extended to the home via scheduling the mortgage advisor for a home collaboration session.

**Revenue Leakage**

“If an expert is not present in a branch, only 30% of the customers will return at a later date.”

**Revenue and Retention**

- 50% in conversion rates with phone expert vs. 80% with video
- Cross-sales from 1.4 products with audio to 2.5 products with video

Source: Forrester
Conceptual Process Flow
Remote Expert in the Branch with Contact Center Roll Over

1. Customer in Branch
   - Customer Identifies Product Need
   - Customer Needs Expert
   - Product Expert Is Requested

2. Agent at Contact Center
   - Customer Sent to Contact Center

3. Data Center
   - Call Placed to Expert Queue
   - Database Lookup Performed

4. No
   - Is Expert Available?

5. Yes
   - Customer Sent to Contact Center

6. Expert Location
   - Expert Accepts Offer
   - Call Passed to Expert
   - Starts Collaborative Session

7. Customer Satisfaction Survey
Solution Capabilities and Architecture
Remote Expert Smart Solution Capabilities

- Easy to use and initiate session
- High quality audio and video conferencing between the customer and expert with direct eye contact
- Ability to define, search, and locate various types of experts
- Document sharing and network printing
- Peripheral device sharing
- Multimedia recording and playback
- Self-assisted and assisted access to expert
- Customer surveying

Enterprise class application characteristics:
- Security to meet regulatory and compliance requirements
- Centralized management and monitoring interfaces
- Scalability to support thousands of endpoints and multiple bandwidth use cases
- Integrates with existing IP network—does not require a separate infrastructure
Remote Expert Solution

Release 1.8

In Store/Branch

CTS Series
EX Series

or

Payment Cards
Cisco IEC 4600
Touch Screen Display
Scan/Print/Copy

Product Expert

CTS Series
EX Series
Expert PC
(Sharing and Control)

Expert Call Center

Private Cloud

Cisco Connect
25

Public/Private
Content Cloud

Cisco RE Manager (REM)

Cisco IP Call Manager (CUCM)

H.264 Video
Graphics Content
Control Traffic

Media Sense
Recording

Scan/Print/Copy
Payment Cards

CTS Series
EX Series

In Store/Branch

Cisco RE Manager (REM)

Cisco IP Call Manager (CUCM)

H.264 Video
Graphics Content
Control Traffic

Media Sense
Recording

Scan/Print/Copy
Payment Cards
Remote Expert Target Architecture

Public Internet

Social Web

Leveraging Social Web

CUCM

Call Control

RE Manager

Task Orchestration Engine

Analytics and Rules Engine

Experience Engine

Codian MCU

Conferencing

Media Sense

Recording

Enterprise/Cloud Data Center

Internet

Product Expert

Distributed Experts

Click-to-Call with Cisco Jabber

Task Orchestration Engine

Experience Engine

Analytics and Rules Engine

Remote Expert Home Sessions

Remote Expert Digital Station

RE Session Initiation with Cius and Cisco Jabber

Cisco IEC4600 Control Points

Cisco Jabber Video Soft Client

Remote Expert Pods

Cisco IEC4600 Control Points

Leveraging Social Web

Internet
<table>
<thead>
<tr>
<th>Component</th>
<th>Software Version</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unified Communications Manager</td>
<td>8.5(1) or 8.6(2)</td>
</tr>
<tr>
<td>Codian 4501 MCU</td>
<td>4.2(1.43)</td>
</tr>
<tr>
<td>Unified Contact Center Express</td>
<td>8.5</td>
</tr>
<tr>
<td>Cisco TelePresence Endpoint</td>
<td>1.8</td>
</tr>
<tr>
<td>X-Series Endpoint TC4600</td>
<td>TC 5.0(1)</td>
</tr>
<tr>
<td>REM</td>
<td>4.120.279</td>
</tr>
<tr>
<td>Unified Contact Center Enterprise</td>
<td>1.5</td>
</tr>
<tr>
<td>Unified Contact Center Enterprise</td>
<td>8.5(2)</td>
</tr>
<tr>
<td>Customer Voice Portal</td>
<td>8.5(1) ES4</td>
</tr>
<tr>
<td>Peripheral Gateway</td>
<td>8.5(2)</td>
</tr>
<tr>
<td>CTI OS Server</td>
<td>8.5(2)</td>
</tr>
<tr>
<td>Cisco Agent Desktop Software (Premium)</td>
<td>8.5</td>
</tr>
</tbody>
</table>
Remote Expert “Brand-able” Work Flows

Customer graphic, font and messaging selections are applied to existing Remote Expert work flows to brand the experience while speeding integration time

Offered as an consultative service or outsourced engagement

---

Initial Phase

Call Setup Phase

Session Phase

Final Phase

- Start Screen (Home Page)
- Video Menu
- Video Streaming While-in-Queue
- Video Push
- Collaboration
- Feedback
- Thank You
- Video on Hold
Customized Remote Expert
Welcome Screen

Welcome screen displayed on RE pod’s touch screen

Support for any image and font permitted by WebKit (Google Chrome) including Flash 10.2 graphics/animations

Banking example shown here
Remote Expert Application Sharing

Share Desktop or individual applications such as the CAD application shown below

Flash-based sharing

Allow customer to control Agent’s shared application

Shares without in-store customer having to click or press anything to begin
Remote Expert Agent Desktop

Integrates with Cisco Agent Desktop (CAD)
- Loaded inside CAD’s built-in browser window

Supported by Contact Center Enterprise and Express

Customer Notes and Transactions

Document Sharing and Printing to RE Pod

Video Sharing to RE Pod
Cisco Remote Expert Manager (REM)

Provides control and management for all RE sessions

Orchestrates all expert/client interactions in the branch/store via the Cisco IEC 4602 control point embedded in every RE client-side pod

REM key functional components include:
- RE Administrator Console (REAC)
- RE Agent Desktop (READ)
- RE Interactive applications Controller (REIC)
- RE Session Controller (RESC)

Interfaces with external applications and servers such as third party CRM’s using Web services (SOAP/XML), REST or Java API adapters
Cisco IEC 4602 Data Sheet

- Intel Celeron 1.2 GHz Processor
- Up to 64 GB Storage

Ports
- Ethernet 10/100/1000 Mbps
- Video—HDMI, VGA
- USB (4)
- WiFi+ Bluetooth
- COM
- IR Receiver and Transmitter
- Audio—Mic IN, Line OUT

Stateless Web OS Platform
Built-in Hardware Acceleration for MPEG2 and H.264

### PCBA Form Factor
- Board Size: 6.0” x 6.0” (150mm x 150mm)
- Board Layer: 8 layers HDI

### Motherboard Core

<table>
<thead>
<tr>
<th>Processor</th>
<th>Intel® Celeron® M Processor ULV 723 (1M Cache, 1.20 GHz, 800 MHz FSB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Bridge</td>
<td>Intel 82GS45 Express Chipset (GMCH)</td>
</tr>
<tr>
<td>South Bridge</td>
<td>Intel 82801IUX-SFF I/O Controller Hub (ICH9M)</td>
</tr>
<tr>
<td>Clock Generator</td>
<td>SILEGO SLG85P533V</td>
</tr>
</tbody>
</table>

### Memory
- Type: DDR3-800/1066 memory (SO-DIMM Slot)
- System Memory Size: 1GB

### Storage
- Type: SATA socket Disk on module (DOM)
- Memory Size: 8GB (Support up to 64GB)

### BIOS Flash Memory
- Type: FMEM 32Mb 3V MX25L320DM2I-12G SOP8
- Memory Size: 32 Mb

### Ethernet
- Type: Intel TRANSCEIVER 82567LM
- Count: 1
- Speeds: 10/100/1000 Mbps
- Connectors: 1 x ports RJ45 with transformer

### USB
- Type: USB 2.0 controller
- Connectors: 1 x HDMI Port, 1 x VGA Port

### WiFi+Bluetooth
- Type: US1802.11g=BT Coexistence Wireless Model No. HMC-G51RF-01
- Count: 1
- Speed: 802.11 b/g, Bluetooth V2.1+EDR

### Left I/O
- COM: 1 x 3.5 mm Phone Jack Type
- IR Extension: 1 x IR Extension Cable
- Audio: 1 x Audio Port (MIC-in), 1 x Audio Port (Line-out)
- USB: 1 x USB two stack connector

### Back I/O
- DC Jack: 1 x 12V DC in connector
- Video: 1 x VGA Port
- Ethernet: 1 x RJ45 Connector with Dual LEDs
- USB: 1 x USB two stack connector

### Front I/O
- LED: 1 x Green LED
- Red LED
- IR Receiver: 1 x Build in IR Receiver
- USB: 1 x USB Connector for pre-install devices

### Right I/O
- Button: 1 x Power On/Off Button (With soft/hard power option), 1 x Reset Button

### Power
- CPU VR: Intel Mobile Voltage Positioning (Intel M/V) Structure
- Adaptor: 12V at 4A (48 Watt)
Remote Expert Services Overview

Plan
- Assessment (Business Video, Unified Communications and Contact Center)
- Remote Expert Whole Offer-Level Design
- Strategy and Planning
- Business Transformation
- XaaS Discovery and Planning

Build
- Whole Offer-Level Deployment (Cisco and Third-Party)
- Technology Migration
- Whole Offer Validation
- XaaS Transition

Run
- Optimization
- Infrastructure Management
- Application and IT Management
- Software Applications
- Day-2 Support

Allied Services for Remote Expert Solution-Level Support

- Cisco Product Support
- Solution Technology Partner Product Support
References

Remote Expert
http://www.cisco.com/go/remoteexpert

Cisco Solutions
Otázky a odpovědi

Zodpovíme též v “Ptali jste se” v sále LEO v 17:45 – 18:30

e-mail: connect-cz@cisco.com
Prosíme, ohodnoťte tuto přednášku.
Děkujeme za pozornost.
For larger statements and quotes, use this slide layout to format the long references in all of your presentations.”

Source Name Placement
bullet slide title

This is an example of a bullet slide
This is where all the second level information goes
Here is another bullet point
Hyperlink: [www.cisco.com](http://www.cisco.com)

First level bullets are 22 point and use a bullet point
Second level bullets are 18 pts in size
It’s important to keep consistency
Use *highlight color* when emphasizing words, do not italicize
You can use two column grid for laying out slides with more than one message.

Two columns can also be used when comparing two sets of data or information.

Text color can be manually changed to different shades of color to mimic the gradient effect.

You can use two column grid for laying out slides with more than one message.

Two columns can also be used when comparing two sets of data or information.

Left and right columns can be different colors.
<table>
<thead>
<tr>
<th>Column One</th>
<th>Column Two</th>
<th>Column Three</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample text placed here to see how each level of information will be displayed in the final template. If you want to colorize the text, you can select a new color from the palette to fill it with.</td>
<td>Sample text placed here to see how each level of information will be displayed in the final template. If you want to colorize the text, you can select a new color from the palette to fill it with.</td>
<td>Sample text placed here to see how each level of information will be displayed in the final template. If you want to colorize the text, you can select a new color from the palette to fill it with.</td>
</tr>
</tbody>
</table>
Pull Quote Style

This is an example of a bullet slide with a pull quote

This is where all the second level information goes

This is another bullet point

First level bullets are 22 point and use a bullet point

Second level bullets are 18 pts in size

It’s important to keep consistency

“This is the sample pull quote. This can be used for long quotes or short. We have also removed the bottom content bar from this slide as well.”
Sample text goes here and can wrap to accommodate more lines of information.