Welcome to the Human Network…
Customer Care in Transition – Unified Contact Center

Majid Noori
Business Development Manager
Voice Technology Group
mnoori@cisco.com
Cell 979-587-2712

Welcome the Millenials
Social Networkers, Collaborators

Real-Time Communicators
Largest new workforce since the baby boom
Multi-Cultural, Global

Totally connected—Anytime, Anywhere
The video generation
Business In Transition
Cultural/Industrial Revolutions
The Next Generation Technologies
Flat World - no boundaries or time zones

One Time Zone, Real-time
Mobility and Uniformity of Experience
Working Moments
Security and Surveillance
New and Changing Regulations
Business Continuance

Cisco: The Unified Communications Leader

- More & more customers
  38,000+ Cisco Unified Communications customers worldwide
  130+ customers deploying more than 5,000 IP phones, including 40+ customers deploying more than 10,000 IP phones
  More than 70% of the Fortune 500® are using Cisco Unified Communications

- More true IP endpoints shipped
  8.5 M+ Cisco IP phones
  5.7 M+ Cisco Unity seats (Messaging)
  1.0 M+ Cisco Unified Contact Center agents
  175 K+ Cisco Unified MeetingPlace licenses (Rich-media conferencing)

- More deployed & proven VoIP infrastructure
  27 M+ VoIP gateway ports
  58 M+ Power over Ethernet ports

All numbers through Jun-06
Agenda

- Key Market Transitions
- Cisco’s CC Strategy and Traction
- Enterprise Contact Centers
- Video in the Contact Center

Unified Communications Content Mapping
“Our continuous focus on capturing market transitions ... [is] at the heart of our culture”
*December 2004*

“...our results continue the effectiveness of our strategy and our ability to capitalize on major market transitions.”
*August 2005*

“As I’ve described many times before, you must capture market transitions before they become obvious.”
*September 2006*

“...the ability to capture market transitions and understand them before they become obvious is perhaps what Cisco does best”
*August 2007*

**John Chambers, CEO**
Cisco

---

**Five Key Transitions: Customer Care**

- Increased visibility of service quality by CEO
- Migration from TDM to IP for voice
- Adoption of SOA for enterprise applications
- Web 2.0: Changing usage patterns
- Self-Service & Non-Traditional Channels
Service Quality Key to Customer Loyalty

As products commoditize, service quality has the highest impact on customers’ decisions to leave or stay.

CEOs: Putting Customers First in 2008

Customer Service Top of List of Issues in Recent CEO Report

The 2008 CEO Report

This is the third annual NYSE CEO Report and in many respects we find the viewpoints and challenges of CEOs around the world have not dramatically changed. That said, however, a number of important themes emerged this year that tell us CEOs are sharpening their focus on growing their business.

The first theme is that this may be a year in which there is renewed vigor around the customer – 2008 may be a year where many CEOs put the customer at the top of the long list of issues on which they must focus. Why? Simply stated – customers are at the core of growth. Here are a few points from this year’s study that are the foundation of this theme:

- CEOs are planning greater investment, both budget and time-wise, on customer relationship management.
- The importance of sales growth as a performance measure has increased since the prior study. Customers are the engine of sales growth.
- Brand, reputation, and investments in corporate social responsibility are more important this year – all efforts that are focused on the winning the hearts and minds of the customer.
- While many CEOs say it is easier to attract customers than it used to be, many, particularly outside the United States, say it is getting harder to retain customers. CEOs recognize that losing customers can be costly.

The Phone Often Destroys Customer Trust

Today's typical service experience often damages goodwill and challenges customer loyalty.

- Inconsistent service experience
- Agent doesn't know who I am
- Poor usability, e.g., "voicemail jail"
- Agent not trained to handle my problem

Most Don’t Know the Damage They’re Doing

There is a wide gap between what companies think they are delivering and what customers think they are getting.

Source: James Allen, Bain & Company, October 2005
One Culprit: Silos in the Contact Center

Why are customers still calling?

Richer channels are available
Web, SMS, video and email all offer alternate contact points

A phone call is often a last resort
A frustrated customer will only call you once all other options are exhausted

More than ever, a call is “make or break” for the customer relationship
IP Past the Tipping Point for Enterprise

Source: Gartner (2006), Synergy Research (2006)

Architectural Revolution (not Evolution)
The contact center will look very different in a few years.

<table>
<thead>
<tr>
<th>Function</th>
<th>Contact Center Architecture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scripting</td>
<td>Proprietary, VXML, CCXML</td>
</tr>
<tr>
<td>Call Control</td>
<td>ACD, PBX, CCXML, SIP</td>
</tr>
<tr>
<td>“Agent” Availability</td>
<td>ACD, Presence Server</td>
</tr>
<tr>
<td>Voice / Data Alignment</td>
<td>CTI, VoIP (SIP)</td>
</tr>
<tr>
<td>Routing Logic</td>
<td>Proprietary, SOA-based</td>
</tr>
<tr>
<td>“Agent” Desktop</td>
<td>Proprietary, Portal-based,</td>
</tr>
<tr>
<td></td>
<td>personalized</td>
</tr>
<tr>
<td>Reporting</td>
<td>Proprietary, Enterprise BI</td>
</tr>
<tr>
<td></td>
<td>suites</td>
</tr>
</tbody>
</table>
Cisco’s History in Customer Contact

- Multi-tenant contact center (IPCC Hosted)
- BPM and Analytics
- Standards (SOA) and Presence
- Open Virtual Call Center Routing
- IP Communications
- Routing—Switching—Security

1999
- Market entry with GeoTel acquisition
- Industry’s First IP-Based ACD (IPCC Enterprise)
- Industry’s First SME Contact Center Inc. advanced speech (IPCC Express)

2000
- First Version of IP-IVR Released
- WebLine acquisition

2001
- Audium acquisition
- Latigent acquisition

2002
- Complete SME Contact Center Inc. advanced speech (IPCC Express)

2003
- Advanced speech analytics (CIA)

CCBU updates
# Contact Center Product Roadmap

<table>
<thead>
<tr>
<th>Product Family</th>
<th>Today</th>
<th>Roadmap</th>
</tr>
</thead>
</table>
| **UCC Express** | ✓ 300 agents capacity with high availability  
✓ Quality / Workforce Mgmt  
✓ Email, web collaboration  
✓ Preview outbound dialer |  
• Presence integration  
• Entry level email solution  
• IP phone agent bundle, UC500 |
| **UCC Enterprise** | ✓ Hosted & Enterprise models  
✓ Integrated CRM connectors  
✓ Universal Voice & e-mail queuing  
✓ Outbound campaign mgmt |  
• Universal queuing with Web Interactions  
• 8,000 agent capacity  
• Installation Simplification (System CCE)  
• Expert advisor |
| **CVP** | ✓ IVR & Speech Self Service  
✓ SIP for routing, queuing, speech  
✓ Standards Based - Nuance 9.0, VXML 2.1, MRCP 2 |  
• Service Creation evolution (WSDL)  
• Interactive video response |

---

## Expert Advisor

© 2006, Cisco Systems, Inc. All rights reserved.  
Presentation_ID.scr
Combining Enterprise Presence and Contact Center services - Leveraging subject matter expertise across the enterprise

1. Agent at the Contact Center receives a customer call that requires escalation to an expert.
2. Agent contacts a group of skilled experts and uses Presence to discover available experts who can answer the call.
3. Using CUPC, an expert answers the call offer via Instant Messaging in addition to receiving caller information.
4. Expert then uses their IP or softphone which can be escalated to a video session.

Business Value:
- Rapid integration of Contact Center solutions and Enterprise users
- Ease of management and streamlined user provisioning
- Ability to reach right employee the first time presents better image to customers
- Reduced number of handoffs and creating differentiation through enhanced Customer Experience with caller data presented to the expert

Unified CCE with Expert Advisor Option

© 2006, Cisco Systems, Inc. All rights reserved.
Presentation_ID.scr
New Reporting Platform

Cisco Reporting Strategy

- Provide a consistent, elegant user experience across the portfolio
- Empower organizations to share data and provide open communications throughout the enterprise
- Deliver a state-of-the-art reporting solution for our transactional contact center products

- Predictive Modeling
  - What will happen next?
- Forecasting/Extrapolation
  - What if this trend continues?
- Statistical Analysis
  - What if this trend continues?

What happened?
How many, how often, where?
Where is the problem?
What if this trend continues?
Why is this happening?
What will happen next?
What action is needed?

Business Intelligence

Source: Competing on Analytics by Thomas H. Davenport and Jeanne G. Harris
Adapted from a graphic produced by SAS

Competitive Advantage

Offer highly sophisticated and specialized applications through our SolutionsPlus program
Invitation only program allows Cisco channels to resell best-of-breed partner products
Customers benefit from verified solutions designed specifically for Cisco products
Intelligence Suite

- Web server & data server
- Real-time and historical Dashboards, charts & grids
- Easy-to-use, wizard based interface
- Native ad hoc reporting, customization & adv filtering
- Highly customizable platform
  - User Groups
  - Access Control for
    - Data
    - Reports
    - Menus/Application Features
  - Thresholds & Drill Downs
  - Time Zone and Language Preferences
- Web 2.0 Adv Integration Tools
  - RSS Feeds, XSLT, Permalinks, HTML Post

Video In the Contact Center (CVP 7)
CVP Video Application Platform Capabilities

Video self-service, video queuing and active video agent
- Integrated with Cisco Unified Contact Center Enterprise

3G Mobile
Deliver to any 3G enabled mobile handset

Video Kiosks
Integrated with Cisco Unified Video Advantage

Telepresence
Audio-only queuing for Cisco Telepresence

CVP 7.0 Full Video Service Features and Benefits

<table>
<thead>
<tr>
<th>Feature</th>
<th>Platform Functionality</th>
<th>Key Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Menus</td>
<td>Caller is presented IVR menu via video</td>
<td>Faster, more intuitive caller experience</td>
</tr>
<tr>
<td></td>
<td>Caller makes selections via keypad or speech*</td>
<td></td>
</tr>
<tr>
<td>Video Self Service</td>
<td>Caller selects pre-recorded or live video to view</td>
<td>Richer caller interactions</td>
</tr>
<tr>
<td>Video Queuing</td>
<td>Caller views video while in queue for an agent</td>
<td>Immersive caller engagement</td>
</tr>
</tbody>
</table>
CVP Video Agent

- **Point-to-point** video between agent and caller
- **One-way**: Caller sees agent, or agent sees caller
- **Two-way**: Both parties see each other
- Agent can select video (pre-recorded or live/streamed) to be viewed by caller

Video Kiosks

- A video kiosk is a supported SIP video client that is connected to the IP Network
- Video Kiosk examples:
  - Cisco IP Phone with Cisco Unified Video Advantage (CUVA)
  - Cisco Unified Personal Communicator (CUPC) in video "softphone" mode
  - Cisco 7985 videophone (to be supported with CUCM 7.0)
- Kiosk components can be bundled into a third-party hardware chassis that may also include document scanners, card readers, etc.
- Kiosks could be placed in Enterprise branch locations (e.g., a bank or retail store), or in public places (e.g., an airport or train terminal).
Customer Care Transition…

- Global transitions are driving change in contact centers
- Requirements are changing: it's a new experience
- Consumers drive requirements
- Interactions Drive Customer Loyalty
- Business Agility is key
- Cisco is Committed to the Contact Center and Customer Interaction Marketplace