Transforming Communication Experience With Unified Collaboration Architecture Approach

Ahmed Zaghmouri – Product Sales Specialist
Customer 2.0
Yesterday’s solutions aren’t enough. Customers want to be taken care of... at any time, in any location, and on any device.
Disruptions in the Marketplace Unlock Opportunities

Macro Trends

- Changing Demographics & Spend Ability
- Pervasive Mobile Connectivity
- Social more powerful opinion maker than traditional media
- “Virtualization” of commerce
- Mass Customization/Long Tail
- “Green” Awareness

Businesses can increase marketing influence and a higher share of customer spend via innovation in communication & collaboration.
Mobile
Secure access to information and people from any device, anywhere

Visual
High quality interaction from anywhere, realtime and offline

Social
Expertise & Information location, Proactive customer interaction

Virtual
Agility and scale on demand Rich media with VDI economics
Contact Center is in Transition
Channel Shift is Real

- **Inbound Voice**: 69% (2009) to 68% (2011)
- **eMail**: 60% (2009) to 54% (2011)
- **Online Chat**: 19% (2009) to 37% (2011)
- **Online Forum**: 7% (2009) to 27% (2011)
- **Direct Twitter**: 1% (2009) to 19% (2011)

Source: Forrester
Contact Center Role Reversal

Contact Center For “Repeatable Interactions”

Contact Center For “Exception Management”

2000

2012
The Bar is Raised

Experience = Satisfaction = Loyalty
Mobile is the “New IVR”
Meet the New Boss
Cloud Contact Center

Private

Public
We Need Different Architecture
Cisco Collaboration Portfolio
Move To The True Customer Collaboration

Combining Traditional Tools with the Power of the Future

- Virtual Contact Center Routing & Reporting
- Social Media Customer Care
- Speech Self-Service
- Multi-Media Capture & Storage
- UC Integration/Mobility
- Web 2.0 Agent Desktop
- Multichannel / CRM
- Video-Enabled Customer Care

Move To The True Customer Collaboration
Waves of Customer Collaboration Innovation

Wave 1: Cost

Wave 2: Relationship

Wave 3: Experience

“Drive, run, or walk to your customers with technology, information, and personalized service.”

Tom Kelley  IDEO
# Waves of Customer Collaboration Innovation

## STRATEGY
- **Place**
- **System**
- **Enterprise Service**

## MANAGEMENT MODEL
- **Cost**
  - Operations
  - Average Hold Time
  - Average Speed to Answer
  - Occupancy
  - Cost per call
- **Relationship**
  - +Marketing
  - Wallet Share
  - Customer Satisfaction
  - Closure Rates
  - Lead Conversion
- **Experience**
  - +Branch
  - +Retail
  - +Value Chain
  - Net Promoter Score
  - First Contact Resolution
  - Cycle Time

## METRICS

## ROI
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WAVE 3
Complete Experience

WAVE 2
Customer Relationship

WAVE 1
Cost and Efficiency

Technology Imperatives
- Social CRM/Universal queue/channel integration
- Desktop/server virtualization
- Proactive view of customer, cradle to grave reporting
- Enterprise social/collaboration

Cisco Solution Sets
- Cisco SocialMiner™, Finesse™
- Cisco Show and Share®, TelePresence®, WebEx®
- Cisco Webex Social, Finesse Desktop, WebEx
- SIP outbound dialer, collaboration-enable business transformation (CEBT)
2012 A Great Year
Colored arrows depict movement from the 2011 MQ. Avaya and Genesys both DECREASED in Vision and Ability to Execute. **Cisco LEADS all vendors in Ability to Execute.**

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Gartner: *Magic Quadrant for Contact Center Infrastructure, June 2012*

Drew Krauss, Geoff Johnson, Steve Blood
Contact Center Growth

ACD Shipment Growth (total seats) +26% CAGR since 2003

IVR Shipment Growth (new ports) +40% CAGR since 2004
Contact Center Market Share 2011

Avaya/Nortel

Cisco

Alcatel-Lucent/Genesys

Sources: Cisco analysis, Gartner. Measured in revenue.
Worldwide IVR Market Share – Cisco is #1


Numbers include new and upgrade IVR ports as reported by Cisco
15,000+ Installed Customers
Innovations And Execution

CRM Magazine Annual Service Awards, March 2012
Cisco rated “Winner” in IVR
Cisco rated “Leader” in Contact Center Infrastructure

Cisco SocialMiner™: Best of Enterprise Connect 2011

Cisco SocialMiner: Retail TouchPoints Next-Gen Retail Awards 2011 – Social Media category

Asian Banker Award 2011
Best Contact Center Deployment in region
Thank you.