Building the Next Generation Contact Center
Business Requirement has evolved

Mobile
Secure access to information and people from any device, anywhere

Social
Expertise and Information location, proactive customer interaction

Visual
High quality interaction from anywhere, realtime and offline

Virtual
Agility and scale on demand, rich media with VDI economics
## New Frontiers of Customer Interaction

<table>
<thead>
<tr>
<th>Business Goals</th>
<th>Contact Center 1.0: CRM</th>
<th>Contact Center 2.0: Customer Collaboration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating Loyalty</td>
<td>Creating Promoters</td>
<td></td>
</tr>
<tr>
<td>Communication Channels</td>
<td>Voice, Predictive Dialing, Chat, E-Mail</td>
<td>Video, Social Networks, Callback, Collaboration</td>
</tr>
<tr>
<td>Technology</td>
<td>Solution Integration</td>
<td>End-to-End Suite</td>
</tr>
<tr>
<td>CTI</td>
<td>Web 2.0</td>
<td></td>
</tr>
</tbody>
</table>
Accelerating New Technologies

Web 2.0 Desktop
Gadget-Enabled Collaboration Portals

SIP
From Session Border Controllers infrastructure to application enablement

Scalability
Duplicating Performance Every ~12 Months

Robust Analytics
Web-Based Analytics

Web 2.0 APIs
Open Standards with Java, REST, AXL, SOA, Web Services

Social Network Integration
Work activity based on Social Network information

Virtualization
Virtual Computing Environment coalition with VMWare and EMC

Next-Gen Outbound
Scalable SIP Based Dialer

Video
Telepresence and Business Video

XMPP Presence
Jabber (inventor of XMPP) acquisition

Robust Analytics
Web-Based Analytics

Virtualization
Virtual Computing Environment coalition with VMWare and EMC

Next-Gen Outbound
Scalable SIP Based Dialer

Video
Telepresence and Business Video

XMPP Presence
Jabber (inventor of XMPP) acquisition

Robust Analytics
Web-Based Analytics

Virtualization
Virtual Computing Environment coalition with VMWare and EMC

Next-Gen Outbound
Scalable SIP Based Dialer

Video
Telepresence and Business Video

XMPP Presence
Jabber (inventor of XMPP) acquisition
Cisco Vision of Customer Collaboration

Contact Center Evolution
Extend to Partners and Experts
Social Media and Cloud Communities
Brand Management
Business Video Applications

Integrated Reporting
Multichannel
Enterprise Experts
Video-Enabled Customer Care
Virtual Contact Center Routing and Reporting
Social Media Customer Care
Speech Self-Service
Multi-Media Capture and Storage
Collaboration Agent Desktop

Past
Today
Cisco Collaboration Architecture

Communication and Collaboration Applications
- Conferencing
- Customer Care
- Enterprise Social Software
- IP Communications
- Messaging
- Mobile Applications
- Telepresence

Collaboration Services
- Presence
- Session Mgmt
- Content Mgmt
- Location
- Client Frameworks
- Tagging
- Policy and Security Management

Infrastructure
- Virtual Machines
- Network
- Storage

On-Premise  Hybrid  SaaS
Cisco SocialMiner
Andrew McAfee Coins the Term Ent. 2.0

~2/3 of businesses have Web 2.0 initiatives

 Enterprise 2.0: The Dawn of Emergent Collaboration

1st Enterprise 2.0 Conf
Ent 2.0 Industry attended by 1,000’s twice/yr.

Adoption Council Launched
~80 Early Business Adaptors Network

Social Media - Outside The Enterprise

- Blogger Service Launched
  - ~152 M Blogs Today

- Wikipedia Launched
  - ~3M Articles Today

- LinkedIn Launched
  - ~100 M Members Today

- YouTube Created
  - ~35 Hrs of Video Uploaded/Min Today

- Twitter Launched
  - ~25 B Tweets Sent in 2010

- Facebook Launched to Public
  - ~500+ M Facebook Users Today

- iPhone Launched
  - ~40% of all Tweets in 2010 composed on mobile phones

Enterprise 2.0 - Inside The Firewall

Americans spend 23% of online time on social media and 8.3% on email
Cisco SocialMiner

1. Capture
2. Analyze & Prioritize
3. Communication Workflow
4. Assign
5. Engage

Customer

Customer Care Agent

Cisco Unified Contact Center

Cisco SocialMiner

Airline lost my luggage!

Customer
Cisco SocialMiner

Overview

- Enable proactive customer service by queuing and assigning social web posts to appropriate staff
- Complement brand monitoring dashboards

Features

- Real-time capture of social media postings
- Social media campaign management
- Route and queue contacts to experts
- Tagging
- Social Screen Pop
- Real-time Notifications via Instant Message, Email, and Text
- Social media customer care metrics
- Rich set of Platform API’s for customization
Industry Feedback

Best of Enterprise Connect 2011
This award honors companies who have made significant technological advancements to benefit the enterprise communications market

NGR Retail TouchPoints Award
Next-Gen Edge: SocialMiner offers retailers the ability to configure multiple campaigns to search for customer postings on the public social web about products and services.
SocialMiner with salesforce.com
Cisco Finesse
Cisco Finesse
Where Customer Collaboration Comes Together

- Speed and efficiency in serving customers
- Highly customizable
- Web 2.0 extensibility
- Leveraging Cisco development in enterprise social software
Cisco Finesse

- Agent tools to reduce handle time and improve caller experience
- Empower agents through the use of a user-center designed product

- Seamless collaboration integration
  - Intelligence Center
  - SocialMiner
  - MediaSense
  - WFO
  - Standards Compliant
  - Thin Client

- Partner Differentiation through business and vertical applications
- Partner Application Showcase and Reference Store
Finesse Customer and Partner Feedback

- CDW, Cameo, eLoyalty, and Didata have all installed Finesse SDK
- Calabrio, Bucher+Suter, and Teleopti have developed Finesse gadgets

Customer and Partner Quotes:

“Somebody better pinch me”

“This is probably the most excited I’ve been about a CCBU product in a while.”

“we are now more clear in what we need to focus on - specifically Web 2.0 ...that positions us for where we want to be given the timeframes and such...and path we’re now all headed down together and we look forward to the adventure!”

“this type of innovation is long overdue and I’ll have an extra skip to my step today :) ”

“Not a day goes by that we don’t talk about Finesse”
Cisco Finesse Gadgets
Cisco Finesse Gadgets

NICE Quality Management

Cisco SocialMiner
Agent Desktop Virtualization

- Citrix
- VMWare VDI
- Softphone control of IP Phone

- Virtualization Experience Infrastructure compatible with Customer Collaboration
- Virtualization Experience Client 2100/2200
  Finesse Agent and Supervisor Desktop
  IP Phone
  Cisco Unified Intelligence Center

- Virtualization Experience Client 4200
  Single device for communication, collaboration and compute
  Multimedia Capture and Recording
  No phone requirement
  Home router and VPN
Video Customer Care
Video Contact Center Market Emerges
... and Brings New Demands to the industry

- **Experience**
  - User interfaces
  - Usability
  - Consumer vs. Business

- **Connectivity**
  - Standards
  - Interoperability
  - Network readiness

- **Interactivity**
  - Increased customer expectations
  - Different customer entry points

- **Capacity**
  - Video storage and recording
  - Bandwidth

Video Contact Center Market Emerges... and Brings New Demands to the industry

- **Experience**
  - User interfaces
  - Usability
  - Consumer vs. Business

- **Connectivity**
  - Standards
  - Interoperability
  - Network readiness

- **Interactivity**
  - Increased customer expectations
  - Different customer entry points

- **Capacity**
  - Video storage and recording
  - Bandwidth
Video Customer Collaboration Experience

Kiosk
Life-like, in-person video collaboration

Mobile Phone
3G/4G/WiFi Access

Internet Browser
Browser-base applications

IM Client
Commonly used clients

On Demand
Video broadcast to desktop PCs

Any Device
Video Customer Collaboration
Common Routing & Reporting
Network Recording
Unmatched Video Portfolio

INTEGRATION – MOBILITY – FLEXIBILITY
Multimedia Capture and Storage

Ubiquitous Recording
Network-Based Media Forking
Fiber Channel SAN Storage
Web 2.0 APIs enable Partner Community

Network Media Capture (Recording)
Why Media Sense

- MediaSense provides a common infrastructure for application development
- Ecosystem of applications provides customers options
- Different applications can use the same capture platform
- MediaSense with CUBE provides centralized recording
- MediaSense with CUBE resolves difficult-to-record call scenarios
Open Flexible Architecture

Partner Applications

- Compliance
- Quality Monitoring
- Workforce Management
- Speech/Behavioral Analytics
- Custom/In-house Apps

Open Web 2.0 Application APIs

Cisco MediaSense Multimedia Services
- Audio Capture
- Video Capture
- Streaming
- Metadata database
- Media Storage / archiving
- Media export / transcoding
- Content management

Cisco UC Network Infrastructure

CUBE-based media forking planned starting 8.5(3)
Phone-based media forking supported in 8.5(1)

Open Web 2.0 APIs drive Application Innovation and Global Partner Ecosystem
Flexible Modular Architecture

Applications
- Compliance
- Quality Monitoring
- Workforce Management
- Speech/Behavioral Analytics
- Custom/In-house Apps

Services
- Web 2.0 APIs
  - Primary Server
    - Redundant Metadata database
    - Media Management
    - SIP Call Control
    - Media Capture & Streaming
  - Secondary Server
    - Redundant Metadata database
    - Media Management
    - SIP Call Control
    - Media Capture & Streaming

- Add 1 to 3 Expansion Servers for Scalability

Network
- Fibre Channel SAN storage
- SAN
- CUBE or Phone

Call Control

Flexible Modular Architecture
Centralized Recording

- Continuously record a call regardless of destination or transfers
- Improves TCO and ROI through server, trunking, port consolidation
- Centralized management and deployment eliminates redundancy
CUBE Based Recording  “Follow” the call

As call moves from (for example) CVP IVR to Agent 1 to Agent 2
Growing Collaboration Partner Community

Additional vendors in various stages of discussion …

• Cisco Developer Network (CDN)
• Interoperability Testing Program

Under development

© 2010 Cisco and/or its affiliates. All rights reserved. Cisco Confidential
Calabrio App

Features:

- Search and Play
- Search based on extension, last name, first name
- Partitioning based on teams and groups
- Review and evaluate
Nice App

Features:

- Search and Play
- Review and evaluate
- On-demand recording
- Screen capture
- Can support multiple MediaSense clusters
Take Away

- MediaSense is an open recording platform which enables an ecosystem of UC applications.
- MediaSense provides customers with options on which applications to use.
- MediaSense with CUBE provides centralized recording and addresses difficult-to-record call scenarios.
Complete Your Session Evaluation

- Please give us your feedback!!
  Complete the evaluation form you were given when you entered the room
- This is session BRK2.4

Don’t forget to complete the overall event evaluation form included in your registration kit

YOUR FEEDBACK IS VERY IMPORTANT FOR US!!! THANKS