

# Cisco Contact Center

Enrich your customer experiences and optimize contact center performance



## What's shaping your customer experience?

Many things. Like speed, convenience, consistency, knowledge, and friendliness. The most important thing is to have human connections that make your customers feel important. Training your contact center employees is easy; the challenge is in getting the technology right. How you design and deploy the combination of the two is what will differentiate your business from all the others. It's what will drive your customers away, or keep them engaged and coming back for more.



## Factors shaping customer experience

### Data

Your customers are always interacting with your company in one way or another. The data about how they're interacting is spread across all the systems and applications throughout your organization that make up your customer's journey. By consolidating, understanding, and analyzing that data, you can learn how to improve **business performance**, make your employees more informed, and make your **customer experiences** more personal and **profitable**.



### Agents

Whether your agents are digital or human, they're seen as the primary difference-makers in creating meaningful interactions with your customers. A survey by PwC indicates that **73%** of people point to **customer experience** as an important factor in their **buying decisions**. And the agent's role has a direct correlation with that experience.



### Channels

Are you making it easy and **seamless** for your customers to communicate with you, and can they reach you from their preferred channel – email, phone, chat, web, or social? Are you routing these interactions to the right place on the first try? And are your agents able to efficiently manage these channels as they come and go? One bad channel experience will lose a customer for life. Done right, and both your agents and customers will have an **exceptional experience**.



## Bad customer experience is driving your customers away

**32%**

People will stop doing business with a brand they loved after one bad experience

**46%**

People will abandon a brand if the employees are not knowledgeable

**59%**

People will walk away after several bad experiences, even if they love your company or product

**71%**

People agree a company's employees have a significant impact on their customer experience

Source: PwC Future of Customer Experience Survey



**“It’s easier to love a brand when the brand loves you back.”**

– Seth Godin,  
Author and Entrepreneur

## Managing a contact center isn't easy

### **Fragmented customer experiences**

Negatively impacts customer satisfaction and retention

### **Security concerns**

Keeping up with latest security standards and protecting my customers' privacy and trust

### **Data in disparate, distributed silos**

Difficult to integrate and unify for an integrated view

### **Aging on-premises systems**

Complex, costly, and risky to replace or move to the cloud

### **High agent turnover**

Hurts agent productivity and affects customer experience

### **Disparate systems and applications**

Complex and difficult to manage

Source: PwC Future of Customer Experience Survey

## Many contact centers lack the tools to optimize performance



**60%+**

of call center use seven or more systems to interact with customers\*



**57%**

say this prevents them from producing timely or accurate analysis\*



**44%**

manually integrate data using spreadsheet software\*



**47%**

say it takes as long to gather the data as to analyze it\*

\*Aberdeen

**Fewer than**



Of contact centers consider their process of tracking agent performance effective

**Less than**



Of contact centers track agent performance in real time

**Only**



Of contact centers match customers with agents based on agent performance

## First-touch customer contacts are crucial



of customer contacts are not resolved during first interaction with the Contact Center



of customers with unresolved first contacts will churn

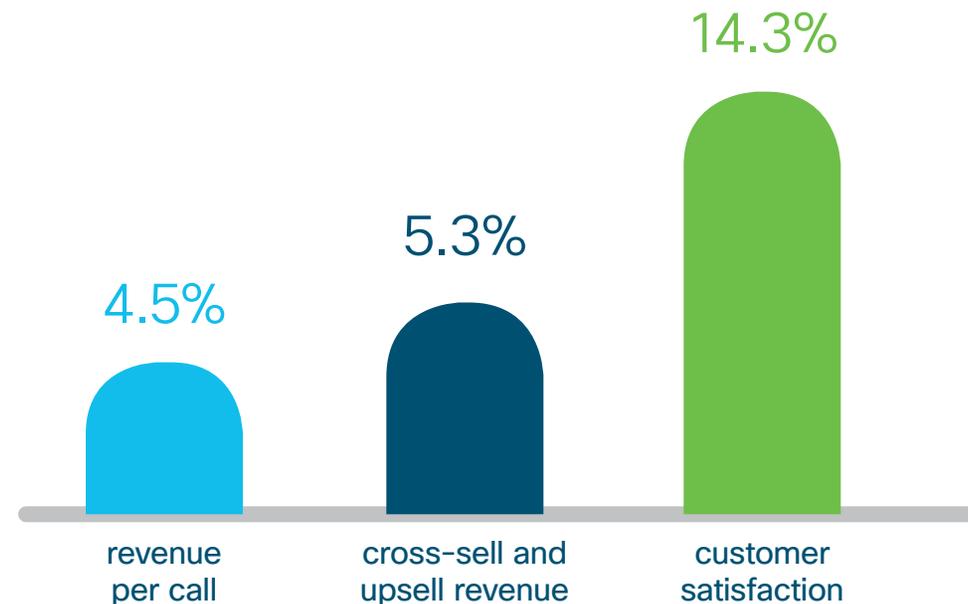


of customer support calls require assistance from an expert

Source PwC, Future of customer experience survey

## So it's time to move from a cost center to a strategic profit center

### Analytics improve customer experience and lifetime value

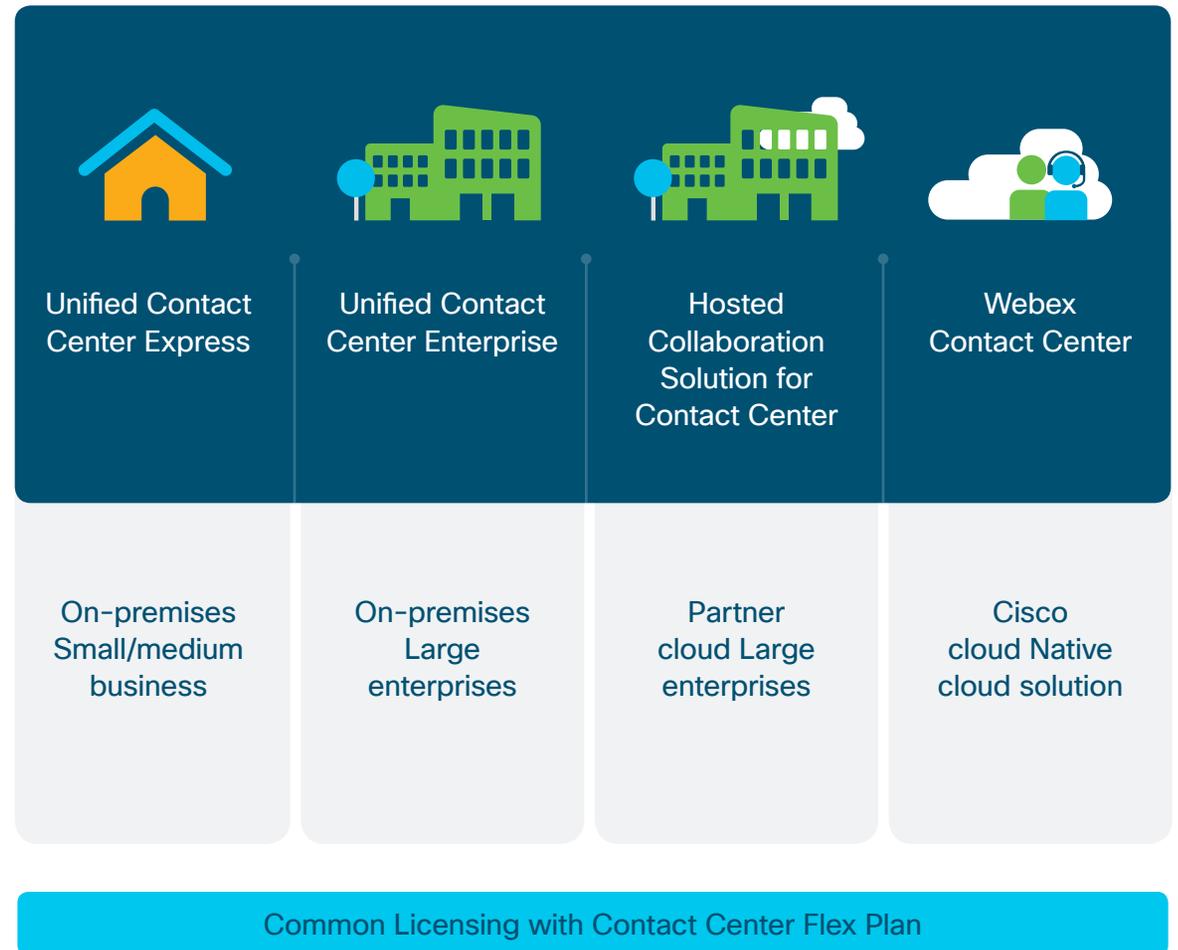


\* Source: ICMI, 451 Research

## What you get:

- **Unified omni-channel contact center solutions**  
that raise operational efficiencies and lower management costs
- **Predictive analytics-based routing**  
that improves customer experiences and business outcomes
- **Integrated collaboration**  
that increases first contact resolution and customer satisfaction
- **Open architecture for integrations**  
that creates a unified experience for customers, agents, and management
- **Flexible deployments**  
including on-premises, hybrid, and cloud that enable you to choose when and how you evolve your contact center

## Cisco Contact Center





People say customer experience at most companies needs improvement.



People say they'd share more information with a company that offers a great experience.

## A thoughtfully integrated omni-channel experience improves everyone's experience



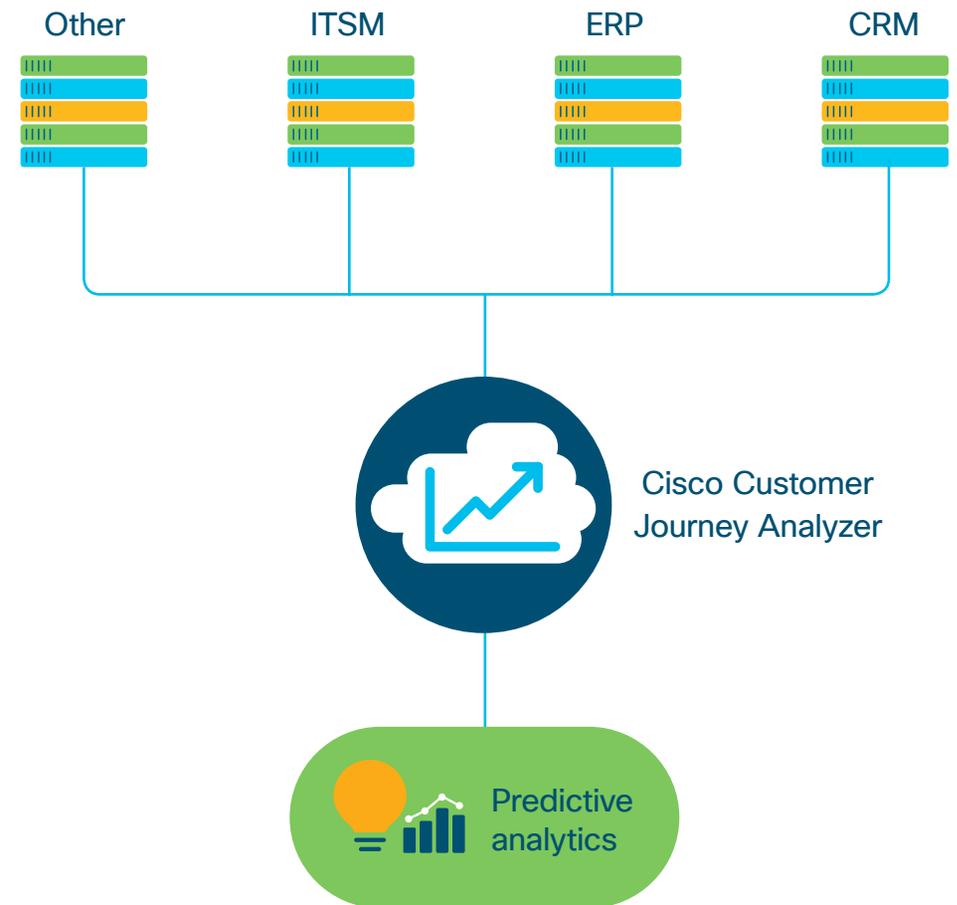
**“A customer’s experience across every touchpoint, in both digital and non-digital channels, is what determines the success of a company.”**

- Nicholas Webb, futurist and innovation expert

## An analytics-driven contact center dynamically improves customer experiences to drive deeper satisfaction.

- **Descriptive analytics**  
Assesses customer and agent attributes and behaviors that result in the best business outcomes using statistical performance analytics
- **Predictive analytics**  
Models what-if scenarios to predict business impact from changes in customer prioritizations, routing, agent skilling, scripting, staffing, training, etc.
- **Analytics-driven routing**  
Dynamically predicts customer needs and matches customers with agents having the best performance record to meet that need
- **Voice of customer analytics**  
Incorporates voice-of-the-customer insights across channels via integrated speech, text, and desktop analytics
- **Designed for business users**  
Presents a business view of data for filtering, sorting, correlating, and analysis by managers and analysts

## Data-driven customer experiences, beyond the contact center



## Agents can't do it alone



of agents' time spent searching for relevant knowledge to do their job



greater annual increase in customer profit margins when agents have integrated UC



improved customer retention rates when the contact center is UC-enabled



decrease in agent turnover rate with a UC-enabled contact center

## Cognitive and collaborative experiences

### Cognitive

- Agents are inundated with information overload, and yet they're expected to be able to deliver timely, **exceptional service** to your customers as they're problem solving in real-time.
- To remove this pressure, Cisco uses **Artificial Intelligence (AI)** and **Machine Learning (ML)** technologies to provide **bot self-service** virtual customer assistants and intelligent agent capabilities powered by Google AI to help agents with real-time **context, cognition, and intelligence**.
- AI **removes mundane tasks** and ensures agents have information at their fingertips, so that they can care for each customer at a **highly tailored**, individualized level.

### Collaborative

- While many inquiries to the contact center will be automated using AI, the remainder will be exceptions and, by nature are more complex and likely to require the help of a colleague or expert.
- Cisco's agent desktop has built-in Unified Communications (UC) and collaboration capabilities so agents can easily find, chat and talk to subject matter experts outside of the contact center, without ever leaving their agent desktop application.
- This empowers agents to **build deeper relationships** with colleagues, be more productive, and have **greater job satisfaction**. You'll benefit by reducing agent costs, **improving first contact resolution**, and providing a heightened experience for both employees and your customers.

## We make it easy to benefit from cloud innovation

### Cloud



Proven cloud  
platform innovation

### Hybrid



Continued innovation for  
any deployment type

### On-Prem



Market leading scalable  
contact center technology

### Step 1: Cisco Collaboration Flex Plan for Contact Center

Flex makes it easy for you to buy a mix of cloud, on-premises, and hosted contact center solutions in a user-based subscription, pay-as-you-grow consumption model. This helps to assure a smooth path to the cloud by decoupling the consumption model from the platform, and providing investment protection.

### Step 2: Advanced hybrid cloud services

Cisco's unique hybrid approach allows Cisco on-premises contact centers to benefit from cloud innovation by deploying advanced cloud services while continuing to run your critical operations without interruption. By adopting and integrating modern cloud services and technologies such as analytics and AI to your on-premises deployments, you can begin to slowly "cloud-enable" your contact center to capture the benefits quickly, cost-effectively, and with minimal risk.

## Benefits of a hybrid cloud contact center

- **Customer Journey Analyzer**  
Cloud-data-driven analytics across your entire organization provides critical insights on your customer's journey for any deployment type
- **Centralized control**  
Centralized analytics and rules drive single distribution engine for both premises-based and cloud-based agents
- **Distributed resource optimization**  
Real-time status from all systems balances workloads and optimizes best-agent routing across locations
- **Global visibility**  
Real-time global dashboards unify and correlate metrics from multiple systems and sites
- **Cisco Answers**  
A cloud-based intelligent agent provides real-time contextual assistance to improve first-contact resolution
- **Graceful cloud migration**  
Gradually move to cloud rather than perform expensive and risky "rip and replace" or gradual silo approaches



## Improving experiences with integrated business applications

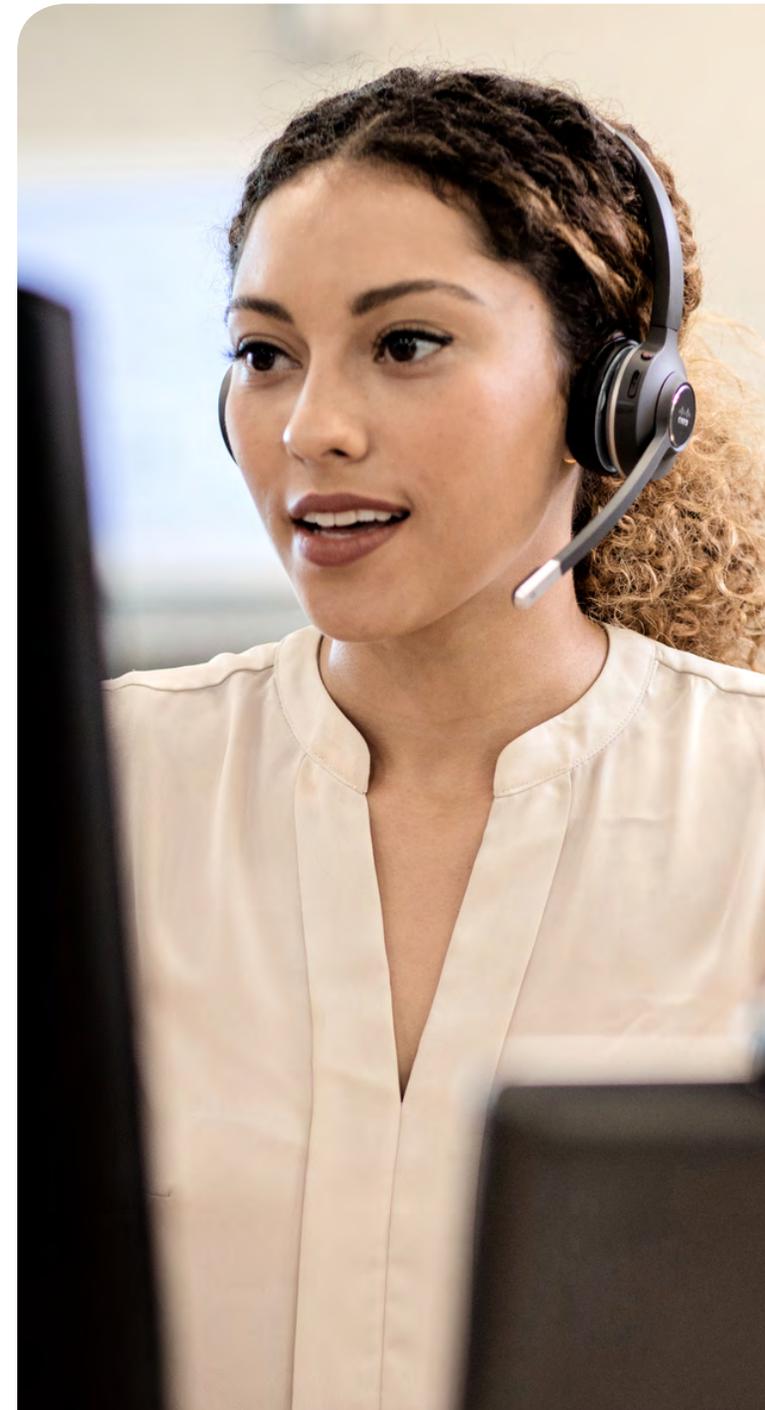
Your Contact Center connects to the rest of your business and acts as the interlocutor between your customers and your business. Cisco's Webex Contact Center includes pre-built connectors for deep integration with the most common CRM and other apps including Salesforce, Microsoft Dynamics, and Zendesk.

The result – higher productivity, minimized silos and streamlined workflows.

### Run your entire contact center from within Salesforce, Microsoft Dynamics, or Zendesk

- **Increased productivity with less complexity**  
100 percent native application integration for managers, administrators, and agents
- **Unified agent user experience**  
Native agent workflow, call handling, screen pop, call control, click-to-dial, automatic call logging, and omni-channel communications
- **Unified visibility, control, and reporting**  
Customer, call and agent data integrated into the CRM application for 360° view of customer experience and agent performance

Connectors are included out of the box with Webex Contact Center. For our on-premises solutions, these are available through Cisco solutions partners.

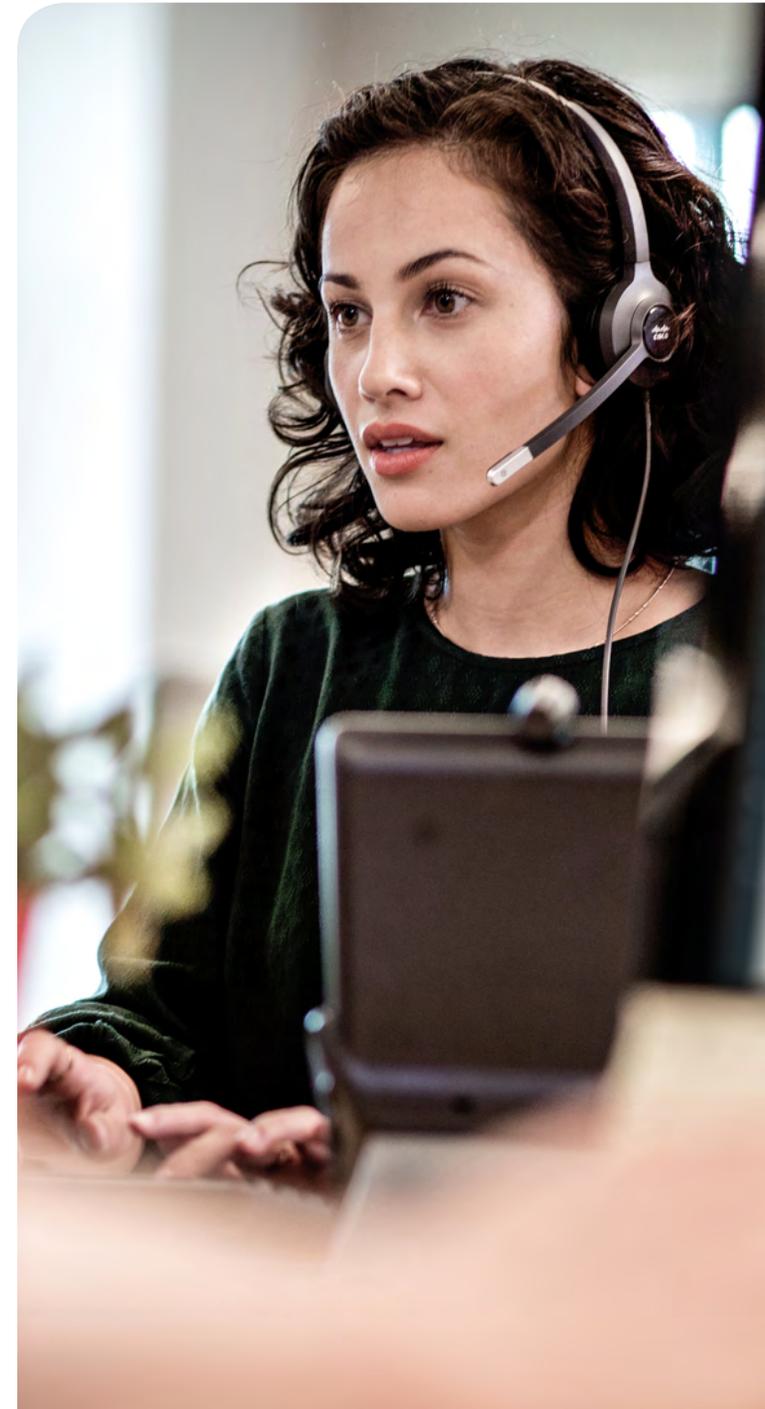


## How you benefit from a Cisco contact center

- **Customer satisfaction and retention**  
Predict customer needs and match them to the best agent
- **First-contact resolution**  
Empower agents with context and knowledge to deliver faster and more personalized care
- **Higher productivity**  
Improve supervisor and agent productivity with intuitive omni-channel tools, resources, and customer data analytics
- **Workforce optimization**  
Balance call loads across sites, teams, and agents—regardless of location
- **Lower costs**  
Move your contact center infrastructure to the cloud to reduce TCO and simplify management

Let Cisco Contact Center turn your contact center into a strategic business asset.

[Learn more](#)



## Why Cisco?

- **Global cloud leader** – Cisco is the market share leader for contact centers – number 1 in North America and number 2 worldwide. Globally we have more than 30,000 loyal customers and more than 3 million agents installed.
- **Integrated portfolio** – Cisco has a broad and tightly integrated portfolio with deep expertise in all areas of communications, contact center, collaboration, calling, security, networking, and devices, offering tremendous economies of scale around research and development, and integration of key capabilities.
- **Flexible migration** – Our “cloud first, not cloud only” approach makes it easy for you to take your first steps to cloud. Start with a flexible consumption model and advanced hybrid cloud services that give you cloud innovation without disrupting your critical on-premises operations.
- **Intelligent journeys** – Cisco leverages the power of cloud analytics and artificial intelligence to help you provide contextual, suggestive, and predictive customer experiences. We’ve invested billions of dollars in companies that are feeding into our AI and ML practice.
- **Unified open platform** – Our open platform architecture helps to ensure you can easily enhance business processes and workflow efficiency, and integrate with all the business tools that touch your contact center. Our intuitive agent desktop, reporting, and management tools provide a common and unified experience.
- **Security and trust** – Cisco has an unassailable reputation for true security in the hearts and minds of CIOs worldwide, and we continue to invest billions of dollars to make your contact centers more secure.



Learn more about [Cisco Contact Center solutions](#)