

Three ways cognitive collaboration is changing the workplace.

1

Builds high performance teams and enables better team engagement.

People insight profiles and personalized experiences help distributed teams thrive.

Sonja Smith
Operations manager
4-Star Legal Services
London, U.K.
2018 Innovation Award Winner
4-Star Legal expands digital portfolio (news)

Maximize team impact



believe lack of alignment within a team impacts the outcome of a project
Source: Clear Company, 2015

Connect people and teams better



would switch to a solution that presented relevant information about people and projects
Source: Dimensional Research, 2019

Intelligence identifies more opportunities



predict increased sales opportunities from relationship intelligence
Source: Dimensional Research, 2019

2

Creates smarter workspaces.

Transform your workspaces and meeting rooms to align to the way your teams actually work.

"Hi Nancy, I see in your calendar you have a meeting that starts in five minutes. Want to join now?"

"Hello."

"Not yet, Assistant-call Susan."

"Susan Lee?"

"Yep. Hi, Susan..."

- Natural conversational interactions
- Knowledge of your frequent collaborators
- Proactive insights connected to your calendar
- Remove background distractions
- Analytics for IT

3

Creates proactive customer journeys that foster customer loyalty.

- Actionable insights**

Contextual cloud data analytics to predict customer needs
- Contextual assistance**

AI-enabled suggested agent responses
- Collaboration enabled**

Integrated collaboration for connected experiences

Cognitive-enabled contact centers turn a negative customer experience into a positive one.

Hi Barbara, your flight #2001 has been canceled due to bad weather. We have two alternative flights for you. Please select your preference:

✈ Flight #1: 2 p.m. ✈ Flight #2: 4 p.m.

Flight 1.

As a long-standing Premium member we'd like to offer you a free upgrade and 10,000 free mileage points. Ok?

Yes please!!! :)

Flight 272 confirmed. Seat 1A.

Smarter context-driven routing



best-in-class firms route to a relevant agent based on context
Source: Aberdeen, 2018

Faster contact resolution



contact center admins believe AI will improve satisfaction, reduce agent talk time, and reduce the number of calls
Source: Nemertes Research, 2019

Improves customer loyalty



customers say tailored engagement based on past interactions is very important to winning their business
Source: Salesforce, 2018

Cognitive collaboration and AI are re-shaping the workplace.

Experience greater efficiency with artificial intelligence and cognitive-enabled collaboration.

- More efficient teams**

say adoption of AI has allowed them to achieve a lead on competitors
Source: Deloitte, 2018
- Better customer engagement**

are using AI to improve customer engagement
Source: Nemertes Research, 2019

Cognitive collaboration removes common friction points and provides contextually relevant insights to enable people and teams to perform at a higher level.

Intelligence + **Context** = **Cognitive collaboration**

The new Cisco Webex accelerates business value.



Build high-performance teams to make smarter and faster decisions, and create more meaningful customer experiences.

See the Cisco cognitive collaboration solutions at cisco.uk/worksmarter

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