

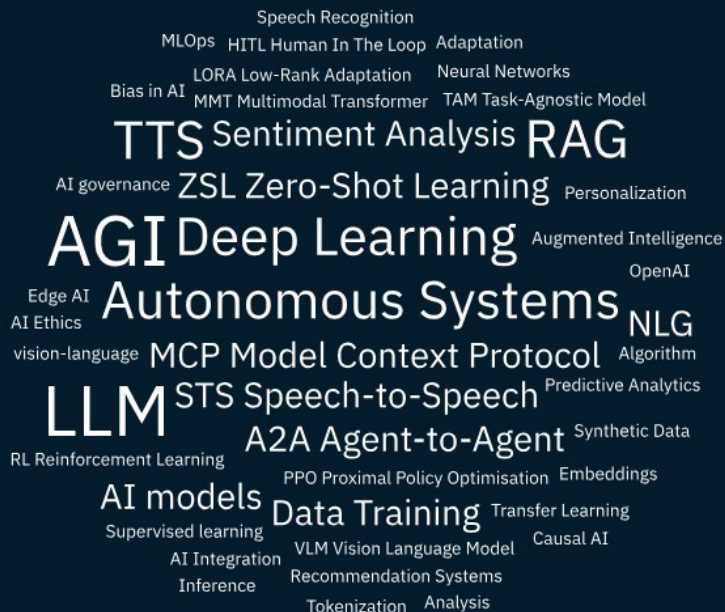
Breakout Track 2  
Future-Proofed Workplaces

# Transforming customer experience with AI

Jay Patel  
SVP & GM, Webex Customer Experience Solutions  
Cisco



# Complexity and Uncertainty



AGI vs Stochastic Parrot

Open vs Closed Systems

Unemployment vs New Jobs

Machines vs Humans

USA vs China

Regulation vs best practice

# CX is the Killer Application

"Customer service is seen as one of the sectors where AI could have the biggest. impact"

Marc Benioff, CEO Salesforce

"AI's greatest potential lies in automating repetitive tasks and enabling businesses to focus on delivering better outcomes for their customers."

Alex Wang, CEO Scale AI

"We believe that AI can enhance productivity and efficiency in ways that will fundamentally transform industries, including how businesses engage with their customers."

Sam Altman, CEO OpenAI

"We looked at the implementation of a large language model [LLM] to help call center operators... we quickly found very large productivity gains, sometimes as much as 30 or 35 percent. Within four or five months, people using the AI system were significantly outperforming their colleagues who'd been on the job for a year or more."

Erik Brynjolfsson, Senior Fellow at Stanford Institute for Human-Centered AI (HAI)

# But AI and ML isn't new in Contact Centers

## Early automation and Rule-based systems

1980s-2000s

- IVR
- Rule based chat bots
- Call routing based on business logic

## Machine learning and Speech recognition

2000s-2015

- Speech to text/TTS
- Predictive Analytics
- Basic sentiment/intent analysis

## Conversational AI and Virtual assistants

2015 -2020s

- Conversational NLU
- CRM integrated bots
- Omnichannel orchestration

# Experiences today continue to fall short of expectations

25%

Were very satisfied with their last customer service engagement.<sup>1</sup>

94%

Have abandoned an interaction with customer service due to poor experience.<sup>1</sup>

54%

CX leaders told Forrester that they are unable to prove the ROI of CX

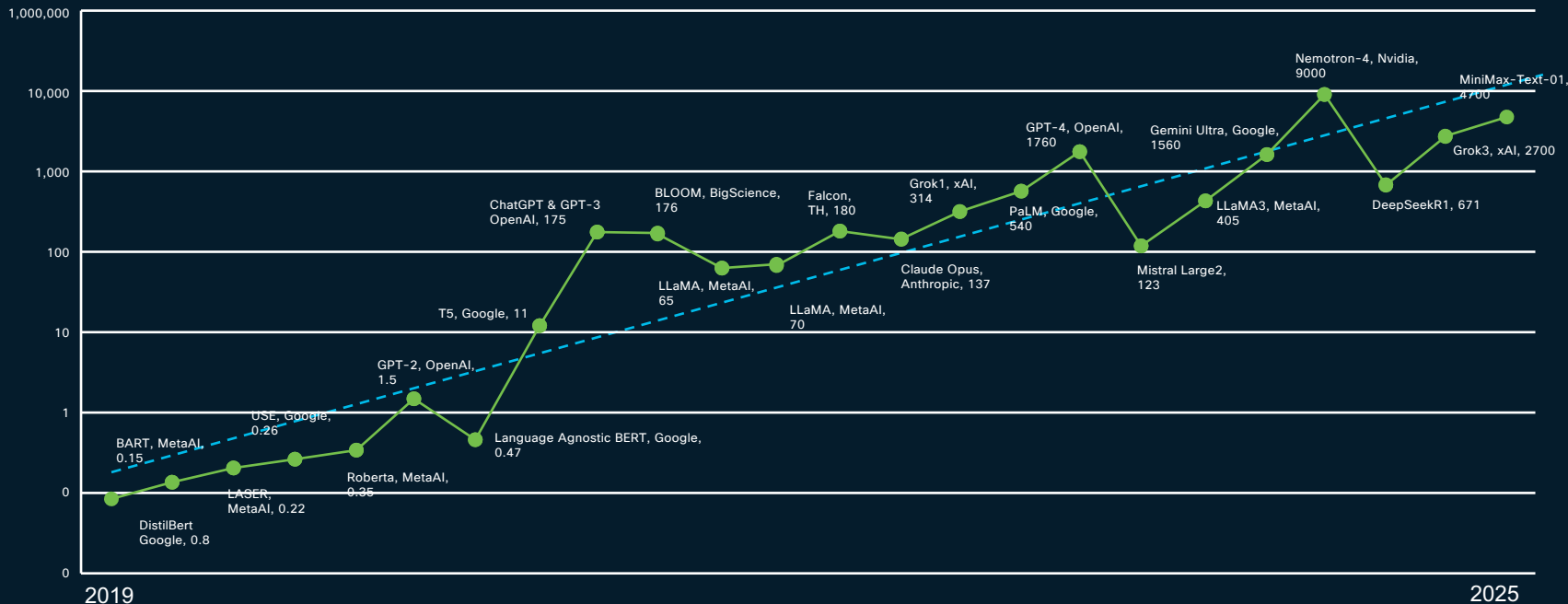
<sup>1</sup> The changing expectations of customer experience, The Futurum Group, February 2024.

AI has evolved - the AI of today is  
nothing like yesterday's

# The AI revolution

10,000 X change in model size in 5 years

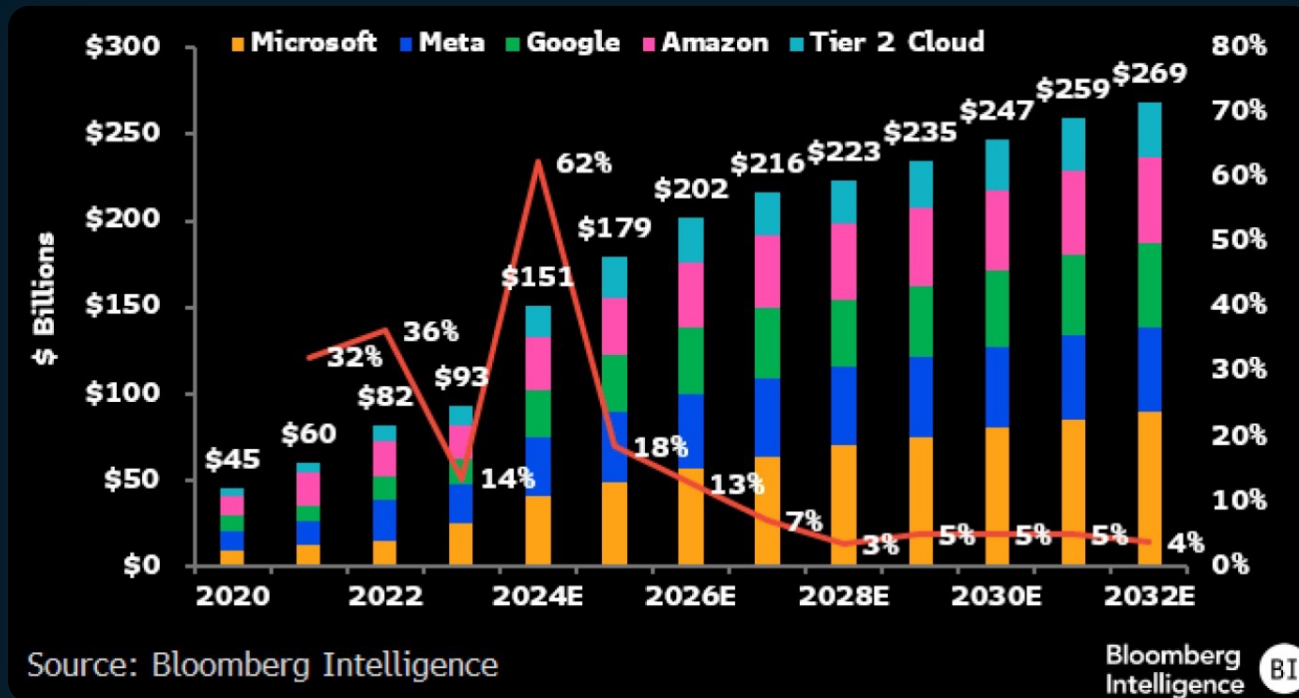
Model size in billions of parameters





# Unprecedented AI investment

\$1 trillion to be invested in next 5 years



# AI is rapidly solving the harder problems

- Understanding intent
- Generating natural language
- Holding a conversation
- Connecting systems
- Real time performance analysis



Personalisation & accuracy at scale

Empathetic and human-like responses

Dynamic interaction resolution

CX and AI coming together is  
one of the **largest technology  
opportunities** of our lifetime

# Early results

10%–40%

Improvement in Sales  
Conversion Rate

10%–30%

Improvement in Annual  
Customer Retention

50%

Improvement in chatbot  
resolution at contact  
centers

10%–50%

Reduction in Calls Requiring  
Human Agent

FORRESTER®

cisco *Connect*



# Our Customer Experience portfolio

## DEVELOPERS & ECOSYSTEM

[Developer Apps](#) | [Solutions Plus](#) | [OEM](#)



Proactive Journeys



AI Agents



Human Agents

## CUSTOMER EXPERIENCE FOUNDATION

[Integrations](#) | [Flows](#) | [Journey Data](#) | [Knowledge](#) | [Actions](#) | [Channels](#)

## WEBEX PLATFORM

[Ordering](#) | [Provisioning](#) | [Administration](#) | [Support](#) | [Billing](#) | [Security](#) | [AI](#)

# AI is embedded across everything we do

## DEVELOPERS & ECOSYSTEM

[AI Assistant for Developers](#) | [BYO AI](#)



### Proactive Journeys

Campaign Management\*  
Video Generation\*  
AI Agent linking\*



### AI Agents

Omnichannel, multimodal & multilingual  
Scripted & autonomous modes  
Execute actions and fulfil intents



### Human Agents

Summarization  
Responses/Answers  
Wellbeing  
Coaching\*  
Performance Mgmt.\*

## CUSTOMER EXPERIENCE FOUNDATION

[Code Generation](#) | [Insights & Analytics](#)

## WEBEX PLATFORM

[Noise Removal](#) | [Prediction](#) | [Sentiment](#) | [Translation](#) | [Summarization](#)

# Webex AI Agent

Powering more human-like interactions across **voice and digital** channels

- | Omnichannel, multilingual AI agents
- | Real-time intent fulfillment
- | Integrate with contact centers
- | 9 languages supported

GENERALLY AVAILABLE



Contact Center | HR | IT | Sales | Healthcare

# Webex AI Agent

Powering more human-like interactions  
across voice and digital channels

- | Natural conversation
- | Guardrails
- | Context switching



# Driving business value with AI



## Healthcare

Assist customers with appointment management - cancellations and reschedules.



- 10% of call volume automated
- \$85K in annual agent hours saved



## Logistics

Tracking of packages in the last mile - assisting customers on status of shipment.



- 50%+ containment
- Eliminated need for human capacity to support this new service



## Retail

Answer online store product queries from customers - options, recommendations and details



- 10-15% increase of current 65% containment rate

# Automation and Augmentation

02-27-24 | 10:50 AM

## Klarna says its AI assistant does the work of 700 people after it laid off 700 people

The Swedish fintech, which was criticized for its handling of a dramatic staff reduction in 2022, is touting new efficiencies powered by OpenAI.

Klarna / Press / Klarna AI assistant handles two-thirds of customer service chats in its first month

## Klarna AI assistant handles two-thirds of customer service chats in its first month

February 27, 2024



LinkedIn

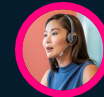
2 days ago



## Klarna Is Hiring Customer Service Agents After AI Couldn't Cut It on Calls, According to the Company's CEO







# An AI assistant that summarizes AI agent interactions

GENERALLY AVAILABLE

CISCO *Connect*

The screenshot displays the Cisco Connect Webex Contact Center interface. A call summary for Michael Littlefoot is shown, indicating a 00:08 duration in the Ticketing\_Queue. A Cisco AI Assistant overlay provides a detailed summary of the interaction:

**Cisco AI Assistant**

Here's the virtual agent transfer summary

Contact Reason: Michael needs to rebook his flight from Boston to Seattle

Handoff Reason: Requesting specific seat and specialized meal service

Details:

- Virtual Agent offered standard meal service for T2 flight type
- Michael is a gold star loyalty member

[View more details in the IVR Transcript](#)

11:36 AM • Like Share More

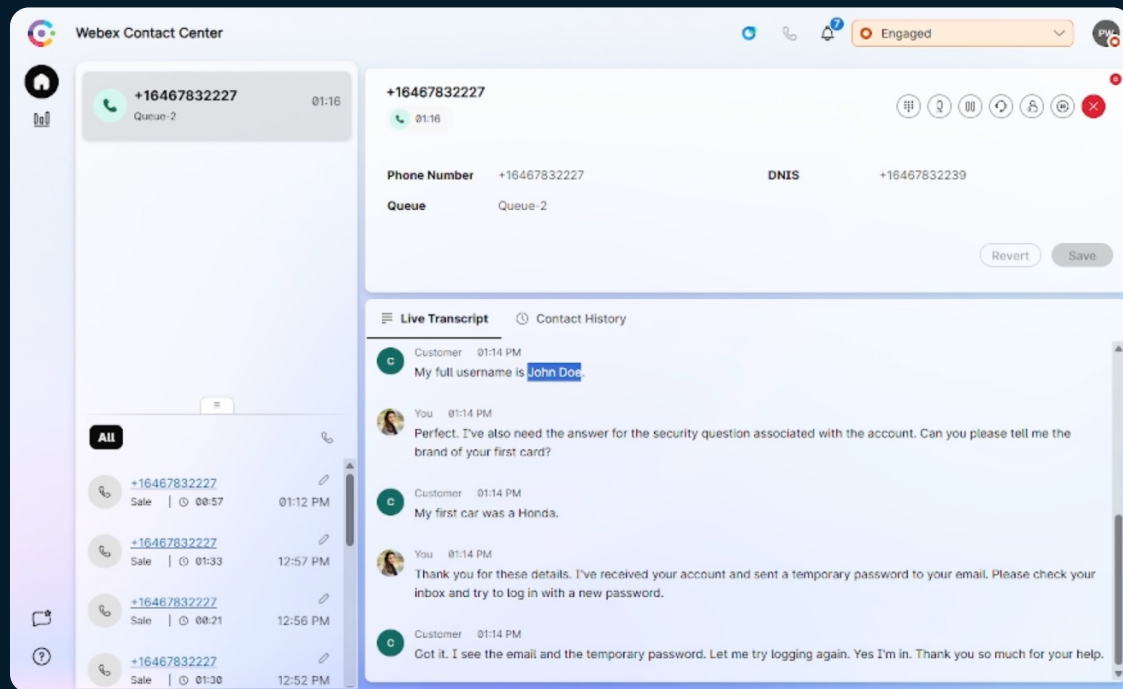
The background interface shows a list of recent calls and a detailed view of a flight booking for Michael Littlefoot. The flight details are as follows:

Field	Value
Destination	Oakland
Date	30th of September
Flight Number	123 <span>Delayed</span>
Source	Salt Lake City
Destination	Oakland
Date	30th of September

The interface also shows a chat history on the right side, including messages from a Chat Bot and a customer support agent, Carlos Smith, regarding a flight booking and a call request.

GENERALLY AVAILABLE

# An AI assistant that provides real-time transcriptions



GENERALLY AVAILABLE

# An AI assistant that cares about agent wellbeing

The screenshot displays the Cisco Connect interface during a call. At the top, a status bar shows 'Engaged' and a user icon 'SJ'. Below this, a call header for '+1 (412) 288-3782' includes a timer at '00:01' and buttons for 'Hold' and 'Consult'. A metadata table provides details about the call, including phone numbers, queue information, and address. A 'Cisco AI Assistant: Wellbeing break' notification is overlaid on the right, asking the agent for a break to recharge. The main area shows the 'VR Transcript' with a list of flight booking interactions, each with a confidence score and sentiment. The transcript shows a sequence of messages between a Virtual Agent and a Customer regarding flight bookings from Boston to Seattle and then to San Jose.

Phone Number	+1-408-555-0001	DNIS	
Queue	12	IVR Path	IVR_Path1
Queue Name	IVR_Queue_1	Alternate Number	00083472385
Address	3772 AVE NE Sierra Road, Long Long County, San Francisco, CA 94001, Unit...		

**VR Transcript**

- Flight Booking | Confidence: 0.6** 1:13 PM  
Source: Boston  
Destination: Seattle  
Date: 22nd of August  
Number: 2
- Flight Booking | Confidence: 0.9** 1:24 PM  
Source: Seattle  
Destination: San Jose  
Date: 29th of August
- Flight Booking | Confidence: 0.9** 1:24 PM  
Source: Seattle  
Destination: San Jose  
Date: 29th of August

**Transcript Details:**

- Virtual Agent 1:13 PM: Hello, how may I help you today?
- Customer 1:14 PM: Hi, I want help in booking a flight from Boston to Seattle on the 22nd of August. (Sentiment: 1)
- Virtual Agent 1:24 PM: Ok, I can definitely help with that. Do you have any special requests? (**Flight Booking | Confidence: 1**)
- Customer 1:17 PM: I want to book another flight from Seattle to San Jose on the 29th of August. (Sentiment: 1)
- Virtual Agent 1:24 PM: Yes, I can book that as well. Any special request for this one? (**Flight Booking | Confidence: 1**)

GENERALLY AVAILABLE

# An AI assistant that automatically assigns CSAT scores

Webex Contact Center

Recordings

Recordings

2/10/2025 2:16:20 AM - 2/10/2025 3:50:19 PM Filters

Session ID	Queue	Team	Auto CSAT	Agent	ANI	Actions
eea33cf0-3a76-4b9c-b02c-bde218568948	PM Demo_Queue	ai-assistant	5	Mags Moran	+146956224	
2d0c0ab9-af7d-4694-96a8-41ede66118d2	PM Demo_Queue	ai-assistant	3	psubbura psubbura	+146956224	
709d307e-c566-4e77-8b61-ee47b5949a0e	PM Demo_Queue	ai-assistant	2	psubbura psubbura	+146956224	
de715893-54d0-4c17-bad7-010c34124264	PM Demo_Queue	ai-assistant	4	psubbura psubbura	+146956224	
badb63db-d3e8-46c9-96e9-b5316309a990	PM Demo_Queue	ai-assistant	1	psubbura psubbura	+181857169	
a6e812e9-d196-4010-bf58-b5fea1771656	PM Demo_Queue	ai-assistant	1	Mags Moran	+181857169	
eedd93c7-c7f0-4368-9bda-eb8bee830678	PM Demo_Queue	ai-assistant	1	psubbura psubbura	+181857169	
15f35451-2325-48d6-b0a6-f957c2dab741	PM Demo_Queue	ai-assistant	1	psubbura psubbura	+181857169	



GENERALLY AVAILABLE

An AI  
assistant that  
analyzes all  
calls and  
identifies top  
drivers

webex Topic Analytics

Overview

Topic Analytics

QUICK LINKS

Control Hub

Topic Analytics

US Auto Queues 2023

Date created: 08/02/2024

Is this topic collection helpful? Tell us more

Overview Topics Contact records

Export

Rank	Topic	Transcripts (% of collection)	Sample contact reasons
1	Car Noise Inquiries	3000 (25%)	Customer queried if his car is making a noise when he drives
2	Troubleshooting Car Issues	1,800 (15%)	Customer inquired about how to fix a car that won't start
3	Transmission Repair and Maintenance	1,652 (13.76%)	Customer asked how to fix a transmission problem
4	Car Smell Solutions	1,125 (9.38%)	Customer inquired about the smelly car and what to do to fix it
5	Choosing the Right Car	1,001 (9.38%)	Customer asked what kind of car he should buy
6	Engine Noise and Transmission Issues	500 (4.17%)	Customer inquired about engine noises when engine warms up
7	Car Troubleshooting Inquiries	457 (3.8%)	Customer inquired about the problem with the car
8	Brakes Making Strange Noises	324 (2.7%)	Customer queried why his brakes are squeaking
9	Steering Wheel Noise Solutions	200 (1.57%)	Customer asked how to fix a noise coming from the steering wheel
10	Fix Engine Overheating Issues	200 (1.57%)	Customer asked how to fix a car that overheated
11	Fix Engine Problems	160 (0.74%)	Customer queried how to fix engine stalling problem
12	Oil Leak Inquiries	160 (0.74%)	customer asked how to fix a car that is leaking oil
13	Brake Problem Inquiries	89 (0.18%)	Customer inquired about the brakes, Customer inquired about inter...



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Cameron Mitchell



AVP, Telephony  
Services Manager

## Voice of our customers



**Topic Analytics** lets us analyze call groupings to understand what customers are calling about and how agents handle those calls.

For example, we found that around 20% of our general questions are about loans and need to be transferred [to another department].



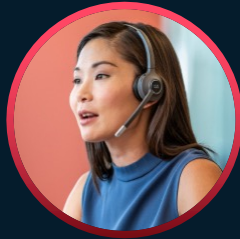
# AI transforms CX outcomes



## Customers

- Faster resolutions
- Shorter waiting times
- 24/7, always-on support

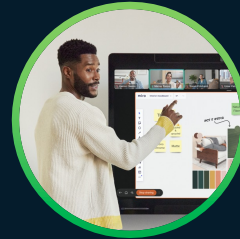
Enhance customer satisfaction



## Agents

- Reduce agent stress
- Improve agent efficiency
- Only serve required customers

Reduce agent burnout




## Business

- Create cost efficiencies
- Realize faster time to value
- Improve first contact resolution / Effective service at scalability

Boost operational efficiency

# There are risks associated with AI, and you need to be prepared

**CX Today**  
21,508 followers  
11h · 🌐


A Contact Center Chatbot Invents Company Policies, Now Customers Want Out

Another AI hallucination has damaged a company's customer service reputation. How accurate are your chatbots?

Read more: <https://lnkd.in/erHGHtsJ>

#cx #cxnews #contactcenters #customerservice

**A Contact Center Chatbot Invents Company Policies, Now Customers Want Out**  
cxtoday.com

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## The biggest risk corporations see in gen AI usage isn't hallucinations

PUBLISHED THU, MAY 16 2024 • 11:00 AM EDT

 **Rachel Curry**  
@WRITINGSOFRACH

SHARE    

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**KEY POINTS**

- Generative artificial intelligence's flip side includes hallucinations, code errors, copyright infringement, and perpetuated bias.
- But what organizations worry about most is data leaks.**
- Eighty percent of companies say data security is the top issue, and nearly half (45%) encountered unintended data exposure when implementing AI solutions, according to recent executive surveys.

# Cisco principles for Responsible AI

## Transparency

Ensuring full visibility into AI generated content and how it's processed

## Fairness

Impartial and just treatment of data, keeping ethics in mind

## Accountability

Effective governance structure to deliver best customer outcomes

## Privacy

Customer data is processed appropriately and safely

## Security

Secure use of AI algorithms and LLM for enterprise customers

## Reliability

Delivering solutions that customers can rely on for everyday use

# Webex Platform Advantage

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE



Webex Suite



Cisco Devices



Webex Contact Center  
& Webex Connect



Artificial Intelligence



Security



Manageability



Interoperability



AI-POWERED PLATFORM

# Trusted technology partner



---

Enterprise-scale  
AI



---

Unified  
Platform



---

Built-in security &  
compliance



---

Expansive certified  
channel partners



---

Battle-tested  
scalability & reliability

# Don't miss the opportunity

Visit the  
Customer  
Experience  
demo pod





# Thank you

CISCO *Connect*

GO BEYOND

#CiscoConnect