

# Cisco IP Contact Center



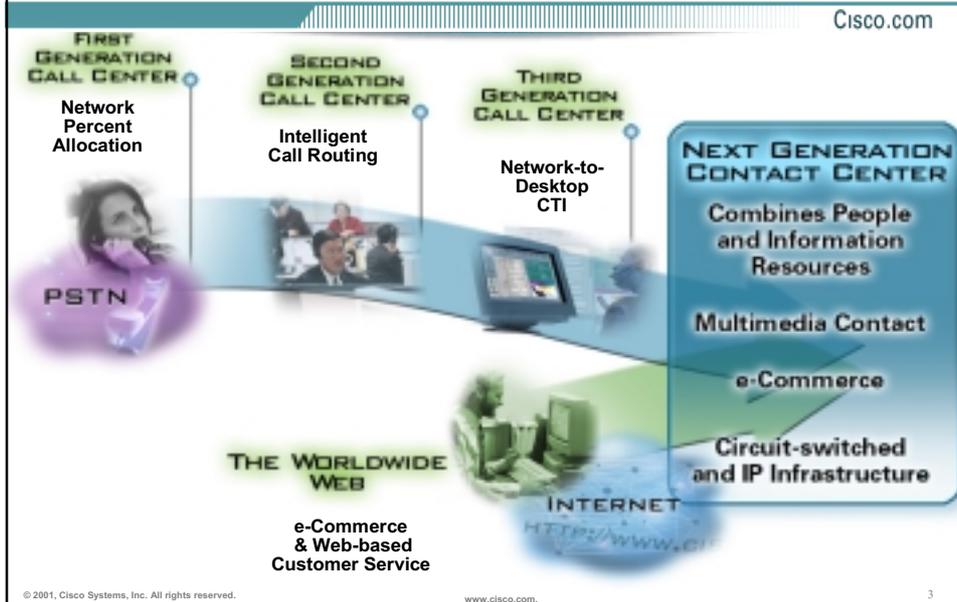
Kyeongho Yang  
System Engineer, Enterprise  
goforit@cisco.com

## Agenda

- IPCC Overview
- IPCC Components
- IPCC Deployment Model
- IPCC Business Benefits
- Summary

# Evolution of Customer Contact

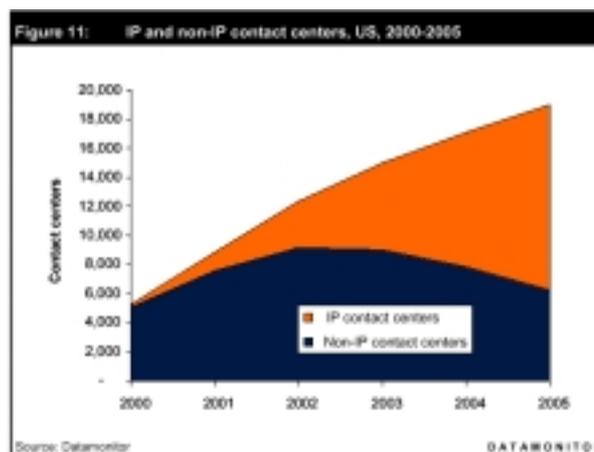
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# Market Projections

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- In 2005 there will be almost 14,000 IP-architected contact centers in the US.
- IP-ACD revenues will amount to \$911.8 million in 2005.



Data Monitor "IP: the Future of the ACD?" - 03/01

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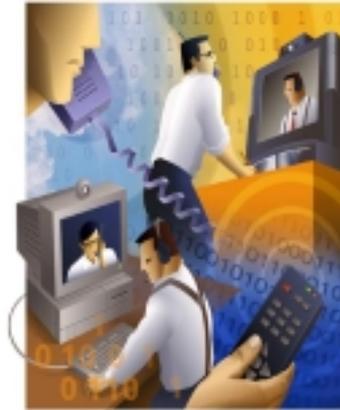
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## Advantages of IP

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- **Location independence**
  - Locate agents and workers anywhere
- **Support multiple channels**
  - Voice, Email, Web, Fax, Video
- **Rapid deployment of new applications**
- **Deploy and maintain one network**



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## Cisco's Product Strategy

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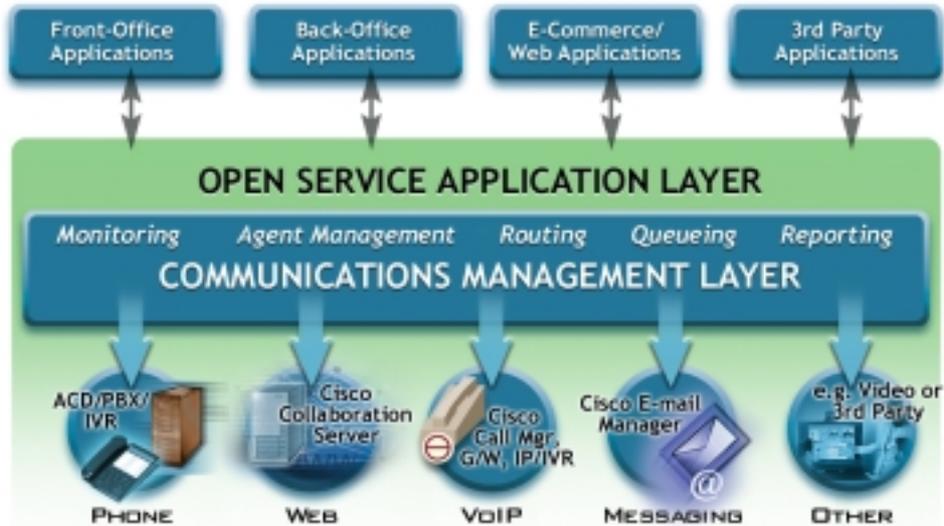
**Provide an open software platform that enables multi-channel customer communication over IP and legacy networks**



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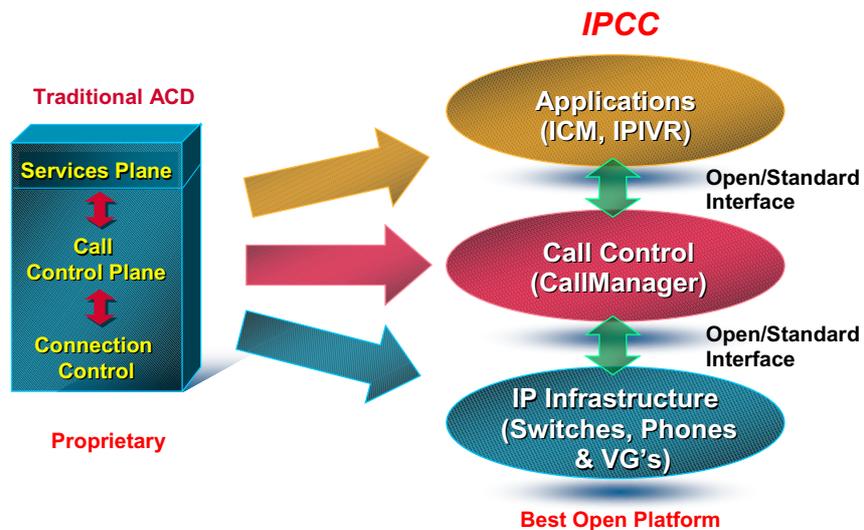
# Cisco's Vision for Integrated Customer Communications

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# Cisco's Open Telephony Strategy

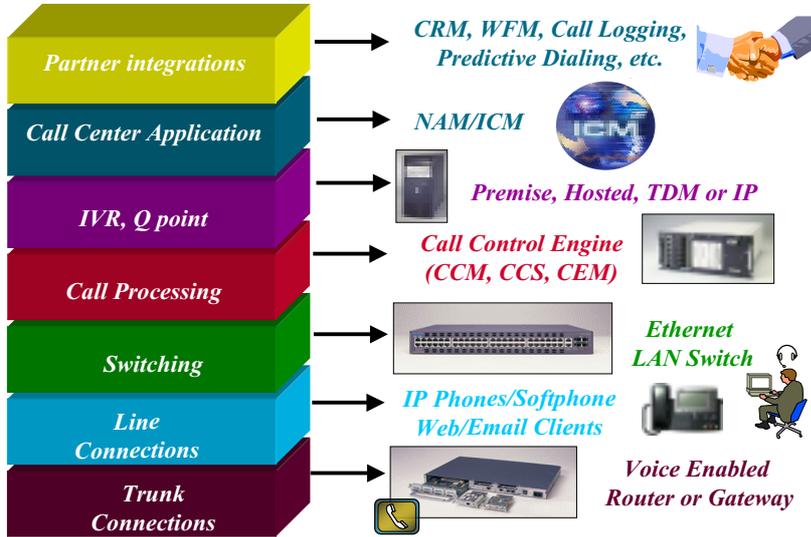
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# Cisco IP Contact Center Solution

## How to replace traditional call center??

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# IPCC Components

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# IP Contact Center Components



**Intelligent  
Contact  
Manager**



**Agent  
Desktop**



**Web  
Collaboration**



**CallManager**



**Interactive  
Voice  
Response**



**Email  
Manager**



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# ICM as Virtual ACD



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- Call (contact) routing and queuing
- Track agent status
- Real-time management information
- Historical reporting
- Computer Telephony Integration

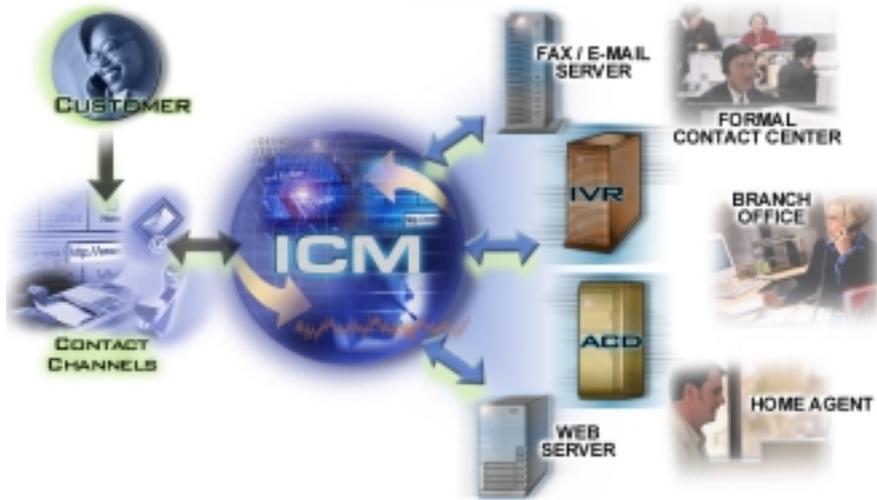
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# ICM as Single Control Point

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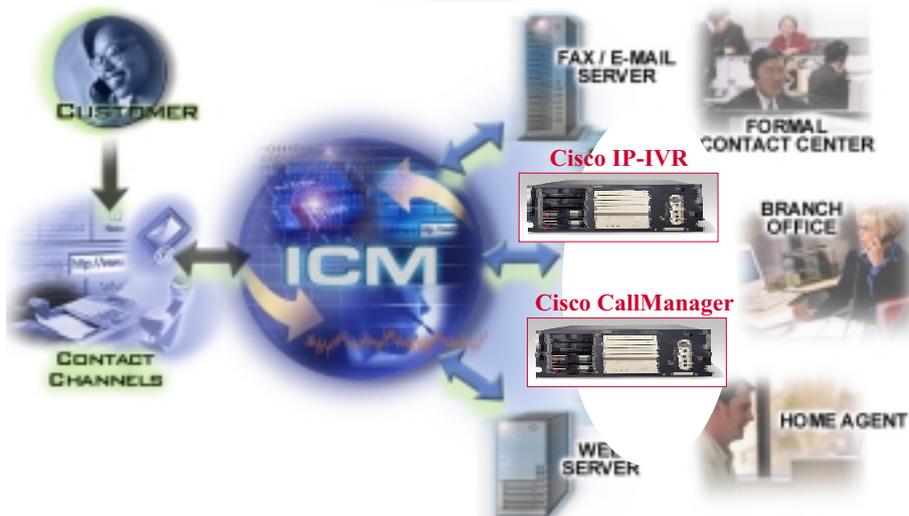
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# IP Contact Center

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# Centralized Management & Control

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- Implement business rules
- Maintain consistent service levels
- Generate normalized, consolidated reports

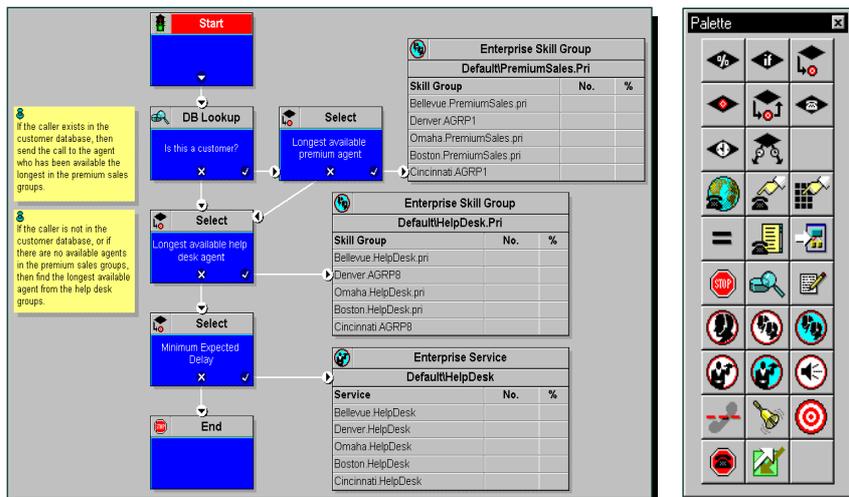
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# ICM Script Editor

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# Real-time & Historical Reporting

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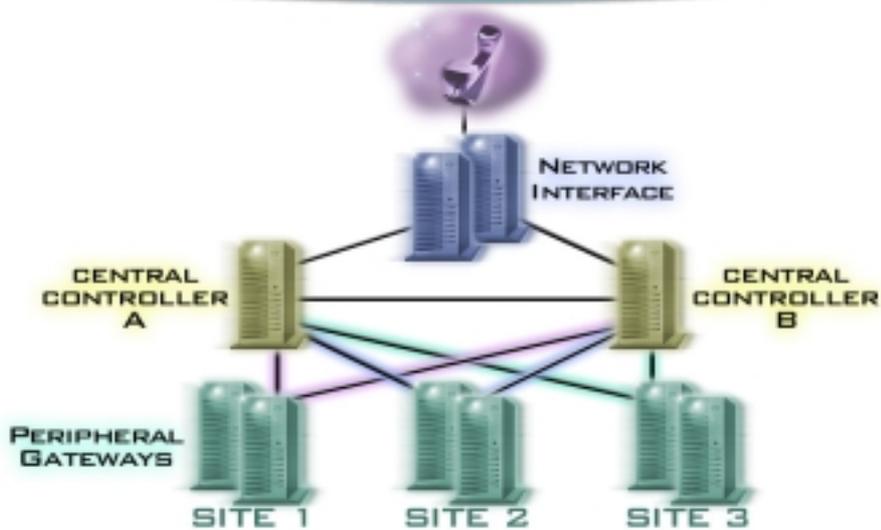
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# Carrier-class Reliability

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# Open Ecosystem

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## CRM/eCRM

Chordiant  
Kana/Silknet  
Octane  
Oracle  
Pegasystems  
Siebel

## Recording

Dictaphone  
E-Talk  
Eyretel, PLC  
NICE Systems  
Racal Recorders  
Witness Systems

## IVR

Apex  
Aspect-Voicetek  
Aumtech  
Edify  
InterVoice-Brite  
Periphonics  
Spanlink  
Syntellect  
Telera

## ACD

Alcatel  
Aspect  
Ericsson  
Lucent  
NEC  
Nortel  
Rockwell  
Siemens  
Open CSTA

## WFM

Blue Pumpkin  
IEX

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# Call Manager

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**Provides call processing, call control, and feature control to phones, gateways, devices**

- The MCS-7835/7325 is a turnkey hardware platform for Cisco CallManager IP Telephony software
- Designed to be a highly available and scalable IP Telephony call processing server



MCS-7835/7325 Server

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# Cisco IP Phone 7960

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- Professional, Manager
- High or Busy Telephone Traffic
- Six Lines - Mix Directory Numbers or Features
- Display Area: Calling Information, Feature Access Via "Soft Keys," Additional Display Area for Value-added Services and Applications
- Info Key for "on-line" help with features
- Services key for XML based information
- Full Duplex Handsfree
- Built-in Headset Connection
- 10/100 BaseT, 3 Port Switch
- Inline Power compatible
- Adjustable foot stand (flat to 60 degrees)

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# Cisco IP Phones

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IP Phone 7940



IP Phone 7910



IP Conference Station 7935

**And other 3<sup>rd</sup> Party IP Phones  
Are under development**

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# Cisco IP SoftPhone 1.2

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- **Standalone or with IP phone**
  - Control IP phone
  - Is phone on PC
- **Easy feature access**
  - One-click conference and transfer
  - Keyboard shortcuts
- **Directory integration**
  - Personal and public (LDAP)
  - Dial by name/e-mail address

- **Windows based IP Phone for CallManager 3.0 and 3.1**
- **Available in English, French , German, Japanese, Korean(?)**

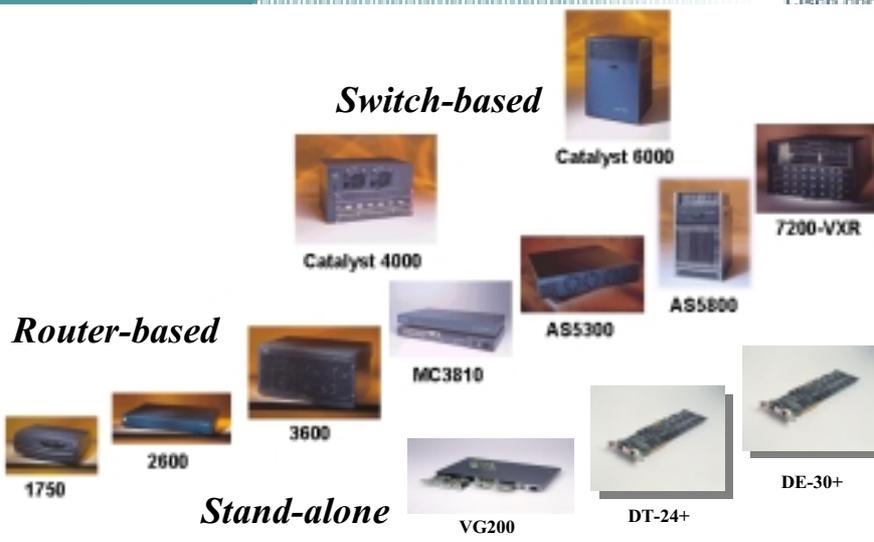
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# Cisco VoIP Gateways

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# CTI Desktop Solutions

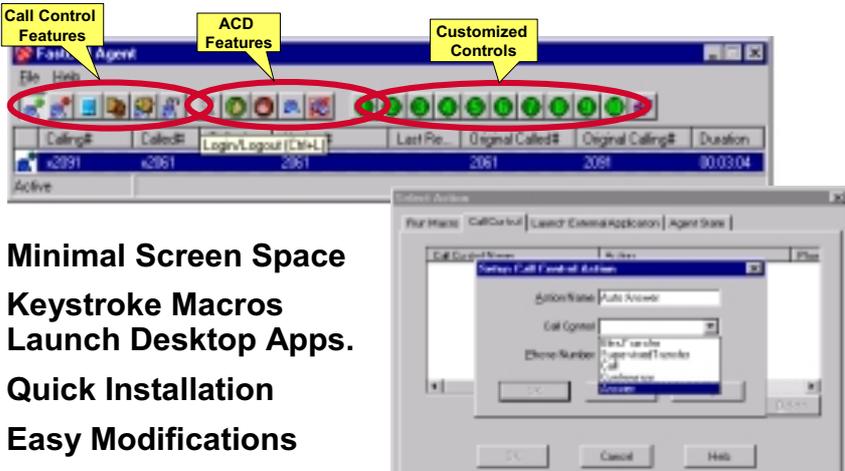


- ACD Features
- Real Time Information
- Call Control
- Screen Pop Customer Data
- Choice of Integrations
  - Turnkey CTI
  - CTI Toolkit
  - CRM Integrations

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# Turnkey CTI Agent

*A quick-to-deploy CTI desktop application*



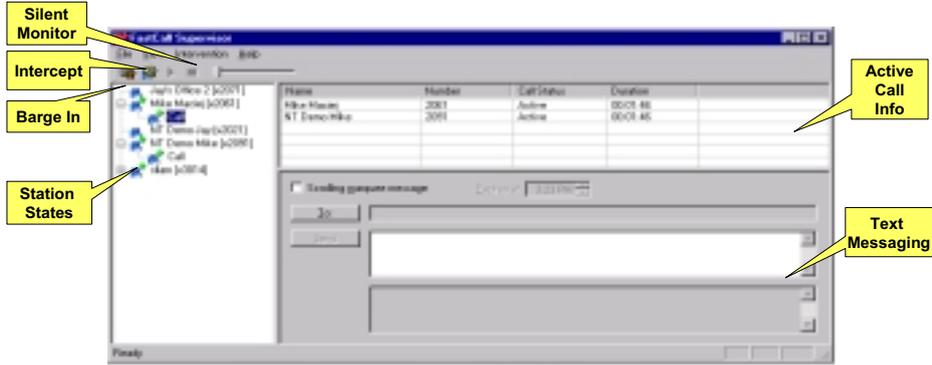
- Minimal Screen Space
- Keystroke Macros Launch Desktop Apps.
- Quick Installation
- Easy Modifications

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# Turnkey CTI Supervisor

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## Supervisor application for Turnkey CTI Agents



- Supervisor selects agent to be monitored
- Audio sent to Supervisor's PC speakers

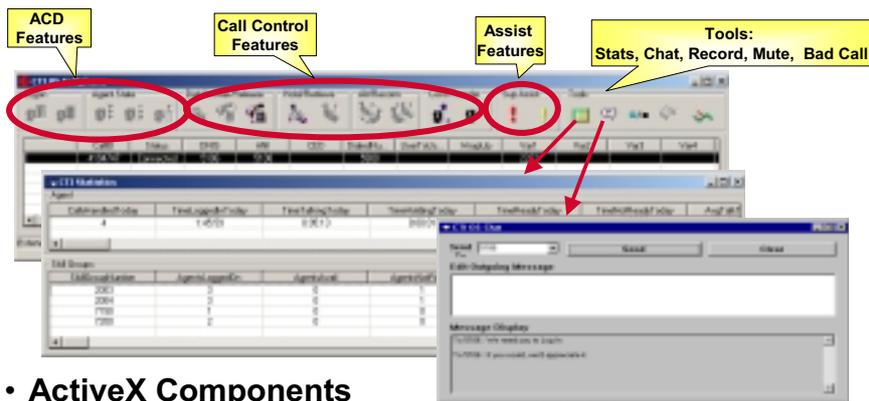
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# CTI Toolkit Agent

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- ActiveX Components
- ACD and Call Control features
- Emergency Call, Agent Statistics, Chat,
- Sample Application with Source Code

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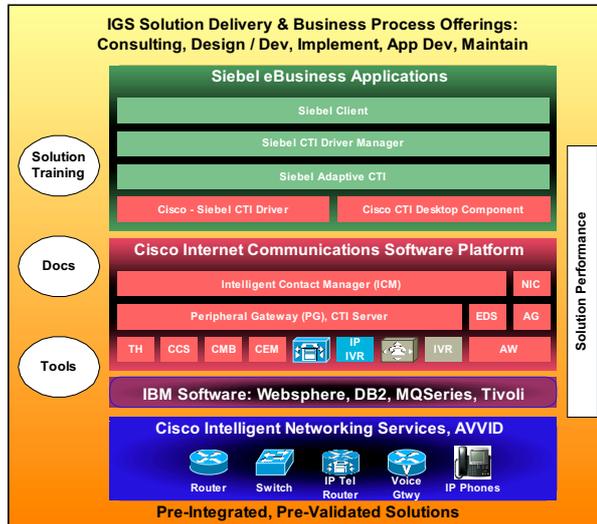
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# Strategic CRM Solutions Available

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# Interactive Voice Response

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*Provides call treatment to queued calls*



- **Static Announcements:** "All of our agents are busy . . ."
- **Dynamic Announcements:** "There are 12 calls in queue. Your expected wait time is 15 minutes"
- **Prompts for caller data:** "Please enter your 6 digit account code."
- **Prompts for route options:** "To leave a message press 1, to select form a list of frequently asked questions . . ."

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# Cisco IP-IVR

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- IP-IVR is an **IP-based IVR solution** which offers a foundation for the delivery of interactive voice response (IVR) transaction processing



- **Application engine**
  - Executes IP IVR/IP AA flows
  - Executes on an MCS server
  - Windows 2000 server

MCS Servers

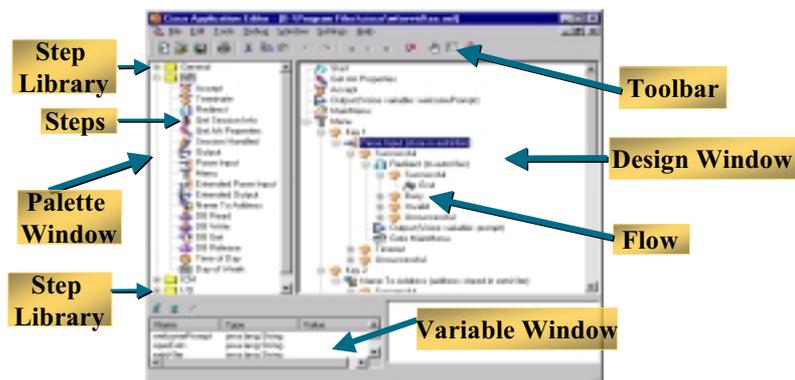
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# IP-IVR Application Editor

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- **Application Editor**
  - Windows application
  - Edit flows anywhere in the network
  - Download flows to any IP-IVR/IP AA
  - Any editor can edit flows on any engine

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# Cisco Web Collaboration

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- Enables “live help” button on Web site
- Integrates text chat, Web collaboration, Internet telephony with IPCC
- Increases revenues
- Drives customer loyalty and satisfaction

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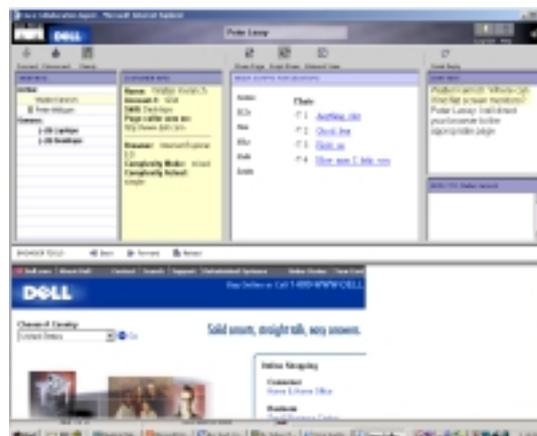
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# Web Collaboration

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- Runs in the browser - no install required
- Scripted environment insures user interface is easy to learn and easy use
- Sharing content is as easy as clicking a link



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# Simple Collaboration

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Available in both single and multi-session agent desktops

- **Page Share:** Agent *and* customer can share web pages to each other.
- **Frame Share:** When sharing frames no need to share the entire frameset.



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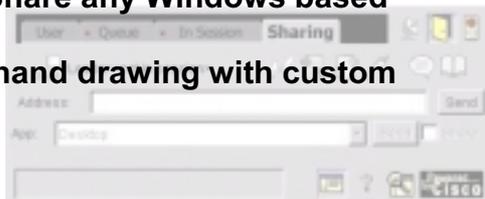
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# Complex Collaboration

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- **Follow-me browsing:** allows one participant to follow wherever the other participant leads.
- **Form Share:** Agent and caller can fill out web based forms together.
- **Remote Control:** No need to “train the caller”, agent can work the caller UI remotely.
- **Application Sharing:** Share any Windows based application.
- **White-boarding:** Free hand drawing with custom drawing elements.



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# Call Center Integration

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- **Biggest differentiator**
  - Automatic callback to customer
- **With the Cisco Media Blender**
  - Can use ACD for routing and queuing engine
- **With Cisco WebOption**
  - can use ICM as the routing engine and ACD as queuing engine

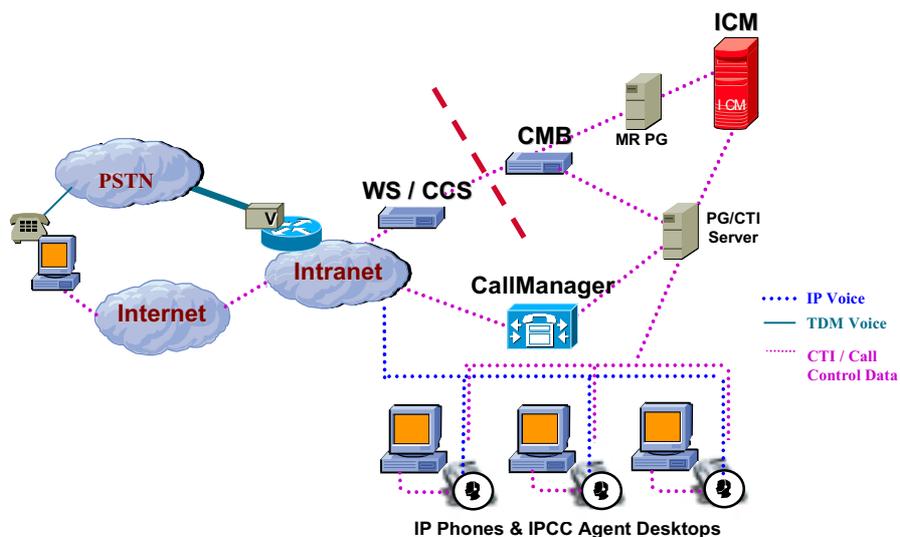
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# Web Contact Integration to IPCC

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## Benefits of Web Collaboration

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- **Increase customer satisfaction** by getting to the customer's root questions/issues more quickly
- Makes the Web a customer service vehicle, not just a customer "self-service" vehicle
- **Improve agent's abilities** to sell through visual comparison of products and services
- Simulate face-to-face sales process

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## Cisco eMail Manager

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***Flexible, extensible, and highly scalable email response management (ERM) system***

- Receives inbound messages
- Performs message analysis
- Sends automated replies
- Routes to responders
- Provides message-handling tools
- Provides queue-management tools
- Tracks/archives messages
- Multi-platform support
  - NT
  - Solaris
- Part of Multimedia Contact Center Solution

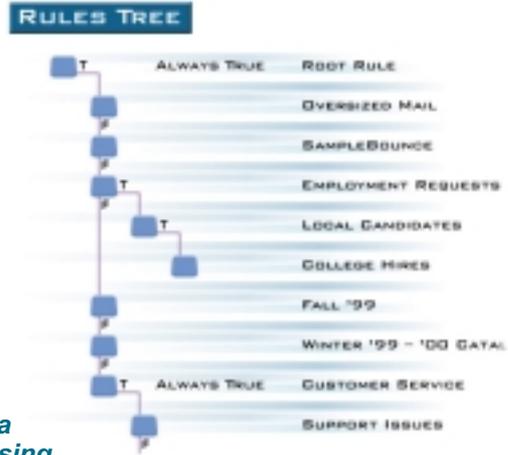


# Cisco eMail Manager Key Differentiators

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## Powerful processing engine features:

- Hierarchical, branching rule logic
- Graphical rule-building environment
- Sophisticated message tracking
- Inter-instance routing



*Simplifies the process of creating, testing, and managing a sophisticated network of processing rules.*

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# IPCC Deployment Configurations

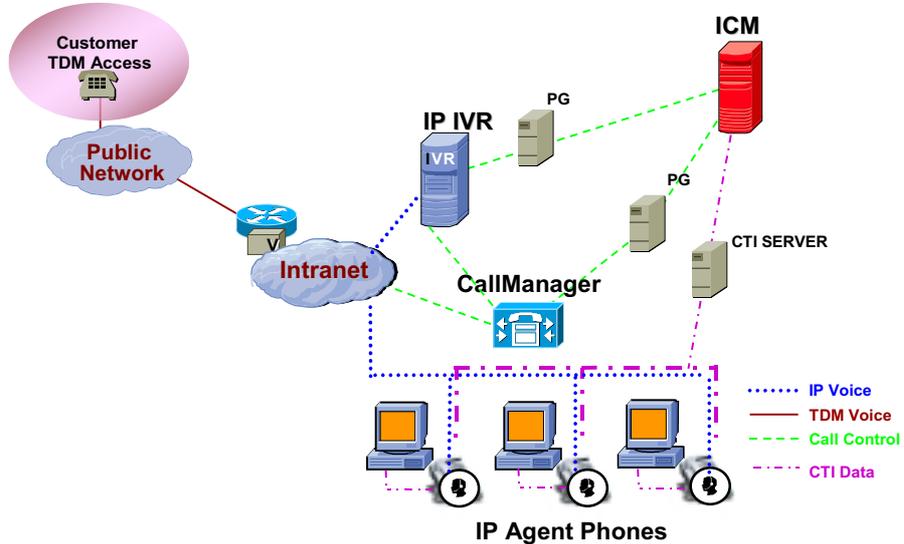
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# Single Site IPCC using IP IVR

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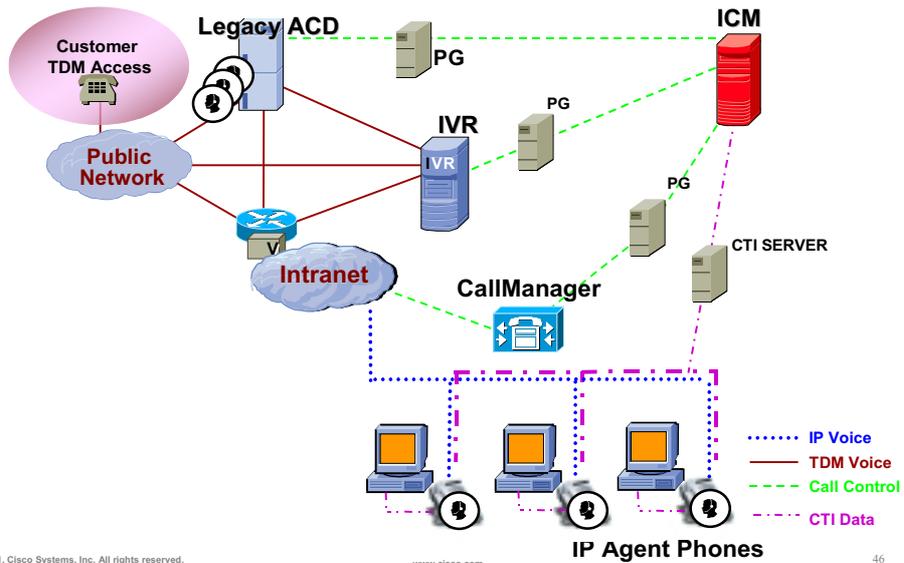
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# Single Site IPCC with TDM IVR and agents on TDM ACD

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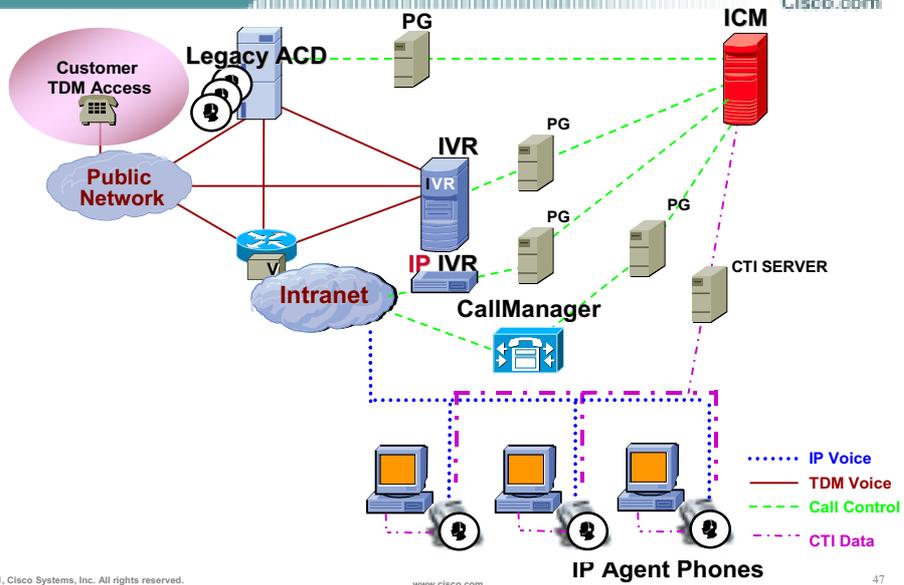


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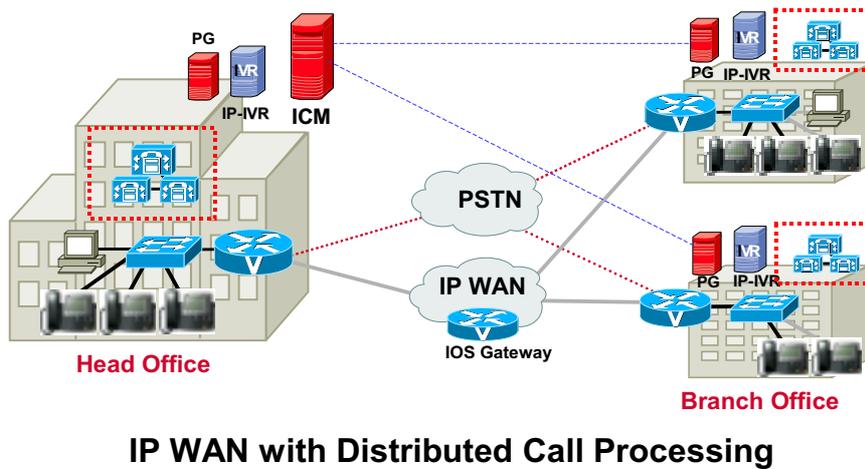
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## Single Site IPCC with IP IVR And TDM ACD and TDM IVR

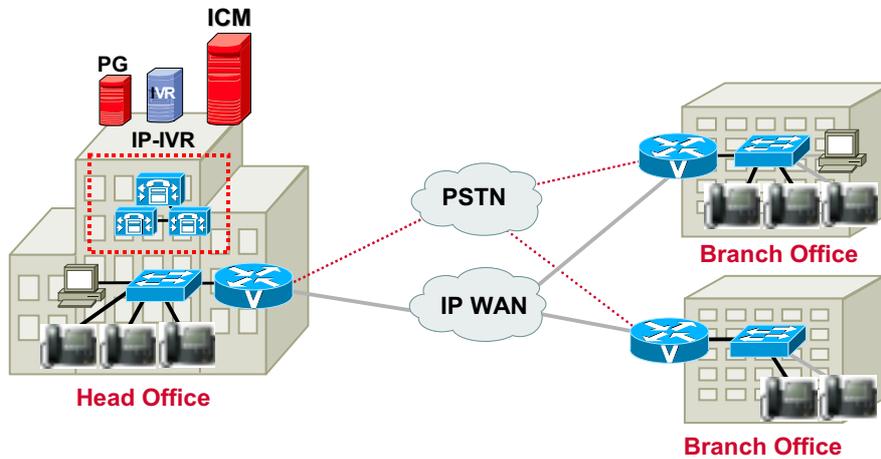


## Multi site IPCC over WAN



# Multi site IPCC over WAN

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## IP WAN with Centralized Call Processing

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# IPCC Business Benefits

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## Benefits of IPCC vs PBX-based Call Centers

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- Enables a web-like infrastructure for the Contact Center
- **New channels in Contact Centers** like Email and Web Collaboration are IP-based channels
- IPCC inherently supports **Virtual Contact Center capabilities** – Virtual Contact Centers increase Contact Center efficiencies.
- **IP Architecture benefits**
  - Location independence, Rapid deployment of new applications, Deploy and maintain a single network.



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## Benefits of IPCC vs PBX-based Call Centers

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- The “ACD” within IPCC is **independent** of the underlying Telephony system
- IPCC enables the use of XML-based **Productivity-enhancing applications** on the Phones
- It is much economical to implement **Redundancy in IPCC** than in traditional PBX-based Call Centers
- IPCC has **superior scalability**
- Preserves the value of existing TDM-based technology investments



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## Benefits of IPCC vs PBX-based Call Centers

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- **No “PBX-type” hidden costs** – digital/analog cards for the Agent phones, software RTU for CTI, etc
- Cisco’s IP-IVR removes the needs of analog/digital cards on the IVR and PBX; we use IP sessions
- Cisco IPCC provides Real-time and Historical Reporting via web browsers
- Cisco’s IPCC enables the deployment and use of third party products like Voice Logger much more easier.



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## IPCC Customer Wins

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- **20+ IPCC Installs since January, 2001**
- **30+ in process or pending Bid Assurance approval**
- **The last three months in AsiaPac**
  - Jiangsu Power
  - Shanghai Computer Antivirus Service Centre
  - Beijing Cable
  - **China Life**
  - TT&T Taiwan
  - Rail Com
  - Inland Revenue - NZ

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# Cisco Customers & Industries

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| Telecommunications   | Finance                  | Retail                | Travel & Leisure        | HealthCare/Insurance |
|----------------------|--------------------------|-----------------------|-------------------------|----------------------|
| AT&T                 | GE Capital               | Victoria Secrets      | American Airlines       | United Healthcare    |
| Sprint               | Capital One              | Sears                 | British Airways         | Traveler             |
| Cable & Wireless     | Commonwealth Bank        | Montgomery Ward       | Continental Airlines    | Access Health        |
| France Telecom       | MBNA                     | Lands End             | Delta Airlines          | Allstate             |
| British Telecom      | GMAC                     | Cheap Tickets         | Marriott International  | Sun Life             |
| Telecom New Zealand  | Wells Fargo              | 1-800-FLOWERS         | Air Tours               | Aetna                |
| WorldSpan            | Bank of China            | Staples               | Northwest Airlines      | Privilige Insurance  |
| Energis              | CIBC                     | Dell Computers        | Carlson Wagonlit Travel | Prudential Insurance |
| Excel Communications | Rosenbluth International | Whitbread             | Starwood/ITTs           | Trailblazer Health   |
| Worldnet             | Household Credit Service | JCPenney              | US Airways              |                      |
| Con Ed               | CIBC                     | US Postal             |                         |                      |
| PG&E                 | RAMS Home Loans          | Federal Express       |                         |                      |
| UUNet                | Barclay                  | United Parcel Service |                         |                      |
| British Gas          | Hua Xia Bank of China    | Spiegel               |                         |                      |
| Airtel               | Citicorp                 |                       |                         |                      |
| GTE                  | Chase                    |                       |                         |                      |
| JazzTel              | First Direct Bank        |                       |                         |                      |
| Bell Canada          | USA Group                |                       |                         |                      |
| West Teleservices    | Oriental Trading         |                       |                         |                      |
| KDD                  | First USA                |                       |                         |                      |
| Japan Telecom        |                          |                       |                         |                      |

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## Summary

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- Enhances customer service
- Single set of business rules; single point of administration for Contact Center
- Advantages of IP Architecture
- Preserves the value of existing technology investments - compatible with Legacy Call Center technology allowing a smooth migration to IP

**The world is moving to IP Contact Centers.**

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# New World Contact Center

