Next Generation Contact Center
Taking the customer experience to next level

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Agenda

The Experience Imperative

Contact Center Realities & Challenges

Next Generation Contact Center Technologies

Customer Interaction Network & Cisco Unified Contact Center

What’s Coming?
The Experience Imperative
Loyal customers generate higher profits by spending more on favorite brands.

Interactions build loyalty—and profitability—by delivering rich, rewarding experiences to a wide range of customers.

Sources: Forrester, March 2004; Frederick Reichheld, *The Loyalty Effect*, 1996
Service Quality is Key to Customer Loyalty

As products commoditize, service quality has the highest impact on customers’ decisions to leave or stay.

Source: Harvard Business Review, 2004; Monitor Group (Rayport, Jaworski)
Executive Trends Echo QoS Focus

“What is on CEOs’ minds is, number one, customer service. The focus has changed from cost reduction to revenue.”

John Chambers
President and CEO
Cisco Systems, Inc.
Networkers 2005 Keynote (6/21/05)
Cornerstones of Customer Experience

I. Customer knowledge driven interactions

II. Consistent messaging across channels

III. Philosophy of learning / optimization

IV. Brand-building interactions
Customer Contact Realities
The contact center and the phone, in particular, are critical for customer service.

Customer Service Inquiries

<table>
<thead>
<tr>
<th>Source: First Manhattan Consulting Group, Gartner (2005)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of All Service Transactions</td>
</tr>
<tr>
<td>Phone &gt; 70%</td>
</tr>
<tr>
<td>Online 15%</td>
</tr>
<tr>
<td>Mail 10%</td>
</tr>
<tr>
<td>Branch &lt; 5%</td>
</tr>
<tr>
<td>Other &lt; 5%</td>
</tr>
</tbody>
</table>

Trend:

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Further, the economics of call automation are very compelling.

![Graph showing cost per completed transaction between IVR, Offshore Agent, and Onshore Agent. The graph indicates a 10:1 cost difference between Offshore and Onshore Agents.]
Leverage Self-Service to Drive Down Costs

> $500

> $5

< $1

Field Visit Call Center Self-Service

Sources: Siebel and Forrester
Common Complaints about Experience

- Inconsistent service experience
- Agent doesn’t know who I am
- Poor usability, e.g., “voicemail jail”
- Agent not trained to handle my problem
Silos in the Contact Center

- Agent Desktop
- Outbound Dialer
- PBX
- CTI
- IVR
- Quality Monitoring
- Workforce Optimization
- Dashboard and Analytics
- E-mail
- Chat
- Video

Time
Contact Center Business Challenges

Operational Efficiency

- Increased web & voice self-service and resolution time
- Virtualized operations
- Integrating CRM strategy
- Multichannel integration
- Migration to advanced speech applications

Employee Effectiveness

- Increased resource utilization
- Reduced agent attrition/Increased employee satisfaction
- Aligning agents around customer segmentation
- Automation through real-time analytics
Next Gen Contact Center Technologies
Contact Center Business Challenges

Revenue Growth

Reduced cost for communications infrastructure
Capture lost revenue opportunities (cross-sell/up-sell)
Increased share of customer spend

Customer Satisfaction

Improve customer satisfaction and reduce cost
Consistent personalized service
Increased customer loyalty
Next Gen technologies for Contact Centers

Virtualization
Any time, anywhere

Mobility
Wired and wireless

Rich Media
Voice, video, and Web collaboration

Presence
Intelligence in the network

Policy & Preference
Find me, follow me, hide me

Speech
Simple access to services
SIP introduces new levels of collaboration

- SIP call control enables new functions for contact centers
- Lowers bandwidth requirements
- Software-based, eliminates CTI link
- Facilitates conferencing and collaboration
- Extends to experts outside of contact centers
- Supports caller preferences on channel use
- Connects to multiple types of devices
- Presence promotes faster problem resolution
Presence Awareness

- **What is “Presence”?**
  Information about a person’s willingness and availability to communicate

- **Examples of presence in action today**
  - IM “Buddy List” status indication
  - “Busy” tone on traditional phone
  - Contact Center Agent status

- **Publish / Subscribe**
  Clients publish presence information to other users who are called subscribers
Cisco Presence Server

Effectively connecting devices...

3rd Party Clients and Services

Presence/ SIP Network

Cisco Presence Server

...to intelligent services in the network...

Partner Apps Cisco Unity Connection Unified IPCC Unified MeetingPlace Express Cisco Unified CallManager Express Cisco Unified CallManager

Traditional Phone Dual Mode Phone IP Phone with Browser Mobile Phone with Browser Mobile Data with Voice Soft phone

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Cisco Self Service Vision

IVR will disappear!
... but not overnight.

Vertically integrated

Media

Call Control

Application

Self service, collab, voicemail, auto-attendant, ....

‘common DNA’

Open, horizontal, standards
IVR Architecture

Traditional IVR systems contain all components on one server.

VoiceXML IVR systems distribute these components across multiple servers.
Today

Generally distinct user experience boundary between self service and assisted service
A more seamless user experience
• Natural language understanding
• ‘Speech aware’ networks
• Hot word recognition
Speech rec assistance to the agent
• Voice authentication
• Agents supervise speech interaction
• Realtime caller disposition analysis
ASR Enhances Self-Service Success

- Speech Rec Technology has Matured
- Dramatically Increases IVR Acceptance
- Very Compelling ROI
- ...and it works!
The Customer Interaction Network
The Next Chapter in Customer Service

The Customer Interaction Network
Combination of strategy and architecture to empower efficient and effective customer communication across an enterprise-wide, globally-capable, distributed, and resilient network that can deliver any application...to any resource...in any medium...any where!
- **Shared** applications/services
- Hosted **anywhere** on network
- Distributed services and end points
- Standards based interfaces
Customer Interaction Network

- Shared applications/services
- Hosted anywhere on network
- Distributed services and end points

The **Cisco Unified Customer Contact Center** is a very key component of Customer Interaction Network
Cisco Unified Contact Center Overview
Cisco Unified Contact Center (CUCC) Architecture

Traditional ACD Architecture

Services Plane

Call Control Plane

Connection Control

Open Service Application Layer

Open Call Control Layer

Standards-Based Packet Infrastructure Layer

CUCC Express Edition
CUCC Enterprise Edition

Open/Standard Interface

JTAPI

Cisco CallManager

H.323/MGCP/SIP

Cisco IOS® Voice Gateways, IP Phones, Desktops
Cisco Unified Contact Center Solutions: Cisco Product Portfolio

ACD
- Mid-Market
- Enterprise
- Service Provider
- CUCC Express Edition
- CUCC Enterprise Edition
- CUCC Hosted Edition

Contact Management
- Mid-Market
- Enterprise
- Service Provider
- ICM Enterprise Edition
- ICM Hosted Edition

Self Service
- Mid-Market
- Enterprise
- IP-IVR
- CVP
Customer Voice Portal
– Enabling a migration to an IP Contact Center

Customer Voice Portal: CVP

“The Cisco Customer Voice Portal is a web-based, highly scaleable platform that provides Self-Service IVR applications, Prompt & Collect, Queuing, Speech and Call Control services for TDM and IP Contact Centers”
Repetitive Coding for Data Access
Messaging Infrastructure Simplifies Applications

Enterprise Application

Enterprise Application

Enterprise Application

Messaging Infrastructure
(Tibco, MQ Series, XML Data Feeds)

Data

Data

Data

Data
Contact Center Bears Little Benefit

Enterprise Application

Enterprise Application

Enterprise Application

Call Center Applications

Messaging Infrastructure
(Tibco, MQ Series, XML Data Feeds)

Data

Data

Data

Data

Data Access
Business Rules Reused Across Applications

- Enterprise Application
  - Business Rules
- Enterprise Application
  - Business Rules
- Enterprise Application
  - Business Rules
- Call Center Applications
  - Business Rules

**Messaging Infrastructure**
(Tibco, MQ Series, XML Data Feeds)

Data

Data

Data

Data
Contact Center Bears Little Benefit from Middleware unification

Unified Application Infrastructure (WebSphere, WebLogic, .NET)

Messaging Infrastructure (Tibco, MQ Series, XML Data Feeds)

Data

Enterprise Application

Enterprise Application

Enterprise Application

Call Center Applications

Business Rules

Data Access

Data

Data

Data
Contact Center Bears Little Benefit, Still

Unified Application Infrastructure
(WorkSphere, WebLogic, .NET)

Messaging Infrastructure
(Tibco, MQ Series, XML Data Feeds)

Data Access

Business Rules

Call Center Applications

Enterprise Application

Enterprise Application

Enterprise Application

Data

Data

Data

Data
CVP: Unique Platform Architecture
Efficiency, Scalability, Programming

- CVP Voice Treatment
  Treatment at the edge gateway
  Support for third-party VXML applications

- CVP Switching Function
  Uses the edge gateway to switch calls around in converged network
  ICM/IPCC controls voice switching

- Open dialog creation environment
  Dynamic VXML generation
  Based on Eclipse: Web and Voice harmonization

- Automatic Speech Recognition – Text to Speech
  ASR/TTS integration through open MRCP protocol
  ASR/TTS resources dynamically allocate to call when needed –
  efficient use of resources
What’s Coming **
1. Video-equipped mobile subscriber or kiosk user places call
2. Caller navigates video menus to make self service or routing selections
3. Caller selects pre-recorded or live/streamed video for video self-service
4. Caller views video (pre-recorded or live) while in queue for agent
5. Call directed to video agent with two or one-way live video connection
6. Agent can push additional video (pre-recorded or live) to the caller

Planned for CVP 4.x release in 1H CY2007
Q and A