



Cisco Virtual Expertise Business Offer



Digital Experience: The Heart of Customer Engagement and Experience

In today's world—and tomorrow's—you can't separate digital experience from your business, brand, and customer experience strategies. That's because digital is at the core of everything—and needs to tie all the way back to (and through) the heart of your business.

Your digital experience strategy is what brings your customer experience to life, across all channels. As digital interactions grow, touch points continue to get more complex and interactive. And customers continue to demand faster, more informative, and more personalized products, services, and interactions.

Face-to-Face is Better

Most of your customers and clients go online to get information. But they conduct most of their business in a physical point of presence. Now you can bring these experiences together to provide personal, even face-to-face, service. Consider a customer shopping online who needs shipping details or in store pickup information. Or another who is at a branch location and needs to speak with an expert about a home mortgage. Deliver the information he or she wants right now, and you're more likely to gain a customer. Here-and-now information, delivered face-to-face, is the key to driving customer loyalty and reducing customer effort.

Benefits

- Improve customer loyalty with face-to-face communications nearly anywhere, on any device.
- Deliver personalized information in real time to speed up cycle time.
- Extend access to experts to any location, to use your resources more efficiently.
- Delight your customers with the highest quality application and video experience in the industry.
- Smoothly integrate the solution with your existing collaboration technology to maximize your return on investment.

Face-to-face no longer means having to be in the same room. Meeting by video can be just as personal. The Cisco Virtual Expertise (VE) business offer takes impersonal transactions and turns them into a personal interaction. You can give your customers a high-quality mobile video experience—anywhere, anytime, on any device. It lets you take your scarcest assets—your experts—and put them within reach of your most important customers, online or at a kiosk.

Why Cisco's Virtual Expertise Business Offer?

Cisco's business offers are specially curated packages of hardware, software, and services that deliver specific business outcomes. They are:

- Aligned with your business imperatives
- Validated to work together

- Supported by Cisco
- Scalable and secure
- Extensible by design

The Virtual Expertise business offer delivers a consistent, interactive experience that increases upsell/cross sell, improve expert productivity, and increases customer loyalty. The Cisco Virtual Expertise business offer consists of Cisco Remote Expert Mobile and Branch components combined with professional services to speed successful design and deployment. Cisco Remote Expert creates a virtual pool of specialists, manages their availability, and quickly connects customers through visual, self-service choices on their smart phones, tablets, laptops, and PCs with experts across multiple channels and devices, using high-quality audio and video.



Figure 1. Cisco Virtual Expertise: A Consistant Experience with Experts Anywhere, on Any Device



Case Study: Video Collaboration Increases Sales for Nationwide Building Society

The world’s largest building society, Nationwide, serves 15 million members through its 700 branches and 400 specialist mortgage advisors.

- **Challenge:** The firm was looking for a better way to provide more efficient access to its experts, so it could deliver the best possible service—and capture market share.
- **Solution:** The Cisco Virtual Expertise business offer enables Nationwide to offer face-to-face customer meetings using high-definition video. The solution makes it easy for customers to work with remote advisors in real time. They can review documents and mortgage choices with an expert and receive printed documentation for review or signature.
- **Results:** With the Virtual Expertise business offer, Nationwide’s new mortgage business has increased by two-thirds. Surveys show a double-digit increase in customer satisfaction, while the costs of sale have declined by two-thirds. Nationwide is expanding its deployment of Cisco solutions to supplement its branch workforce.

Delivering a Seamless Customer Experience

The Cisco Virtual Expertise business offer lets you get closer to customers than ever before. It supports:

- Smooth transitions from chat to video with a single application setting, so customers can easily escalate their interaction.
- Omni-channel touch-points that let your customers initiate high quality audio or video sessions from a branch, kiosk, desktop or mobile device to complete any complex transaction.
- Voice, video, presence, web, file sharing, as well as mobile, business-to-any (B2X) collaboration applications. Enable document signing, scan, card reader and network printing in the branch.
- Integration with your existing mobile applications, so your customers can initiate personal interactions with in-house experts at the touch of a button.
- Access to a common virtual pool of experts from any location, including customer homes and offices, for better resource scaling and lower costs.
- A rich, personalized customer experience through seamless screen sharing, annotation, and remote control to enrich a live dialogue.

Cisco Services for Virtual Expertise

Cisco Services can help you realize the full value of your Cisco Virtual Expertise business offer investment quickly. Using proven best

practices and industry expertise from Cisco and authorized partners, the services help you pilot, deploy, and optimize the solution in your environment most efficiently with minimal risk. With packaged services to support each facet of solution deployment and synchronized service delivery with authorized partners, Cisco Services for Virtual Expertise help you quickly deliver a highly effective experience that connects customers, employees, and experts.

Benefits of Cisco Services for Virtual Expertise include:

- Innovative best practices drawn from Cisco custom engagements serving customers in a wide array of industries and environment
- Fixed-price service offers that are easy to order and consume
- Synchronized service delivery by Cisco and authorized partners to speed deployment and time to value
- Anytime access to global technical support

The Cisco Advantage

An innovator and leader in the convergence of data, voice, and video, Cisco has the expertise needed to deliver high-quality mobility and collaboration solutions. We make business-critical communications possible in real time, across multiple channels. The Virtual Expertise business offer is a complete, enterprise-class solution built to support your most important business processes. It’s designed to scale smoothly as your business evolves.

For More Information

For more information about successful real-world implementations and best practices, visit www.cisco.com.



Figure 2. Cisco Business Offers Are About You