



# TechClub Cisco Collaboration

webexone<sup>23</sup>

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# Agenda

Cisco CPaaS (Webex Connect)

Selfservice Demo

Webex Contact Center Demo

# The Cisco Connected Customer Journey

“Automate”

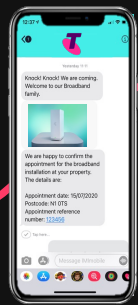
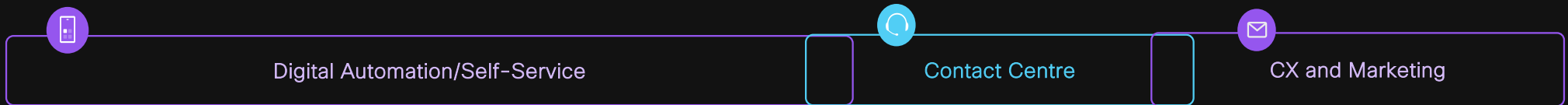
Digital First Services and Conversations

“Connect”

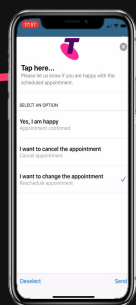
Live Assistance with Context

“Engage”

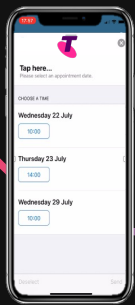
Full Value Cycle



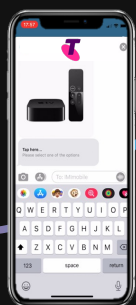
Proactive, personalised Engagement



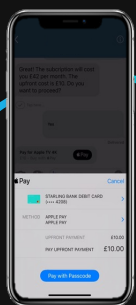
Self-service Choices



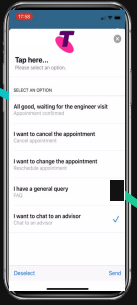
Notifications & Reschedules



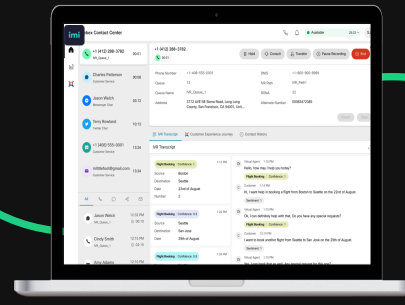
Upsell & Offers



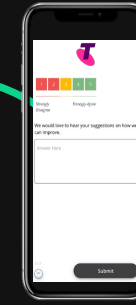
Orders & Payments



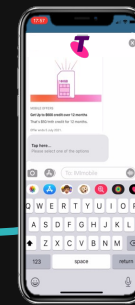
Contextual Handover to Agents



Omnichannel Contact Centre Desktop with Management, Reporting and WFO



Measure Customers Experience & Sentiment



Proactive, Personalised Offers

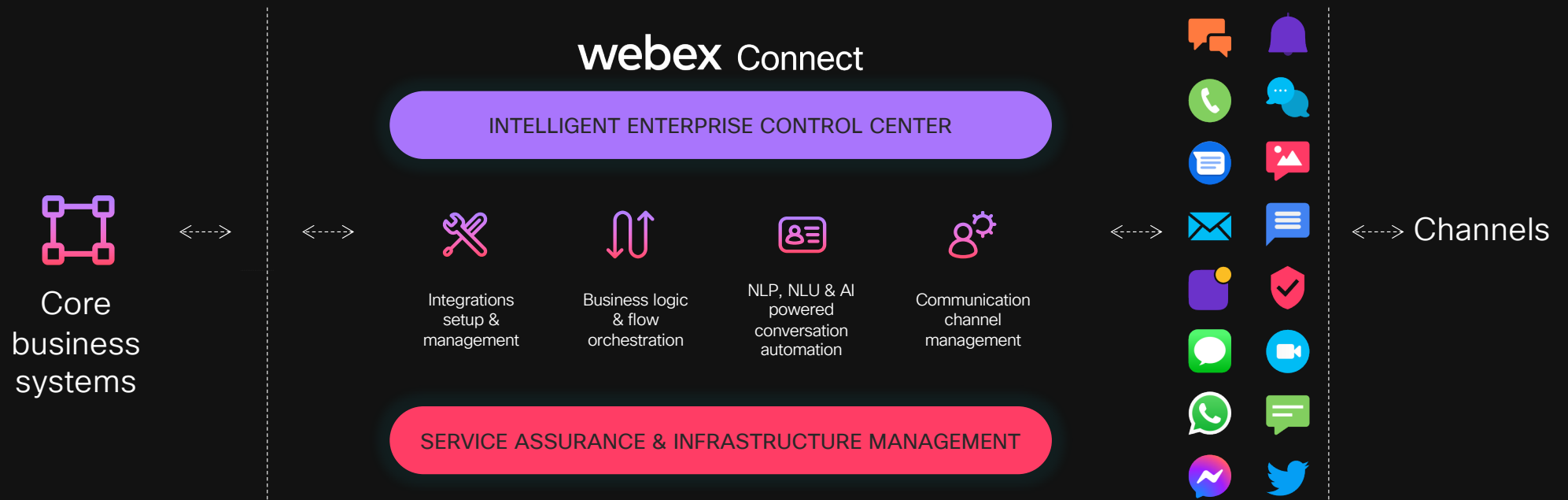
The Full Customer Journey

# Webex Connect Communications Platform as a Service (CPaaS)

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# Orchestrate and automate all your customer interactions centrally



# Communication channel management expectations

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## Build

Rapidly **build and iterate** customer interactions across any touchpoint or channel.

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## Insulate

**Insulate business systems** from underlying channel complexities.

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## Enable

**Enable contextual customer experience** in a channel agnostic, yet channel aware manner.

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## Evolve

Flexibility to add new channels and keep pace with **evolving interaction models**.

# One platform to interact with customers on any channel



## Reach customers over any channel

SMS, Voice, Email, Push and In-App Messaging, Apple Messages for Business, Messenger, RCS, Twitter DM, and WhatsApp.

Bi-directional communication across all channels.

## Choose the right channel mix

Intelligently route communications to optimal channels based on objectives like communication costs or customer engagement.

Automatically fallback to other channels when the intended channel is unavailable.

## Centrally manage channel assets

Buy numbers – short codes, phone numbers, sender ID – to send and receive SMS and voice calls.

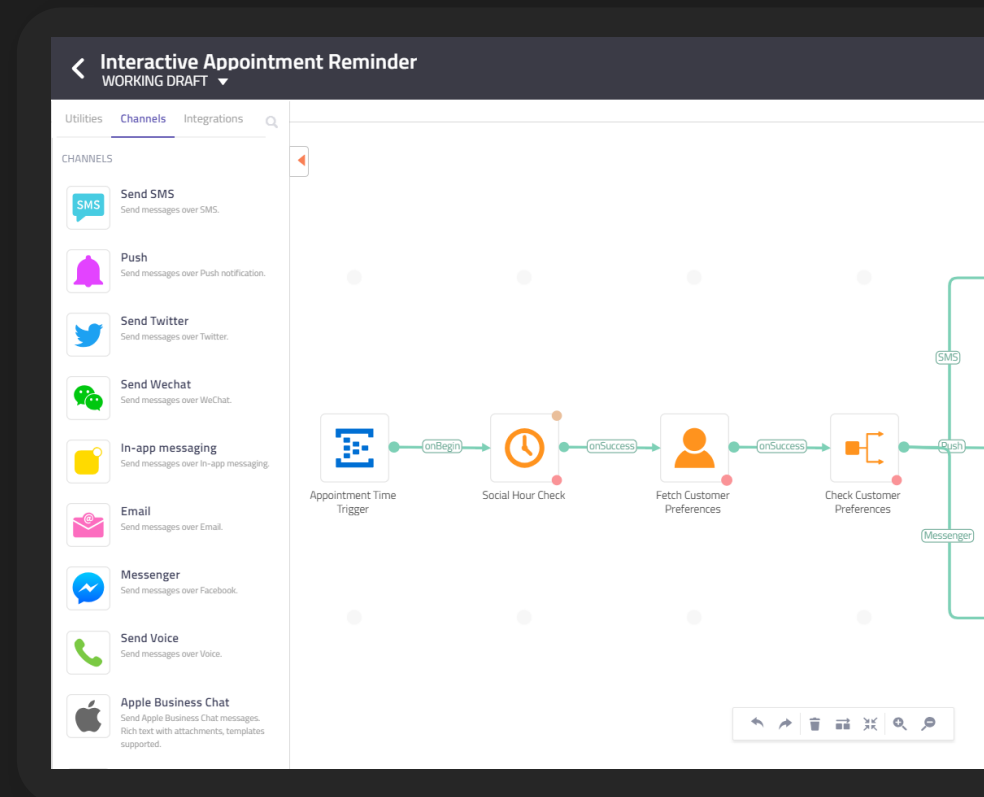
Configure and manage all your mobile apps, email settings, and social messaging apps.





# Rapidly build interactive journeys with a low-code flow builder

- Drag-and-drop pre-built nodes onto the canvas
- Connect nodes to create a logical sequence
- Create multi-level flows using conditional branching
- Add your own code to implement custom logic
- Reuse flows across different journeys



# Building blocks to quickly configure business logic

## Custom business logic

Add custom code using the Evaluate node.

## Variables

Store information and share between flow duration nodes using variables.

## HTTP node

Make HTTP requests to external API services and process the response.

	<b>Evaluate</b> Run custom java script to branch flow based on code outcome.		<b>Profile</b> Apply operations on master / application profile attribute values.
	<b>Branch</b> Run custom Java script and branch flow based on decisions.		<b>Generate OTP</b> Generate One Time PIN.
	<b>HTTP request</b> Make a HTTP request to your server and process the response.		<b>Validate OTP</b> Verify if OTP is valid. Optionally initiate a re-generate process.
	<b>Delay</b> Pause the flow for a preset duration or until a fixed date-time.		<b>SocialHour</b> Verify if request falls within a configurable time of day window.
	<b>Data Parser</b> Extract key-values from XML / JSON.		<b>Cryptographic Hash</b> Generate one-way hash of any string using SHA-1, SHA-256, SHA-512 or MD5.
	<b>Data Transform</b> Convert data using Apache VTL.		<b>Decryption</b> Decrypt cypher text using AWS-KMS service.
	<b>Call workflow</b> Run another published workflow within current flow.		<b>Encryption</b> Encrypt plain text data using AWS KMS.
	<b>Page connector</b> Link nodes spread across pages in complex flows.		<b>Database</b> Select or update values in your personal SQL Database instance

## Multi-factor authentication

Generate and validate one-time passwords using OTP nodes.

## SocialHour node

Configure working hours for your business, holidays, special days, and set exceptions.

## Database

Read or write contextual information in a database.

# Demo WhatsApp flow & chatbot

# Insulate your business systems and applications

## Minimal IT burden

Easily integrate with a configuration-driven approach without having to deal with complex protocols, integrations, and channel-specific changes.

## Get the latest channel capabilities

Quick access to newly launched features across channels with APIs that are frequently updated with new channel capabilities.

The screenshot shows a web application interface for configuring a WhatsApp integration. The page title is "WhatsApp" and it includes a "HELP" link. The main heading is "Configuration" with a sub-heading "Transition Actions (optional)". Below this, there is a descriptive text: "Send text, media and templated messages to your customers on WhatsApp".

The configuration form includes the following fields:

- DESTINATION TYPE:** A dropdown menu with "WA ID" selected.
- DESTINATION:** A text input field containing the placeholder text "\${customerMobileNumber}".
- NOTIFICATION TYPE:** A dropdown menu with "TEXT" selected.
- Message Configuration:**
  - MESSAGE:** A text area containing the text "This is my text message." with a small "x" icon for clearing the text.
  - + Add Smart Link:** A link to add smart links.
  - ENABLE PREVIEW URL:** A checkbox that is currently unchecked.
- Parameters (Optional):**
  - WAIT FOR:** A dropdown menu with "Delivery Report" selected.
  - TIME OUT (IN SECS):** A text input field containing the value "300".
  - EXPIRY:** A dropdown menu with "select" selected.

At the bottom of the form, there is a footer area with "WhatsApp" and "Node ID: 33" on the left, and "CANCEL" and "SAVE" buttons on the right.

# Demo Webhook

# Leverage the unique capabilities of each channel

## Deep configurations for every channel

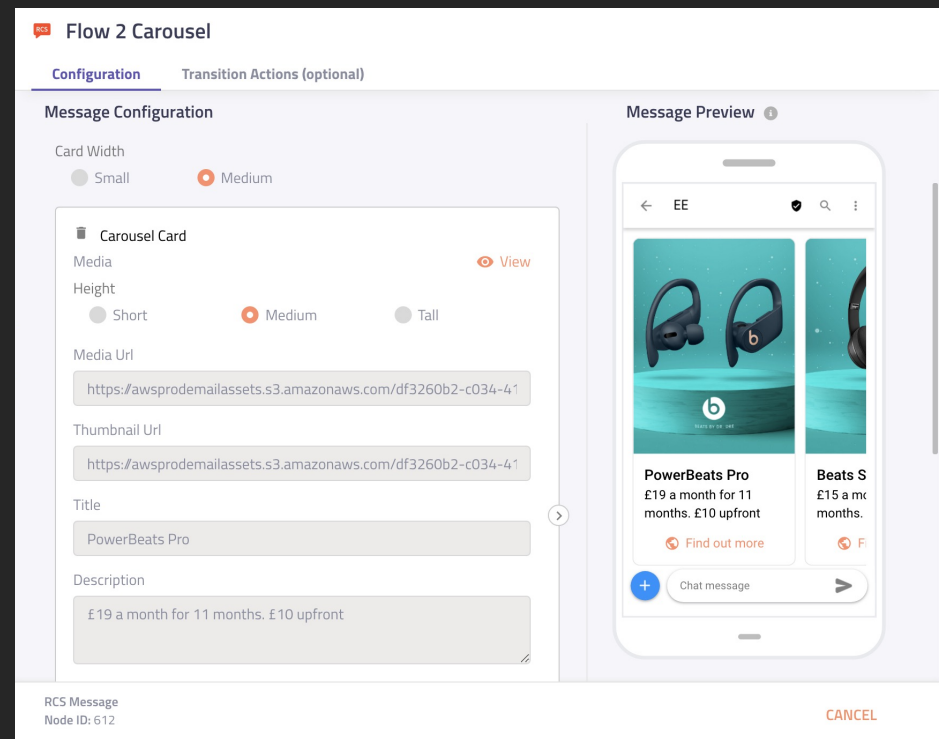
Get full-featured capabilities for every channel including intelligent IVRs, chatbots, quick replies, buttons, wallets, and more.

## Message preview

Ensure a pixel perfect messaging experience by trying different formatting and style options before sending.

## Smart tools for better interactions

Use features like geofences and trackable short URLs to apply context and understand customer behavior.



# Future-proof architecture

## Multichannel communication API

Single, flexible REST interface to integrate any channel in any application or business process.

## Cross platform SDKs for Push and In-App

Open a secure two-way messaging channel for your existing mobile and web apps with SDKs for Android, iOS, Cordova and JavaScript.

## Flexible architecture

Our technology architecture is designed to support new innovations at individual channel-level and channels of the future.

**Download SDKs**  
Download Android, iOS and Web SDKs.

**CORE SDK**  
Core Software development kit providing messages transport capability for push Notification and In App Messaging

**QUICK START GUIDES**

- Android
- iOS
- Javascript

**DOWNLOAD CORE SDK**

Know more about Lite and Full versions here

**UI SDK**  
Provides a suite of user interface components that can be used to Messaging experiences. Can greatly reduce the time required to in functional messaging experience within your application.  
Note: Integration of Core SDK is a pre-requisite for integrating UI 5

**DOWNLOAD UI SDK**

**QUICK START GUIDES**

- Android
- iOS

# Demo SDK in mobile app



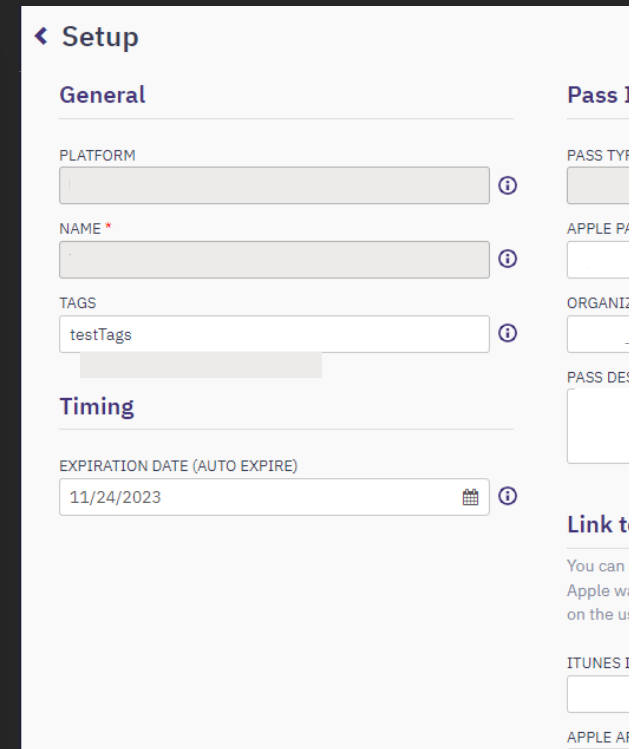
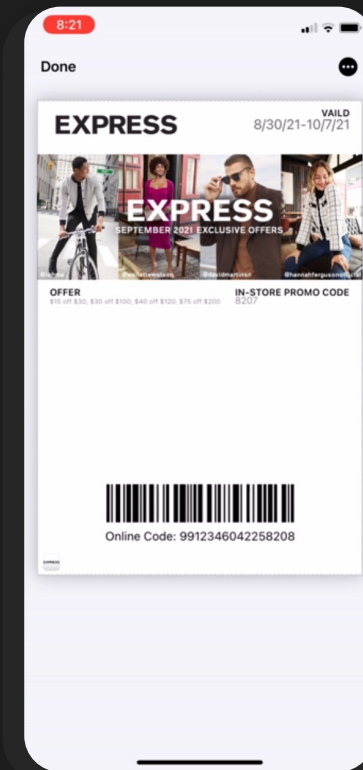
# Create and manage mobile wallets for Android and iOS

## Frictionless experience

Create passes and vouchers for coupons, loyalty cards, gift cards, tickets, boarding passes, and more, that can easily be redeemed and managed without installing an app.

## Personalize passes

Use the wallet builder to easily define the field and content that makes up passes that are supported by Apple Wallet and Google Pay. Communicate updates to customer passes via multiple channels.



# Leverage pre-built integrations

## CRM



## CONTACT CENTER



talkdesk



## DATABASE & STORAGE



## HELPDESK & WFM



## COMMERCE



# NLP, NLU, and AI powered conversational automation

# Webex AI

## Self-service

- Virtual agents
- Chat bots
- Voice biometrics

## Agent effectiveness

- Call transcription
- Summarization
- Agent Answers
- Supervisor monitoring

## Analytics & insights

- Topic analysis
- Topic trends
- Agent quality monitoring

1<sup>st</sup> party

imi mobile

voicea

ACCOMPANY

babblelabs

MindMeld

3<sup>rd</sup> party

Google

NUANCE

Amazon Lex

IBM Watson

Universal Harness

Webex Platform

# Unlock the power of conversational automation with wide-ranging AI capabilities

## Conversational AI Nodes

Atomic functions available as drag & drop components

## Bot Builder

Low-code tools to create bots of varying conversation complexity

# Rich AI capabilities available out-of-the box

## Pre-built functions for conversational automation

Enable seamless self-service by identifying customer intent and providing contextual response with inbuilt NLP and NLU functions.

## Reduce coding effort with NLP pipeline

Build pipelines for different business needs with an ever-expanding library of state-of-the-art intelligence modules.

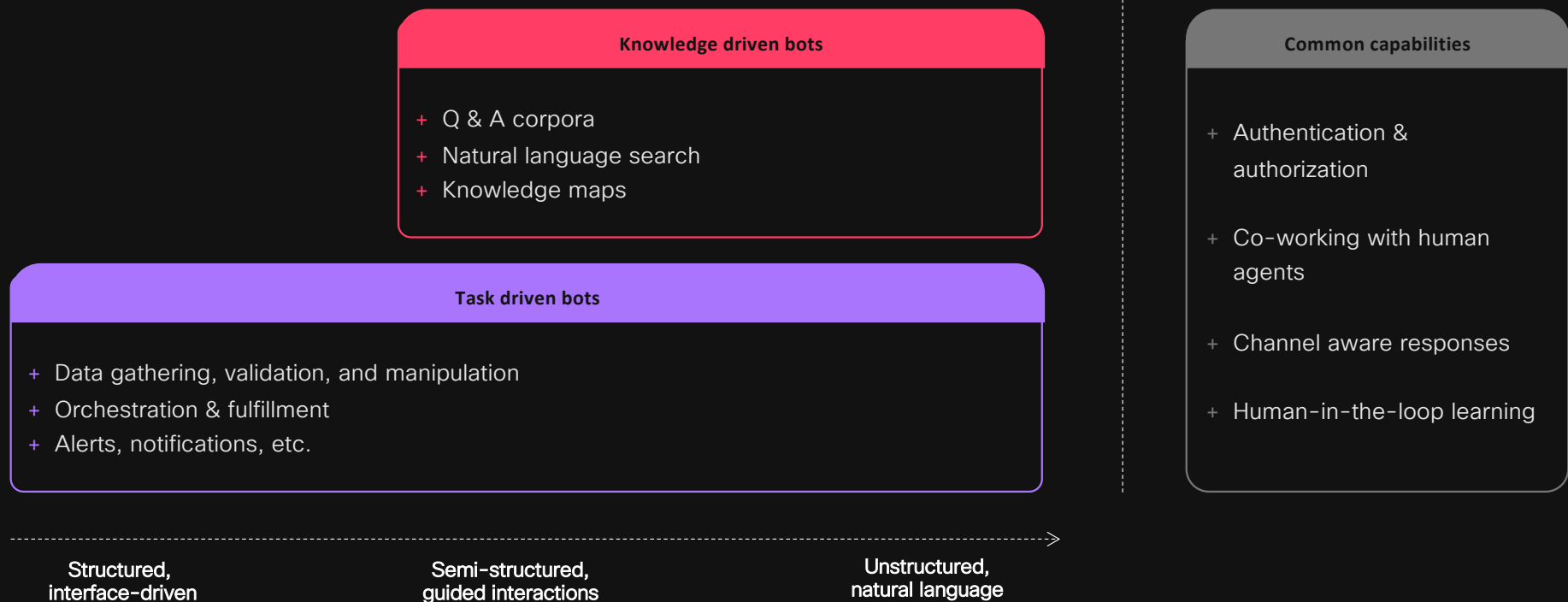
## Seamless agent handovers

Transition from bot-led interactions to live agents while retaining context and the conversation history.

### INBUILT NLP & NLU FUNCTIONS

- + Spell Check
- + Units Recognition
- + Numbers Recognition
- + Date & Time Recognition
- + Word Tokenization
- + Sentence Tokenization
- + Lemmatization
- + Parts-Of-Speech
- + Tagging
- + Sentiment Analysis
- + Generic Entity Recognition
- + Question Detection
- + Language Translation
- + Profanity Filter
- + NLP Pipeline

# Enable conversational interactions of varying complexity

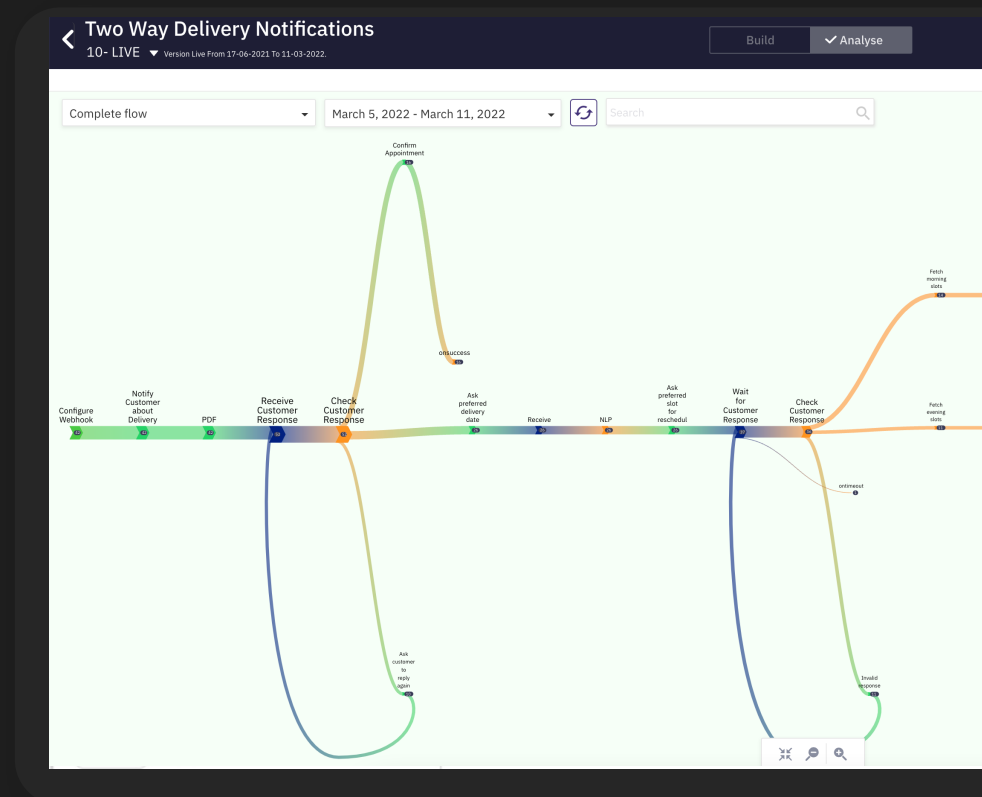


# Service assurance & infrastructure management



# Analyze and optimize customer journeys

Interactive reports with node-level analytics, goal tracking, and flow segment analysis for varying time periods.



# Managing mission-critical interactions at speed and scale

20M+

Customer healthcare notifications on behalf of a Fortune 50 US retailer

7 Days

Configured a solution for Suicide Prevention Canada in just 7 days

40M+

Messages sent for curbside pickup and home delivery by the largest retailer in the US

80%

of the UK population received “Stay at home” messages sent by the government

# Ensure compliance with regulatory requirements



IS 736923

ISO 270001, ISO 20000 certified environment with regular internal and external audits at regular intervals.



IS 736923

With GDPR, HIPAA and CCPA, and ISO 27001 controls built-in, your security and regulatory compliance needs are met out-of-the-box.



Encrypt customer data and apply cryptographic hash within flows to securely handle sensitive data such as personally identifiable information (PII).

# Webex Contact Center

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# Cisco contact center portfolio

## Cloud

Webex  
Contact Center



**Webex Contact Center & Webex Essentials**

(Multi-tenant Clouds)

**Webex Contact Center Enterprise**

(Dedicated Instance Cloud)

## On-Premises

Contact Center



**Express:** SMB-midsized, up to 400 agents

**Enterprise:** Large enterprise, up to 36,000 agents

Digital interactions and journey orchestration

Artificial Intelligence

Workforce Optimization

Analytics and Insights

# The Cisco Connected Customer Journey

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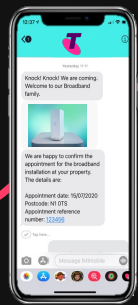
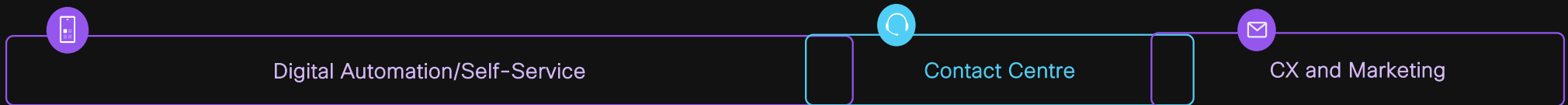
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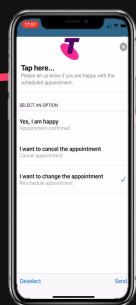
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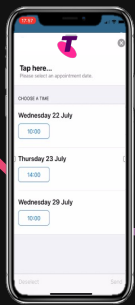
Full Value Cycle



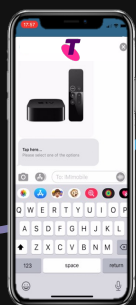
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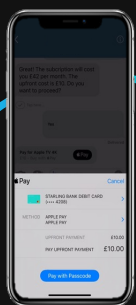
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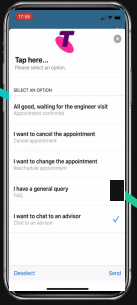
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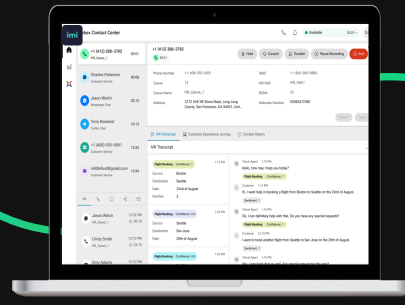
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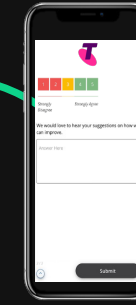
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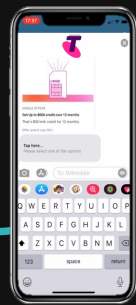
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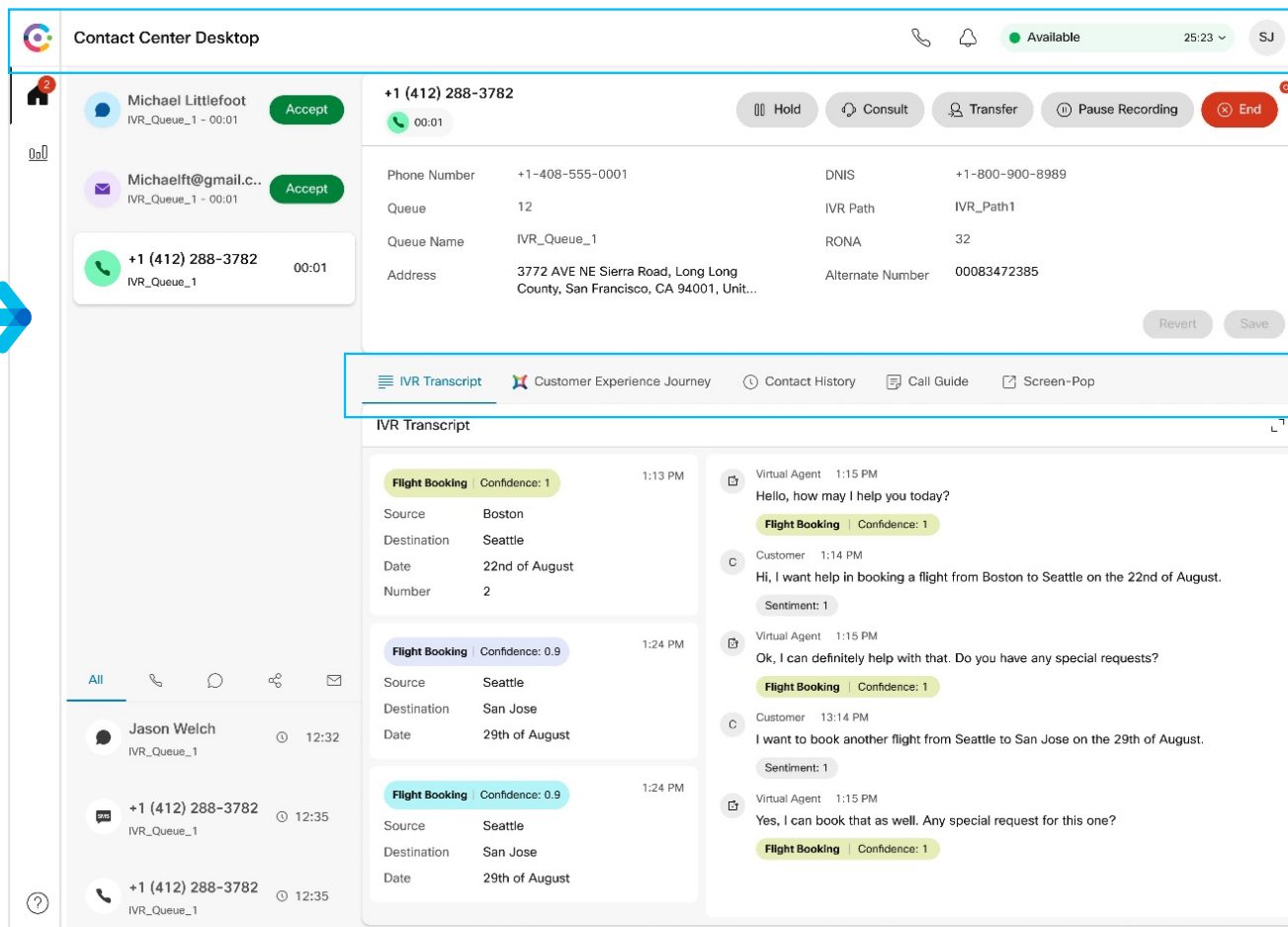
Measure Customers Experience & Sentiment



Proactive, Personalised Offers

The Full Customer Journey

# Desktop Layout



Extensible pages on left navigation pane

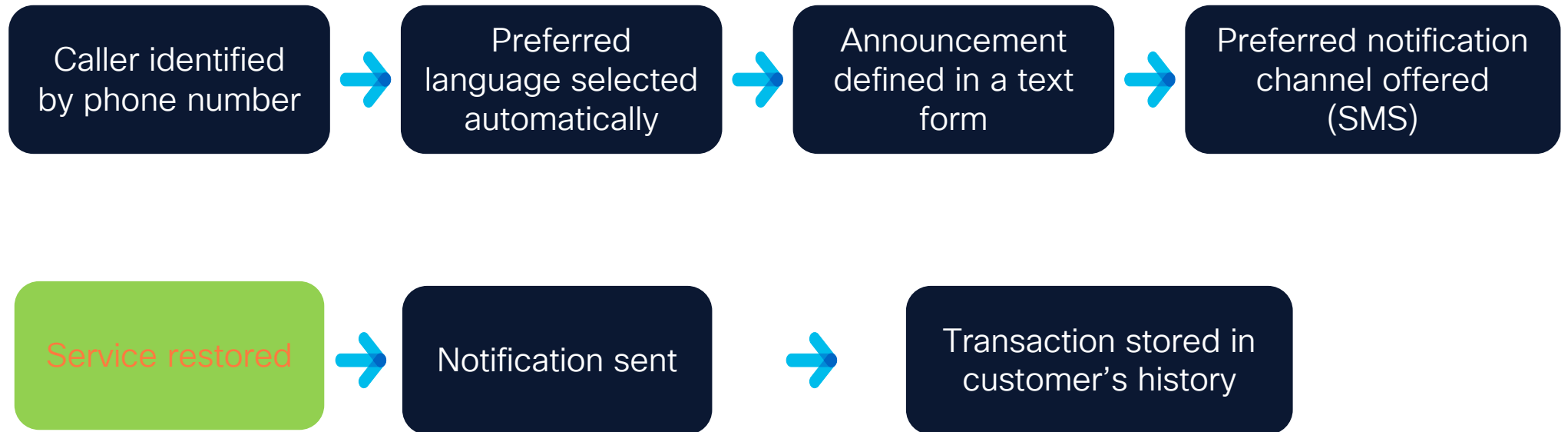
Extensible header

Extensible tabs on the right (auxiliary pane)

# Demo CC emergency status

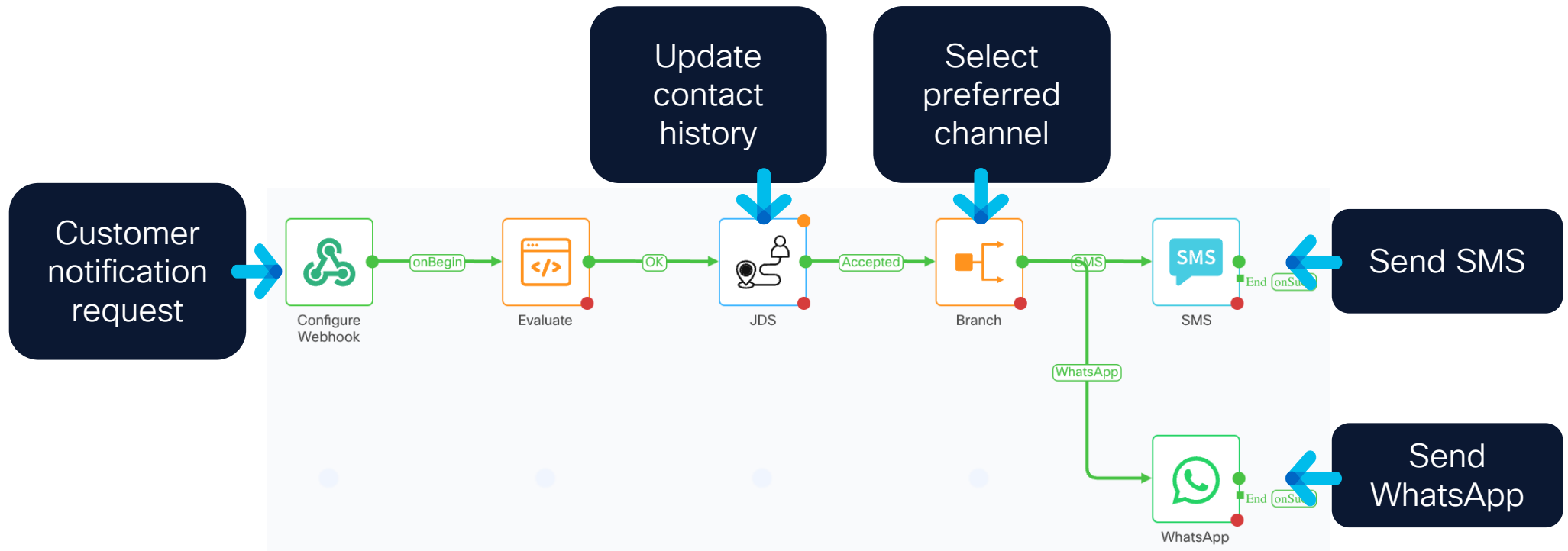


# What we have seen (Emergency status)



# Low-code / No-code Approach

## Customer notification example



# Demo Self-service

# What we have seen (Self-service)

SMS  
authentication

Hello Jaroslav Martan. Your one time password is 7485.

Important information highlights in  
voicebot conversation transcript

☰ IVR Transcript Customer Journey

## IVR Transcript

**customer\_id** | Confidence: 1

08:50 AM

customer\_id 123456

**input\_customer\_pin** | Confidence: 1

08:50 AM

pin 7485

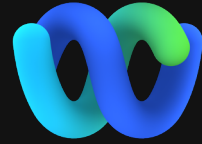
Jmartan\_RBldemo 08:49 AM  
Good day! What can I do for you today?

**Default Welcome Int...** | Confidence: 1

C Customer 08:50 AM  
I need to block my credit card

Sentiment: -0.5

Jmartan\_RBldemo 08:50 AM  
What is your customer ID?



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