

Cisco

**APJC Contact Center
Symposium 2019**

Cloud Best Practices

Practical Steps to Business Value

Zack Taylor

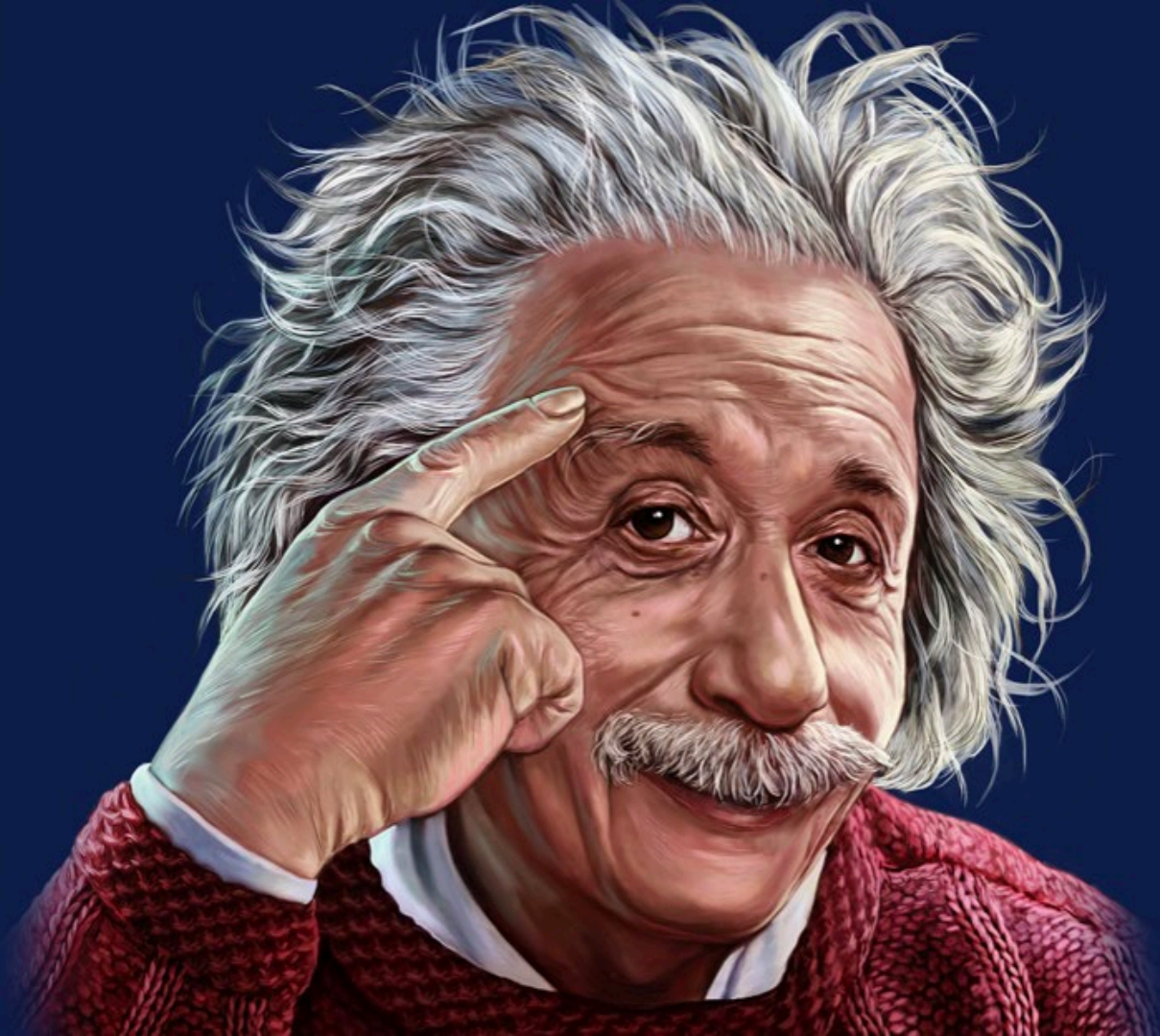
Director Strategic Communications

November, 2019



What's
the
BIG?
Idea!

Practical steps to
take for **highest
value path** to cloud
contact center



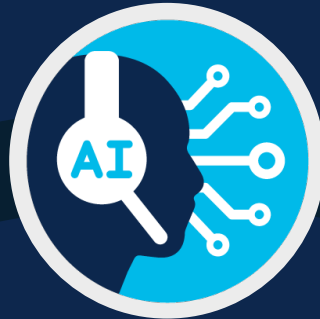
Magical employee and customer experiences

Requirements . . .

Connected
Global Platform



Cognitive
Intelligence



Cloud
Webex Contact Center



Flexible and secure platform
for enterprise migration

The cloud transition - benefits

OPEX vs. CAPEX

Feature Velocity

Elasticity

Focus on Core



The cloud transition - challenges

Desktop Disruption

Data Migration

Security

Scale



The contact center dilemma

Current
On-Premises

Transition
Zone

Cloud
Transformation

Elegant path
to the cloud

Best practice to cloud: the four keys



Transition
Risks

Customer
Experience
Transformation

Investment
Optimization

User
Experience

Migration
Architecture

New tools to build bridges

Current
On-premises

Transition
Zone

Cloud
Transformation

Webex Contact Center unified architecture

Cisco Webex

1) Flex for Contact Center

2) Global Scale and Reach

5) Common User Experience

4) Webex Platform Services

3) Single Webex Calling and
Contact Center Platform

What We're Doing to Help Drive Low Risk Migration

Cisco

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Putting It All Together

Best Practices Moving to Cloud Contact Center

Zack Taylor

Director Strategic Communications

September, 2019



Case Study-**ABC Bank**

Has UCCE and wants to
deploy a location with
Webex Contact Center . . .

Step 1: Flex for contact center

Cloud AND
on-premises



Subscribe once, deploy
and grow **how you want**

Subscription



Easy OpEx budgeting via
a **single subscription**

Investment
Protection



Migration of installed base
via **Flex Plan Value Transfer**

Step 2: Expand global reach



Step 3: Massive scalability

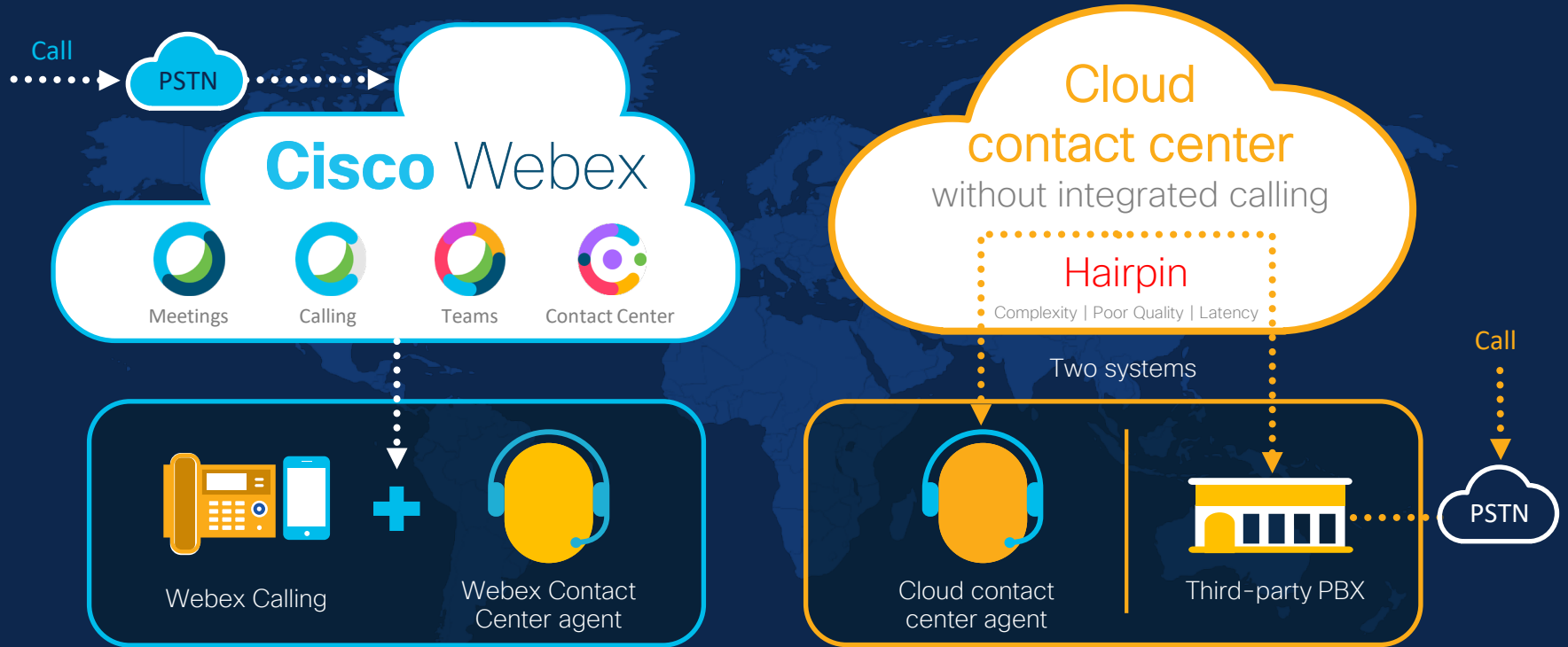


From:
20 agents



To:
24,000 agents

Step 4: Webex Calling integration



Step 5: Global management with Webex Control Hub

- Centralized admin
- SSO
- Enterprise-grade security
- Robust analytics



Webex Calling Integration



Third-party PBX



Webex Contact Center



Cisco UCM Cloud



Cisco UC Manager

Step 6: Webex Platform Services



Voicex



Analyzer



CloudCherry

Step 7: Common look & feel for desktops

Cisco Finesse | Talking | 1051100060 | Keypad | Hold | Direct Transfer | Consult | Wrap-Up | End

Customer Profile: ABCD Securities
Department: Service Call
Contact Number: +1-408-567-789
Queue Name: Disaster relief hotline

Location: Bangalore
Address: Central Business Park
Country: India
Alternate Number: 1051100060

Queue Statistics

Queue Name	# Calls	Max Time	Ready	Not Ready	Active			WrapUp	
					In	Out	Other	Ready (Pending)	Not Ready (Pending)
DisasterReliefHotline	17	00:23:08	0	1	2	0	0	0	0
Emergency	0	00:00:00	0	1	0	0	0	0	0
GeneralAid	0	00:00:00	0	1	0	0	0	0	0
Queries	0	00:00:00	0	1	0	0	0	0	0

Skill Group

Skill Group	Domain	Router	Local		Logg	
			Queued	Router Lo...		
DisasterReliefHotline	Cisco_Voice	17	12/27/18	Queued	Longest Queued	3
Emergency	Cisco_Voice	0	00:00:00	Queued	Longest Queued	3
GeneralAid	Email	0	00:00:00	Queued	Longest Queued	1

Cisco Finesse | Rajiv Krishnan | 776898890 | S-I-Sales | Available | Sign Out

Active Contact List (3)

- 4083380880 Q_CloudIVR 01:48
- Rahul Gupta Q-Chat_Cars 00:51
- Manoj Iyer Q-Chat_Cars 00:07

Session Details

ani: 4083380880
 dnis: 8186967786
 virtualTeamName: Q_CloudIVR
 lyrPath: EOI
 pathId:

Contact History

- 4/26/19 EP_CloudIVR 2:38 PM Handled by Rajiv Krishnan
- EP_CloudIVR 2:34 PM Handled by Rajiv Krishnan
- 2/15/19 EP_CloudIVR 10:48 AM Termination Type: self_service
- EP_CloudIVR 10:47 AM
- EP_CloudIVR

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UI Alignment
with Webex

Processing calls regardless of where your agents are!



Transfer
calls @



Since both platform can process calls . . .



Extreme flexibility
(Treatment, Routing, Reporting)



Minimal disruption and pain of adoption



Risk Mitigation

Free Advice: Do These Three Things First . . .

1



Engage your
security and risk
team!

2



Conduct a network
assessment /
evaluate
the new design

3



Ensure LOB
and
IT alignment

What's
the
BIG?
Idea!

Practical
steps to **the least
disruptive path**
to cloud contact
center



