

Cisco

**APJC Contact Center  
Symposium 2019**

# Three Pillars of Customer Experience

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In 2019 238.6 billion dollars will be spent on advertising.

Source: [www.emarketer.com/content/us-digital-ad-spending-2019](http://www.emarketer.com/content/us-digital-ad-spending-2019)





Expectations




Look  
Experience  
Feel  
Taste

Customers **Expect** what  
we market to them

All businesses have  
certain **outcomes** that  
they want to achieve.



Outcome



NPS  
Churn  
Revenue  
Share of Wallet

# Business Outcomes



Increase NPS



Improve  
Revenue Per  
Customer



Prevent churn  
More Referrals



Increase  
Repurchase  
Rate

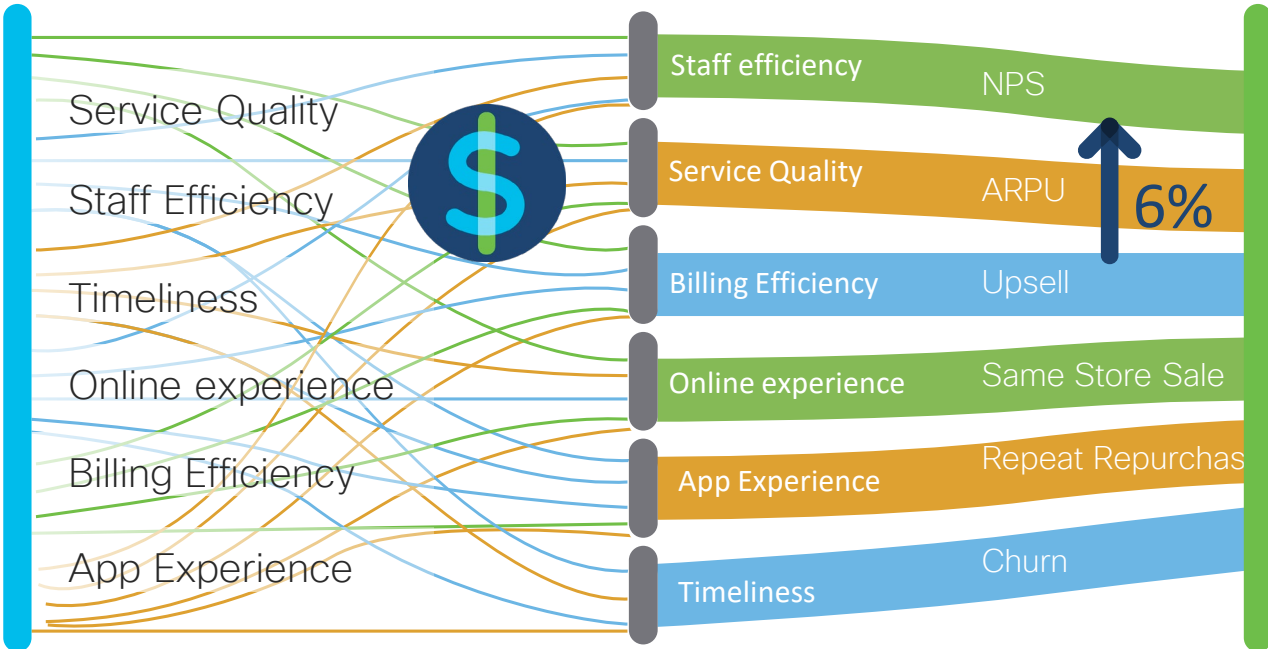
# Pillar 1: Customer Journey Mapping



# Pillar 3: Predictive Analysis

Expectations

Outcome



# Then ,Now and Tomorrow

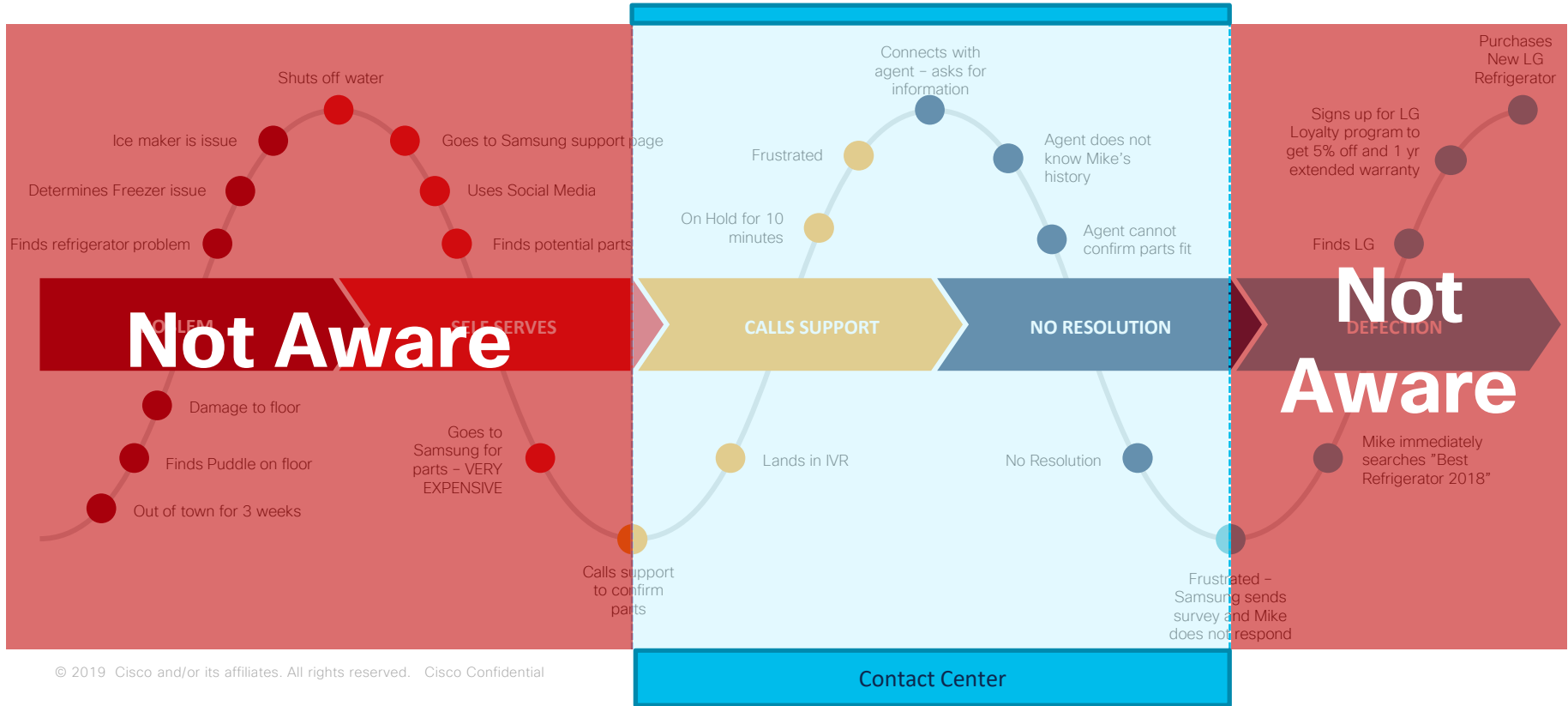


	Then	Now	Tomorrow
<b>Channel</b>	1	Multi Channel	Omni Channel Journey
<b>Report</b>	Correlation	Causation	Predictive
<b>Analytics</b>	1 Per Quarter	Close to Real-Time	Ahead of time
<b>Outcome</b>	Insight	Action	Preemption

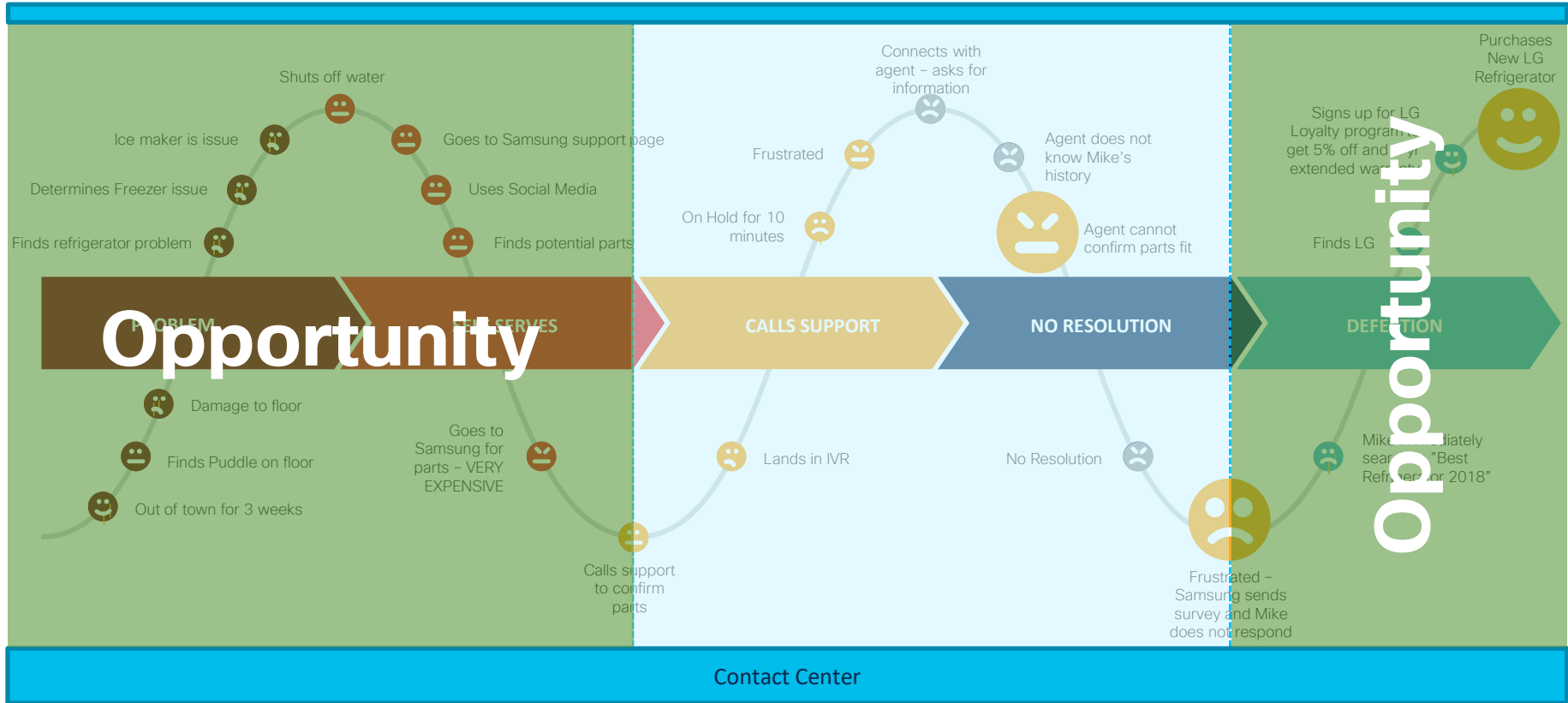
# Evolving the Customer Service Industry



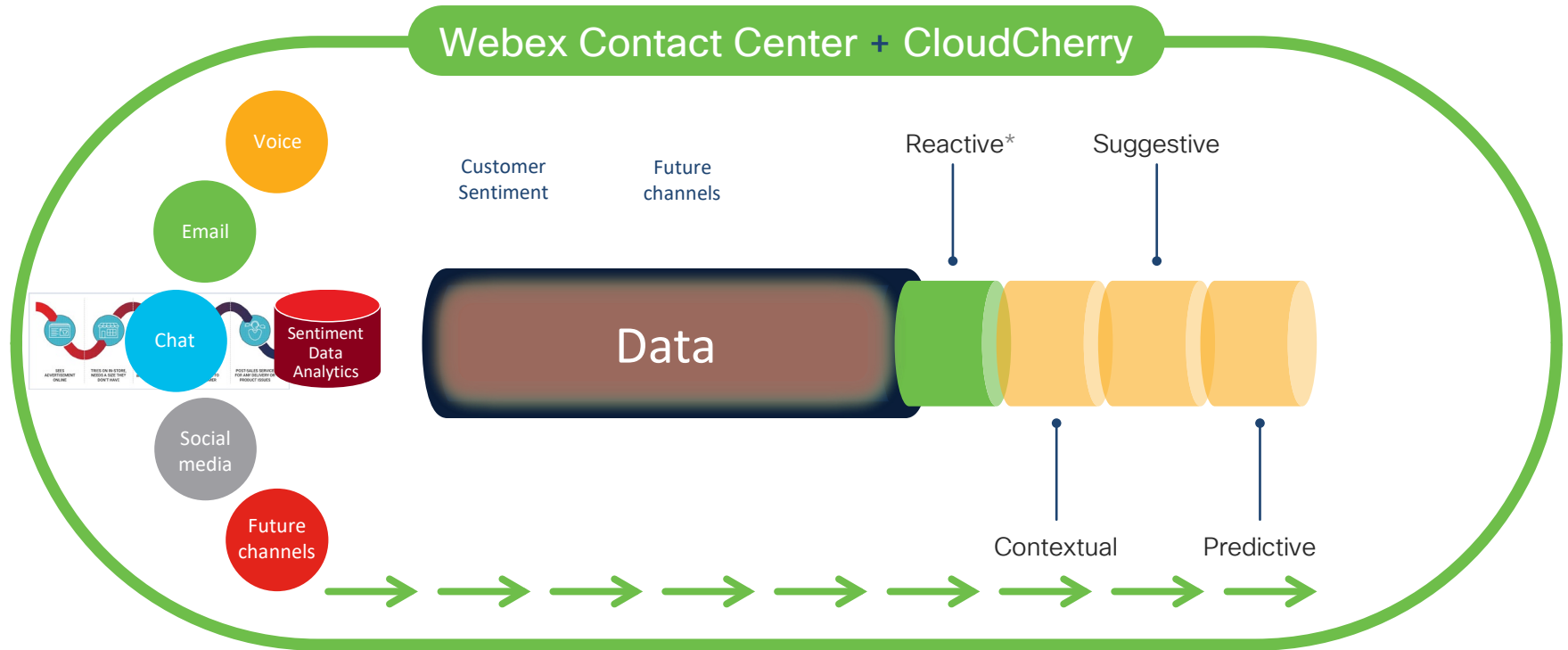
# Current Situation: Customer Service – Company View



# Current Situation: Customer Service – Company View



# Evolution of customer care – Customer Journey



# What makes this possible?



## Next Generation VOC



### Cx system of record

Bring together operational data from different silos across the organization to form on single system of record of customer experience



### One view of the customer

Move from a transactional approach to one view of the entire customer journey, identifying high and low points for internal teams to improve



### Macro and micro journeys

- Journey Approach
  - Segment Collection at Every Step
- Compare different touchpoints to understand differences in experience across multiple journeys. Switch from macro to micro journeys to investigate experience



### Journey analytics

- 17 Channels + API
- Gain actionable insights at each stage of the journey with recommendations and predictive analysis of what drives financial performance



### Drill-down analysis

- Realtime
  - Predictive — CX Impact
- Drill down into specific areas by touchpoint, stage, cohort or campaign to view root cause analysis, and apply various statistical tools



### Designed vs actual journeys

Overlay desired journey against the current journey to track performance and drive improvements to close the loop with customers

# CloudCherry & Webex Contact Center

## Agents Dashboard

Move from a transactional approach real-time customer journey view across physical, digital and IoT interactions with rich layered operational and transactional context

The screenshot displays the CloudCherry & Webex Contact Center Agents Dashboard. The interface is divided into several sections:

- Top Left:** Agent status (Available), Active Tasks, and History.
- Top Center:** Video call window showing Paul Potter.
- Top Right:** Customer Journey timeline with search responses and performance metrics (CSAT, NPS).
- Bottom Left:** Home, Customer Experience Trends, My Statistics, and Manage Customers.
- Bottom Center:** CX Trends - Powered By CloudCherry, showing 4 Responses and performance metrics.
- Bottom Right:** Response Actions, Add Internal Note, and Staff Profiles.

The Customer Journey timeline includes the following items:

- CSAT: 5/5, NPS: 10/10
- Paul Potter: Collected Yesterday at 11:00 PM
- Contact Center Survey - 9 pinned fields [View](#)
- Locations: Boston
- Agent Knowledge and Training: 5
- Agent Understanding Issue: 4
- Agent Courtesy Score: 4
- User Comments: Awesome support. Loved the way representative got on a video call to help me with details on add-ons for the motorcycle.
- Sentiment: Strong Positive
- CSAT: 2/5, NPS: 6/10
- Paul Potter: Collected Yesterday at 10:50 PM
- Contact Center Survey - 2 pinned fields [View](#)
- No Comments Added

The CX Trends section shows 4 Responses for the period 13 Aug '19 - 12 Sep '19:

- CSAT: 1/5, NPS: 10/10
- Tyler Anderson: Collected Today at 3:03 PM
- Contact Center Survey - 3 pinned fields [View](#)
- Awesome support. Loved the way representative got on a video...
- CSAT: 2/5, NPS: 6/10
- Tyler Anderson: Collected Yesterday at 2:36 PM
- Contact Center Survey - 2 pinned fields [View](#)
- No Comments Added
- NPS: 3/10
- Tyler Anderson: Collected Yesterday at 1:31 PM
- Contact Center Survey - 3 pinned fields [View](#)
- Loved the best deal Great experience
- NPS: 8/10
- Tyler Anderson: Collected 29 Sep '18, 30:50 am
- Contact Center Survey - 4 pinned fields [View](#)
- The information available on website is limited and wanted to...

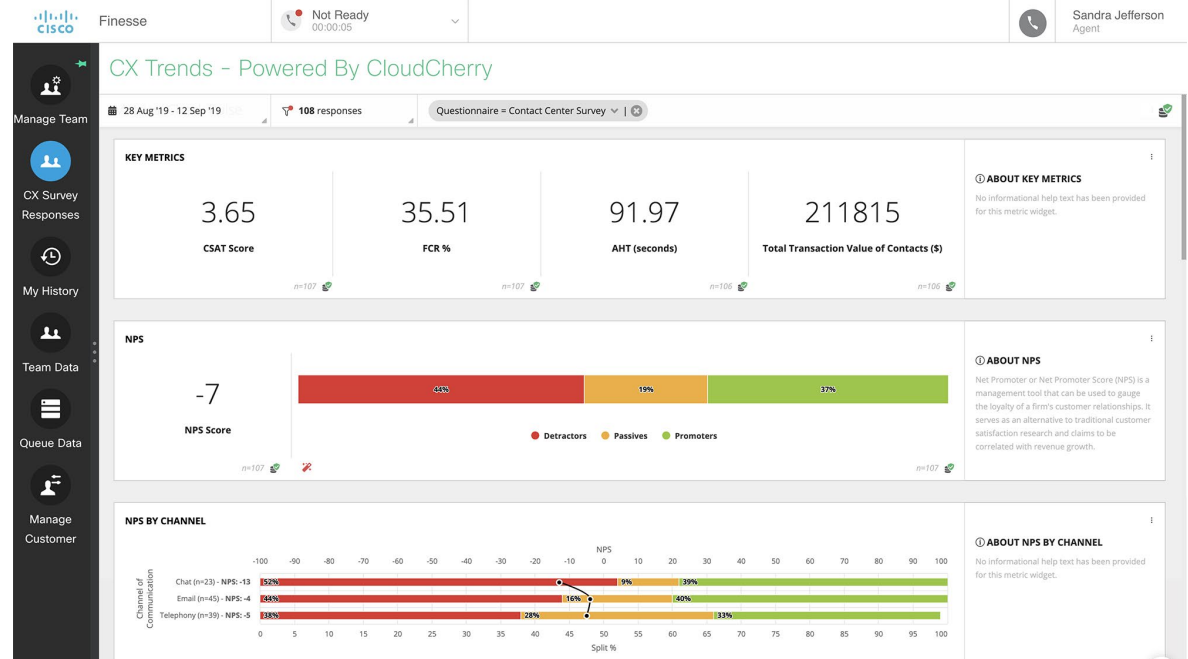
The Staff Profiles section lists:

- Concord Name: Tyler Anderson
- Working Channel: Monolobby

# CloudCherry & Webex Contact Center Analysis

## Supervisor Dashboard

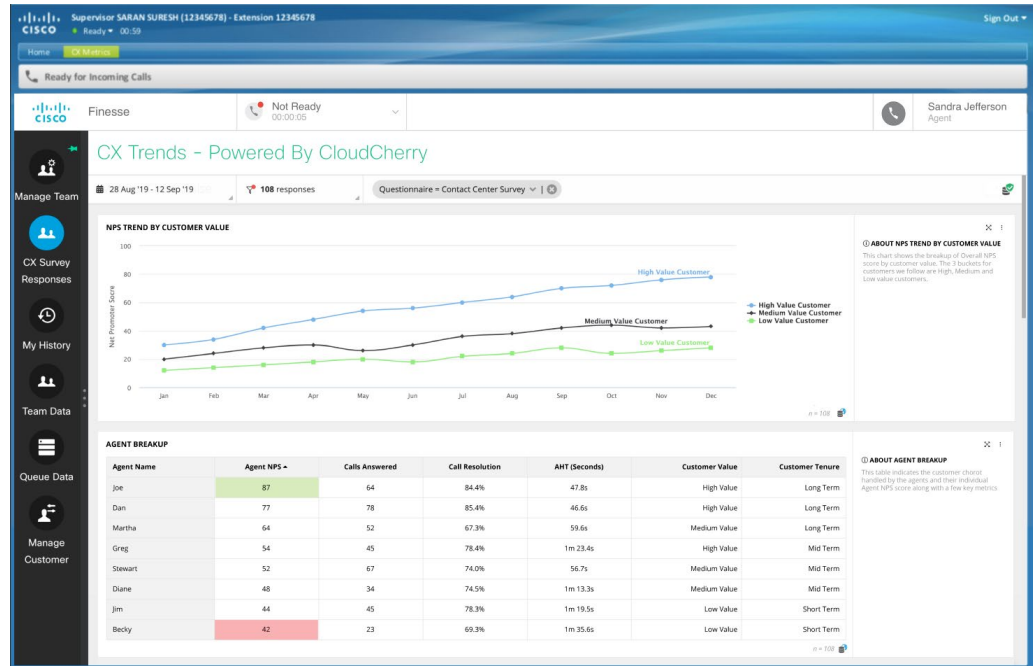
Drill down into role based dashboards by Agent pool, Customer stage or campaign to view root cause analysis, apply advanced statistical tools or just track key AHT/FCR/CC metrics.



# CloudCherry & Webex Contact Center Analysis

## Intelligent Routing

Predictively match high value customers to the agent with the highest CX scores, maximising efficiency and improving top-line returns from increased engagement



# Thank You





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