Digital Communication Channels Are Driving a Revolution in Customer Care
Digital channels account for over 42% of all interactions and are on track to overtake voice by the end of 2016.

Interactions Are Shifting from Voice to Digital Channels

A shift of channel preference and behavior

Source: Gartner
Emerging Customer Care Trends

<table>
<thead>
<tr>
<th>Channel</th>
<th>Now</th>
<th>Within 1 year</th>
<th>No plans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telephone</td>
<td>97.8</td>
<td>0.6</td>
<td>1.6</td>
</tr>
<tr>
<td>Email</td>
<td>90.1</td>
<td>5.8</td>
<td>4.0</td>
</tr>
<tr>
<td>IVR (touch-tone/speech)</td>
<td>74.1</td>
<td>9.4</td>
<td>16.5</td>
</tr>
<tr>
<td>Website (incl. knowledge portals, peer-to-peer systems, etc.)</td>
<td>68.3</td>
<td>18.3</td>
<td>13.3</td>
</tr>
<tr>
<td>Social media (Facebook, Twitter, etc.)</td>
<td>52.4</td>
<td>23.7</td>
<td>24.0</td>
</tr>
<tr>
<td>SMS text</td>
<td>48.1</td>
<td>22.4</td>
<td>29.5</td>
</tr>
<tr>
<td>Web Chat (incl. instant messaging, co-browse)</td>
<td>44.3</td>
<td>36.8</td>
<td>19.0</td>
</tr>
<tr>
<td>Mobile application (smartphone, table apps)</td>
<td>41.6</td>
<td>33.8</td>
<td>24.6</td>
</tr>
<tr>
<td>Service kiosk support (i.e. branch walk-ins)</td>
<td>32.6</td>
<td>11.9</td>
<td>55.5</td>
</tr>
<tr>
<td>Other automated services (Internet of things, automated message push, etc)</td>
<td>31.0</td>
<td>26.2</td>
<td>42.8</td>
</tr>
<tr>
<td>Video Chat</td>
<td>11.0</td>
<td>22.7</td>
<td>66.3</td>
</tr>
</tbody>
</table>

Source – Dimension Data Global Contact Centre Benchmarking report.

(Omni) Channel of Choice
### Changing Demographics Are Changing Channel Preferences

<table>
<thead>
<tr>
<th>Channel</th>
<th>Under 25 years</th>
<th>Between 25 and 34 years</th>
<th>Between 35 and 54 years</th>
<th>Between 55 and 70 years</th>
<th>Over 70 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>1st 38.9%</td>
<td>5th 13.7</td>
<td>5th 2.2</td>
<td>6th 0.6</td>
<td>5th 0.4</td>
</tr>
<tr>
<td>Mobile Application</td>
<td>2nd 27.2</td>
<td>2nd 23.7</td>
<td>3rd 6.3</td>
<td>5th 0.8</td>
<td>4th 0.5</td>
</tr>
<tr>
<td>Email</td>
<td>3rd 12.2</td>
<td>1st 26.8</td>
<td>2nd 32.7</td>
<td>2nd 8.8</td>
<td>3rd 0.8</td>
</tr>
<tr>
<td>Telephone</td>
<td>4th 11.5</td>
<td>3rd 18.4</td>
<td>1st 51.7</td>
<td>1st 87.0</td>
<td>1st 93.2</td>
</tr>
<tr>
<td>Web Chat</td>
<td>5th 9.4</td>
<td>4th 16.5</td>
<td>3rd 6.3</td>
<td>4th 1.1</td>
<td>6th 0.3</td>
</tr>
<tr>
<td>Other</td>
<td>6th 0.7</td>
<td>6th 0.9</td>
<td>6th 0.9</td>
<td>3rd 1.7</td>
<td>2nd 4.7</td>
</tr>
</tbody>
</table>

**Mobile apps a top 3 choice for everyone under 55**

**Social media top choice for those under 25**

**Email preferred option for those aged 25-34 years**

Source: Dimension Data’s 2016 Global Contact Centre Benchmarking Report, © Dimension Data 2013-2016.
This digital proliferation has become the catalyst for Omni-channel Customer engagement

1. Consistent Information & treatment across all Channels
2. Effortless Service Experience at every touch-point
3. Personalized Attention to Their Specific Needs
The Customer Lifecycle Is Now Paramount

**However . . .**

Disconnected Journeys

Lack of Customer Context

High Level of Customer Effort

Repurchase Interest

Sentiment Acquisition

Retention Exceptions

Contact Center is just one step in the Customer Journey

Connected journeys are driving the next wave of innovation . . .
Four Macro Trends in Customer Care

From "Reactive" to "Proactive"

"Contextual and Boundary Crossing Experiences"

Web & “Mobile First” Digital Customer Experience Shift

"Low Effort" Interactions

Hello, Kenneth Chong

Thank you for your order from FortyTwo. You can check the status at [ACCOUNT]. If you have any questions about your order please cc from Monday - Friday, 10am - 4pm at 6777 7867. Please see important information that you need to know.

Your order confirmation is below. Thank you again for your purchase.

Your Order #1000205868 (placed on 24 Oct.

"Proactive"

The Right Carpet For Your Home

28 October 2016 at 8:39 AM

From: FortyTwo
To: Kenneth Chong

From $49.90, take a pick from a variety of carpet designs and colours!

View this email in your browser.
And an Emerging Fifth . . .

#1: Early Adopters

#2: Analytics Potential

#3: Potential Disrupter

Emerging IoT/E Customer Experience

Interweaving Consumers Their Devices, and Their Experiences
Customer View of the Journey

Explore  Research  Self-Serve  Escalate  Complete  Enjoy

CONTEXT
Most Journeys Are Disconnected

<table>
<thead>
<tr>
<th>Explore</th>
<th>Research</th>
<th>Self-Serve</th>
<th>Escalate</th>
<th>Complete</th>
<th>Enjoy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Web</td>
<td><img src="image1" alt="Social" /></td>
<td><img src="image2" alt="Research" /></td>
<td><img src="image3" alt="Self-Serve" /></td>
<td><img src="image4" alt="Escalate" /></td>
<td><img src="image5" alt="Complete" /></td>
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<td><img src="image4" alt="Escalate" /></td>
<td><img src="image5" alt="Complete" /></td>
</tr>
<tr>
<td>Contact Center</td>
<td><img src="image1" alt="Social" /></td>
<td><img src="image2" alt="Research" /></td>
<td><img src="image3" alt="Self-Serve" /></td>
<td><img src="image4" alt="Escalate" /></td>
<td><img src="image5" alt="Complete" /></td>
</tr>
<tr>
<td>Brick &amp; Mortar</td>
<td><img src="image1" alt="Social" /></td>
<td><img src="image2" alt="Research" /></td>
<td><img src="image3" alt="Self-Serve" /></td>
<td><img src="image4" alt="Escalate" /></td>
<td><img src="image5" alt="Complete" /></td>
</tr>
<tr>
<td>Community</td>
<td><img src="image1" alt="Social" /></td>
<td><img src="image2" alt="Research" /></td>
<td><img src="image3" alt="Self-Serve" /></td>
<td><img src="image4" alt="Escalate" /></td>
<td><img src="image5" alt="Complete" /></td>
</tr>
</tbody>
</table>
and the hotline queue continues … …
So What, Now What?

Introducing The Connected Digital Experience
Cisco® Customer Care delivers a Connected Digital Experience, enabling companies to deliver contextual, continuous, and capability-rich journeys for their customers.

“There’s never been a better time to connect with a Cisco contact center.”
The Customer Care Connected Digital Experience Is

Contextual
Continuous
Capable
Connected Digital Experience Is - Contextual

- **Personal**: Know your customers and how they’ve engaged with you before.
- **Any channel**: Put your customers in charge of how and when they connect with you.
- **Effortless**: Make it easy for your customers to do business with you.
- **Digital**: Engage with connected consumers.
Connected Digital Experience Is - Continuous

- Relevant: Connect to the customer lifecycle
- Inbound: Engage on any channel, at any time, with the right resource
- Automatic: Provide personalized self-help
- Outbound: Enable proactive touch
- Back office: Support new interactions with videos, text, and the Internet of Things
Connected Digital Experience Is - Capable

Efficient
- Connect your customers with the right resources

Flexible
- Deploy to fit your business

Extensible
- Open APIs for your applications

Resilient
- Mission-critical contact centers

Secure
- Built on the Cisco® network

Scalable
- To thousands of resources
The Connected Digital Experience Spans the Customer Lifecycle

- Repurchase
- Interest
- Sentiment
- Acquisition
- Retention
- Exceptions

Cisco Connected Digital Experience
Cisco Connected Digital Experience (CDX)

Cisco Unified Contact Center 11.5
Out of the box experience
Any channel
360 view of customer
“Cisco Customer Care delivers a Connected Digital Experience, enabling companies to deliver contextual, continuous, and capability-rich journeys for their customers.”
Contact Center Market Share Trend - Revenue

- Cisco’s CC market share is 32.7%
- Trend is clearly in Cisco’s favor
- 1% share shift from Avaya to Cisco is ~$5M
THERE’S NEVER BEEN A BETTER TIME

To Connect with Customers
ABC D

Agent eXperience

Brand eXperience

Customer eXperience

Digital eXperience

Web
Mobile
Contact Center
Email
Voice
Brick and Mortar
Kiosk
Social Media
Chat
SMS