

CISCO *Engage* Taipei

ALL

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The bridge to possible

次世代人工智能客服&體驗 Next-gen AI Digital Engagement

Empowering Hyper-personalized CX
打造超個性化客戶體驗

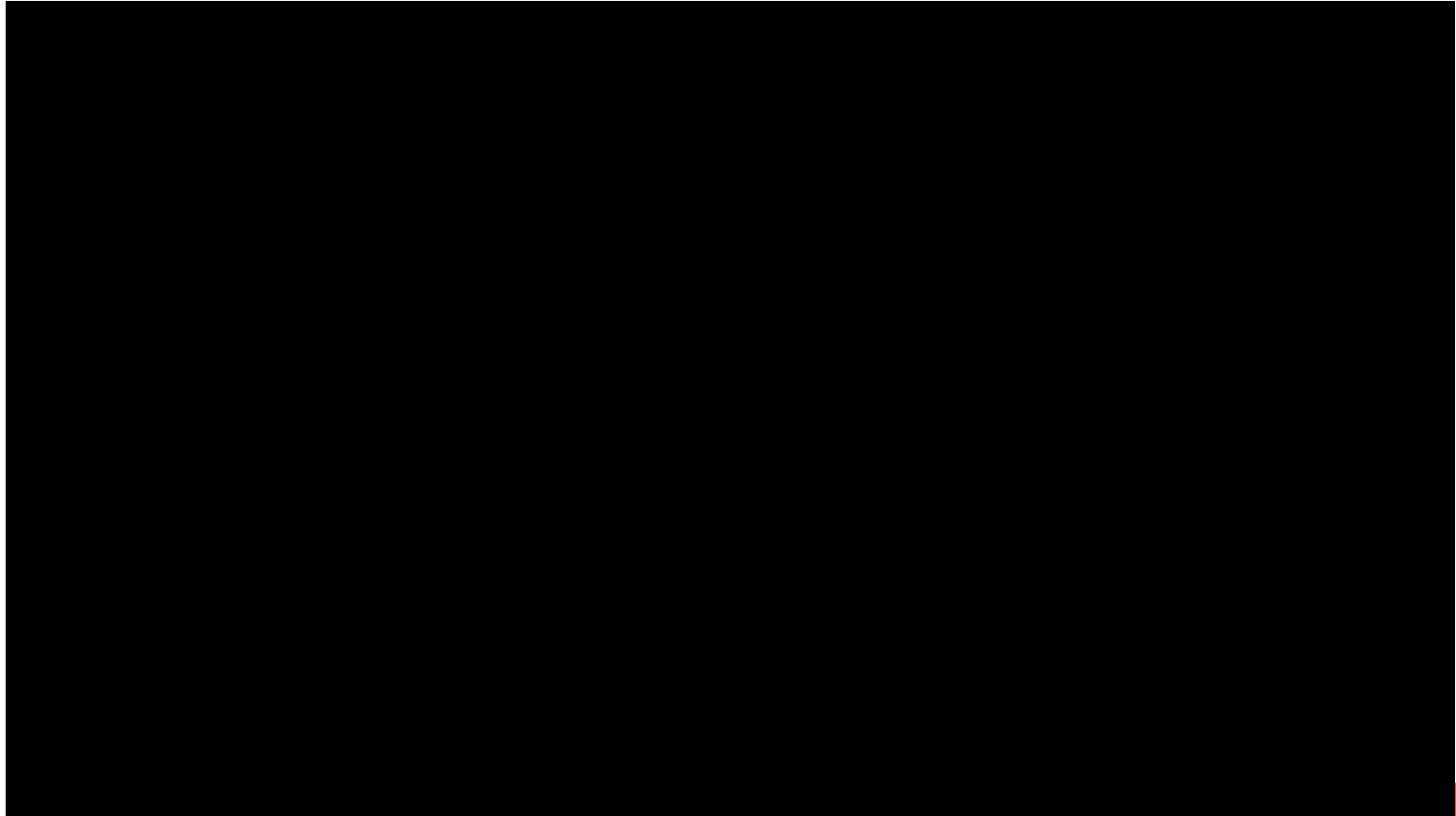
Beng Yeo 楊明傑
CC & CX Specialist客戶體驗專家



Agenda

- Understanding Today's Customer Expectations
- Cost To Serve vs CX
- Introducing AI Digital Engagement Solution
- Use Case – AI Chatbot Assist Escalation to Agent Assist
- Use Case – Call Deflection to AI Digital Self Service
- Use Case – Unconventional Customer Engagement
- Technology At a Glance

Modernized Customer Expectations & Demands Today



Modernized Customer Expectations & Demands Today



Struggle Between Providing Better CX vs Reducing Cost to Serve



Customer Experience

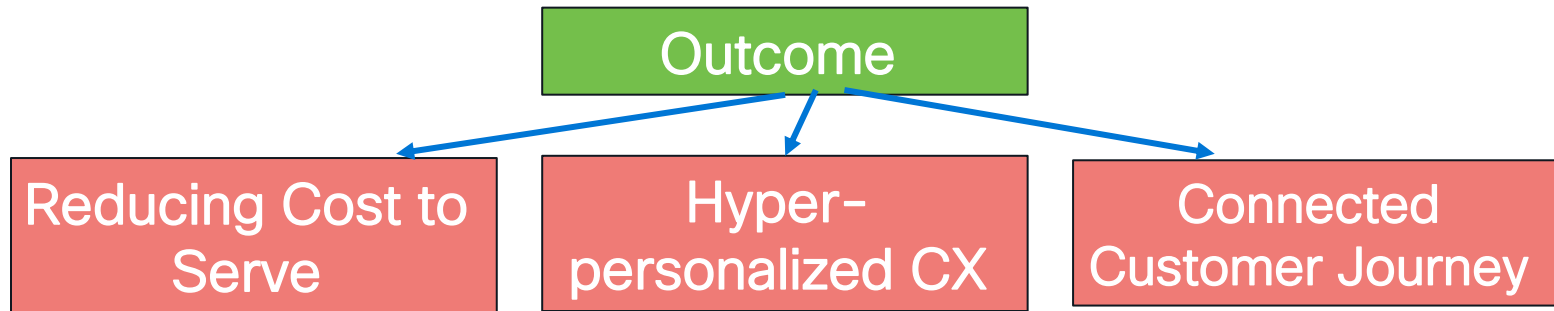


Cost to Serve
60%-70% is Agents Cost



Introducing Next-gen AI Digital Engagement (Powered by Webex Contact Center & CPaaS)

- **Call Deflection** to Digital Engagement across all channels
- **Automation** – provide AI Digital Engagement via interactive two-messaging self service
- **Human** – deliver Hyper-personalized engagement with live person with customer journey history



AI Chatbot Assist Self Service Escalation to Agent Assist

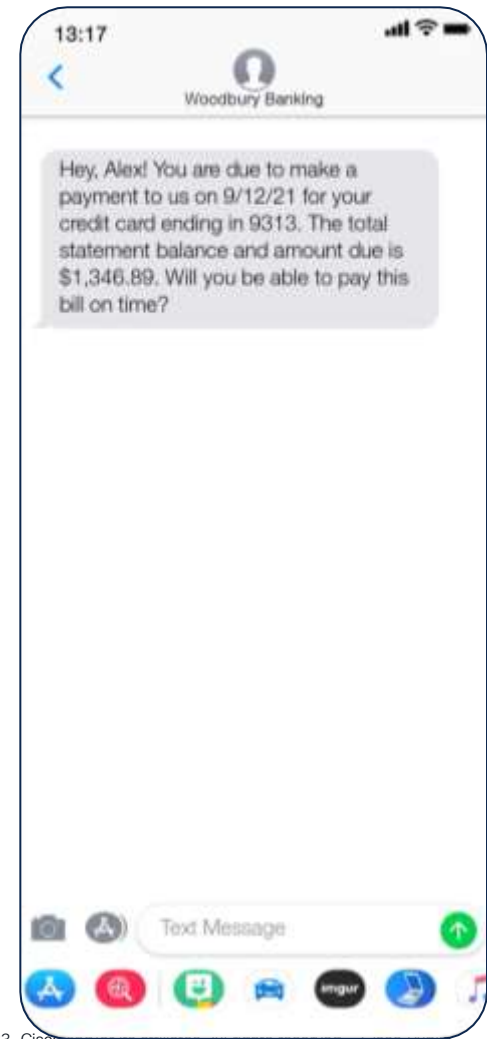
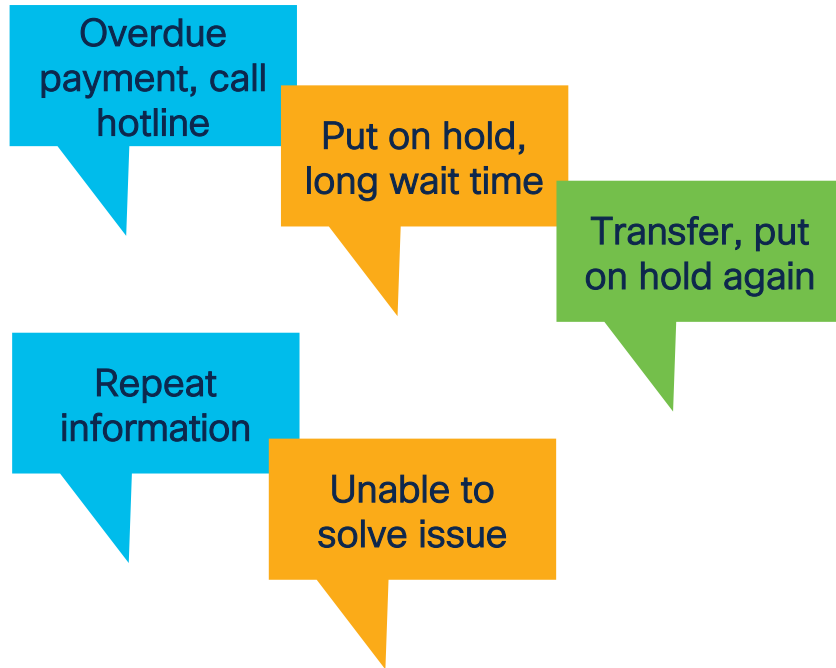
The screenshot displays a web browser window with multiple tabs. The active tab is titled "Contact Center Desktop: JDS Sy" and shows a URL: `mm-brand.cxdemo.net/?session=custom&datacenter=web&userid=3120`. The browser's address bar and tabs are visible at the top. Below the browser window, a Windows taskbar is shown with various application icons and a search bar.

The main content of the browser window is a website for the "MTR" (Ming Tai Restaurant) in Hong Kong. The header includes "Global Home / 香港 - 文華東方酒店" and a "Languages" dropdown. The main navigation bar lists categories: "入住", "用餐", "水療", "探索", "慶祝", "會議", "圖片庫", "商店", and "精選". A "Fans of M.O." section and a "預訂" (Book) button are also present.

The main image is a scenic view of the Hong Kong skyline at night, featuring the Hong Kong Ferris Wheel and a traditional Chinese junk boat with red sails on the water. The text "香港" (Hong Kong) and "文華東方酒店" (Ming Tai Restaurant) is overlaid on the image. A blue chatbot bubble in the bottom right corner says "Chat in progress...".

At the bottom left, the "CISCO Engage Taipei" logo is visible. The Windows taskbar at the bottom shows the system clock as 9:05 pm on 12/1/2023.

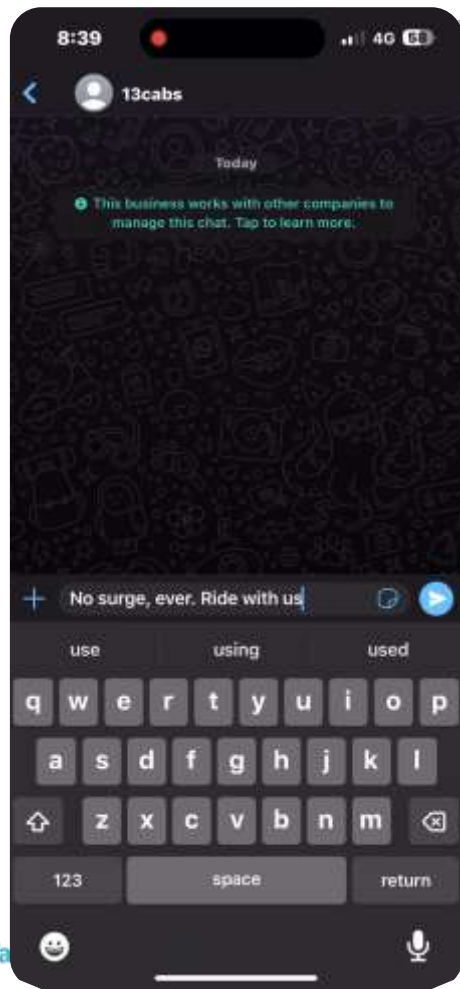
Deflecting Bad Experience to Effective AI Digital Self Service



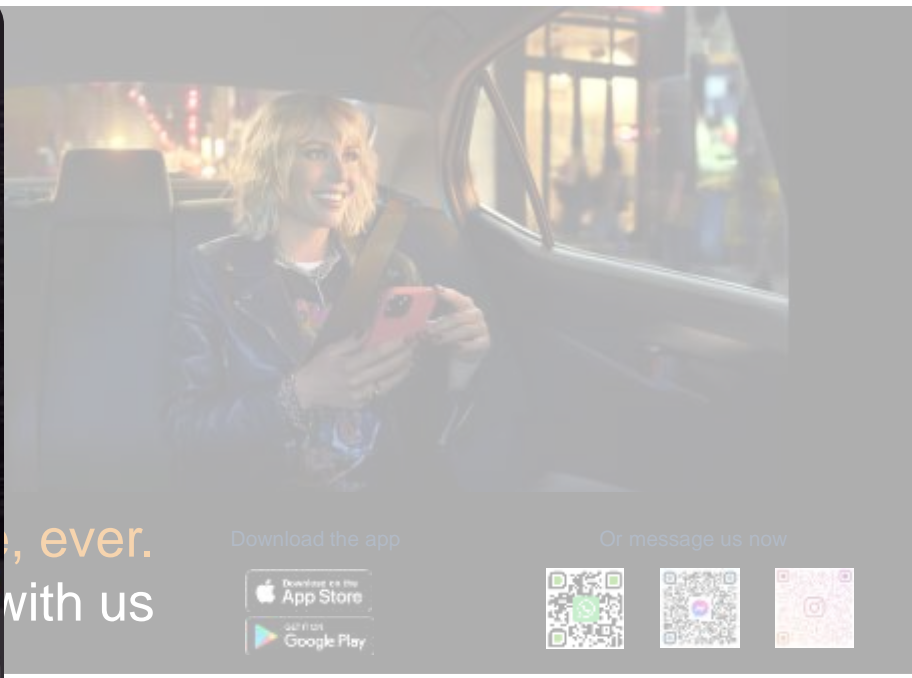
Unconventional Hyper-personalized Customer Engagement



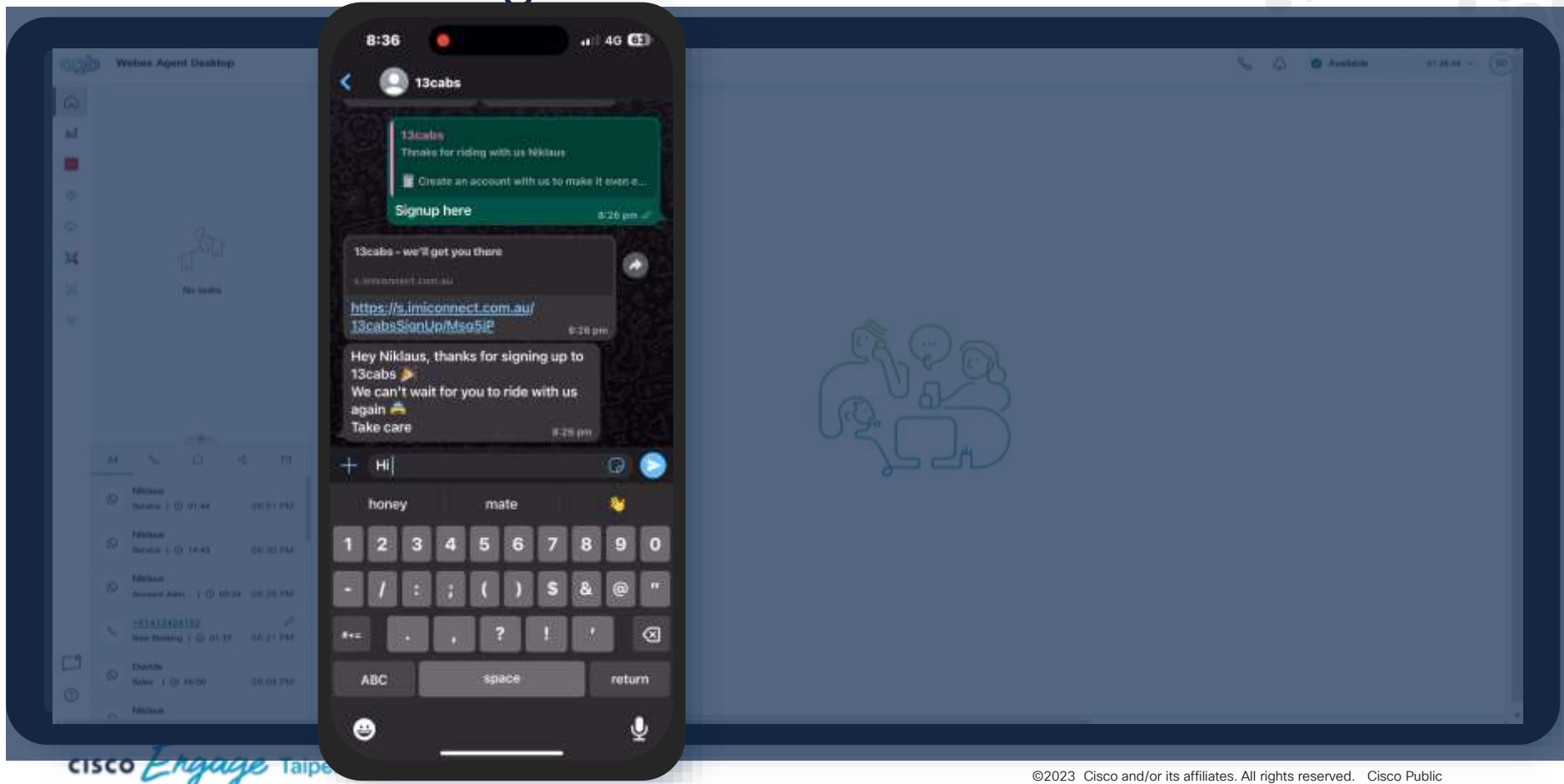
Onconventional Hyper-personalized Customer Engagement



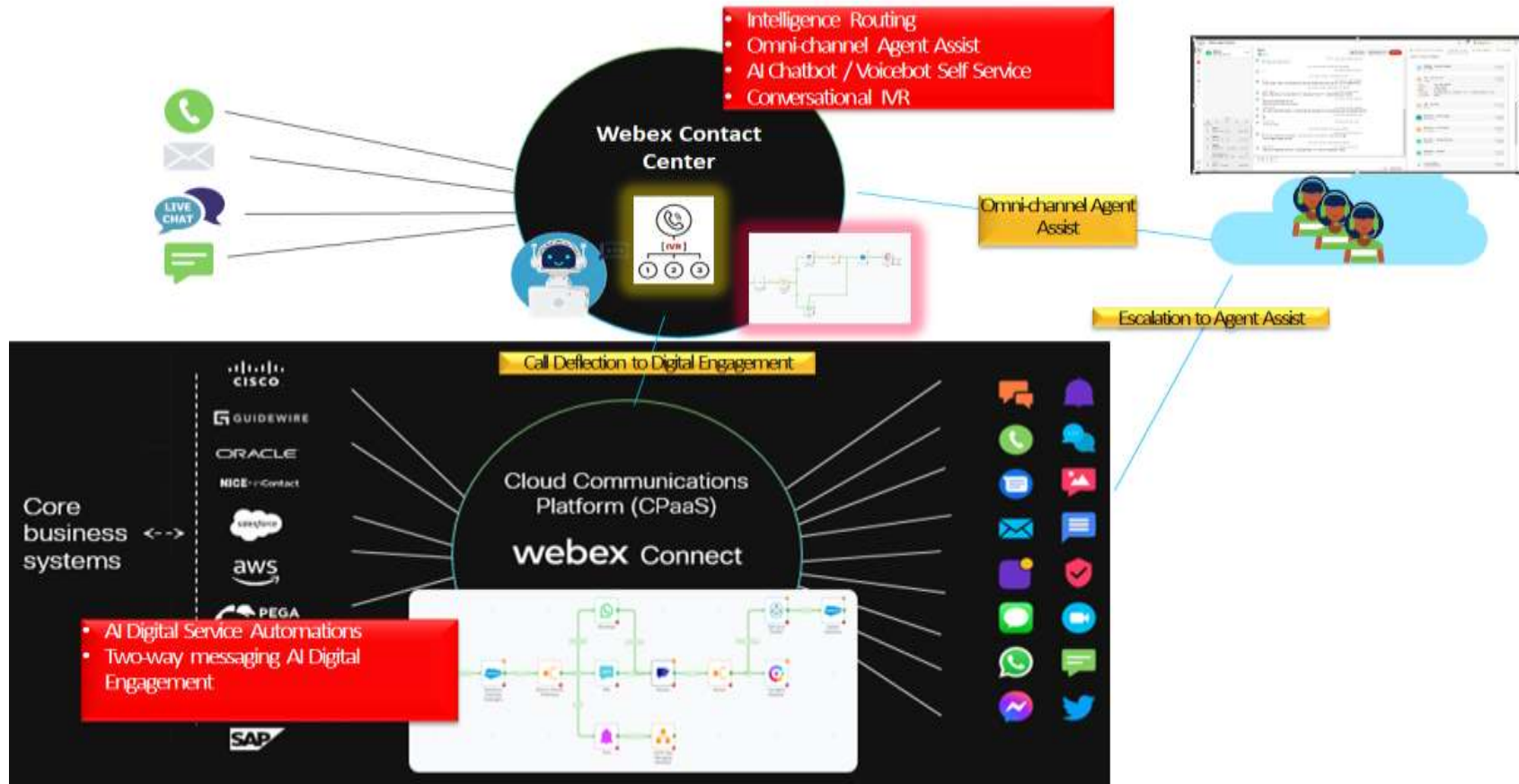
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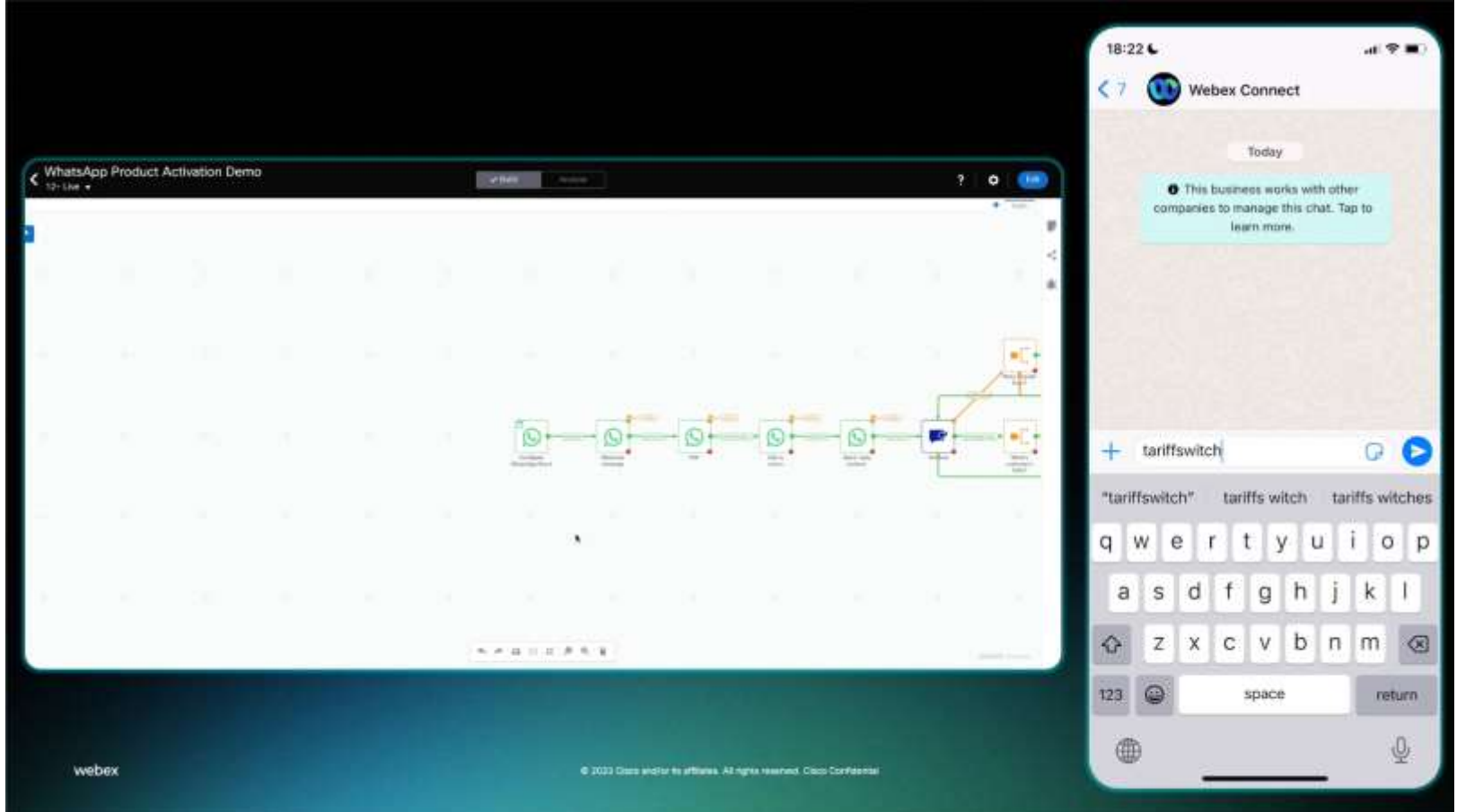
Escalation to Agent Assist



Technology At a Glance – Webex CC & CPaaS Platform



Simplifying The Complexity







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Thank you

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