Cisco Customer Journey Platform

Transform your customer experience through predictive analytics and improve the business performance of your contact center.

While operational efficiency will always be a priority for contact centers, more and more are aspiring to be a strategic corporate asset by contributing to revenues, improving agent performance and productivity, and increasing overall customer satisfaction and retention rates.

The Cisco Customer Journey Platform provides sales and service contact centers the ability to improve their customer experience and optimize their performance with dynamic, predictive analytics. By leveraging the data in multiple contact center systems and applying predictive analytics, the Cisco Customer Journey Platform dynamically predicts each customer’s needs and matches the customer with the best agent to handle that need, improving performance, sales, and the customer experience.

The Cisco Customer Journey Platform is a unified, omnichannel contact center solution that is centrally managed and administered from the cloud to improve operational efficiency and reduce costs. Distinctive features include:

**Native cloud.** Designed and built as a cloud solution with a design philosophy to bring security and unlimited visibility, flexibility, and scalability to contact centers. It eliminates premises-based complexity and expense and enhances productivity to lower the total cost of ownership.

**Figure 1.** An innovative set of capabilities for the cloud-based contact center of today and tomorrow
Omnichannel. Customer interactions—voice, email, and chat communications—in a unified environment for agents, managers, and administrators that provides a seamless customer experience.

Predictive analytics-based routing. Customer and agent matching uses big data analytics to understand the customer’s journey to-date and predict the customer’s need and identify the agent with the best performance record to meet that need and to deliver the desired business results.

Expert collaboration and communications. On-demand collaboration between agents, managers, and back-office subject matter experts via voice and chat to speed first contact resolution.

Embedded Salesforce app. Option to run your entire contact center within Salesforce, with a unified user experience for agents, managers, and administrators.

360° customer journey analytics. Analysis of all cross-channel customer interactions that links interactions with the same intent to understand the customer experience and improve customer service.

Comprehensive WFO suite in a unified environment. Workforce Management (WFM) dynamic scheduling with agent participation, quality management, and “voice of the customer” insights across channels via speech, text, and desktop analytics.

Outbound campaigns. Outbound campaign management and automation with preview and progressive dialing.

The successful contact center
Recent studies show that three key initiatives differentiate today’s successful contact centers: analytics, agent performance management, and collaboration.

Agent performance management
- Only 12% match customers with agents based on agent performance
- Only 27% of contact centers consider their process of tracking agent performance to be very effective
- Fewer than 25% track agent performance in real time

Contact Center Pipeline

Analytics
Best-practice contact centers that use analytics to manage performance have increased revenue, greater upsell volume, and higher customer satisfaction per call.

Aberdeen Group

Agent and expert collaboration
- 40% of customer support calls require assistance from an expert to close
- 33% of customer contacts are not resolved during the first interaction with the contact center
- 12% of these customers will churn

ICMI, 451 Research
Contact center solutions for every business

Whether you are a new business creating your first contact center, a medium-sized business looking to improve contact center operations, or a distributed contact center needing visibility and control over multiple contact center sites and systems, the Cisco Customer Journey Platform has a contact center solution for you.

**Business Edition:** Gives managers visibility and control over every incoming and outbound interaction from a central point. Start with just voice or a small room of omnichannel agents, and the Business Edition will continue to support you as your contact center expands across multiple sites and continents. Add options such as workforce optimization, outbound campaigns and CRM integration when your business needs them.

**Salesforce Edition:** Improves the productivity of agents, managers, and administrators by running all contact center operations as an embedded app within the Salesforce Sales and Service Clouds. Can use ACD and CRM data to match customers with the agents having the best performance records to increase customer satisfaction and profitability.

Omnichannel contact center in the cloud

**Centralized queue in the cloud:** Allows customer interactions from anywhere in the world to be queued in the network and routed to distributed teams and agents in a dynamic fashion. Callers wait in a central “line” and not in distributed lines that can lead to a longer wait.

**Figure 2.** Unified, omnichannel customer interactions
**Omnichannel interaction routing**: Voice, email, and chat are managed and administered centrally to eliminate siloed voice and nonvoice interactions. Customers are matched with an agent proficient with the customer’s desired media. Cross-channel interaction history is stored in a unified way so that the customer’s journey can be used to optimize interaction routing.

**Centralized routing control**: Regardless of where the agents are—in-house, outsourced, at home, or offshore—supervisors can centrally manage routing strategies to respond quickly to changing traffic conditions and performance.

**Screen pops with contextual data**: Data about the customer, their customer journey so far, and the context of the call is delivered to the agent in an automatic “screen pop,” including data from other applications, to improve customer satisfaction and reduce contact handling time.

**Callbacks**: The customer specifies a callback time in a speech-enabled IVR system or on a web form, and their number is automatically dialed and connected to an agent at the specific time.

**Centralized call monitoring and recording**: Supports centralized quality management regardless of the agent, site, or outsourcer taking the call. Supervisors can monitor any agent from any location, and call recordings are stored in a hosted repository for long-term archival, replay, and analysis. Supports customized parameters and tags for easy search, retrieval, and management.

**Workforce optimization suite**: Includes WFM with dynamic scheduling and agent participation, intuitive quality management for supervisors and agents, and speech, text, and desktop analytics to improve the productivity of everyone in the contact center.

**Outbound campaigns**: Outbound campaign management and automation with preview and progressive dialing to improve agent productivity and increase sales.

**The analytics-driven contact center**

The **Cisco Customer Journey Analyzer** uses agent, customer, and interaction data from diverse business systems to provide **360° customer journey analytics and dynamically improve contact center business and operational performance**.

The **Cisco Customer Journey Analyzer** uses **big data analytics** techniques and technologies that allow Customer Journey Platform to:

- **Integrate data from disparate systems** into contact center optimized data models for direct use by business users, eliminating the need for database experts to correlate multisystem data.
- **Identify customer and agent attributes and behaviors** that optimize the customer lifetime journey and result in the best business outcomes.
- **Apply statistical performance analytics** to determine the tasks and customer issues at which each agent excels.
Figure 3. The Cisco Customer Journey Analyzer uses big data and predictive analytics to improve business performance.

- **Create predictive analytics models** to predict customer needs based on their past interactions and the stage of their customer journey and to identify the best agent available to meet that need at that stage of the journey.

- **Dynamically match each customer with the agent** that has the best performance record to meet the customer’s need-improving customer satisfaction and increasing upsells.

- **Understand the voice of the customer** with integrated speech, text, and desktop analytics across channels.

- **Provide intuitive dashboards** that unify and correlate real-time metrics from multiple systems to empower proactive, real-time management.

**Expert consultation and collaboration**

The **Cisco Customer Journey Platform** delivers on-demand collaboration between contact center agents and subject matter experts throughout the enterprise, increasing first call resolutions, lowering customer churn, increasing agent performance and productivity, and improving customer satisfaction through:
Hybrid cloud and on-premises contact center

The Cisco Customer Journey Platform offers **cloud routing and hybrid support** for contact centers with existing on-premises systems to support a graceful migration to the cloud.

By providing unified cloud routing and analytics for multisite, multisystem contact centers, the Cisco Customer Journey Platform allows for delivery of a consistent and improved customer experience.

**Centralized, global call distribution** engine optimizes distributed resources usage, helps ensure the most efficient use of agents in multiple locations, and balances call loads.

**Predictive analytics routing** for both on-premises and cloud-based solutions.

**Real-time dashboards** that unify and correlate real-time metrics from multiple systems and sites.

Figure 4.  Agent and expert real-time collaboration
Proven native cloud

The Cisco Customer Journey Platform is a native cloud solution with proven deployments in small, medium and large enterprises, 99.9% uptime, and an excellent track record of highly satisfied customers who have experienced a positive ROI in a few short months.

Security: Provides carrier-class security and reliability through built-in product features, development processes, and services including Secure Shell (SSH), SSL, and secure VPN.

Openness: Built with an open solutions philosophy that enables interoperability through APIs, Software Development Kits (SDKs), and standards. Supports data integration with Computer Telephony Integration (CTI), voice integration with Session Initiation Protocol (SIP), XML, Media Server Control Markup Language (MSCML)/MSM, VoiceXML, and application integration with HTTP, is XML-based, and uses open source NoSQL and big data technologies.
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