

Cisco Spark Care

Overview

Cisco Spark[®] Care is a digital customer support solution for help desks and teams. It enables connected digital experiences by enabling customer care teams to deliver contextual, continuous, and capability-rich support to external or internal customers.

Cisco Spark Care can quickly be embedded on your website to offer chat and callback services. Cisco Spark Care includes a customer care agent workspace and integrated reporting with customer feedback to improve help desk productivity and effectiveness.

Cisco Spark Care is offered as part of Cisco Spark, with integrated administration and enterprise-class security.

Why It's Important

Existing customer care solutions are typically too expensive and complex for small customer care teams, which often have limited budgets and little or no access to IT resources. Lacking attention and support from IT, smaller care teams are often forced to implement shadow care solutions by buying direct online, which can ultimately lead to security compromises and disjointed experiences. Many existing low-end digital care and chat solutions do not retain customer context, so every customer interaction must start from scratch. These web chat offers typically do not support integrated callback, interactions with virtual assistants, or customer journey tracking, making it even more difficult for businesses to offer a connected digital experience to their customers.

Cisco Spark Care solves these problems by offering a cost-effective customer care solution that can typically be set up by users in about fifteen minutes. Security is world-class, and your care providers can view a history of the customer's previous interactions, allowing them to provide faster, more focused service. And it's all secure in the cloud, allowing your business to easily adjust capacity and automatically take advantage of new capabilities as they are introduced.

Cisco Spark Care Features

Table 1 describes the specific features and benefits of Cisco Spark Care.

Note: The term "agent" as used herein refers to any care provider using Cisco Spark Care. This need not be a formal contact center agent.

Table 1. Features and Benefits

Feature	Benefit
Care Channels	
Chat	<p>Customers can interact with agents via a chat area on your website. Cisco Spark Care includes a wizard (see Figure 1) that helps you design and customize the chat area and generate the code needed to chat-enable your website, including the following features:</p> <ul style="list-style-type: none"> • Proactive chat based on customer time on website • Access to chat based on customized office hours • Customized messaging and branding • Customizable prompting of information from the customer before the chat • Chat initiated by the customer clicking on the icon or proactively after the customer has been on the web site for a configurable period of time • Chat can escalate to a live video call, offering a more personalized, efficient experience • Customer satisfaction scoring <p>The customer has the option to save the chat transcript locally after the chat ends.</p>
Voice callback	<p>Customers on your website can request a voice callback to their mobile or PSTN number, which agents can accomplish with a simple click of a button. NOTE: This uses the Cisco Spark calling service. See the section "Availability and Devices" below for details on availability.</p>
Self-service	
Customer Virtual Assistant	<p>Customers can receive self-service chat support with escalation to a live agent if required. The automated chat support is provided by built-in Spark Care integration with Google Dialog flow (formerly API.AI) prebuilt or custom chat "bots."</p>
Routing and Customer Information	
Pick Routing	<p>Allows agents to select items from a queue of chats and callback requests.</p>
Automated routing	<p>Spark Care can automatically route incoming chats and callbacks to the longest available agent.</p>
Customer profile	<p>Agents can see available profile information about each customer before accepting the contact. Profile information about new customers is automatically captured. Agents can correct or update customer profile information if necessary.</p>
Context Service	<p>Agents can view a history of the customer's previous interactions, allowing them to provide faster, more focused service. Information for the current activity is automatically captured. Agents can add notes about the current interaction and group related tasks together to better understand the customer journey.</p> <p>The Context Service provides open APIs to allow secure access by other applications (for example, website, Internet of Things events).</p>
Agents	
Browser-based User Interface	<p>The agent user interface is a workspace optimized for customer care. It includes views of incoming contacts, current contacts, and contact history and context. See Figure 2.</p>
Remote-agent support	<p>The cloud architecture allows agents to easily work from home or other remote locations.</p>
Capacity	<p>Each agent can manage up to five concurrent chat sessions and one voice call at a time.</p>
Single sign-on	<p>Agent single sign-on capabilities ease the burden on administration and IT.</p>
Management and Reporting	
Administration	<p>Cisco Spark Care capabilities are configured and administered using Spark Control Hub—the same as other Cisco Spark services.</p>

Feature	Benefit
Fast setup	Users can typically set up a Cisco Spark Care solution in about fifteen minutes (after other necessary Cisco Spark services such as messaging and calling are configured).
Reporting	Agents can view individual and team performance. Administrators can see organization-wide customer satisfaction scores and data on handled contacts. See Figure 3.
Customer feedback	Customer feedback surveys can be offered for every chat and callback interaction.
Security and Support	
Encryption	We use HTTPS to encrypt data in transit between Spark Control Hub and our servers, protecting the identities of the senders and receivers of the encrypted content. We use AES-256 for end-to-end content encryption, and HTTPS for transport encryption.
24x7 support	Cisco offers 24x7 support on all paid offers of Cisco Spark Care.
Availability and Devices	
Countries	Chat functionality in Cisco Spark Care is available in countries where Cisco Spark messaging is available. Calling capabilities in Cisco Spark Care are available in countries where Cisco Spark calling is available. To find out what is available in your region, please go to: https://www.cisco.com/go/spark-availability .
Devices	Agents can handle calls using a WebRTC-capable browser or their Spark Calling-registered desk phone.

Figure 1. Chat Enablement Tool

The screenshot displays the 'Create Chat Template' interface in Cisco Cloud Collaboration Management. The main heading is 'Create Chat Template' with a close button (X) in the top right. Below the heading is the 'Customer Information' section, which includes a sub-heading 'Customer Information' and a note: 'This is the screen a customer fills in to start chat with an agent'.

The interface is split into two columns: 'Preview' and 'Attributes'.

Preview: This column shows a simulated chat form. It starts with a 'Welcome to' message for 'Cumulus Motorcycles'. Below this are three input fields: 'Name', 'Email' (with the example 'e.g. abc@xyz.com'), and 'How may I assist you?' (with a dropdown menu and '(Optional)' label). There is also an 'Additional Details' section with a text area and '(Optional)' label. A 'Start Chat' button is located at the bottom of the preview.

Attributes: This column shows configuration options for the chat form. It has two radio buttons: 'Required Field' (selected) and 'Optional Field'. Below this are three input fields: 'Label', 'Hint Text' (with the example 'e.g. abc@xyz.com'), and 'Type' (with a dropdown menu).

Figure 2. Agent Experience

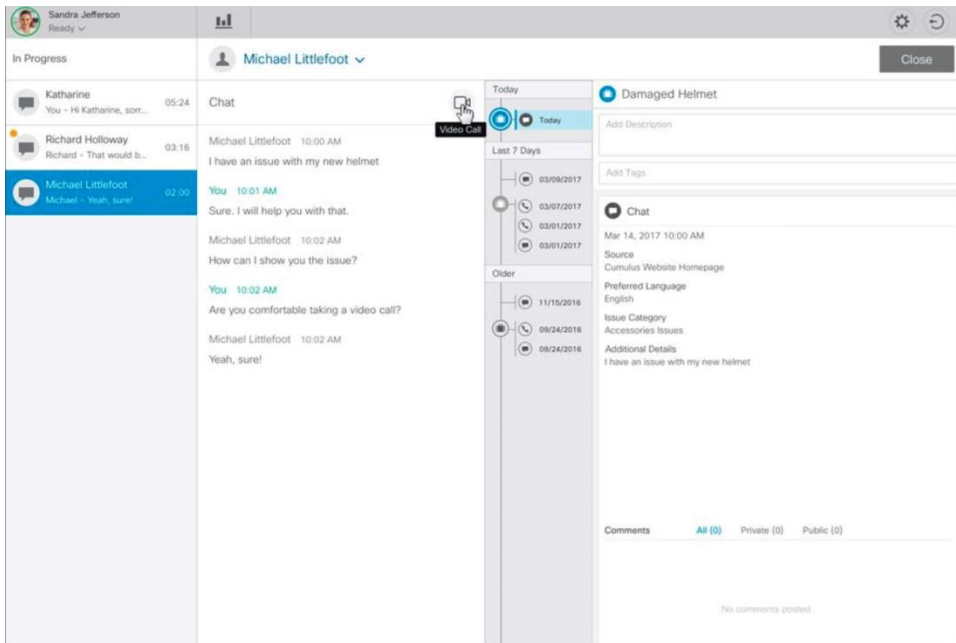
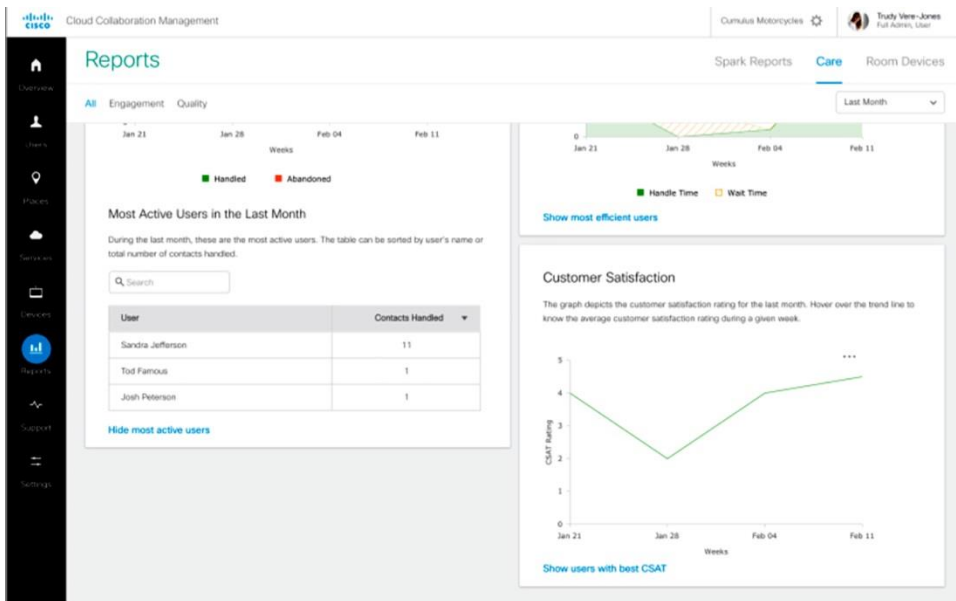


Figure 3. Reporting Experience



Cisco Spark Service Availability, Ordering, and Support

Country Availability

Country availability of Cisco Spark varies by the type of capability. To find out what is available in your region, please go to: <https://www.cisco.com/go/spark-availability>.

Ordering Information

To place an order, find more information, or learn about a free trial, please visit <https://www.ciscospark.com/>. To find up-to-date Cisco Spark feature compatibility and platform requirements, please visit: <https://www.cisco.com/go/spark-compatibility>.

Support for Cisco Spark

Support for the entire Cisco Spark service is available every day of the year. To get online support, go to <https://support.ciscospark.com/>, or you can get help in the Cisco Spark app by going to Settings > Support.

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