

Cisco Spark Care

Overview

Cisco Spark[®] care is a digital customer support solution for help desks and small teams. It enables connected digital experiences by supporting customer care teams that want to deliver contextual, continuous, and capability-rich journeys 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, 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.

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 tool (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"> • 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 • Customer satisfaction scoring <p>The customer has the option to save the chat transcript locally after the chat ends.</p> <p>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.</p>

Feature	Benefit
Voice callback	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.
Routing and Customer Information	
Selection by agents	Agents have visibility into incoming contacts (chats, calls) and can pick which contacts they will handle.
Customer profile	Agents can see available profile information about each customer before accepting the contact. Profile information about new customers is automatically captured. Agents can update customer profile information to correct and amend it, if necessary.
Context Service	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 and tags to the current log, which will be visible in future interactions with the customer. The Context Service provides open APIs to allow secure access by other applications (for example, website, Internet of Things events). Storage of customer context information is, for practical purposes, unlimited.
Agents	
Desktop	The agent "desktop" is a workspace optimized for customer care. It includes views of incoming contacts, current contacts, and contact history and context. See Figure 2.
Remote-agent support	The cloud architecture allows agents to easily work from home or other remote locations.
Chat capacity	Each agent can manage up to five concurrent chat sessions.
Blended contacts	Agents can simultaneously handle a call and chat sessions.
Single sign-on	Agent single sign-on capabilities ease the burden on administration and IT.
Management and Reporting	
Administration	Cisco Spark care capabilities are configured and administered using Cisco Cloud Collaboration Management—the same as other Cisco Spark services.
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 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 Cisco Cloud Collaboration Management 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: http://www.cisco.com/go/spark-availability .
Devices	Agents can handle calls using a WebRTC-capable browser.
Languages	The agent desktop is localized in the following languages: English (US).

Figure 1. Chat Enablement Tool

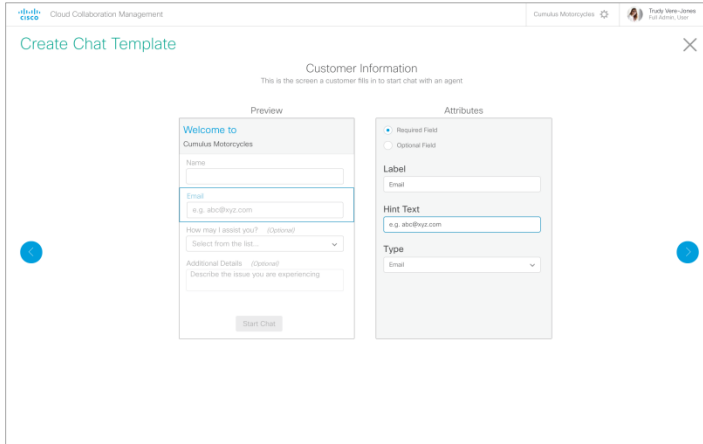


Figure 2. Agent Experience

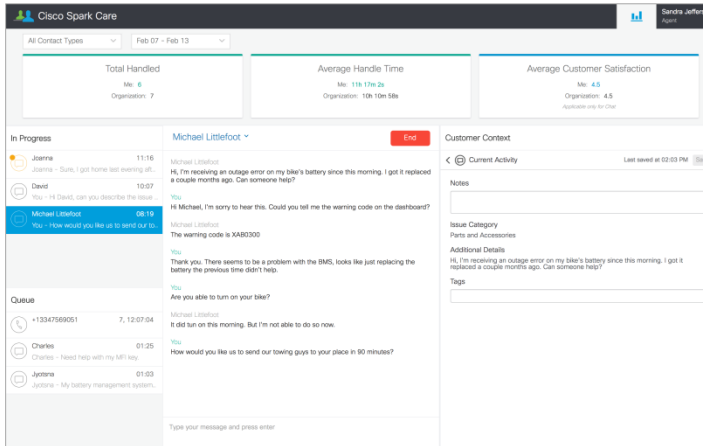
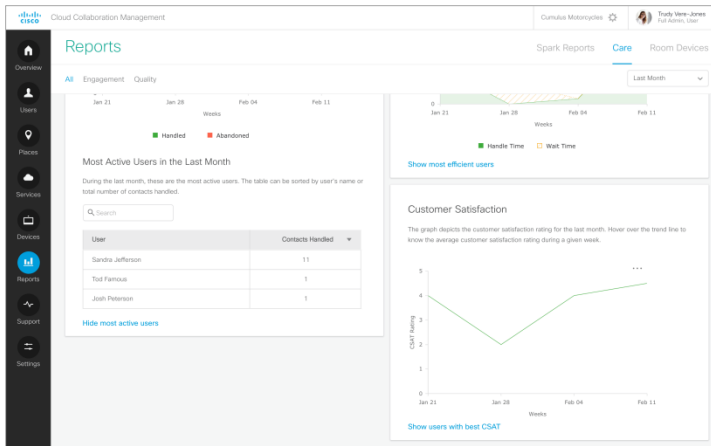


Figure 3. Reporting Experience



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: <http://www.cisco.com/go/spark-availability>.

Ordering Information

To place an order, find more information, or learn about a free trial, please visit <http://www.ciscospark.com>. To find up-to-date Cisco Spark feature compatibility and platform requirements, please visit: <http://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 <http://support.ciscospark.com>, or you can get help in the Cisco Spark app by going to Settings > Support.

Cisco Capital

Financing to Help You Achieve Your Objectives

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For More Information

To learn more about how the Cisco Spark service can transform your communications, please visit: <http://www.ciscospark.com>. For information about Cisco's on-premises and hosted contact center products, visit <http://www.cisco.com/c/en/us/products/customer-collaboration/index.html>.



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