

## Cisco Unified Contact Center Hosted 7.5

Cisco® Unified Communications Solutions unify voice, video, data, and mobile applications on fixed and mobile networks, enabling easy collaboration every time from any workspace.

### Product Overview

Cisco Unified Contact Center Hosted is suitable for both large enterprise companies and service providers. For enterprise companies with multiple branch offices or divisions, the value is a centralized contact center infrastructure that can offer services to its various divisions or satellite offices. For incumbent service providers and new service carriers, the product creates a new, high-margin service revenue stream. The service provider hosts the contact center infrastructure software, which is shared by multiple customers, in its central office or data center. Subscribing customers can have IP or time-division multiplexing (TDM) infrastructures, or a combination of the two.

### Features and Benefits

The solution includes a suite of services that you can introduce all at once or incrementally. Table 1 lists some of these services and their benefits.

**Table 1.** Features and Benefits

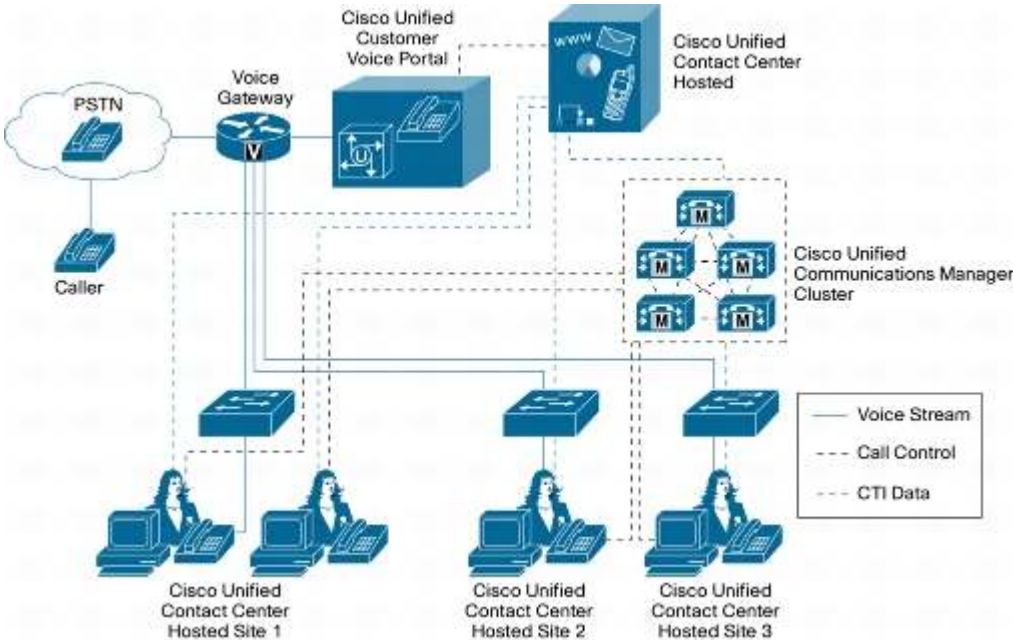
Feature	Benefit
<b>Category</b>	
<b>Virtual call center</b>	Calls are routed to contact center agents regardless of their location, a service especially appealing to businesses with multiple locations, branch offices, or home agents.
<b>Network routing with computer telephony integration (CTI)</b>	The network-based automatic-call-distributor (ACD) function is combined with CTI services to deliver data to the agent desktop, facilitating fast, efficient customer service.
<b>Network interactive voice response (IVR)</b>	The IVR feature provides information to callers and collects information from callers before they speak with a live agent. This feature gives customers a self-service option, and if they need to speak to an agent, allows for fast, efficient service.
<b>Web chat and collaboration</b>	This feature allows contact center agents to respond immediately to customer questions, using your website along with text chat or real-time web collaboration.
<b>Email management</b>	This comprehensive solution allows you to manage large volumes of customer email inquiries submitted to company mailboxes or websites.
<b>Intelligent call routing</b>	Calls are routed between contact centers based on call context information (dialed number and caller ID), caller-entered digits, agent availability, and customer information from databases.
<b>Cisco Unified Expert Advisor</b>	This feature expands the scope of the contact center by allowing presence-enabled enterprise knowledge workers to handle incoming customer calls without the need for the rigid tools and business rules typically found in formal contact centers. It improves first-call resolution and increases customer satisfaction by allowing subject matter experts anywhere in the enterprise to handle incoming customer calls.
<b>Remote-agent support</b>	Support for remote agents extends the Cisco Unified Contact Center Hosted environment by providing CTI, contact distribution, and reporting capabilities to remote agents in branch offices or at home.

<p><b>Blended outbound dialing</b></p>	<p>This feature provides a combination of outbound dialing modes, complementing the powerful inbound call-handling capability of the Cisco Unified Contact Center Hosted platform. You can build campaigns to use predictive, progressive, or preview dialing, which are integrated with inbound calls and compliant with contact center service levels to offer a powerful blended solution.</p>
<p><b>Cisco Agent Desktop Browser Edition</b></p>	<p>With Cisco Agent Desktop Browser Edition, you can execute Cisco Agent Desktop as a thin client from within a commercial web browser, making it easy to deploy and maintain. The application includes an agent toolbar, contact data, enterprise data, and agent status information, making it an ideal solution in thin-client applications.</p>

**Components and Features**

Figure 1 shows the components of Cisco Unified Contact Center Hosted. All components reside at the service provider location or the central enterprise location (depending on the customer), except for Cisco Unified IP Phones, call center agent PCs, and a quality-of-service (QoS)-enabled network.

**Figure 1.** Sample Architecture for Cisco Unified Contact Center Hosted



Cisco Unified Contact Center Hosted software delivers a suite of capabilities that can help your company interact with contacts in different ways. At its core is an intelligent contact routing engine that is dedicated to each hosted company. This contact engine allows your company to interact with contacts consistently, through user-defined rules, regardless of the resource or caller. Though the contact engine software resides at the central office or data center, the service provider's customer or the enterprise's branch offices can control it by modifying business rules or adding new skill groups.

The routing functions of Cisco Unified Contact Center Hosted intelligently distribute contacts as they enter the network. When a contact requires redirection, the application applies business logic, sending the contact to the best available enterprise resource. For contacts flowing between sites or among agents, skill groups, or IVRs, the routing optimizes each customer's interaction by retaining collected data, eliminating the need for the customer to restate information.

To determine caller value, which might factor into how a call is treated, the software profiles each caller using contact-related data such as dialed number and calling line identification, caller-

entered digits, and information from a search of the customer-profile database. At the same time, the system determines the best resources to meet the caller's needs, based on real-time conditions such as agent skills and availability, IVR status, queue lengths, and so on. Thus, through a combination of customer and contact center data and user-defined business rules, Cisco Unified Contact Center Hosted routes each contact to the best available resource anywhere in the enterprise. Throughout the process, carrier-class distributed fault tolerance built into all the Cisco components helps ensure uninterrupted operations from the network center to the desktop.

Cisco Unified Contact Center Hosted extends the sources of data available for making contact routing decisions and for populating agent desktop applications. For instance, Cisco Unified Contact Center Hosted can perform a lookup in a customer database during routing to guide its decisions. It can also use information from customer relationship management (CRM) applications to match customers with agents and expand the data available to screen pop applications.

Wherever an agent is based, the system delivers context-call event and customer-profile data — as a contact arrives — allowing the agent or application to personalize service and help maximize efficiency. Call center managers can make more informed decisions because the intelligent-contact-management (ICM) component of Cisco Unified Contact Center offers consolidated web-based reporting across the enterprise, providing up-to-the-moment statistics on the number of callers in queue, agents handling calls or web interactions, and more.

Cisco Unified Contact Center Hosted software integrates easily with other contact center applications through its open, published interfaces. It is highly compatible with leading third-party contact center applications for IVR, CRM, workforce management, voice recorders, traditional automatic call distributor (ACD) solutions, outbound dialers, message boards, and others.

## **Incorporating Experts into the Contact Center**

### **Cisco Unified Expert Advisor**

Cisco Unified Expert Advisor expands the scope of the contact center by allowing presence-enabled enterprise knowledge workers to handle incoming customer calls without the need for the rigid tools and business rules typically found in formal contact centers.

Cisco Unified Expert Advisor improves first-call resolution and increases customer satisfaction by allowing subject matter experts anywhere in the enterprise to handle incoming customer calls. Experts receive precall data, allowing faster problem resolution. Cisco Unified Expert Advisor is highly flexible and customizable, allowing your enterprise to implement the most appropriate architecture and business logic that meet your particular customer contact needs.

### **Cisco Agent Desktop and Cisco Unified Presence Integration**

Integrating Cisco Agent Desktop with Cisco Unified Presence extends real-time collaboration into the broader enterprise by integrating the contact center desktop applications with Cisco Unified Presence. Through this integration, agents and supervisors can collaborate with relevant colleagues and subject matter experts outside the contact center. For efficiency and convenience, the contact center defines the view to show only the colleagues who are appropriate for agents to access.

Both parties use familiar applications. Contact center personnel use the Cisco Agent Desktop and Cisco Supervisor Desktop, and subject matter experts outside the contact center use the Cisco Unified Personal Communicator or Cisco IP Phone Messenger. This feature helps agents connect

with experts on the first try by knowing beforehand whether they are available and how they prefer to be reached.

## **Agent Capabilities and Benefits**

### **Computer Telephony Integration Option**

Cisco Unified Contact Center Hosted can help you deploy a complete CTI strategy, including comprehensive functions at the agent's workstation. Cisco Unified Contact Center Hosted delivers a rich set of data to business applications, providing enterprisewide call-event and customer-provided information to the agent's desktop. It sets a new standard for true enterprisewide, network-to-desktop CTI with minimal custom development or systems integration, helping your organization implement CTI quickly and cost-effectively.

### **Customer Relationship Management (CRM) Integration**

Your company can save costs, improve efficiency, and increase revenue by using Cisco Unified CRM Connector to integrate your third-party CRM applications with Cisco Unified Contact Center solutions. This integration allows agents to use the third-party CRM user interface as the sole interface to manage customer interactions. Agents can log in, control agent state, and conduct calls through the CRM user interface. When a new call arrives, a screen pop of CRM information instantly appears on an agent's terminal and CRM information is retrieved by phone number, IVR information, or agent-entered information. Agents can route calls, connect them to a conference, or transfer them from within the CRM screen. Incoming and outgoing call activity is logged here as well.

Today's call centers need unified call flows, unified business processes, and unified desktops for both call management and business-transaction navigation. The Cisco Unified CRM Connector is a comprehensive tool that readily supports popular CRM packages, including Oracle PeopleSoft, Oracle Siebel, SAP, Microsoft CRM, Salesforce.com, and Remedy. With Cisco Unified CRM Connector, agents can place, receive, and transfer customer interactions with full, real-time access to third-party CRM customer data; saving money, increasing revenue, improving monitoring, and facilitating excellent customer service.

Customers using Cisco Agent Desktop with Cisco Unified Contact Center Hosted can integrate Cisco Agent Desktop with Salesforce.com and Siebel with minimal software development. For other popular third-party CRM applications, Cisco Agent Desktop facilitates integration using key-stroke macros or dynamic URLs, running the (web-based) CRM user interface in the Cisco Agent Desktop integrated browser.

### **Agent Desktop Options**

Cisco Unified Contact Center Hosted offers a variety of desktop options for contact center agents, including Cisco IP Phone Agent, Cisco Agent Desktop, and Cisco CTI OS Toolkit Desktop . IP Phone Agent provides basic ACD functions on a Cisco Unified IP Phone, and in many cases it eliminates the need for installing an agent desktop on the agent's PC. Cisco Agent Desktop provides built-in agent desktop capabilities that allow agents to perform call-control functions directly from their desktops. Finally, the CTI OS Toolkit Desktop is available for companies that require specialized, custom desktop capabilities tailored to meet the specific needs of their contact center operations.

### **Universal Queue**

Cisco Unified Contact Center Hosted coordinates an agent's ability to work on multiple tasks from various channels while allowing the agent to be interrupted with high-priority tasks as required. For instance, an agent who is assisting a customer using text chat could handle another text-chat request at the same time, increasing the agent's productivity. Agents also can be delivered a task of a different channel type from their active task. For example, an agent responding to a customer's email message can be sent a voice call, allowing the agent to handle the real-time voice call and then return to the email message. In this way, Cisco Unified Contact Center Hosted can optimize your agents' activities, helping to ensure the highest level of customer service with the resources available.

Universal Queue can accurately report on an agent's tasks and activities. Cisco Unified Contact Center Hosted provides real-time status and historical reporting of Universal Queue and interrupted tasks. Real-time displays accurately depict the agent's current task and time associated with it. Historical reports track the cumulative time associated with agent tasks, omitting the time the agent's focus was diverted to another routed task.

### **Support for Remote and Mobile Agents**

Remote-agent support extends the Cisco Unified Contact Center Hosted environment by providing CTI, contact distribution, and reporting capabilities to remote agents in branch offices or at home. Cisco Unified Contact Center Hosted provides identical user interfaces and feature functions to agents regardless of their location.

By incorporating agents outside the physical location of a contact center, Cisco Unified Contact Center Hosted can help your company better use existing and on-demand resources and fully extend CTI functions across your extended enterprise.

Cisco Unified Mobile Agent adds the capability to bring temporary agents online during seasonal high call volume with reduced startup costs. Agents can choose their destination phone number during signup time and change the number as often as they want, giving the contact center the flexibility to adapt to a fast-moving mobile workforce.

### **Self-Service and Call-Treatment Capabilities**

Cisco Unified Contact Center Hosted offers two options for self-service and call treatment: Cisco Unified IP Interactive Voice Response and Cisco Unified Customer Voice Portal.

Cisco Unified IP IVR is designed to simplify business integration, increase flexibility, and provide efficiency gains in network hosting. These features reduce business costs and can dramatically improve customer satisfaction. Tightly integrated with Cisco Unified Communications Manager software, Cisco Unified IP IVR offers ease of installation, configuration, and application hosting because it is constructed to exploit the power of IP-based communications.

Cisco Unified IP IVR facilitates self-service applications, such as access to checking account information or user-directed call routing, by processing user commands through touch-tone input or speech-recognition technologies. Customers can use voice commands to retrieve the information they require without ever speaking with an agent, or to quickly navigate to the correct department or agent who can help them.

Cisco Unified Customer Voice Portal operates with both TDM- and IP-based contact centers to provide a call-management and call-treatment solution with a self-service IVR option that can use information available to customers on the corporate web server. With support for automated-speech-recognition (ASR) and text-to-speech (TTS) capabilities, callers can obtain personalized

answers to their questions and conduct business in innovative ways — without the costs of interacting with a live agent.

For example, with Cisco Unified Customer Voice Portal, customers can pay a bill, order products and track delivery, locate a dealer, schedule a pickup, change name and address information, make travel arrangements, check payment status, receive notification of unusual activity, or request literature or product information.

## **Management Capabilities and Benefits**

### **Supervisory Features**

Cisco Unified Contact Center Hosted allows supervisors to view agent states and call information, send text-chat messages to agents, interrupt or intercept calls, record conversations, and silently monitor agent calls from the corporate network or through a remote dial-in connection. These features add value to the supervisors' role in the contact center and can help them effectively manage their teams.

With supervisor and agent chat capabilities, supervisors can send text messages to agents participating in a call — allowing them to coach agents unobtrusively on cross-sell and up-sell opportunities and helping them resolve customer situations. Supervisors can interrupt an agent's call to create a three-way conference, and then interact with both the caller and the agent to help resolve a concern. A supervisor can remove the agent from a call using the intercept feature, allowing the supervisor and caller to complete the call on their own while the agent handles another customer's request.

Supervisors can change an agent's state from their desktop. For example, agents may forget to make themselves available to take calls after a break or neglect to log out when away from their workstation for an extended period. With Cisco Unified Contact Center Hosted, supervisors can easily log out missing agents or make unintentionally idle agents ready to take calls. This function is critical to highly distributed contact center deployments.

Supervisors also can change an agent's skill profile in real time. This capability gives supervisors tactical tools to manage their agent teams and support contact center management objectives.

### **Administration**

Streamlined administration allows managers to perform all Cisco Unified Contact Center Hosted administration centrally. The administrative interface in Cisco Unified Contact Center Hosted allows agents to handle voice, web, chat, and email contacts, depending on their assigned skill sets. The interface allows system managers, administrators, and supervisors to develop, modify, or view routing scripts; manage the system configuration; monitor contact center performance; define and request reports; and help ensure system security. This one user interface provides enterprise-wide control across the single- or multisite contact center.

### **Reporting**

The Cisco Unified Contact Center Hosted solution provides real-time and historical data necessary for mission-critical contact center reporting. The reporting function provides accurate and timely reports on contact center activity, helping managers make informed decisions regarding staffing levels, contact handling procedures, and technology investments. Standard reporting templates provide automatically operational functions for common reporting needs. Custom reports can extend the standard reporting package to meet specific reporting needs. Furthermore, the open

software architecture of Cisco Unified Contact Center Hosted allows you to export reporting data to external data warehouse environments.



### **Management Portal**

The Cisco Unified Contact Center Management Portal provides a simple-to-use web-based user interface to streamline the day-to-day provisioning and configuration operations performed by contact center managers, team leads, or administrators. Such common tasks include moves, adds, or modifications of phones, agents, skill groups, or teams. Its unified configuration is designed to simplify administration of both the applicable IP-based contact center elements and the Cisco Unified Communications Manager components. The Cisco Unified Contact Center Management Portal is a partitioned system that can support multiple business units with complete autonomy and offers hierarchical administration to support multiple business-level users with specific roles and responsibilities. Finally, to help administrators and managers keep tabs on contact center modifications, it provides audit trail reports detailing all configuration changes and usage of the management portal.

### **Cisco Unified Intelligent Contact Management Hosted**

Cisco Unified Intelligent Contact Management Hosted is a high-capacity, high-reliability network service platform that offers a wide range of services for IP and TDM networks. Its services include traditional intelligent-network routing, IVR, and network queuing services to Cisco Unified Intelligent Contact Management platforms of service provider customers or enterprise branch offices. Therefore, Cisco Unified Intelligent Contact Management Hosted functions much like a service control point (SCP) to a full set of hosted contact center features. You can integrate Cisco Unified Intelligent Contact Management Hosted with existing TDM, ACD, and IVR equipment in addition to Cisco Unified Communications Manager and Cisco Unified Customer Voice Portal.

Cisco Unified Intelligent Contact Management Hosted has been deployed in high-capacity carrier environments since 1997 and has proved its ability to handle millions of calls every day. It delivers excellent service value today as part of a Cisco Unified Contact Center Hosted solution and facilitates a smooth transition to other IP-based voice services.

### **Cisco Unified Customer Voice Portal**

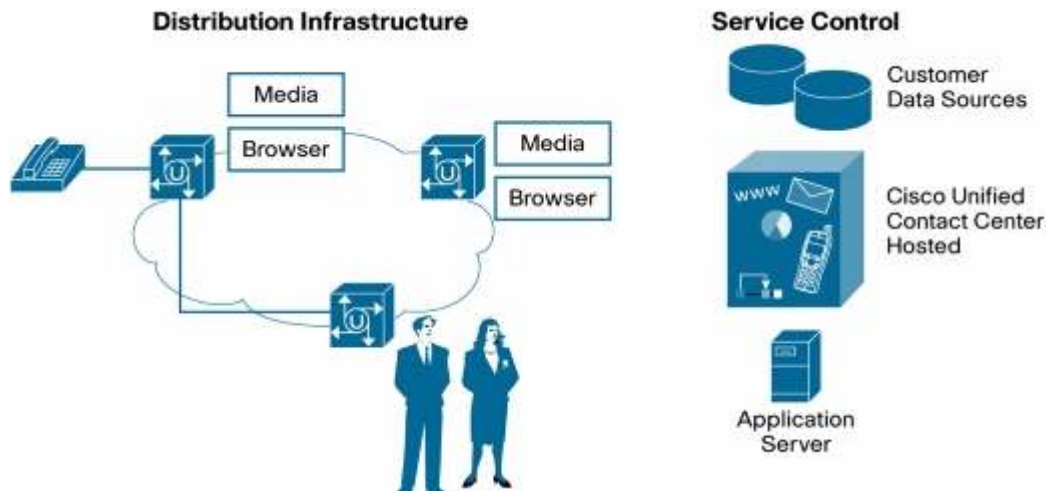
Cisco Unified Customer Voice Portal integrates with both TDM- and IP-based contact centers to provide a call-management and call-treatment solution with a self-service IVR option that can use information available on the corporate web server. With support for ASR and TTS capabilities, callers can obtain personalized answers to their questions and can conduct business in new ways — all without the costs of interacting with a live agent.

To protect existing investments in contact center technology assets, you can deploy Cisco Unified Customer Voice Portal in both TDM and IP contact centers. More importantly, you can deploy the application in a hybrid environment that many businesses have as they migrate their telephony networks to a common converged environment for data, voice, and video traffic. Thus when agent assistance is required, Cisco Unified Customer Voice Portal can easily provide call routing and transfer services over either TDM or IP to route calls to the best location and resource to handle the inquiry.

Cisco Unified Customer Voice Portal includes support for agent queuing and multisite call switching capabilities that use standard Internet technologies to provide a smooth customer experience, even when transferring calls between multiple locations. With support for the Cisco Unified Intelligent Contact Management and Cisco Unified Contact Center products, Cisco Unified Customer Voice Portal delivers self-service as part of a comprehensive customer-contact strategy that attracts customers by providing unique, personalized interactions (Figure 2).



**Figure 2.** With Cisco Unified Customer Voice Portal, Service Providers Treat Calls at Network Edge and Route Where Needed



### Cisco Unified Communications Manager

Cisco Unified Communications Manager is the software-based call-processing component of Cisco Unified Contact Center Hosted. It extends enterprise telephony features and capabilities to the IP phones and other telephony endpoints of service provider customers or enterprise branch offices.

For the Cisco Unified Contact Center Hosted service, important advantages of Cisco Unified Communications Manager software are its scalability, high availability, and voice QoS:

- **Scalability:** Each cluster of Cisco Unified Communications Manager servers can accommodate more than 1000 contact center agents, depending on call volume. By combining a network of Cisco Unified Communications Manager clusters, service providers can support thousands of agents.
- **High availability:** For high availability, service providers may install one or two additional Cisco Unified Communications Manager platforms in a redundant configuration, configuring the Cisco Unified IP Phones to automatically seek out and register with these backup servers. Another availability feature is a function of Cisco IOS® Software called Cisco Unified Survivable Remote Site Telephony (SRST), which provides backup phone connectivity. Installed on remote-site voice-enabled routers, the software helps ensure the availability of basic phone service even if a WAN failure occurs.
- **Voice quality:** For deployments in which IP is the main transport protocol, a software feature called Cisco Call Admission Control (CAC) helps ensure voice quality. Cisco CAC helps maintain voice QoS across constricted WAN links and automatically diverts calls from the IP network to alternative public-switched-telephone-network (PSTN) routes if WAN bandwidth is not available.

When Cisco Unified Communications Manager is in place for Cisco Unified Contact Center Hosted services, service providers can sell additional data, voice, and video services such as unified messaging, multimedia videoconferencing, collaborative contact centers, and interactive multimedia response systems. Likewise, large enterprises that have contact centers with this solution in place can offer these same services and options in any combination to their branch offices.

### Service Provider and Enterprise Benefits

Cisco Unified Contact Center Hosted provides significant economic benefits and business advantages for service providers and their customers as well as large enterprise contact centers. Each class of user — service provider or enterprise — has its own distinct benefits as well, discussed separately. Common benefits include:

- Reduces resource requirements: The service provider or enterprise has the option to shift control of network-based resources to the customer or branch office, to control attributes such as call treatment and assigning agents to skill groups. The control of certain aspects of the networked contact center reduces costs.
- Reduces network bandwidth: Cisco Unified Contact Center Hosted treats the entire IP network as an intelligent switch, capable of trapping calls at the edge of the network near the caller. This capability has existed for years for data traffic, but it is a new capability for voice traffic that can give service providers and enterprises a competitive advantage by reducing bandwidth needs.
- Avoids tolls: By transporting calls using IP, service providers and enterprises can avoid paying local exchange carriers for service. They can simply establish an IP connection to the customer contact center or branch office.
- Reduces integration costs: Until now, businesses or branch offices with independent contact centers had to integrate numerous products from different vendors, an expensive task that postponed service introduction. Cisco Unified Contact Center Hosted provides ACD, PBX, IVR, and web interaction and supports popular call center applications such as workforce management, recording and monitoring, and wallboards. It is also compatible with leading CRM products, including those from Siebel, E.piphany, Oracle, and PeopleSoft. By consolidating all contact center functions in a single platform, Cisco Unified Contact Center Hosted reduces capital expenditures and integration expenses and speeds time to market for the service offering.
- Promotes IP migration: The industry is encouraging businesses to migrate from TDM to IP to take advantage of converged voice and data services, such as IP Centrex, managed IP PBX, and multiservice VPNs. Because Cisco Unified Contact Center Hosted integrates with both IP and TDM networks, it facilitates this transition. The service provider's customers and large enterprise contact centers can continue to take advantage of their investments in existing systems while migrating to an IP architecture.
- Simplifies support: Service providers and enterprise contact centers can support all contact center applications, eliminating the burden of working with multiple vendors.
- Reduces network management costs: By subscribing to Cisco Unified Contact Center Hosted service, the subscriber removes the need to support and operate separate TDM and IP networks, each requiring specialized resources. The subscriber also saves the costs of hiring and training specialized contact center technology workers to manage complex call center products such as IVR systems. For the large enterprise the benefit is similar in that all of the branch offices do not need to support disparate networks or complex systems. They can focus on the task at hand: customer service.

### Service Provider Benefits

- Delivers rapid return on investment: For early profitability, service providers can initially offer one or two services, such as intelligent call routing and network IVR, and then over time offer additional services such as virtual call center or call-treatment services. For the greatest market effect, service providers can offer a complete suite of networked contact center services.
- Reduces customer churn: Contact center operations are critical to many companies. When companies successfully outsource their contact center infrastructure to a service provider, they are likely to remain loyal to that service provider.
- Creates an entry for new services: Many companies that take advantage of the Cisco Unified Contact Center Hosted service offering are smaller organizations that would also benefit from data warehousing, storage networking, and CRM but cannot afford it. Service providers can use the infrastructure they build for Cisco Unified Contact Center Hosted services to offer other high-value services to the same customer base.
- Offers a migration path to IP: As service providers offer a Cisco Unified Contact Center Hosted service, their customers can adopt voice over IP (VoIP) one step at a time; for example, first moving to a single contact center or subscribing to a network-based service such as intelligent contact routing, network IVR, or CTI. At each step they strengthen their relationship with the service provider.
- Reduces capital expenditures and risk: Businesses that subscribe to Cisco Unified Contact Center Hosted services trade high capital expenditures for predictable monthly operational expenditures. They also avoid technology obsolescence and the risk of purchasing and operating expensive and complicated equipment. And because the service provider maintains the software, businesses gain the advantage of feature upgrades immediately without having to purchase or install them.

### Enterprise Benefits

- Centralizes services: For the large enterprise, the value is a centralized contact center operation in which the software and administration are maintained centrally. This centralized operation helps the branch offices avoid purchasing and maintaining the software, installing their own upgrades, and making staffing decisions independent of the rest of the company.
- Differentiates service: By retaining "call context" as customers are transferred among agents — even between different locations, companies, or branch offices — a company can differentiate itself through superior customer service. For example, the information a customer has already supplied to purchase one product or service can be retrieved when the customer initiates another purchase or interaction elsewhere.
- Allows control of network resources: The enterprise can control certain network resources, such as assigning agents to skill groups and defining routing based on a number called or caller-entered digits such as account numbers. In addition, all functions can be controlled from a single operating interface, reducing training and support requirements.
- Reduces long-distance and toll charges: With intelligent IP networking, the Cisco Unified Contact Center Hosted service can trap toll-free calls local to the caller, convert the call to IP, and provide voice treatment — all without incurring typical toll charges. The reason: The call is never actually sent across the PSTN.

### Why Cisco?

Cisco offers tangible benefits to both service providers and large enterprise customers who employ Cisco Unified Contact Center Hosted. These benefits include comprehensive technology and implementation support as well as — for the service provider — marketing support to sell services to end users. Cisco is also a dependable partner with a long-term commitment to IP telephony and a comprehensive portfolio of contact center and voice services products.

Cisco Unified Contact Center Hosted exploits the value of IP by taking advantage of the Cisco experience and expertise with the Internet and IP telephony. With a network based on Cisco products and technology, you can deploy Cisco Unified Contact Center Hosted and then more easily add complementary services such as hosted IVR, CRM, data warehousing, voice VPN, and more. Thus service providers can gain more return from their existing and new complementary services. Finally, Cisco Unified Contact Center Hosted supports both IP and TDM to preserve investments in traditional ACDs, and it is deployed on a carrier-class network platform that delivers high reliability and fault tolerance, facilitates routine upgrades, and scales to support thousands of transactions per second.

### Ordering Information

To place an order, visit the Cisco Ordering Home Page at:

<http://www.cisco.com/en/US/ordering/index.shtml> and refer to Table 2.

**Table 2.** Ordering Information

Product Name	Part Number
Cisco Unified Contact Center Hosted Bundle	IPCH-BUNDLE

### Cisco Unified Communications Services

Cisco Unified Communications Services allows you to accelerate cost savings and productivity gains associated with deploying a secure, resilient Cisco Unified Communications Solution. Delivered by Cisco and our certified partners, our portfolio of services is based on proven methodologies for unifying voice, video, data, and mobile applications on fixed and mobile networks. Our unique lifecycle approach to services can enhance your technology experience to accelerate true business advantage.

### Summary

Contact center technology can be complex and costly, and, with few exceptions, it is not the core competency of most businesses. Companies are receptive to outsourcing contact center management to cut costs and free resources to focus on their core business functions. Companies subscribing to Cisco Unified Contact Center Hosted with a service provider can expect to reduce their contact center costs significantly, depending on their size, present network configuration, and other factors. And by choosing a hosted contact center solution, they leave the management of technology to the service provider. Large enterprise companies deploying the solution themselves similarly gain a centralized, skilled contact center management organization. In both cases, Cisco Unified Contact Center Hosted allows businesses to focus on improving contact center efficiency and customer service capabilities, while improving customer service and enhancing customer satisfaction — continuing the evolution toward a true Customer Interaction Network.

## For More Information

For more information about Cisco Unified Contact Center Hosted, visit <http://www.cisco.com/en/US/products/sw/custcosw/ps5053/index.html> or contact your local Cisco account representative.



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