



DATA SHEET

CISCO WEB COLLABORATION OPTION

Today's contact center is about more than just handling inbound telephone calls—it is about fully integrated, multi-channel customer interaction. The Cisco Intelligent Contact Management (ICM) and Cisco IP Contact Center (IPCC) Enterprise and Hosted Edition solutions enable your business to implement a single solution to transparently blend multiple communication channels, including voice, Web, and email. This offers your customers the choice of interacting with your contact center via telephone, Web callback, Voice over IP (VoIP), text chat, or email. To provide these alternatives to customers, Cisco ICM Enterprise and Cisco IPCC Enterprise offer the Cisco Web Collaboration Option, Cisco E-Mail Manager Option, Cisco Outbound Option, and Cisco Computer Telephony Integration (CTI) Option as tightly integrated components.

The Cisco ICM Enterprise and Cisco IPCC Enterprise Editions are strategic platforms that enable customers to move into the next phase of customer contact—beyond today's Contact Center to a Customer Interaction Network. The Customer Interaction Network is a distributed, IP-based customer service infrastructure that comprises a continuously evolving suite of innovative, multi-channel services and customer relationship management applications. These services and applications provide enhanced responsiveness and streamlined customer exchanges to help your organization deliver superior customer service. A Customer Interaction Network extends customer service capabilities across the entire organization, giving your business a more integrated and collaborative approach to customer satisfaction—leading to a better customer experience.

CISCO WEB COLLABORATION OPTION OVERVIEW

The Cisco Web Collaboration Option provides your organization with a tool to increase sales, facilitate new revenue-generation opportunities, and enhance customer satisfaction and loyalty. Powerful Web collaboration features enable your contact center agents to deliver immediate answers to customer questions backed by Web pages and other Web-based content. Agents can also help customers solve complex support issues via simultaneous voice-and-visual interaction.

In addition to allowing your contact center agents to share Web pages with customers while conducting a voice or text chat conversation, Web collaboration allows contact center agents and customers to collaboratively complete online forms, share any Windows desktop application using nothing more than a Web browser, and conduct one-to-one interactions and one-to-many or many-to-many online seminars. Such features as multi-session chat capabilities also improve the efficiency and productivity of your service representatives while decreasing customer wait times.

By facilitating effective, personalized assistance that greatly enhances the customer experience, Cisco Web Collaboration Option is an ideal solution for both sales and service-oriented contact centers. It can be deployed in a pure IP environment, or seamlessly integrated with your organization's existing TDM telephony infrastructure to provide automated, blended delivery of phone and Web-based inquiries.

FEATURES AND BENEFITS

Powerful Web collaboration capabilities—The features include: text chat, bi-directional Web page sharing, Follow-Me-Browsing, bi-directional FormShare, real-time application sharing, collaborative white boarding, and ScriptBuilder for creating agent scripts of frequently shared Web pages and chat text.

Customer-centric business communication—The Cisco Web Collaboration Option is designed to provide an unobtrusive and flexible communications environment for both the customer and the agent. To facilitate this, the following features are available:

- The Web Collaboration Option offers a comprehensive, easy-to-use interface for both the agent and the customer.
- The caller and agent interfaces run in a standard Web browser.
- The Web Collaboration Option can be Secure Sockets Layer (SSL) enabled for secure chat and FormShare.
- The Web Collaboration Option offers hands-free operation for customers—representatives can control all two-way interactions.
- The Web Collaboration Option offers real-time network diagnostics for performance monitoring and participant notification.
- The Web Collaboration Option offers firewall-friendly communication over standard HTTP and HTTPS protocols.

ACD integration—The Cisco Web Collaboration Option easily integrates with your existing TDM telephony infrastructure, providing automated, blended delivery of Web-originated help requests. Customers requesting help can be automatically connected to an agent via telephone and Web collaboration all through a single help request. The result is a blending of traditional inbound voice calls with Web-based customer contact such as Web collaboration and text chat.

Dynamic Content Adapter—This optional feature allows the Cisco Web Collaboration Option to share Web content or pages that are personalized, dynamically generated, or require passwords or log-ins. The ability to collaborate on secure, password-protected, and personalized Web content, without having to exchange passwords or other sensitive data, gives agents the ability to assist customers at the exact moment that they require help.

Comprehensive management, reporting, and customization tools—These tools enable the Cisco Web Collaboration Option to be managed and customized to meet the requirements of the contact center. They can be used to build multi-user collaborative Java applications, create scripts that allow agents easy access to information that is frequently shared with customers—even split the customer's screen for side-by-side comparisons.

Web-based administration, reporting, and management tools allow contact centers to easily produce comprehensive session and user data logging and management reports with drill-down capability, provide secure browser-based interfaces for all system management, and complete configurability of caller capabilities and experience.

Accelerating the Successful Implementation and Operation of Your Contact Center Solution

Contact center solutions can help your company dramatically improve customer service and increase business efficiencies. It is critical that your contact center be correctly deployed and effectively operated to help provide optimal contact center performance and improve customer satisfaction.

Cisco and its partners can help you deploy a robust, dependable contact center solution by taking a lifecycle approach that addresses all aspects of deploying a multifaceted solution including people, processes, and technology. Whether you are transitioning your existing contact center solution to an IP-based contact center or deploying a new IP contact center, this approach helps ensure alignment of business and technical goals at each of the six phases of the solution lifecycle: prepare, plan, design, implement, operate, and optimize.

Cisco services are available through various service programs designed to help accelerate customer success throughout the network lifecycle. For more information about Cisco services for the contact center, visit <http://www.cisco.com/go/ipcservices> or contact your local account representative.

SUMMARY

The ability to collaborate with your customers in real time via the Web is invaluable. Whether it is simply directing customers to the correct information on the Web or helping them complete a detailed online application or form, Cisco Web Collaboration Option can help your business reach higher levels of productivity, while increasing customer satisfaction and loyalty—continuing the evolution toward a true Customer Interaction Network.



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