Webex Experience Management Integration

Experience Management Overview

Note   To enable this feature in Packaged CCE, install the following patches:

- ICM 12.5(1)_ES7

- CVP 12.5(1)_ES6

- Cloud Connect 12.5(1)ES1

- Finesse 12.5(1)ES2

Cisco Webex Experience Management is a Customer Experience Management (CEM) platform that allows you to see your business from your customers' perspective. To know more about Webex Expereince Management, see https://xm.webex.com/docs/ccoverview/.

With Webex Experience Management, Packaged CCE supports:

- Customer experience surveys - Set up and send surveys to customers, after an interaction, to collect feedback about their interaction.

- Experience Management Post Call Survey

- Customer Experience Journey (CEJ) gadget - Displays all the past survey responses from a customer in a chronological list. The agent and supervisor use this gadget to gain context about the customers past experiences with the business and engage with them appropriately.

- Customer Experience Analytics (CEA) gadget - Displays the overall experience of the customer interaction with agents using industry-standard metrics such as NPS, CSAT, and CES or other KPIs tracked within Experience Management. This gadget is available for agents and supervisors.

Experience Management Voice Survey

Experience Management post-call survey is used to determine whether the customers are satisfied with their voice call experiences. You can configure Experience Management to initiate this survey when an agent disconnects from the caller. The survey can be done in three modes—voice, SMS, or email.

The CCE script enables or disables voice call survey for each call by testing for conditions and setting an expanded call variable that controls Experience Management. For example, the script can invoke a prompt that asks callers whether they want to participate in a survey. Based on the caller's response, the script sets the expanded call variable that controls whether the call gets transferred to the voice call survey Dialed Number.

You can send post call survey links through email or SMS also. After every call, the customer is provided with a choice to participate in the survey and answer few questions over email or their phone. For more information on how to configure or to associate the survey, refer to the section Configure Packaged CCE for Experience Management Voice, SMS and Email Survey, on page 4 .

The Experience Management Post Call Survey call works just like a regular call from the Unified CCE point of view. Scripts are invoked, CVP refers the call to Experience Management, and the customer uses the keypad on a phone to respond to questions asked during the survey. During Experience Management Post Call Survey, the call context information is retrieved from the original customer call.

> **Note** Experience Management supports G.711 u-law and G.711 a-law codecs.

Experience Management Task Flow

To enable Experience Management Post Call Survey in Cisco Packaged CCE, follow this task flow:

Sequence	Task
1	Contact your Cisco representative to purchase Experience Management license. After the purchase, you need to provide relevant information about your organization to Experience Management Activation Team. To know more about the information that will be collected, see Prerequisites.
2	Experience Management Activation Team creates: 1. Accounts and provisions the same. 2. Default spaces and metric groups for your accounts. To know more about creating spaces, see Space Creation. 3. Standard questionnaires for Experience Management Post Call Survey and publishes the same. To know more about creating questionnaires, see Questionnaires.

Sequence	Task
3	After creating the account and provisioning, you will receive handover emails from the Experience Management Activation Team. The email contains credentials and other essential information for your account. To know more about provisioning details, see Handover.
4	Initially Spaces and Widgets are created by the Experience Management provisioning team. To know more about the different default Widgets, how to export and derive meaningful insights from them, see Experience Management Gadgets. To know how to configure additional Widgets in Experience Management, see Experience Management Gadgets.
5	Provision Experience Management service using CLI on Cloud Connect. For more information, see Provision Experience Management Service on Cloud Connect, on page 4.
6	Ensure that the Cloud Connect publisher and subscriber are installed. For more information, see the *Create VM for Cloud Connect Publisher* and *Create VM for Cloud Connect Subscriber* sections in *Cisco Packaged Contact Center Enterprise Installation and Upgrade Guide* at https://www.cisco.com/c/en/us/support/customer-collaboration/packaged-contact-center-enterprise/products-installation-guides-list.html
7	Configure Cloud Connect in Unified CCE Admininstration. For details on how to do this, see *Configure Cloud Connect* section in *Cisco Packaged Contact Center Enterprise Administration and Configuration Guide* https://www.cisco.com/c/en/us/support/customer-collaboration/packaged-contact-center-enterprise/products-maintenance-guides-list.html.
8	Import the following certificates to the CVP Call Sever: • Cloud Connect certificate • Experience Management certificate For details, see the sections *Import Cloud Connect Certificate to Unified CVP Keystore* and *Import Experience Management Certificate to Unified CVP Call Server* in *Configuration Guide for Cisco Unified Customer Voice Portal* at https://www.cisco.com/c/en/us/support/customer-collaboration/unified-customer-voice-portal/products-installation-and-configuration-guides-list.html.
9	Ensure that the threshold properties (in *ivr.properties* and *sip.properties* files) and proxy settings are configured in CVP for Experience Management. For details, see the section *Webex Experience Management Configuration* in *Configuration Guide for Cisco Unified Customer Voice Portal* at https://www.cisco.com/c/en/us/support/customer-collaboration/unified-customer-voice-portal/products-installation-and-configuration-guides-list.html.
10	Configure Packaged CCE Experience Management. For more information, see the topic Configure Expanded Call Variables, on page 5
11	Configure Dialed Number and Call Type for Incoming Call and Experience Management post call survey routing script. For more information, see Configure Dialed Number and Call Type, on page 7

Sequence	Task
12	Modify CCE scripts. For more information, see *Experience Management Scripting* in *Cisco Packaged Contact Center Enterprise Administration and Configuration Guide* at https://www.cisco.com/c/en/us/support/customer-collaboration/packaged-contact-center-enterprise/products-maintenance-guides-list.html. Associate the CCE script with the Call Type created in the previous step.
13	Add Experience Management gadgets into Finesse desktop layout. For more information, see Cisco Webex Experience Management Gadgets.

Provision Experience Management Service on Cloud Connect

Provision Experience Management service using the following CLI on Cloud Connect.

```
set cloudconnect cherrypoint config
```

Configure Cloud Connect in Packaged CCE Admininstration. For details on how to do this, see *Configure Cloud Connect* topic at https://www.cisco.com/c/en/us/support/customer-collaboration/packaged-contact-center-enterprise/products-maintenance-guides-list.html.

The partner hosted module which is a part of Experience Management Invitations solution is required to send surveys to customers over emails and SMS.

For information about *Partner Hosted Module Architecture* refer to https://xm.webex.com/docs/cxsetup/guides/partnerarchitecture/

For information about how to provision the infrastructure required to deploy the partner hosted components of the Experience Management Invitations module, see https://xm.webex.com/docs/cxsetup/guides/partnerinfra/ .

For information about how to deploy the partner hosted components on the Experience Management Invitations module once the infrastructure is provisioned, see https://xm.webex.com/docs/cxsetup/guides/partnerdeployment/.

Configure Packaged CCE for Experience Management Voice, SMS and Email Survey

Refer to the following procedures to enable the Experience Management voice, SMS and email survey:

- Configure Expanded Call Variables, on page 5
- Upload Audio Files for Questions in Experience Management, on page 6
- Configure Dialed Number and Call Type, on page 7
- Associate Survey to Call Type in Unified CCE Admin, on page 8

Configure Expanded Call Variables

Step 1   In Unified CCE Administration, navigate to **Overview** > **Call Settings** > **Route Settings** > **Expanded Call Variables**.

Step 2   From the list of ECC variables, click on the `user.microapp.isPostCallSurvey` variable to open it.

    a)   Set **Max Length:** to 1.

    b)   Check the **Enabled** checkbox.

    c)   Click **Save**.

    In your CCE routing scripts, remember that, at script start, the default behavior of Post Call Survey equals **enabled**, even if **user.microapp.isPostCallSurvey** has not yet been set in the script. You can turn **off** Post Call Survey in the script by setting **user.microapp.isPostCallSurvey** to *n*. You can later enable Post Call Survey in the same path of the script by setting this variable to *y*.

Step 3   Create a new ECC variable with **Name:**`user.CxSurveyInfo`.

    a)   Set the **Max Length** to 133 for Type 10 VRUs. For all other routing clients, set **Max Length** to 120.

    b)   Check the **Enabled** check box.

Step 4   Click **Save**.

    Note   The newly created ECC variables are added to the default payload list. If you want to save the ECC variables to a different payload list, in the **Configuration Manager**, navigate to **Tools** > **List Tools** > **Expanded Call Variable Payload List** and add the ECC variables to the payload list of your choice.

Step 5   Populate the **POD. ID** variable.

    For more information on populating this variable, refer to the topic Configure POD.ID.

Step 6   Restart the active VRU PG (side A or B) to register the new ECC variable.

    If the ECC variable already exists, you can skip this step.

    Note   The **user.microapp.isPostCallSurvey** setting takes effect on Unified CVP only when it receives a **connect** or temporary connect message. If you do not want the survey to run, without first reaching an agent (such as 'after hours of treatment'), set the isPostCallSurvey to **n** before the initial 'Run script request'.

Configure POD.ID

Cisco provided variables are predefined, but for POD.ID, the maximum length should be set to 120.

You can modify the variables only if you have the edit access.

Populate the value in the script with multiple attributes in a key-value pair format. Each key-value pair is seperated with a semi-colon. The following table displays the supported attributes:

Table 1: Variables and their descriptions

Attribute	Description	Applicable
cc_CustomerId	Unique ID for a customer across multiple channels	Chat and Email surveys for Digital Channels
Email	Email ID of the caller for Email surveys	Email survey for voice channel
Mobile	Phone number for SMS surveys	SMS survey for voice channel
cc_language	Language of the survey For the list of supported languages, refer to the Webex Experience Management documentation at https://xm.webex.com/docs/user/getting-help/#cloudcherry-language-support	Email, SMS, and Voice surveys for voice channel
Optin	Whether to opt in or opt out of the survey	Email, SMS, and Voice surveys for voice channel

Example: `cc_CustomerId=xxx;Email=xx;Mobile=xxx;cc_langauge=xxx;Optin=yes/no`

For more information on **Expanded Call Context Variables**, see the chapter *Expanded Call Variables* in the *Cisco Packaged Contact Center Enterprise Administration and Configuration Guide* at https://www.cisco.com/c/en/us/support/customer-collaboration/packaged-contact-center-enterprise/products-maintenance-guides-list.html.

You can also configure POD.ID from CVP Call Studio. For more information, refer to the topic *Configure Call Studio App Data Format* in *Cisco Packaged Contact Center Enterprise Administration and Configuration Guide* at https://www.cisco.com/c/en/us/support/customer-collaboration/packaged-contact-center-enterprise/products-maintenance-guides-list.html.

Upload Audio Files for Questions in Experience Management

Experience Management allows you to upload the audio files for post call survey.

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Note   To run post-call voice survey, you must either configure *Text-To-Speech(TTS)* in the voice browser or upload audio prompts in Experience Management.

Create and configure the questionnaires in Experience Management for sending IVR surveys to the customer. For more information on Experience Management, refer to https://xm.webex.com/docs/ccoverview/

For more information on how to create and modify the questionnaires, refer to https://xm.webex.com/docs/cxsetup/questionnaires/.

Configure Dialed Number and Call Type

Step 1   In **Unified CCE Administration**, navigate to **Overview** > **Call Settings** > **Route Settings** > **Call Types**.

Step 2   Click **New** to open the Call Type window.

Step 3   Enter the Name of the Call Type for Experience Management survey.

Step 4   Click **Save** You will be re-directed to the List window and the confirmation message is displayed.

Step 5   Navigate to **Overview** > **Call Settings** > **Route Settings** > **Dialed Numbers**.

Step 6   Click **New** and complete the following fields:

Field	Required?	Description
Dialed Number String	Yes	This value is used to route the call.
Description	No	Enter a maximum of 255 characters to describe the dialed number string.
Department	No (Yes for departmental administrators)	A departmental administrator must select one department from the pop-up list to associate with this dialed number. The list shows all this administrator's departments. When a departmental administrator selects a department for the dialed number, the pop-up list for call type includes global call types and call types in the same department as the dialed number. A global administrator can leave this field as Global (the default), which sets the dialed number as global (belonging to no departments). A global administrator can also select a department for this Dialed Number. When an administrator changes the department, selections for call type are cleared if the selections do not belong to the new department or the global department.
Site	Yes	The **Site** field displays Main by default for Packaged CCE 2000 Agents deployment. For Packaged CCE 4000 Agents and 12000 Agents deployments, **Site** is a mandatory field and has no default value. To add a site: **a.** Click the **magnifying glass** icon to display the list of sites. **b.** Select the site.

Field	Required?	Description
Peripheral Set	Yes	This field is available only in Packaged CCE 4000 Agents and 12000 Agents deployments. To add a peripheral set: **a.** Click the **magnifying glass** icon to display the list of peripheral sets configured for the selected **Site**. **b.** Select the peripheral set.
Routing Type	Yes	From the drop-down menu, select External Voice. These calls are referred to as external because they typically come from outside of the enterprise through a gateway. External Voice is the selection for calls that come in from customers and must be answered by agents or sent to the VRU.
Media Routing Domain	Yes	The Media Routing Domain associated with the dialed number. The selection of Routing Type determines what appears in this field. Because the **Routing Type** is **External Voice**, the Media Routing Domain is always Cisco_Voice.
Call Type	Yes	Click on the magnifying glass icon. From the **Select Call Type** pop-up window, enter or select the call type you created in step 3. Associating a dialed number with a call type ensures appropriate routing and affects reporting.
Ringtone Media File	No	This field appears when the **Routing Type** is **External Voice**. Enter file name of the custom ringtone for the user-defined Dialed Numbers, a maximum of 256 characters without any spaces.

Step 7   Click **Save**. You will be re-directed to the List window and the confirmation message is displayed.

Step 8   To create the PCS dialed number refer topic, Configure Packaged CCE for Post Call Survey.

Associate Survey to Call Type in Unified CCE Admin

You can associate the Call Type to the survey only if you have added **Cloud Connect** in the **Inventory** page and configured the survey in **Webex Experience Management** portal.

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Note   Only one survey can be associated to a Call Type.

Step 1   In **Unified CCE Administration**, navigate to **Overview** > **Call Settings** > **Route Settings** > **Call Types**.

The list of all the **Call Types** are displayed.

Step 2   Click on the **Call Type** which you want to associate to the Survey. Associate the survey with the last call type before the call is first connected to an agent.

Step 3   Select the **Enable Experience Management** check box to associate the **Webex Experience Management** survey.

The **Experience Management** tab is enabled with the following options:

- **Inline Survey** (post-call voice survey)

- **Deferred Survey** (post-call Email and SMS survey)

Step 4   Click on the **magnifying glass** icon, and the configured surveys will be populated in the pop-up window.

Step 5   Select the survey from the pop-up window and click **Save**.