



# Applying Web 2.0 to Your Contact Centre - Orientating Future Trends in Technology



Dean La Riviere – Director  
*Customer Contact Solutions*

Cisco Systems

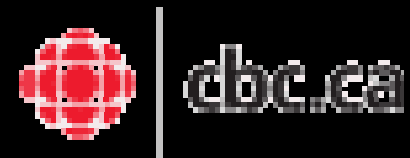
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May 13, 2008



# CBC News in Depth – 11/22/07 “How May I Help You?”

- Surveyed 40 of Canada’s Top Companies
- Benchmark Quality of Voice Interactions
- Only 12 Companies Rated Over 80%  
Only 2 > 90%
- Measures – examples:
  - Dememeanour;
  - Transfers;
  - Simple IVR Navigation;
  - Account Information
- Efficiency to Effectiveness Swing



<http://www.cbc.ca/news/background/customer-service/>



# Today's Discussion



**Web 2.0 –  
Shifting Market  
Trends**



**Business  
Relevance**



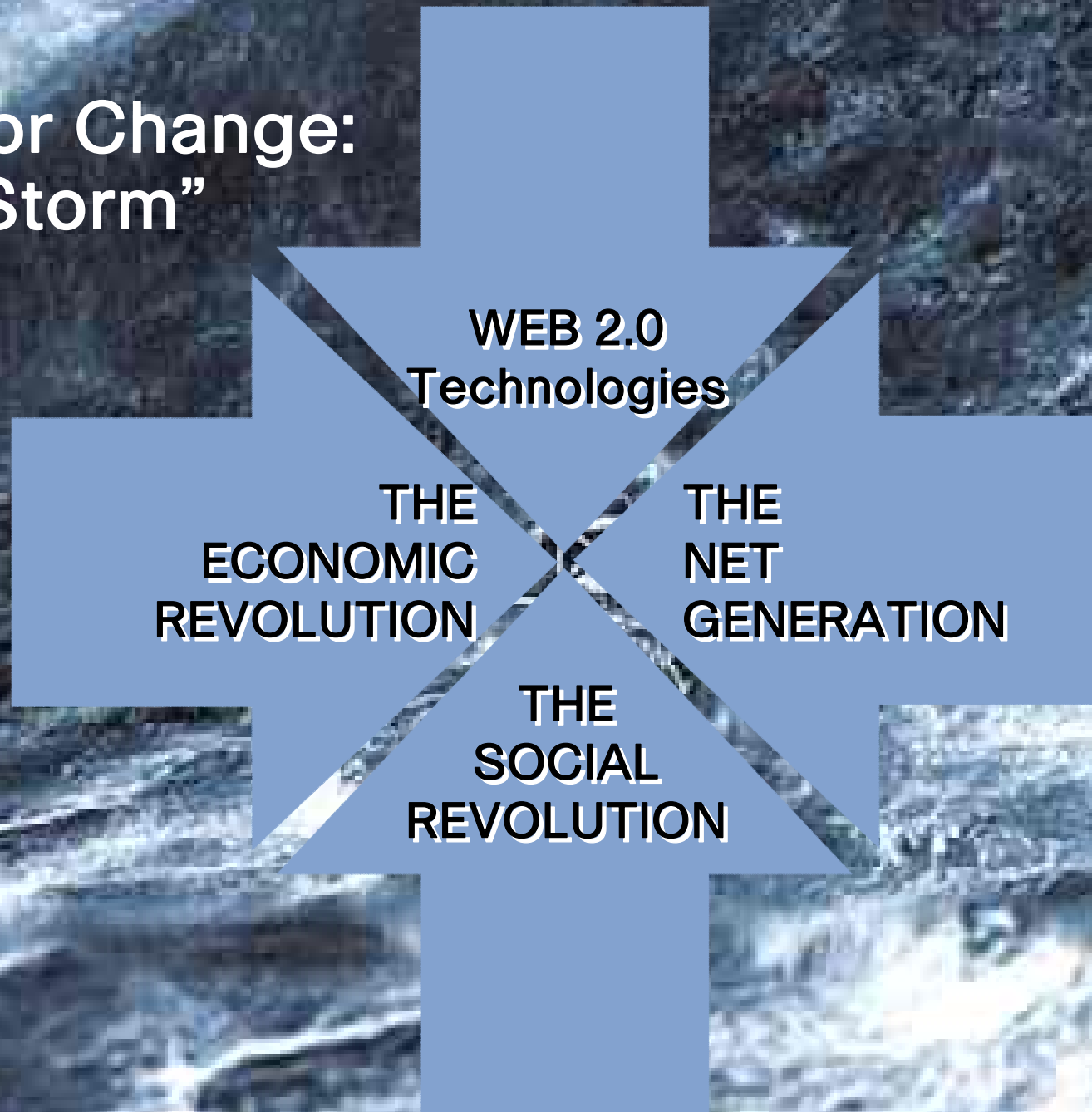
**Impact in the  
Contact Centre**

# Web 2.0 in the Workplace

*Opportunity or Threat?*



# Four Drivers for Change: “The Perfect Storm”



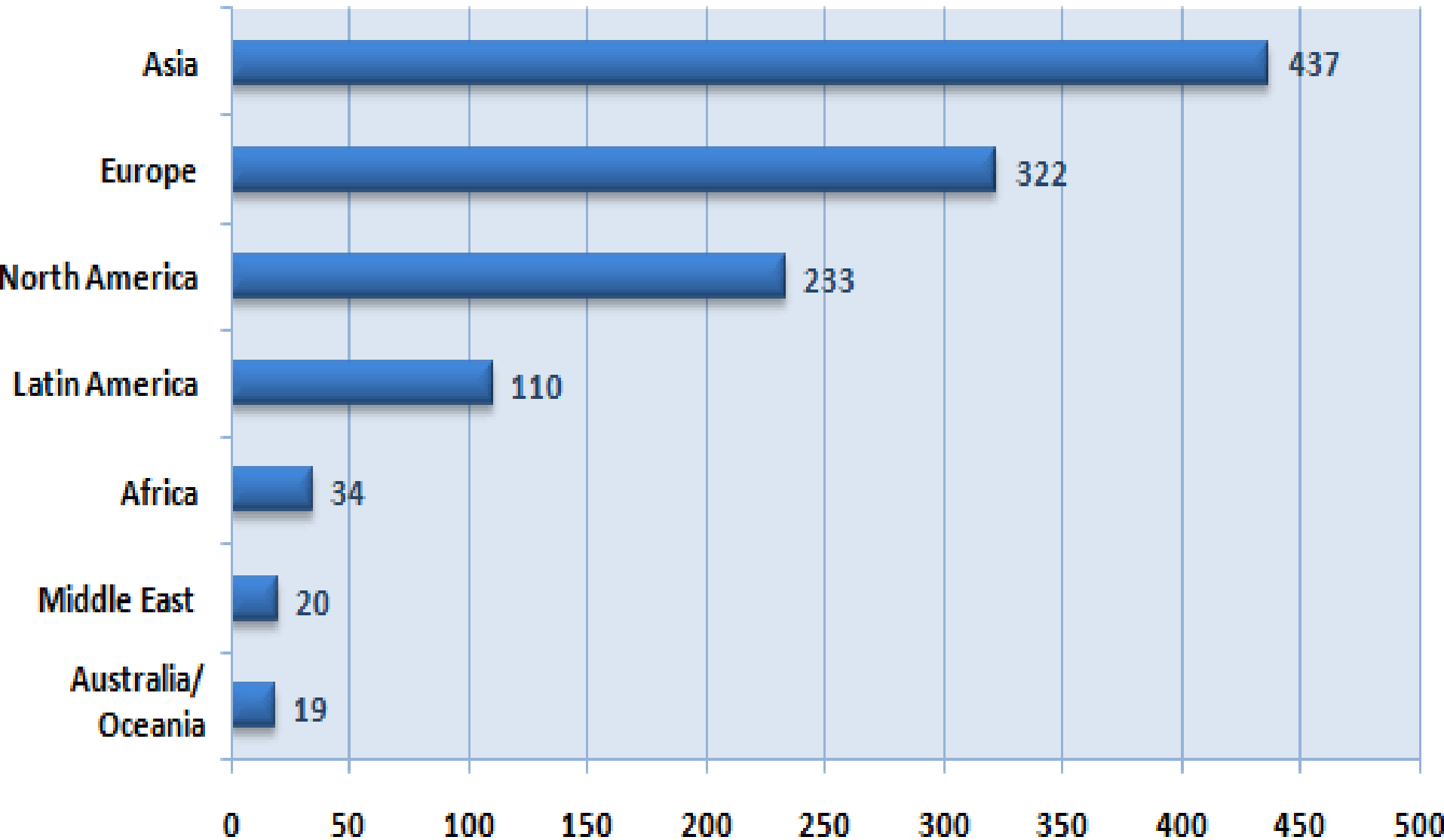
# New Market Speak



Aggregators Folksonomy Wikis User Centered Joy of U  
Blogs Participation Six Degrees Usability Wi  
Pagerank XFN Social Software FOAF Browser  
Recommendation Sharing Collaboration Perpetual Beta Simplicity AJAX  
Videocasting Podcasting Design  
Audio IM Video Convergence CSS Pay Per Click  
UMTS Mobility Atom XHTML SVG Ruby on Rails VC Trust Affiliation  
OpenAPIs RSS Semantic Web Standards SEO Economy  
OpenID Remixability REST Standardization The Long Tail  
DataDriven Accessibility XML  
Modularity SOAP Microformats Syndication

## Web 2.0

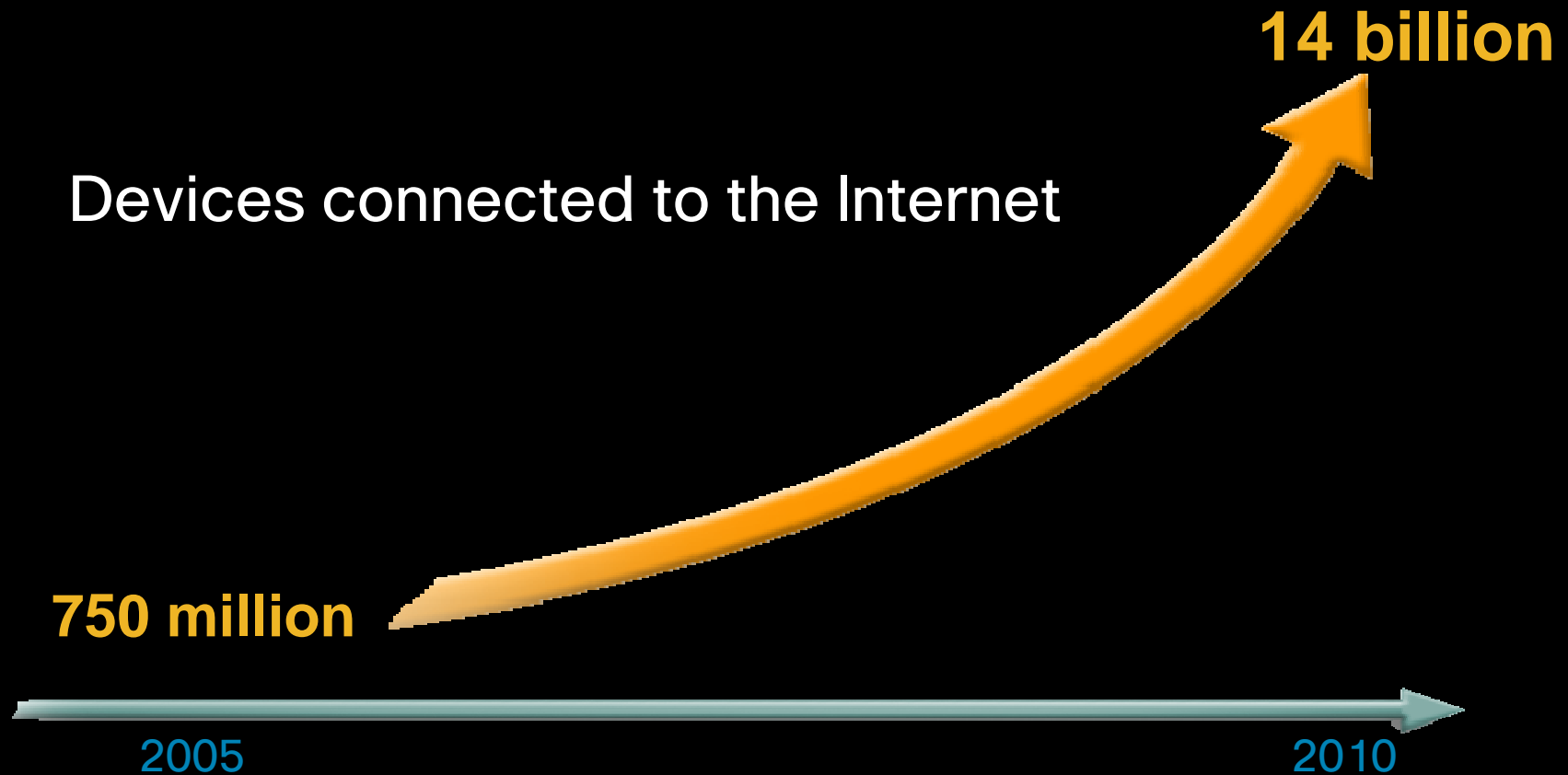
# Internet Usage by World Region



Millions of Users



# In the Future Everything Will Be Connected

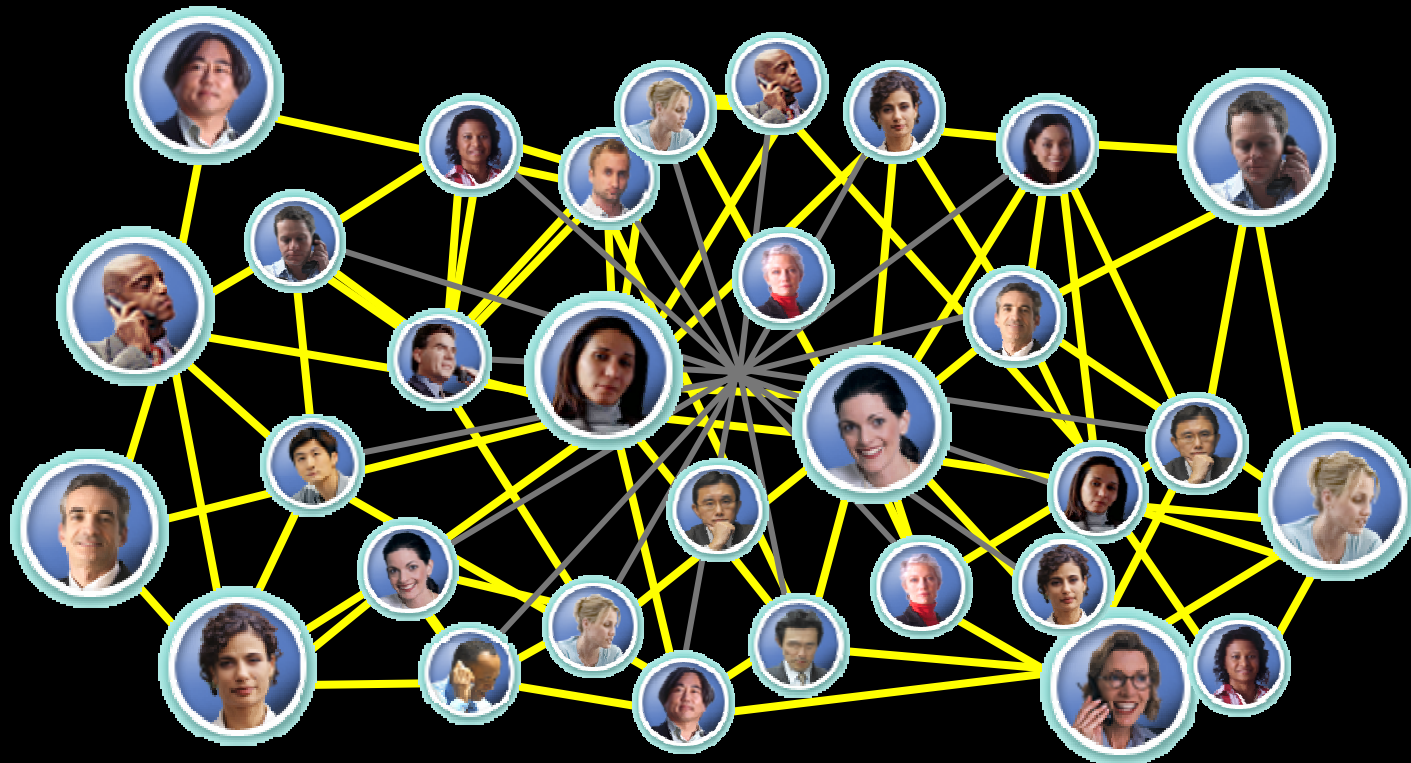


Source: Forrester Research,  
as cited in BusinessWeek.com, 2/20/05



# Welcome to the Human Network

The Internet Is Not a Network of Computers,





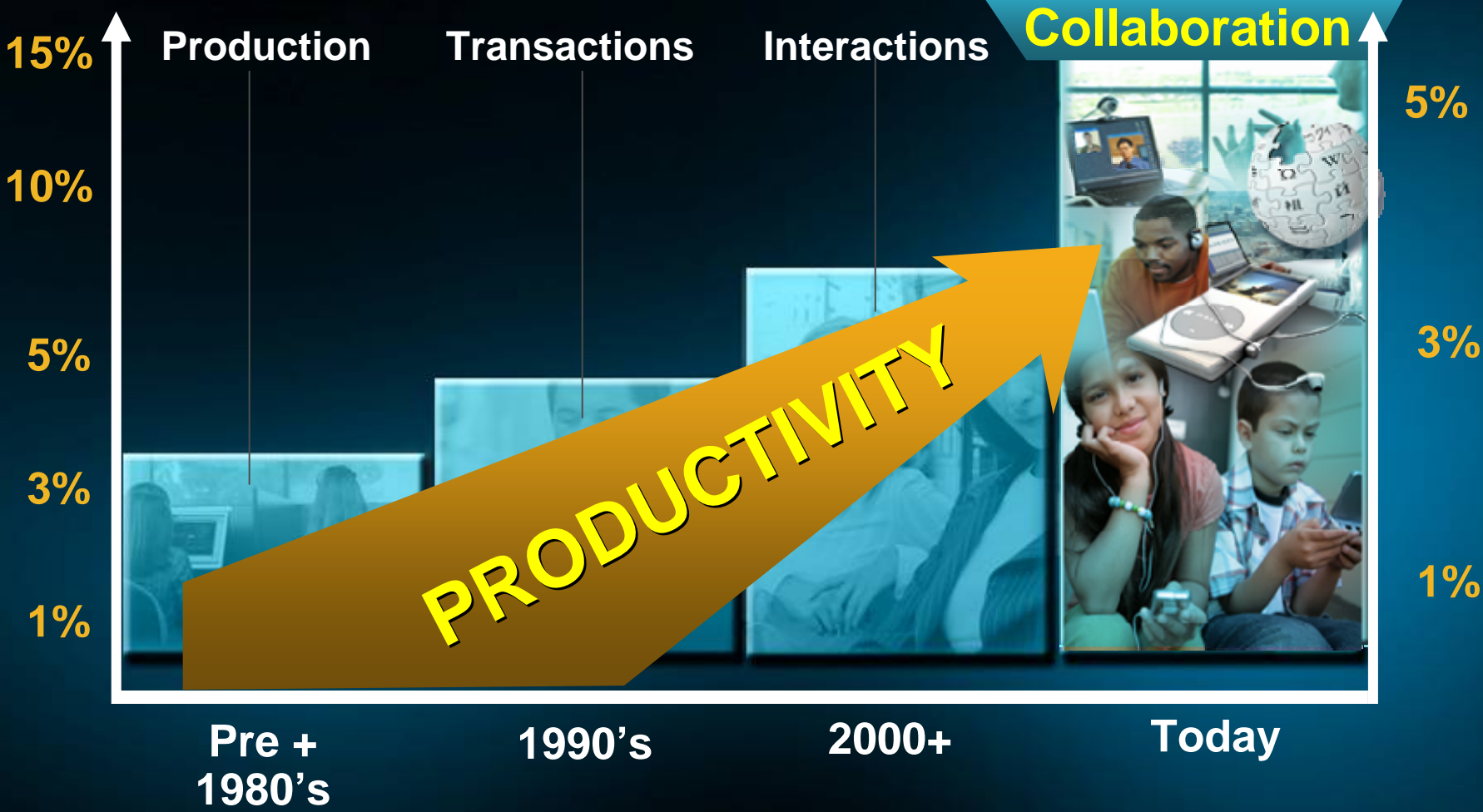
# Market Transitions... Again

## Next Internet Wave Is Here...

### Collaboration / Web 2.0 Forecast Economic Impact

Company

Country





# Web 2.0

*"I think the future is about us, about collaboration, about social networking going into business, interactivity into our home and our entertainment in ways we are just beginning to imagine. It will drive a generation of productivity, likely beyond 10 years"*

*John Chambers  
Chairman & CEO  
Cisco Systems*

# Business Relevance of Web 2.0





# Business In Transition



One Time Zone, Real-time



Mobility and Uniformity of Experience



Working Moments



Staffing Dynamics



New and Changing Regulations



Business Continuance



# 21st Century Business Imperatives

**Speed and agility** required to be competitive

**Continuity and Compliance** no longer *nice to haves*

**Innovation** is a key driver of business performance

**Green** business practices becoming mainstream



# Gartner's top 10 strategic technologies for 2008

**Green IT, unified communications, virtualization, mashups among most important, Gartner says**

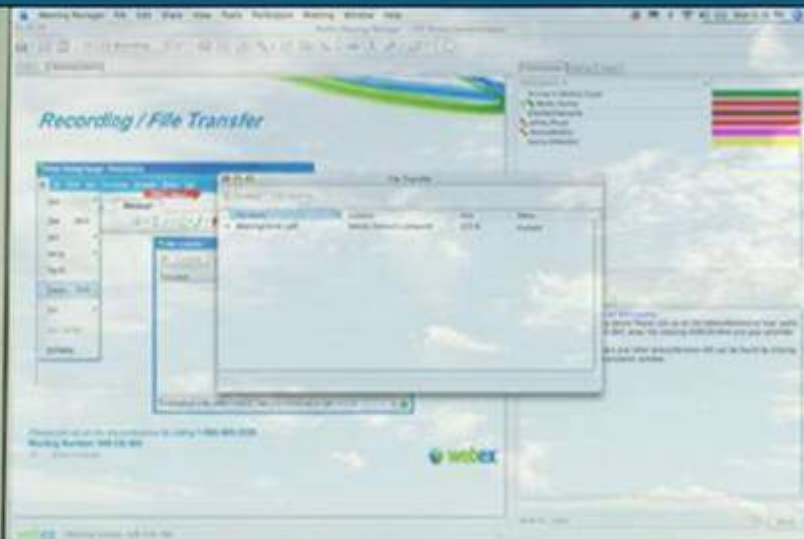
By [Jon Brodtkin](#), NetworkWorld.com, 10/09/07

Which technologies must any good IT executive examine in 2008? The list includes [green power](#), [unified communications](#), [virtualization](#), [mashups](#) and [social software](#).

Gartner has identified the “Top 10 Strategic Technologies for 2008,” and is urging IT executives to think about the risk of not implementing each one. If your competitor masters one of these technologies and you don’t, will you be at a strategic disadvantage?

Gartner analysts David Cearley and Carl Claunch reviewed the list Tuesday at the Gartner Symposium/ITxpo in Orlando, Fla. Here’s a summary:

## [1. Green IT](#)



**“CONSUMER TECHNOLOGY  
DRIVES FUTURE ENTERPRISE IT”**

**GARTNER**

# Influence of Consumer Technology in the Business Marketplace



**Consumerization**  
the most significant  
trend to affect IT  
over the next 10 years

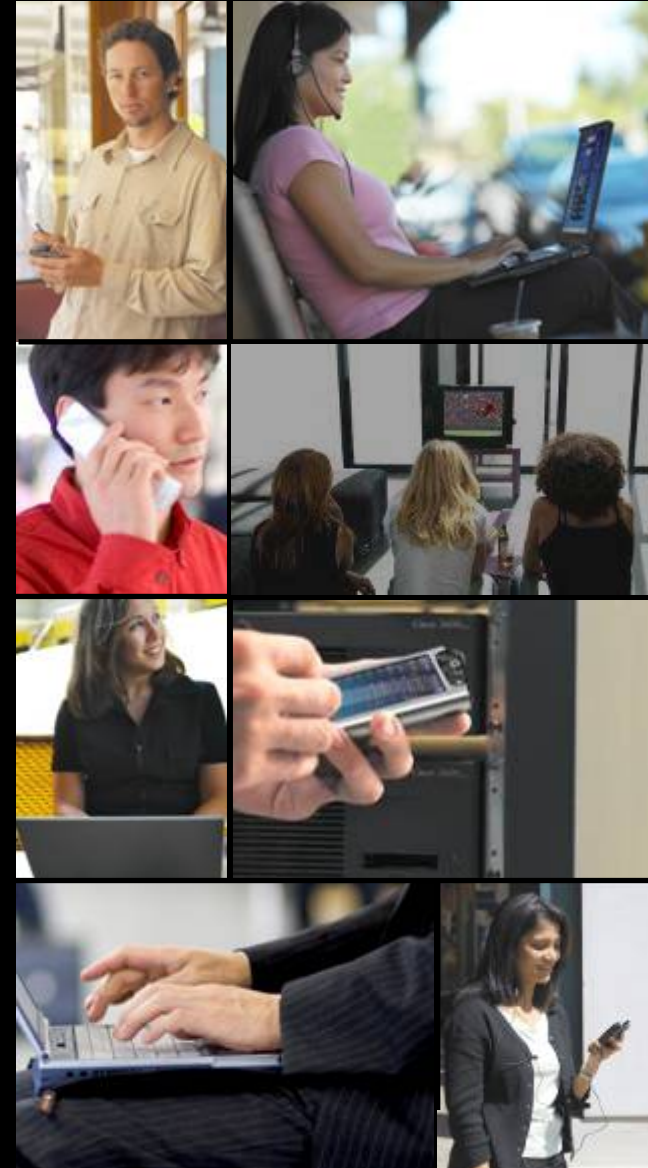




# Consumer + Business Environment has Changed

- Information is their currency
- Information Communications Technologies devices expand reach
- Peers are global
- Computing needs are infinite
- Value personal attention

**Consumers (and Employees!)  
Want to Be Recognized  
by Their Individual Needs.**





# Unified Communications Supports Multiple Networks And Applications





# Unified Communications as the Platform





# Green Networks: How a small part of the problem can be a big part of the solution

## Make Every Connection a Green Connection

**MONITOR**

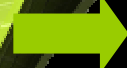
**MANAGE**

**REDUCE**



### Electricity Use in Offices\*

- 70%+ of electricity consumed in the USA used in office bldgs.
- Lighting and office equipment account for almost 46% of an office building's energy use.



### Appliance Use in Homes\*

- In the average home, 75% of the electricity used to power home electronics is consumed while the products are turned off.
- High-tech electronics account for more than 13 percent of a typical household energy budget. By 2020, it could be as much as 25 percent.



### Traffic Flows in Cities

- 25% of all air pollution comes from automobiles; the slower traffic moves in a city, the greater the pollution in a city.
- 40% of the pollution in Beijing is caused by traffic congestion.\*\*
- Boston commuters burn 63 million gallons of fuel each year idling in traffic jams.

Sources: \*U.S. Department of Energy, Nov 2007. \*\* Inter Press Service News Agency, Feb 2007



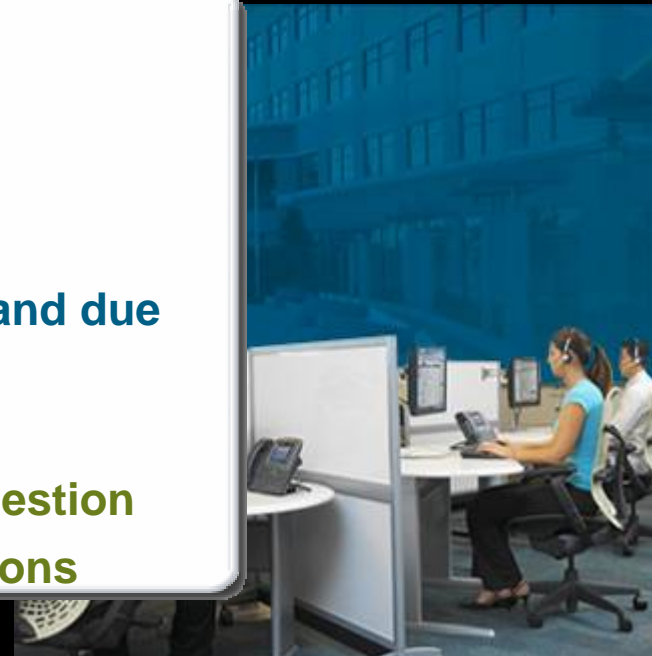
# Connected Workplace at Cisco

Creates a flexible work environment through use of technologies, including IP communications, wireless network, and VPNs. Employees work at a variety of desks, conference rooms, outdoors, home, and remote locations networking equipped with—enabling anytime / anywhere productivity.

## FACTS

### Connected Workplace at Cisco results:

- 40% increase in office space utilization
  - 40% reduction in electrical demand
  - 54% reduction in IT cabling
  - Significant reduction in construction materials & land due to fewer sites being needed
  - Increased collaboration
  - Increased telecommuting and reduced traffic congestion
- All factors lead to reduced greenhouse gas emissions



# Impact in the Contact Centre





# More than a Voice ACD.... A Unified Contact Center Solution

## Customer Contact Applications



Skills Based  
ACD, CTI &  
IVR Routing



Multi-Channel  
Reporting &  
Analytics



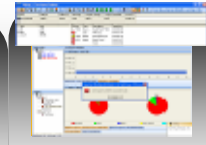
Unified E-Mail  
Interaction Mgr



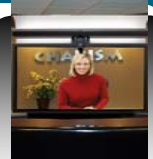
Unified Web  
Interaction Mgr.



Management &  
Reporting  
Portal



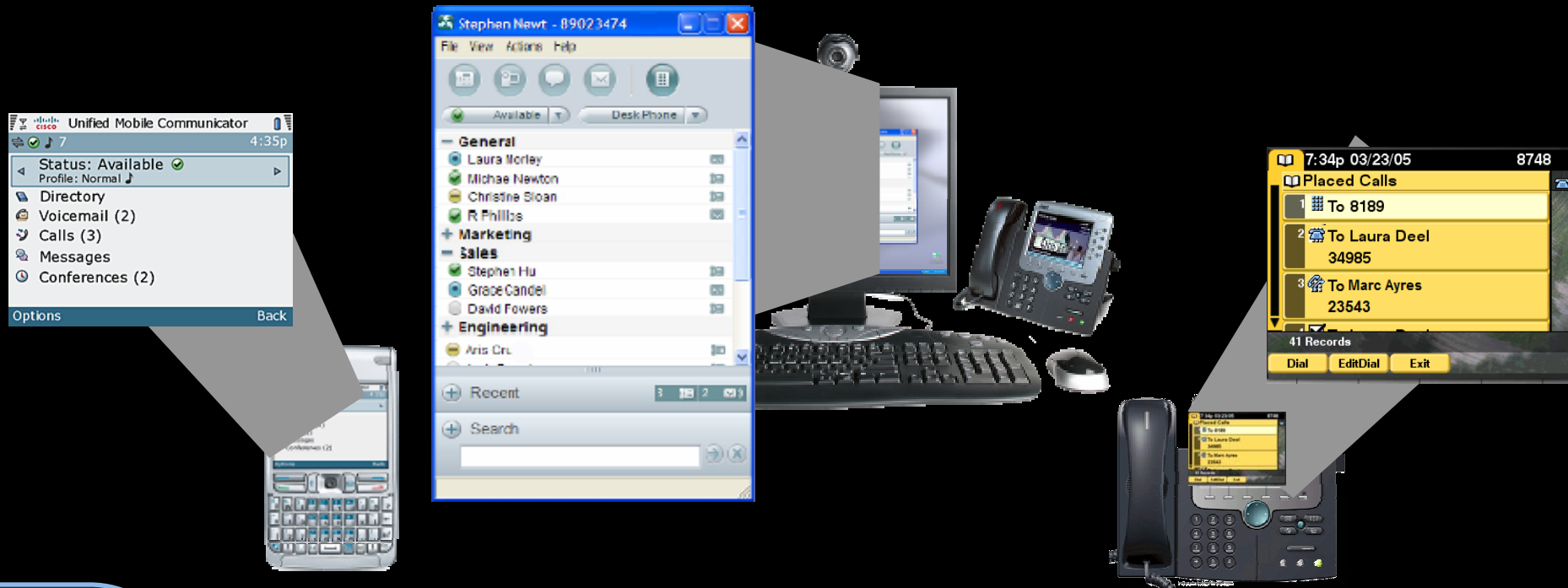
CTI Agent &  
Supervisor  
Desktops



Video Enabled  
Expert



# Reach the right person the first time: Presence and Instant Messaging



## Key Benefits



- Reduce costly communication delays by quickly knowing who is available and how best to reach them
- Leverage presence, availability, context, and modality
- Improve communication connection success rates



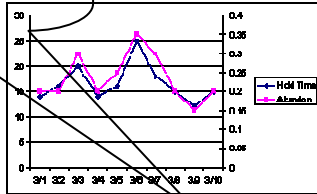
# Use Case Example: Workspace Licensing





# Find Expert – Workspace Licensing Use Case

“I’ll get back to you”  
or  
”Hold please”



Branch worker



Mobile Worker



Customer

Voice



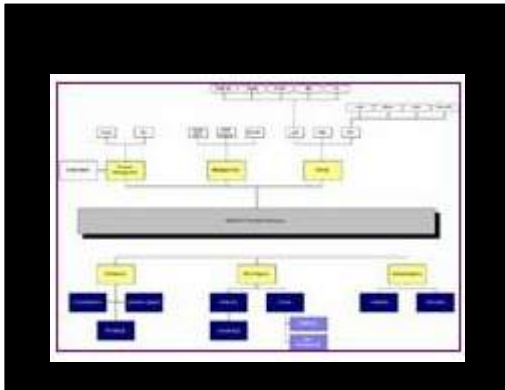
Knowledge Worker/  
Agent



Network  
as the  
Platform



Home-based worker

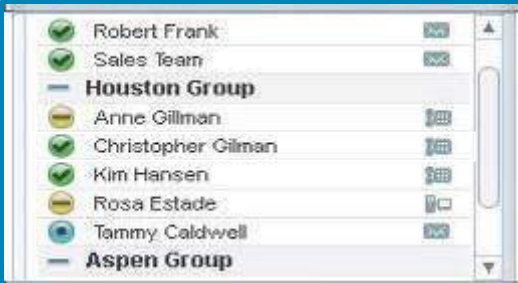
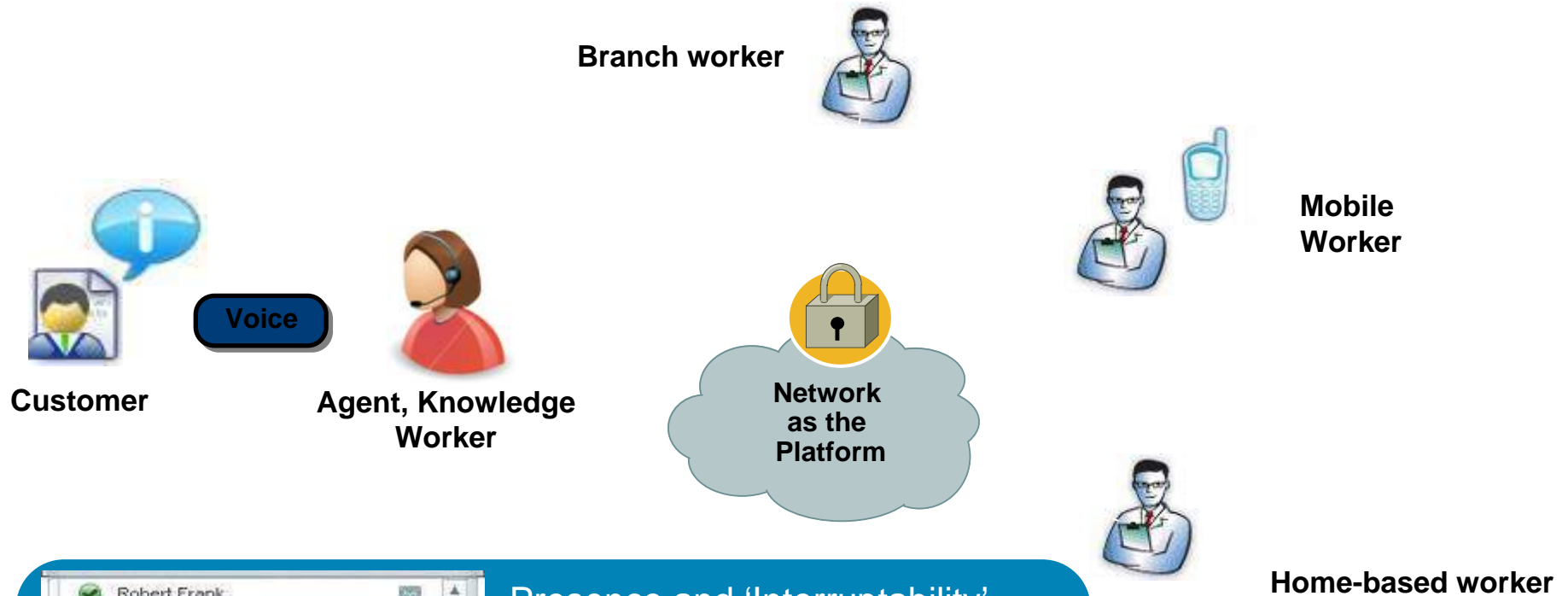


XYZ Platform  
Resident Expert

*The Network as the Platform*  
*The Long Tail*  
*Discoverability of Resources*



# Find Expert – Workplace Licensing Use Case



Presence and 'Interruptability'  
 Harnessing 'Collective Intelligence'  
 Rich User Experience  
 Integrated w/ IBM Sametime or  
 Microsoft Office Client (MOC)

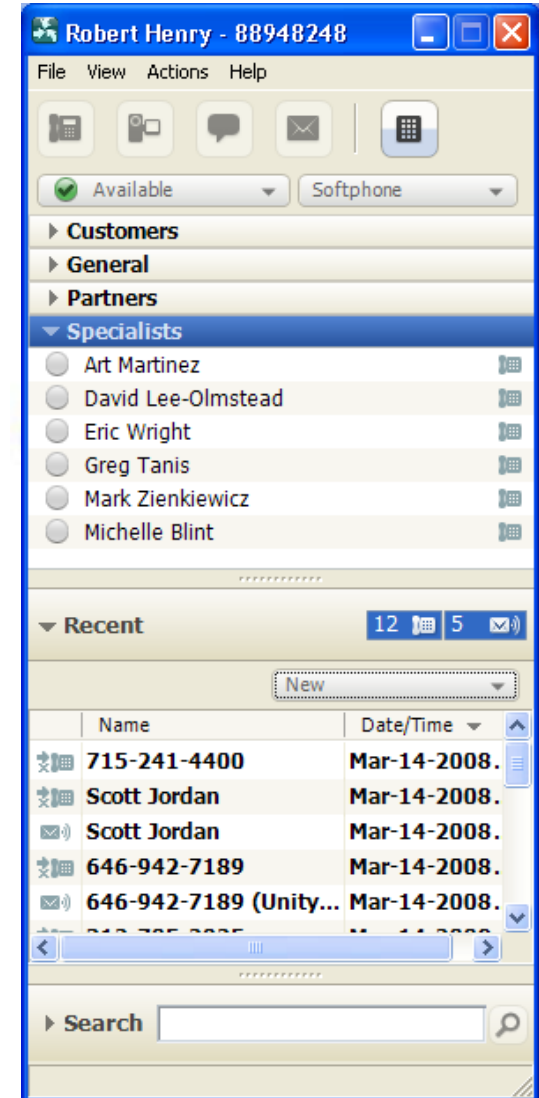
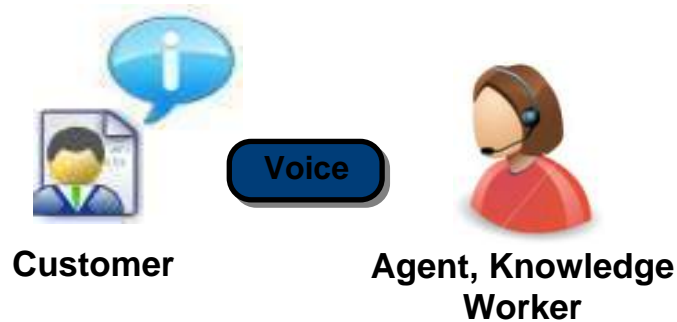


# Find Expert – Workplace Licensing Use Case Tapping the Mobile Employee






# Find Expert – Workplace Licensing Use Case



# Locate Resource Mash Up


**Dean La Riviere** (I am in an Outlook Meeti...)  
 Bus. Development - Canada West, Cisco Sys...

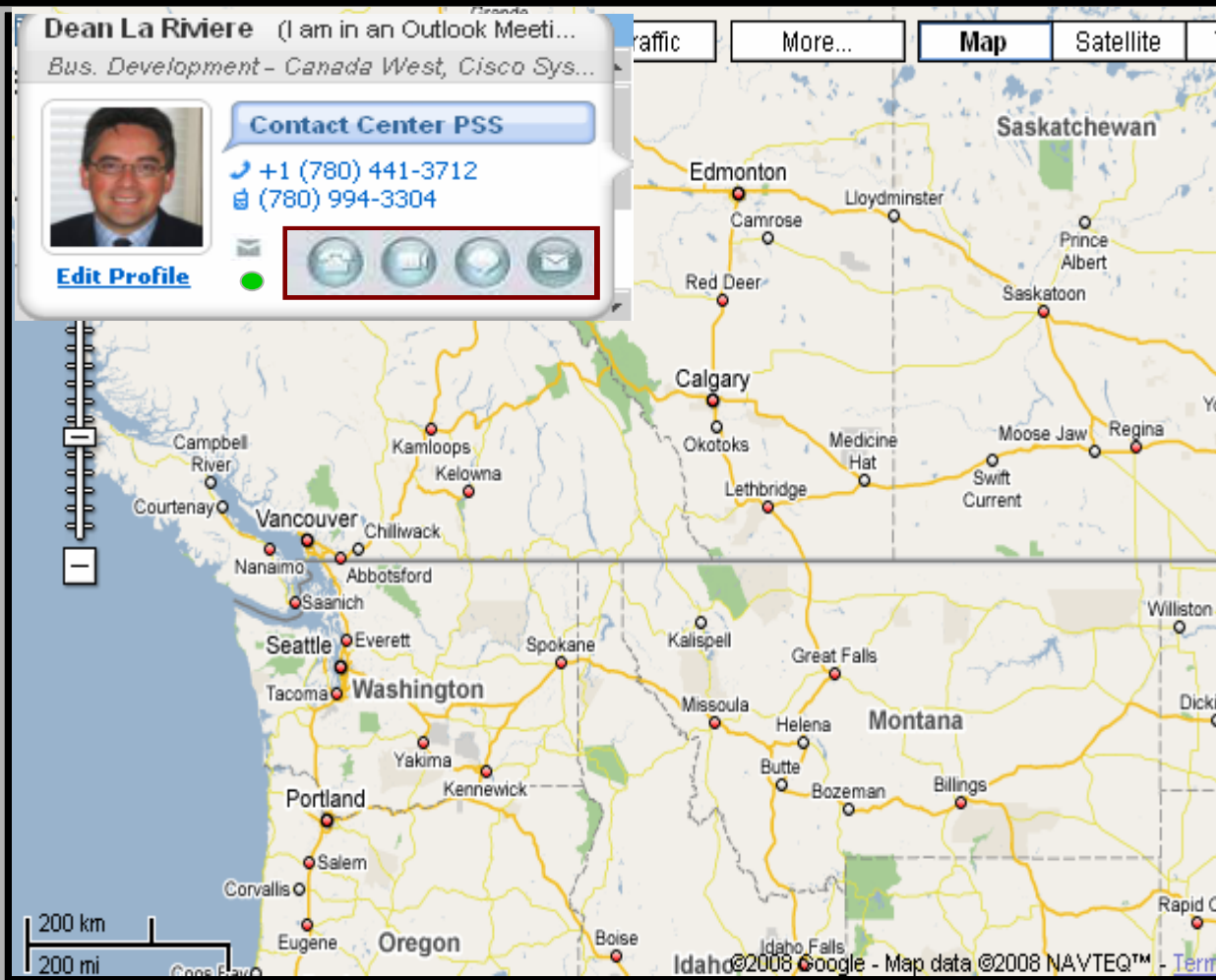


**Contact Center PSS**

+1 (780) 441-3712  
 (780) 994-3304

[Edit Profile](#)





**Dean La Riviere - 88943681**

File View Actions Help

Away Desk Phone

Your current status is: Away - In a Customer Webex Conference

- Nick Schwerdtreger
- Nicky Kearns
- Stu Chahal
- UC - AT Sales Team**
  - Francis Beauchemin
  - Francois Thibault
  - Geoff Chubb
  - Martin Van Niekerk
  - Rod Scotland
  - Ted Schirk
- Western Canada SE Community**
  - Corey Coffin
  - Dwight Neirinck

**Recent** 15 1

New

Name	Date/Time
780-463-8796	May-20-200...
780-463-8796	May-20-200...
408-525-6800	May-20-200...
Geoff Chubb	May-20-200...
Geoff Chubb	May-20-200...
Geoff Chubb	May-20-200...
204-336-6616	May-20-200...

Search



# Extending the Workplace Find Expert Across Trust Boundaries



Customer

Voice



Agent, Knowledge Worker

Ecosystem Partner,  
Consultant, Developer



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*Bus. Development - Canada West, Cisco Sys...*

**Contact Center PSS**

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webex connect

File Edit View Help AIM Pro Enabled

No upcoming meetings today.

New Filter the Contact List

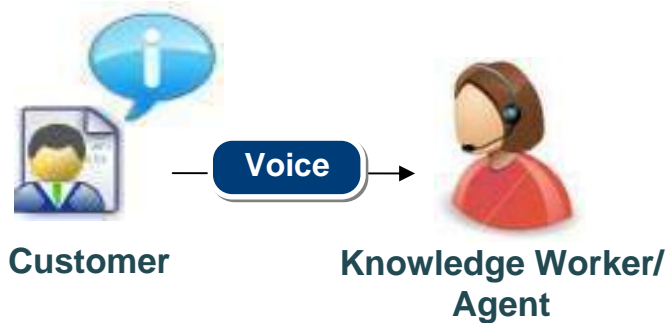
**dlarivie@cisco.com**

- Available
- Buddies
- Family
- Co-Workers
- Recent Buddies
- Offline
  - jseifert@cisco.com
  - rebehren@cisco.com

IM Share Actions



# Value Delivered



## Results:

- Reduce hold times and abandons
- Reduce call transfers
- Better service through collaboration
- Higher first contact resolution
- Measurable return



# Web 2.0 Case Studies Video Enabled Contact Centre



<http://newsroom.cisco.com/dlls/index.html>

**INSTRUCTIONS:** Go to above link, select 'Videos' on lower left side  
and filter Unified Communications

Year 2006 – Health Care Interpretative Network

Year 2008 – Enhanced Patient Services – Cancer Treatment Centers of America

# Supporting Business Concerns NOW!

- **Virtualize the Business**
  - Leverages Investments into the Network
  - Access Talent Across Your Enterprise
- **Collaborate! Optimize Human Capital**
- **Support New Business Modeling Practices**
  - Integrated CTI Desktop
  - Introduction of New Business Productivity applications
  - E-Mail, Web Chat, Blended Outbound
- **Vision the Possibilities**
  - i.e. Video, Presence – SME's 'in the moment'
- **Consistency – Supporting Brand Strategy & Management**