Building Customer Intimacy with Cisco Omnichannel Contact Center Solutions

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Omnichannel Defined

**Omnichannel**

A customer relationship strategy where the customer is the ultimate center of all interaction channels; decides how, when, and where to communicate and expects a simple, transparent experience.
Profiling the Omnichannel Customer

- Emotional connection with a brand
- Simple and convenient to do business with
- Personalized experiences that anticipate their unique needs
- Available when and how they want (self-serve, phone, e-mail, chat, in-store, video, social)
- Knowledgeable to resolve, consult, inform, self-serve
- Confidence in the security and privacy of their personal information
Relevance of Contact Center in an Omnichannel World
(from acquisition to support)

**Challenge: Collapse Silos**

- Avoid replication of business processes across groups
- Create one channel management layer
- Need once-and-done deployment of new capabilities for faster, cheaper service introduction

Need to reuse robust & mature business processes inherent in the contact center regardless of point of touch for the customer
Impact of Omni-Channel Customer Experience

**Current Reality**

- Processes that already exist in the CC are replicated across groups
- Disparity in experience when changes or new features are introduced

**Business Processes**
- Sales Force Automation
- Customer Ticketing
- BI & Reporting
- Performance Monitoring
- Billing & Accounts
- Workforce Optimization
- CRM Management

**Business Groups**
- Mobile
- Kiosk
- CC Agents
- Digital Mktg
- IVR
- E-Com

**Channels**
- Mobile
- Kiosk
- CC Agents
- Digital Mktg
- IVR
- E-Com
Emerging Role of Technology in Omnichannel Customer Experience Innovation

CIOs believe that “customer experience is the greatest opportunity for IT-enabled innovation”... as business executives see the potential of technology to transform customer channels and the customer experience.

Gartner CIO Agenda Survey, 2012
Cisco Vision: Omnichannel Customer Experience

Optimize the Customer Experience
- Consistent set of customer touch points regardless of channel or interface
- Frictionless cross-channel interactions
- Advanced self-service options
- Analytics for improvement & personalization

Optimize Business Processes
- One common set of business rules
- One data warehouse
- One organization to manage customer relationship
- Reduce cost of customer acquisition & service
Cisco Omnichannel Contact Center Architectural Framework

End to End SIP Architecture

Customer Experience Innovations

Operational Excellence Innovations

Agent Experience Innovations

ACD, IVR, CTI, Reporting, Outbound, Multichannel

Unified Communication Architecture
Call Control, Call Routing and Infrastructure Services

Omnichannel Contact Center Trends

Open API’s

Virtualization

Partner Ecosystem
Impact of Omnichannel Customer Experience - with Cisco Vision

Business Processes

- Sales Force Automation
- Customer Ticketing
- BI & Reporting
- Performance Monitoring
- Billing & Accounts
- Workforce Optimization
- CRM Management

Unified Business Logic

Unified Delivery

Channels

Mobile Kiosk CC Agents Business Groups Digital Mktg IVR E-Com

One Strategy for Person-to-Process & Person-to-Person B2C Interactions

Consistent Experience
Omnichannel Contact Center Technology Trends

1. Self Service
2. Mobility
3. Social Media
4. Video
5. Cloud
6. Big Data & Analytics
7. Internet of Everything
Trend #1: Growing expectations of self-service
(Use Cases & Solutions)

- Personalized IVR Messages
- Visual IVR (Self Help, Video Ads)
- Web Self Service

Cisco Customer Collaboration Solutions

CUSTOMER LOYALTY, CROSS/UP SELL & COST LEADERSHIP
Use Case: Personalization of IVR Messages

**Gold Customer**
Good Morning Mr. Ravi. We have a special upgrade offer to an iPhone-5 for you.

**Silver Customer**
Hello Ms. Debbie. The nearest retail store is at Plaza Mall.

**New Customer**
For this month we have the following offers for “refer a friend”

PERSONALIZED “In Queue” messages
- “Caller Demographics”
- “Value to Business”,
- “Location”,
- “Buying History” .....are a few criteria
Use Case: Transitioning across channels
(Mobile App >> Visual IVR >> Video Assist)

1. Customer needs to make a change to his account, goes to mobile app

2. Mobile Advisor Palettes delivers business process into app, renders IVR menu visually on smartphone

3. Palettes allows for customization of visual display, user can complete complex transaction via self-service

4. Customer wants to talk to person to confirm transaction, uses Mobile Advisor Collaboration click-to-video from within app

5. Palettes captures customer’s context for skills-based routing to right agent to her enterprise device with screen pop of customer’s ID, browsing activity, etc.
Trend #2: Mobility
(Use Cases & Solutions)

✓ Monthly global mobile data traffic will surpass 10 exabytes in 2017.
✓ The number of mobile-connected devices will exceed the world's population in 2013.
✓ The average mobile connection speed will surpass 1 Mbps in 2014.
✓ Due to increased usage on smartphones, handsets will exceed 50 percent of mobile data traffic in 2013.
✓ Monthly mobile tablet traffic will surpass 1 exabyte per month in 2017.
✓ Tablets will exceed 10 percent of global mobile data traffic in 2015.
Trend #2: Mobility
(Use Cases & Solutions)

**Mobile App to Live Help**

**Proactive Outreach**

**Mobile Agents/Supervisors**

**Mobile Customer Care**

**Social and Location Services**

**Supervisors and Management**

CUSTOMER ENGAGEMENT
Use Case: Never Again Wait in Queue – “Tap to Connect”
Use Case: Never Again Wait in Queue

“Tap to Connect”

All Information of the Caller is Automatically sent to Cisco ACD
Personalized Mobile Experience for different stakeholders

Customer Experience

Supervisor Experience

Administration Experience
Trend #3: Social Media Customer Engagement (Use Cases & Solutions)

- Targeted Campaigns
- Proactive Customer Care
- Crowdsourcing

Cisco Social Miner

BRAND, CUSTOMER LOYALTY & $$$
Trend #4: Video
Use Cases & Solutions

Global Mobile Video

By 2017, over 2/3rd of the world’s mobile data traffic will be video.

Cisco VNI Study

A picture is worth a thousand words” ……results in faster problem resolution.

Looking someone in the eye facilitates TRUST.
Trend #4: Video Use Cases & Solutions

- Self-Service Kiosk
  - Cisco Unified Customer Voice Portal
- Roadside Assistance
  - Cisco Unified CCE
- High-Touch
  - Cisco Remote Expert

Cisco MediaSense

FASTER RESOLUTION, TRUST
Trend #5: Cloud (Use Cases & Solutions)

- Capex to Opex
- Seasonality
- Connect the Dots

Cisco Hosted Collaboration Solution for Contact Center

TCO Savings of 20% to 30%

FLEXIBILITY, INTEGRABILITY
Trend #6: Big Data & Analytics
(Use Cases & Solutions)

90% of all the data on the planet was created in the last two years

Source: IBM

Average Fortune 100 company could grow their revenue by over $2B by increasing the usability of its data by just 10%

Source: InsightSquared infographic
Trend #7: The Internet of Everything

Use Cases & Solutions

IoE brings together **people, process, data, and things** to make networked connections more relevant and valuable than ever before – turning information into actions that create new capabilities, richer experiences, and unprecedented economic opportunity for businesses, individuals, and countries.

Source: Cisco IBSG, 2012
The 5 Drivers of IoE Value at Stake

IoE net Value at Stake (2014-2022 10-year NPV)*

- Asset utilization: $2.5T
  - SG&A and CoGS reduction from improved business process execution
  - Improved capital efficiency

- Employee productivity: $2.5T
  - Improved labor efficiency
  - Fewer or more productive man-hours

- Supply-chain / logistics efficiency: $2.7T
  - Improved process efficiency
  - Reduced waste in supply chain

- Improved customer experience: $3.7T
  - Improved customer lifetime value
  - Additional market share (more customers)

- Innovation: $3.0T
  - Improved RD&E speed, reduced TTM
  - New business models and new sources of revenue

Source: Cisco IBSG, 2014

* Net present value

Source: Cisco IBSG, 2014

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Source: Cisco IBSG, 2014
Customer Collaboration and the Internet of Everything
Things Are Already Coming Online

- FitBit pedometer
- WiThings scale
- Vitality pill bottle
- Nest Thermostat
- Pebble Watch
- Google Glass
Customer care screen pop with account information on outbound call

Detail on collision detection report from Toyota USA

Customer engagement: Damage assessment, claim initiation, tow, and rental car service
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Virtualization
Partner Ecosystem
In Conclusion

1. Omnichannel Contact Center plays an important role in building Customer Intimacy

2. Cisco’s Omnichannel Contact Center Architectural Framework is future-proofed by
   - Emerging Omnichannel Trends (7 Trends)
   - Open API’s
   - Virtualization
   - Expansive Partner Ecosystem
   - End to End SIP Architecture

3. Cisco’s Omnichannel Contact Center enables Customer Experience Innovation leading to Customer Intimacy

4. The time to embrace Omnichannel in your business & Contact Center is NOW