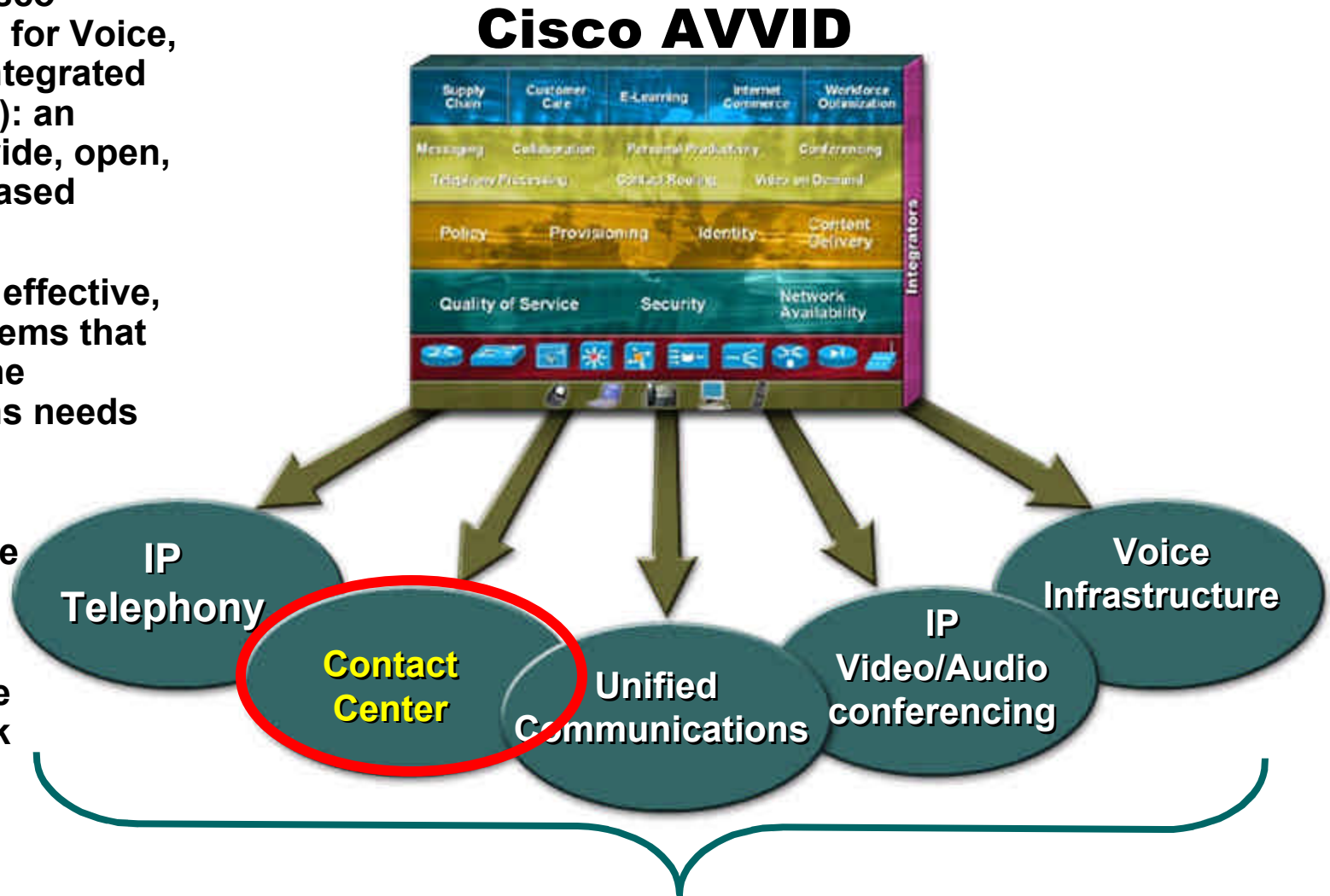


Cisco Customer Contact

IP Communications System—Optimizes Business Communications

- ◆ Leverage Cisco Architecture for Voice, Video and Integrated Data (AVVID): an enterprise wide, open, standards based architecture
- ◆ Deliver cost effective, reliable systems that scale with the organizations needs
- ◆ Maximize productivity and enhance customer service
- ◆ Leverage the data network investment



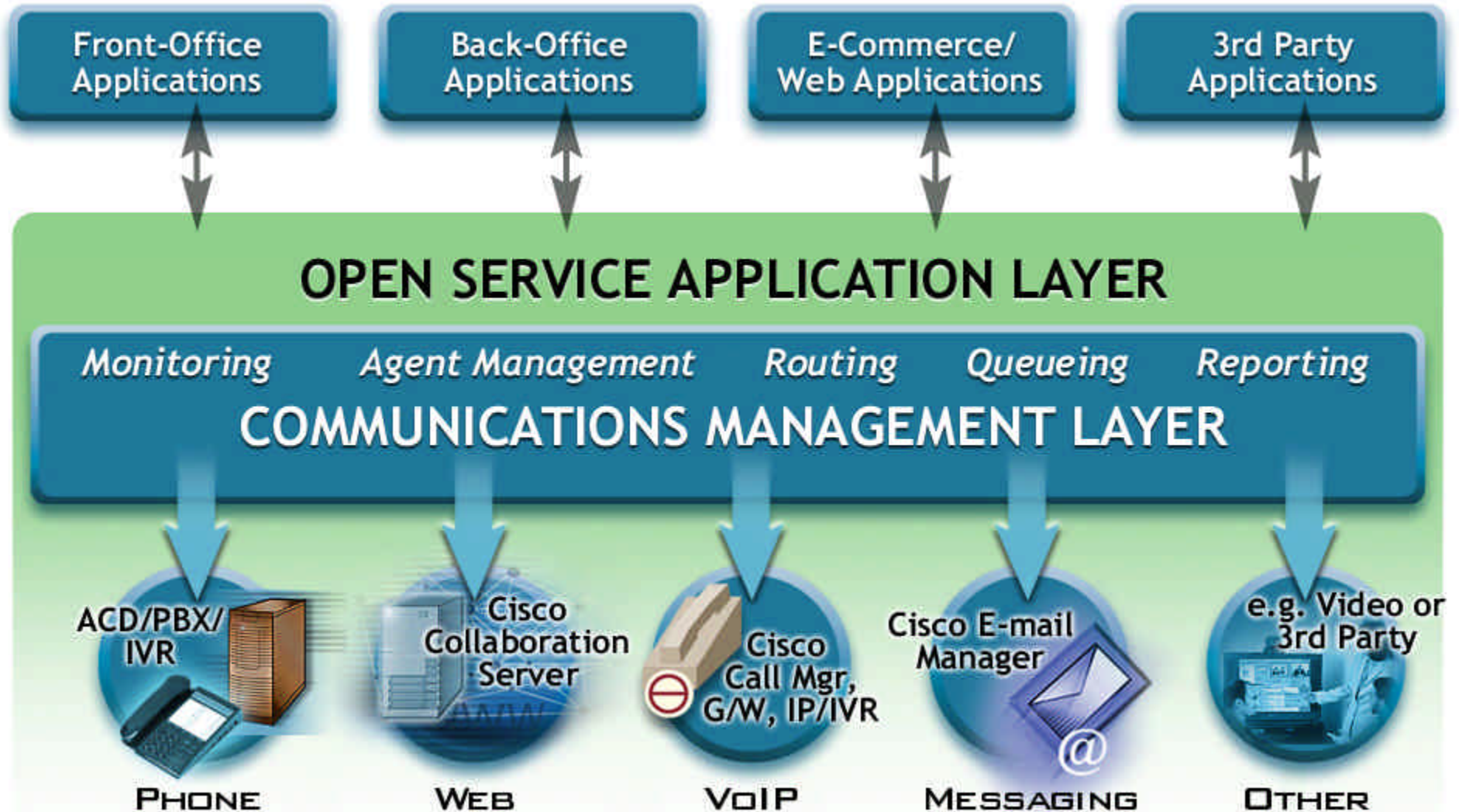
CCBU Mission

To enable superior productivity and loyalty for our customers through world-class IP Contact Center Solutions



Cisco's Vision for Integrated Customer Communications Management

Cisco.com



CCBU Product Strategy

- **Provide voice solutions that bridge TDM-to-IP network evolution**
- **Drive multi-channel integration**
 - Seamlessly integrate multiple interaction channels (phone, VoIP, Web, email) in “virtual” contact center solutions
- **Drive an open software platform that enables “best of breed” ecosystem application and deployment partners**
- **Reconstruct voice infrastructure components in a converged environment: ACDs, IVRs, intelligent networking technologies**

Open Ecosystem

Cisco.com

CRM	IVR	Voice/Data Recorders	WFM
<p>AIT Limited Broadbase SW Broad Daylight Call CTI Center Point Sol. Chordiant SW Cicero Tech. eLoyalty E.piphany Graham Tech. Kana Neural Act SW New Channel Oracle Pegasystems PeopleSoft Point Info Systems Siebel Spider Technologies YOUcentric</p>	<p>Apex Voice Aspect - VoiceTek Aumtech Edify Epos Facetime Com. iBasis IBM – Direct Talk Intervoice-Brite Passcom Periphonics Sonexis Spanlink Syntellect Telera TellMe Networks TellnGo Varetis Virtual Hold Tech. Voxtron</p>	<p>Comverse Infosys Dictaphone Envision Telephony e-Talk Eyretel Mercom Systems Nice Systems Thales Contact Solutions Witness Systems</p>	<p>Aspect - TCS Blue Pumpkin IEX Newmetrics</p> <p>Others</p> <p>eGain – Chat eshare – Dialer exony – Reporting/ Interfacing Crystal Voice – Realtime VoIP Inova – Mssg. Board SYMON – Mssg. Board IP Blue – Desktop Turret</p>

CCBU Products and Solutions

Cisco.com

- **Cisco ICM & NAM**

Provides multi-media customer contact routing, queuing & reporting for TDM & IP networks

- **Cisco IP Contact Center (IPCC)**

Combines software ACD functionality with IP telephony in a unified solution

- **Cisco CTI**

Delivers business intelligence to the agent desktop and CRM applications

- **Cisco E-Mail Manager**

Enables integrated e-mail response management

- **Cisco Collaboration Server**

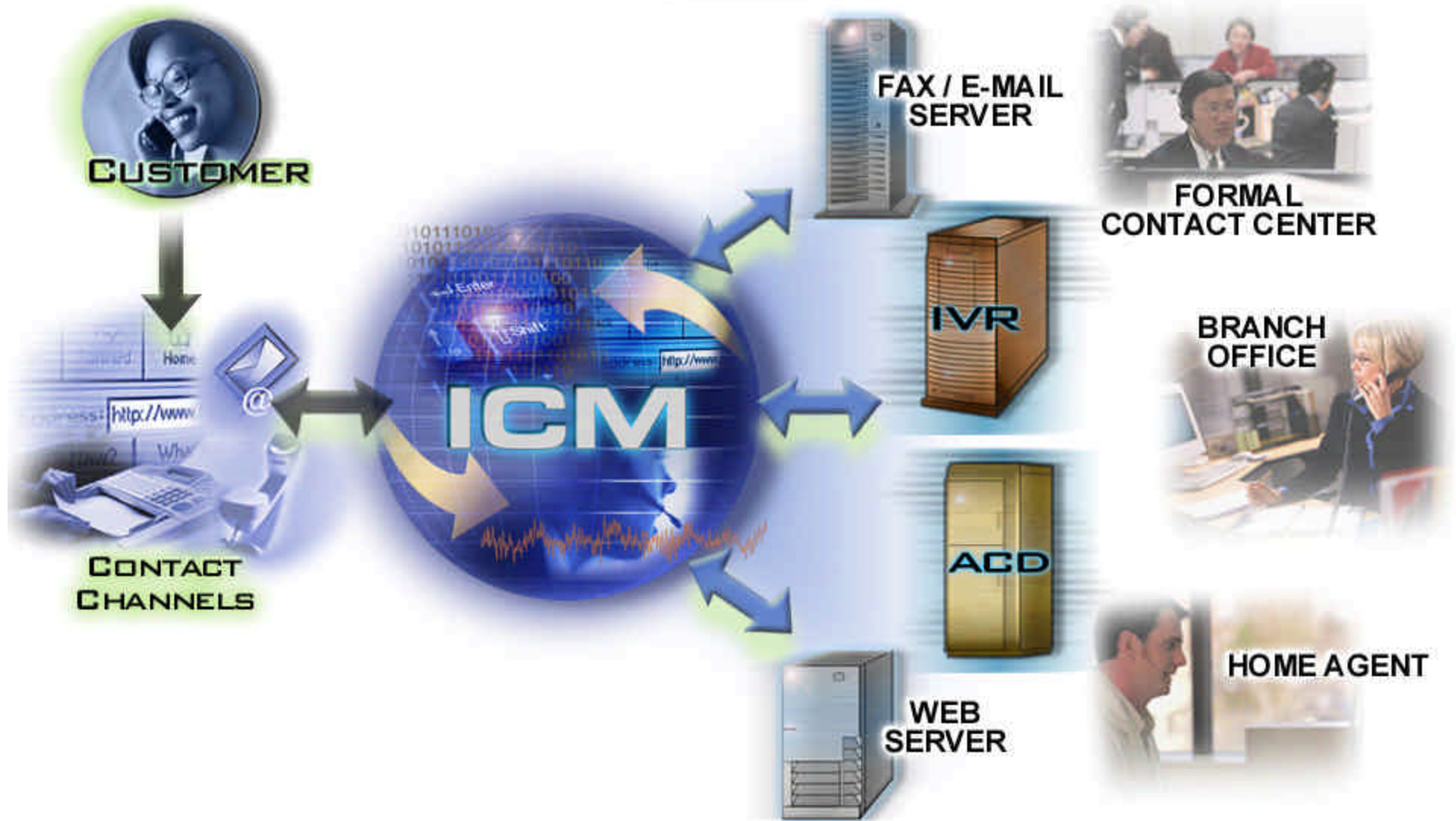
Delivers integrated Web collaboration & chat services

- **Cisco Internet Service Node**

Web-based queuing platform for voice response services

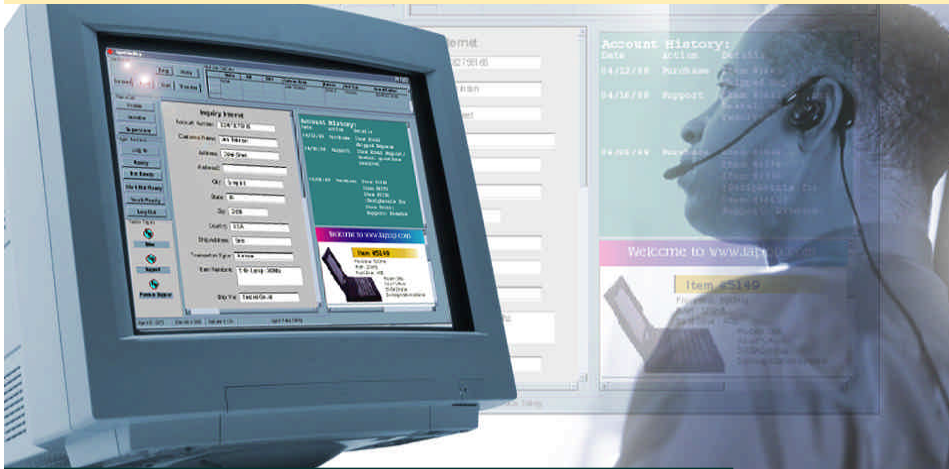
Intelligent Contact Management

Cisco.com



Cisco ICM Features

Agent Desktop Integration



Network Pre and Post Routing



Scripting and Central Management

DB Lookup
Is this a customer?

Select
Longest available premium agent

Select
Longest available help desk agent

Select
Minimum Expected Delay

End

Skill Group	No.	%
Bellevue.PremiumSales.pri		
Denver.AGRP1		
Omaha.PremiumSales.pri		
Boston.PremiumSales.pri		
Cincinnati.AGRP1		

Enterprise Skill Group	DefaultHelpDesk.Pri	No.	%
Bellevue.HelpDesk.pri			
Denver.AGRP8			
Omaha.HelpDesk.pri			
Boston.HelpDesk.pri			
Cincinnati.AGRP8			

Enterprise Service	DefaultHelpDesk	No.	%
Bellevue.HelpDesk			
Denver.HelpDesk			
Omaha.HelpDesk			
Boston.HelpDesk			
Cincinnati.HelpDesk			

Real Time and Historical Reporting

Enterprise Service Calls Offered over Half

41.03% (PremiumSales)
25.59% (HelpDesk)
17.88% (MassMarkets)
15.50% (MidTier)

Enterprise Service Service Levels

Service Level	Last 5 mins	Current 30	For the Day
PremiumSales	94%	92%	93%
MidTier	100%	100%	100%
MassMarkets	100%	100%	100%
HelpDesk	99%	98%	98%

Enterprise Service Calls, Averages and Service Levels

Enterprise Service	Status Now				Status over last 5 minutes				Service Level						
	Calls Talking	Calls Queued	Avg Delay	Longest in Queue	Offered	Handled	Aband	ASA	AHT	Talk	5 min	30 min	today		
HelpDesk	145	7	16	28	141	139	100%	0	0%	4.7	253.0	322.9	94%	92%	93%
MassMarkets	76	0			123	122	100%	0	0%	0.0	216.4	186.2	100%	100%	100%
MidTier	131	0			324	322	100%	0	0%	0.0	150.4	120.3	100%	100%	100%
PremiumSales	121	3	7	12	202	200	100%	0	0%	2.1	211.3	181.2	100%	100%	98%
Summary	473	10	13.5%	28	730	783	100%	0	0%	1.4	212.2	182.1	99%	99%	98%

The IP Contact Center

*Intelligent
Contact
Management*



*Agent
Desktop*

CallManager



*Integrated
Voice
Response*



Scalable Software Solutions



Cisco Advantages

- **The vision and experience for Internet-powering the customer's business**
- **The ability to execute on that vision with the strongest integrated solutions and products**
- **The ability to evolve as the customer's business and networking capabilities converge**
- **Ecosystem partners to provide solutions for specific business requirements**
- **Unparalleled commitment to customer service**

Representative CCBU Customers

Cisco.com

Telecom New Zealand

Cheap Tickets

Abbey National

Access Health

Computer Sciences Corp.

Barclay Call

1-800-FLOWERS

Spiegel

United Healthcare

Rosenbluth International

Aegon USA

Trailblazer Health Enterprises

Norwest Mortgage

Starwood/ITT

Lands' End

Call Interactive

Escape Transition

Northwest Airlines

Cable & Wireless

West Teleservices

Atos Multimedia

Household Credit Services

Travelers

CIBC Royal & SunAlliance

Airtel

JCPenney

AUCS

Orange

Wachovia

U.S. Postal Service

Allstate

First Direct Bank

CAIS Internet

Fisher Scientific

SDV

National Westminster

Victoria's Secret

Deluxe Corporation

Continental Airlines

AT&T Applied Card Systems

PHCS

First Union National Bank

American Airlines

France Telecom

Worldspan

Sprint

America Online

Fidelity

Sun Life Federal Express

USA Today Convergys

Cendant

American Express

British Gas

GTE

UUNet

British Airways

Metris

Progressive Insurance

First USA

GMAC

Citicorp

Protection One

Montgomery Ward

Sears

Dell Computer

Gateway

Qualiphone

Air Tours

Energis

Privilege Insurance Fingerhut

British Telecom

Compaq

Wells Fargo

IBM

Toshiba

Excel Communications

First Allmerica Financial

Census Bureau

Pacific Gas & Electric Whitbread

USA Group

Damark International

Internal Revenue Service

United Parcel Service

Freemans

Delta Airlines

Providian Financial

Retevision

Worldnet

GE Capital

Staples

JazzTel

American Century

Capital One

Prudential Insurance

MBNA

GEICO Direct

Amerix

State of California

Carlson Wagonlit Travel

Bell Canada

USA Airways

Oriental Trading

Marriott International

Franklin Resources

Con Edison

Cisco is Committed:

- **John Chambers**

“We are totally committed to the customer contact business and will invest for success”

- **Investing for success**

Strong Management team

Adding 50 new DE resources by end of 2002

Strong product roadmap

CISCO SYSTEMS



EMPOWERING THE
INTERNET GENERATIONSM