cisco
You make possible

Cisco CX Customer Portal

Overview and Demo

Dave Zacks Director of Innovation, CX

Tiffany Pham Experience Design Architect, CX

@DaveZacks
@tkpdesigns

PSOEN-2310

Cisco Live!

Barcelona | January 27–31, 2020

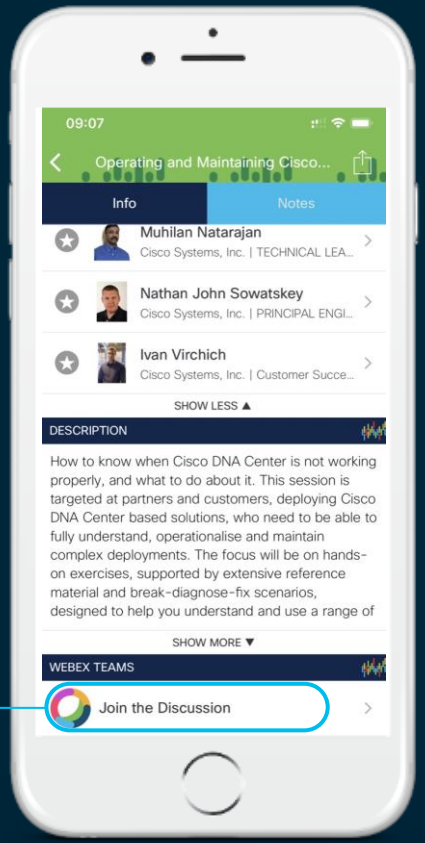
Cisco Webex Teams

Questions?

Use Cisco Webex Teams to chat with the speaker after the session

How

1. Find this session in the Cisco Events Mobile App
2. Click “Join the Discussion”
3. Install Webex Teams or go directly to the team space
4. Enter messages/questions in the team space



© 2020 Cisco and/or its affiliates. All rights reserved. Cisco Public

Cisco CX Customer Portal

Overview and Demo

- **Why** CX Customer Portal?
- **How** does CX Customer Portal Work?
- **What** does CX Customer Portal Provide?
  - Adoption Lifecycle
  - Assets and Coverage
  - Advisories
  - Problem Resolution
  - Insights
- **See It All in Action** with a **DEMO!**

© 2020 Cisco and/or its affiliates. All rights reserved. Cisco Public

By Way of Introduction …

I am a **Director of Innovation** in the CX team, and have been with Cisco for 20 years.

I work primarily with large, high-performance Enterprise network architectures, designs, and systems. I have over 30 years of experience designing, implementing, and supporting solutions with many diverse network technologies.

I have a strong background in, and focus on, customer requirements, and integrating these into the products and solutions Cisco builds. I have a special interest in **Flexible Hardware, Network Fabrics, Assurance, and ML/AI.**

Dave Zacks
Director of Innovation, CX
dzacks@cisco.com @DaveZacks

By Way of Introduction …

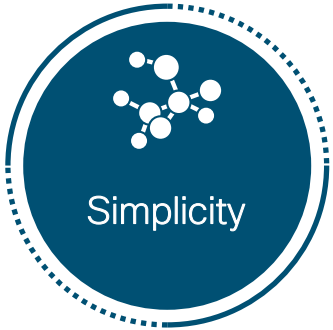
I am an **Experience Design Architect** in the CX Design & Incubation team.

I work with product managers and engineers to build intuitive product designs that deliver delightful experiences for Cisco's partners and customers. I have over 10 years of experience in product management, operations, and marketing.

I enjoy solving customer pain points and delivering competitive product solutions. An artist at heart, I care deeply about the aesthetics of Cisco's user interfaces and overall usability of its products, including the ergonomics of our product designs.

Tiffany Pham
Experience Design Architect, CX
tipham@cisco.com @tkpdesigns

What Experience Do Customers Want?



Simplified portfolio that is **easy to buy & consume**

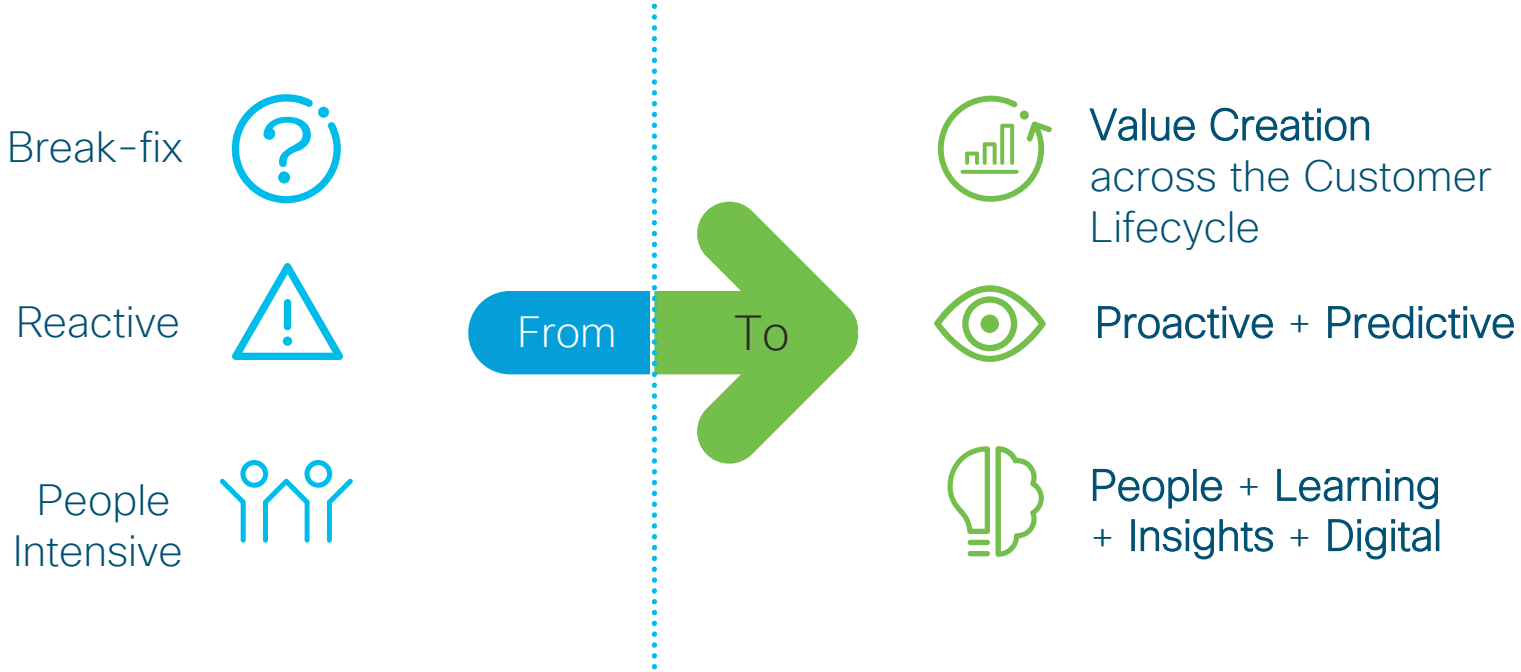
Scalable features with **actionable insights** & real-time dashboards

Proactive & predictive capabilities in addition to reactive support

Trusted experts to help achieve desired business outcomes

© 2020 Cisco and/or its affiliates. All rights reserved. Cisco Public

Cisco is Transforming for Services Modernization



© 2020 Cisco and/or its affiliates. All rights reserved. Cisco Public

Reimagining Our Customer's Experience

Lifecycle Approach Delivers Value throughout the Technology Journey

Strategic roadmap development

Continuous optimization and innovation

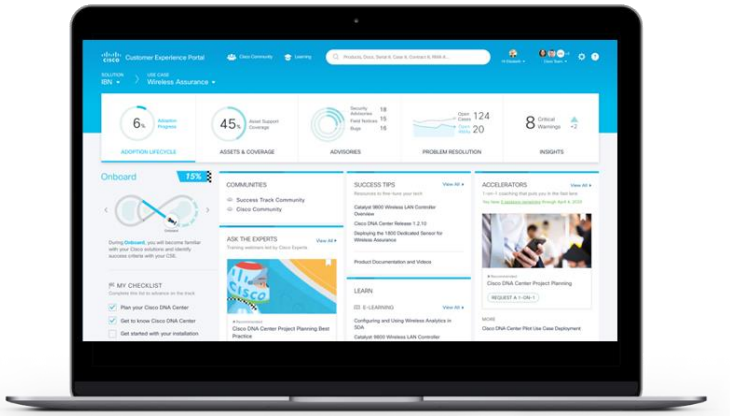
Learning, implementation and adoption

Getting to business outcomes faster

© 2020 Cisco and/or its affiliates. All rights reserved. Cisco Public

Cisco CX Customer Portal

A Game-Changing Digital Experience



A unified, personalized interface for all architectures that combines human expertise with the scale of machine intelligence

Accelerate Time to Value

Get the right expertise, learning, and insights at the right time to speed time to value and achievement of business outcomes across the lifecycle

© 2020 Cisco and/or its affiliates. All rights reserved. Cisco Public

CX Customer Portal

Part of Collaborative Intelligence within the Cisco CX Success Portfolio

Collaborative Intelligence

Digital experiences connecting customers to

Capabilities

Expert Resources | Trusted Support | Insights and Analytics | Contextual Learning

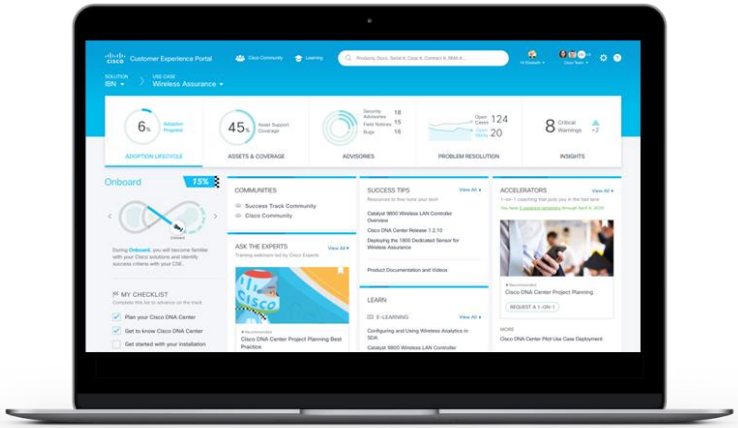
Across every architecture

EFT/Initial Focus

** Names subject to change*

© 2020 Cisco and/or its affiliates. All rights reserved. Cisco Public

CX Customer Portal



The technology engine that **unifies the customer experience** with the right **expertise, learning, and insights** at the right time, digitally connected

- Adoption Lifecycle
- Assets & Coverage
- Advisories
- Problem Resolution
- Insights

cisco Live!

© 2020 Cisco and/or its affiliates. All rights reserved. Cisco Public

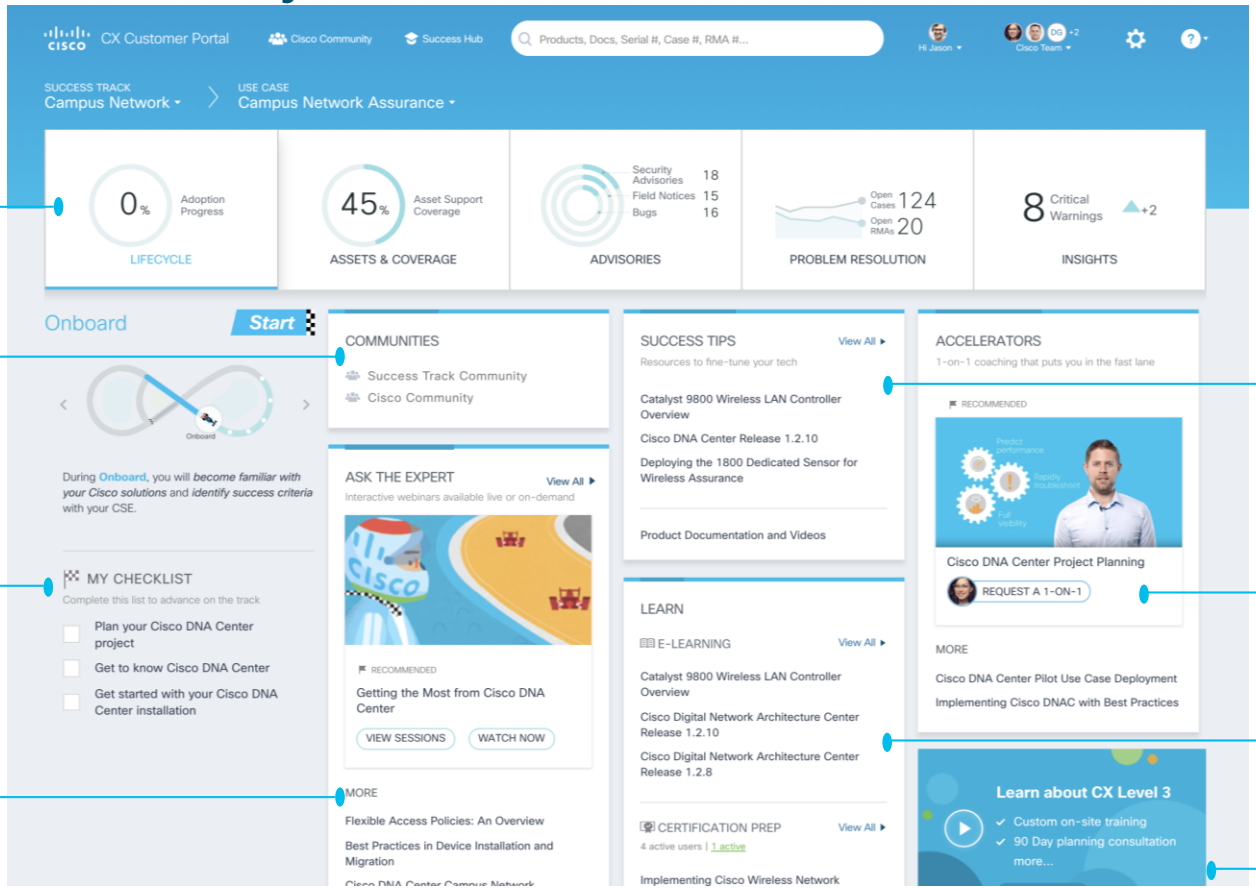
Adoption Lifecycle

Track adoption by technology stack — 1

Access public and private communities — 2

Leverage guided lifecycle checklists from product teams — 3

Attend live webinars or watch pre-recorded sessions — 4



Download curated contents by domain — 5

Schedule personalized coaching sessions — 6

Create individualized training tracks — 7

Request help from dedicated and on-demand experts — 8

© 2020 Cisco and/or its affiliates. All rights reserved. Cisco Public

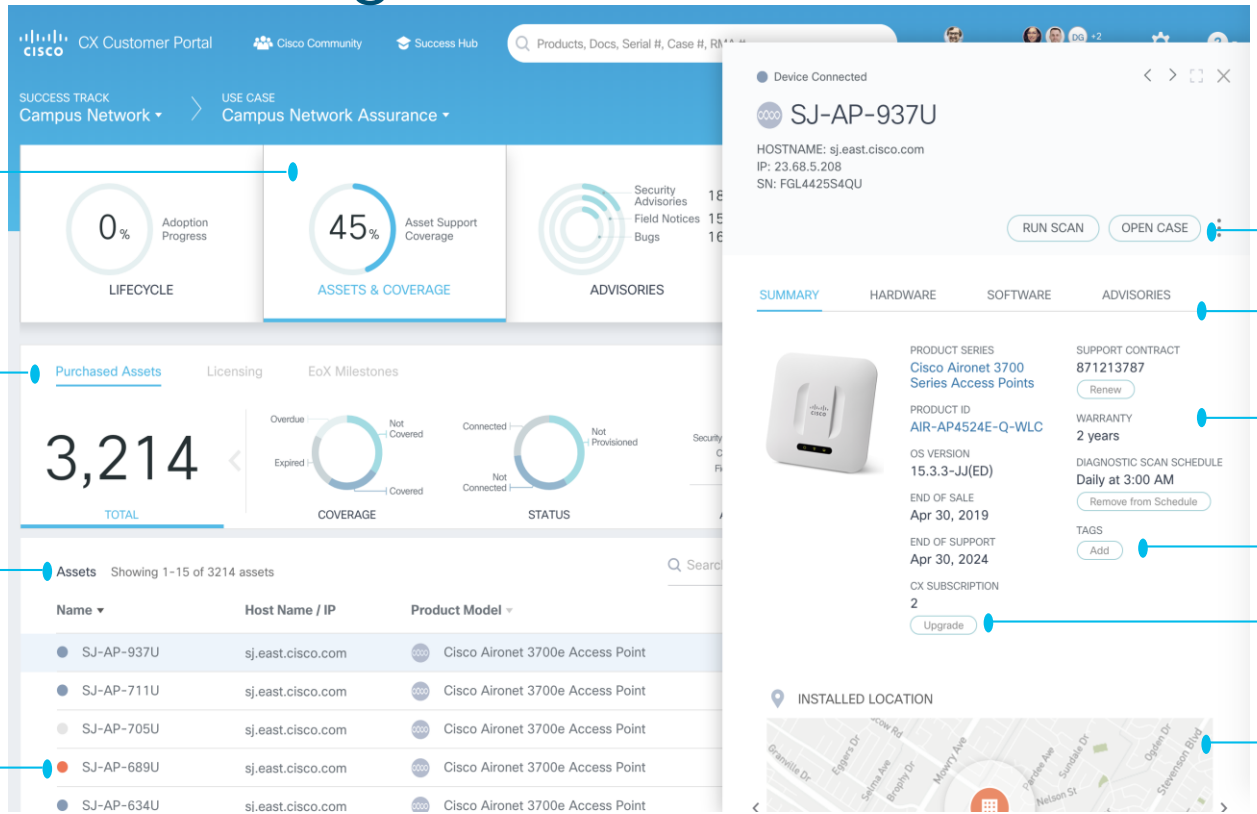
Assets & Coverage

Track support coverage for purchased assets

Monitor status of all purchased assets

Troubleshoot asset management and connectivity issues

Filter asset views by severity, status, and support coverage



1 **Track** support coverage for purchased assets

2 **Monitor** status of all purchased assets

3 **Troubleshoot** asset management and connectivity issues

4 **Filter** asset views by severity, status, and support coverage

5 **Run** diagnostic scans and/or open a support case

6 **Review** insights. about the asset

7 **Review** support coverage and renewal status

8 **Add** custom tags easier tracking

9 **Upgrade** support coverage

10 **Display** physical location of assets

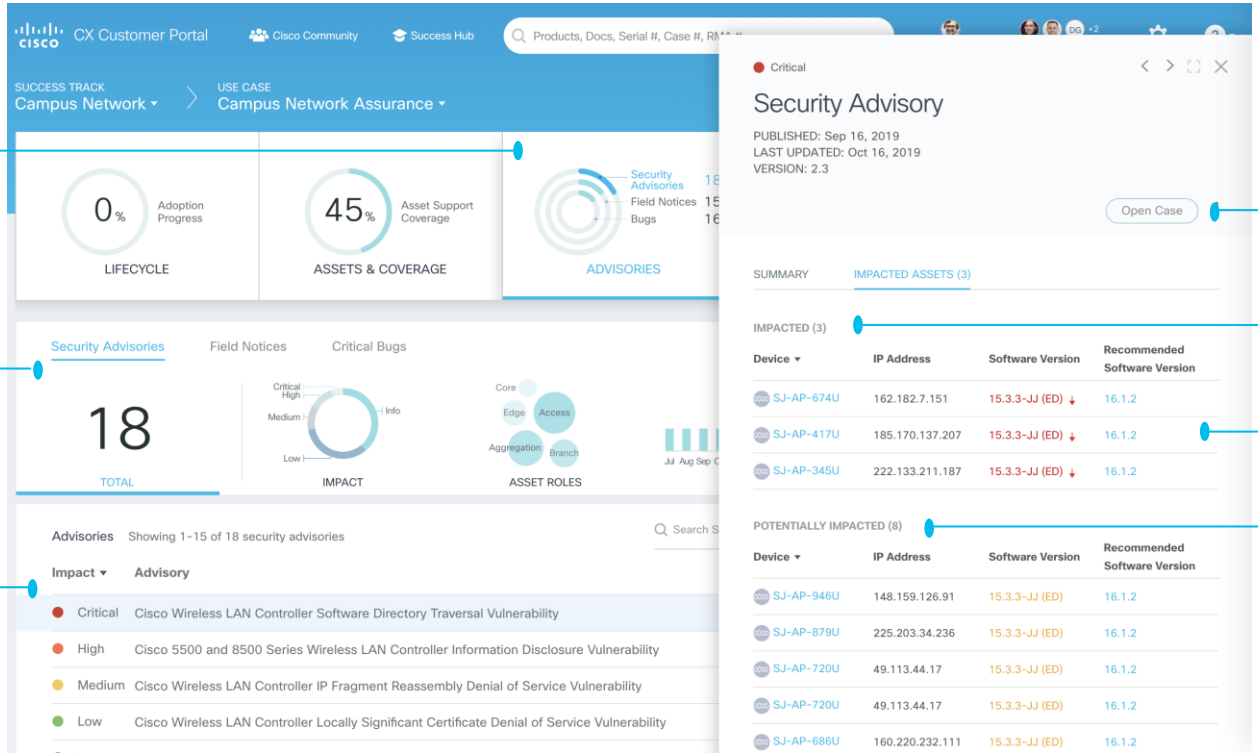
© 2020 Cisco and/or its affiliates. All rights reserved. Cisco Public

Advisories

Track the number of active advisories

Monitor alerts for security advisories, field notices, and critical bugs

Filter advisories by impact, asset roles, last updated dates



Open support case

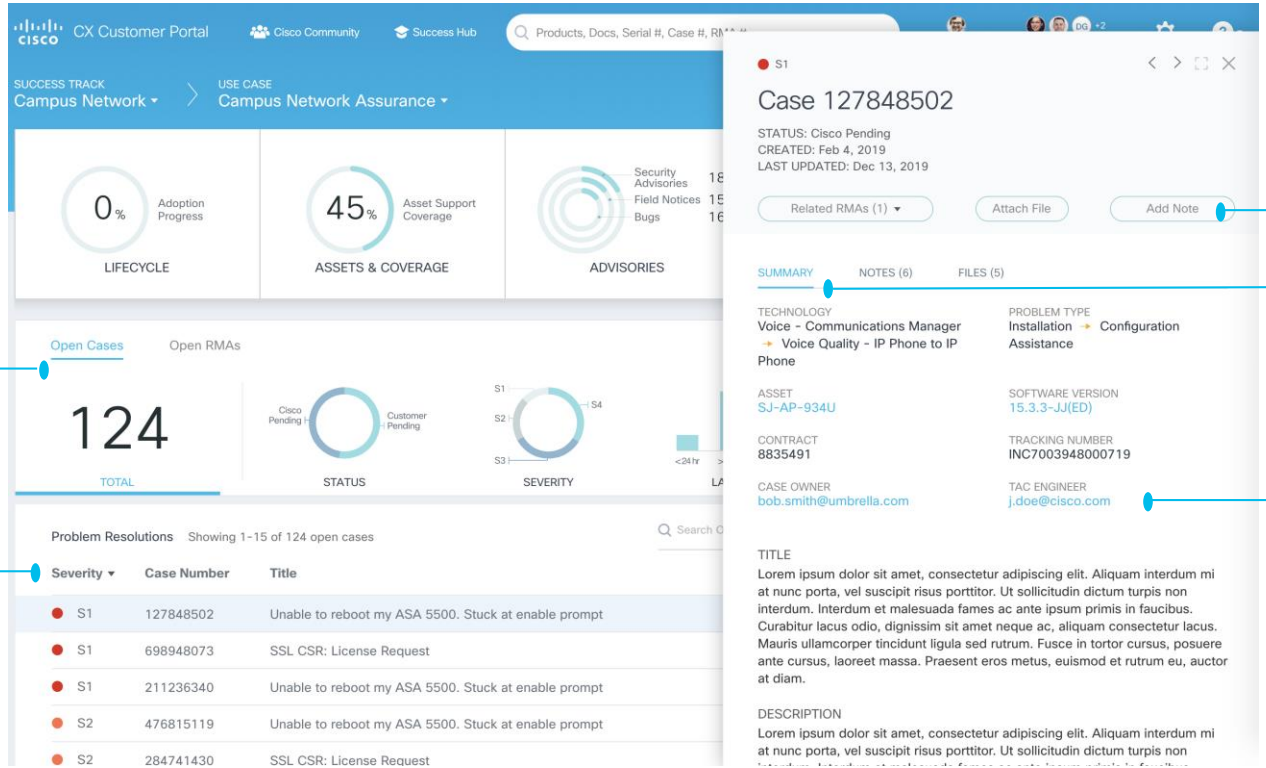
Assess risks of impacted assets

Compare current and recommended software versions

Monitor health of potentially impacted assets

© 2020 Cisco and/or its affiliates. All rights reserved. Cisco Public

Problem Resolution



Track number of open support cases

1

Filter cases by status, severity, and last updated dates

2

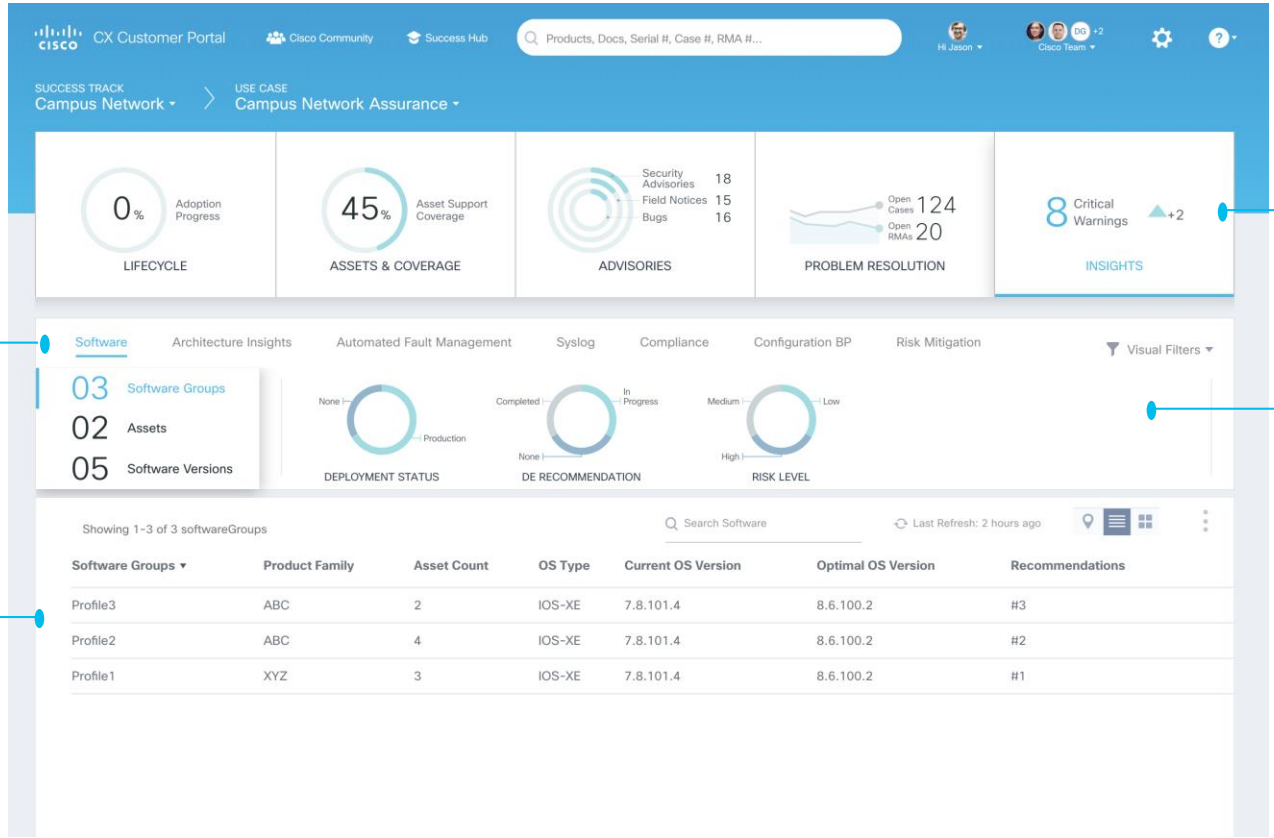
3 **Attach** case files and notes

4 **Review** case details: summary, notes, and files

5 **Contact** case owner and TAC engineer

© 2020 Cisco and/or its affiliates. All rights reserved. Cisco Public

Insights



Toggle between operational and architectural insights

1

2

Optimize operations based on expert recommendations

3

Track critical alerts based on product telemetry and intellectual capital

4

Filter insights by deployment, expert recommendations, and risk tolerance levels

© 2020 Cisco and/or its affiliates. All rights reserved. Cisco Public

DEMO Time!

Tiffany

Complete your online session survey

- Please complete your session survey after each session. Your feedback is very important.
- Complete a minimum of 4 session surveys and the Overall Conference survey (starting on Thursday) to receive your Cisco Live t-shirt.
- All surveys can be taken in the Cisco Events Mobile App or by logging in to the Content Catalog on ciscolive.com/emea.

Cisco Live sessions will be available for viewing on demand after the event at ciscolive.com.

© 2020 Cisco and/or its affiliates. All rights reserved. Cisco Public

Continue your education

Demos in the Cisco Showcase

Walk-In Labs

Meet the Engineer 1:1 meetings

Related sessions

© 2020 Cisco and/or its affiliates. All rights reserved. Cisco Public

Thank you

cisco Live!

You make **possible**