



You make **possible**



# Cisco CX Customer Portal

## Overview and Demo

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@DaveZacks  
@tkpdesigns

PSOEN-2310

**CISCO** *Live!*

Barcelona | January 27-31, 2020



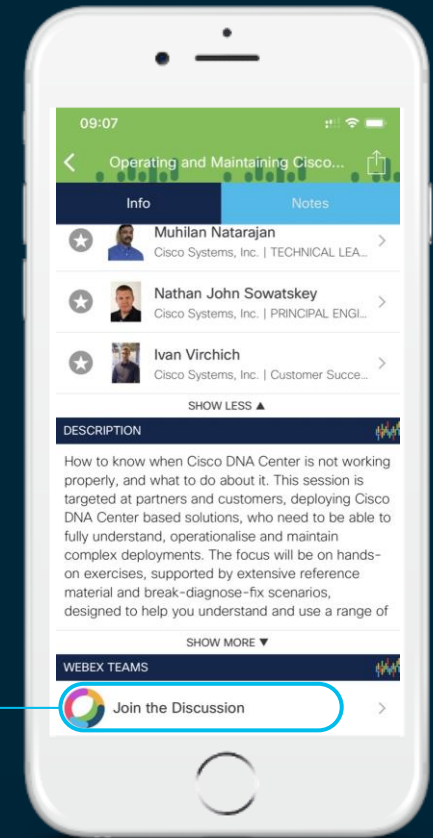
# Cisco Webex Teams

## 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



# 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!**



# 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

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[@DaveZacks](https://twitter.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.

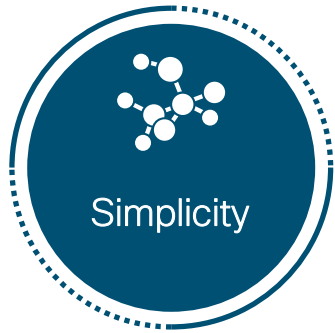
**Tiffany Pham**

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

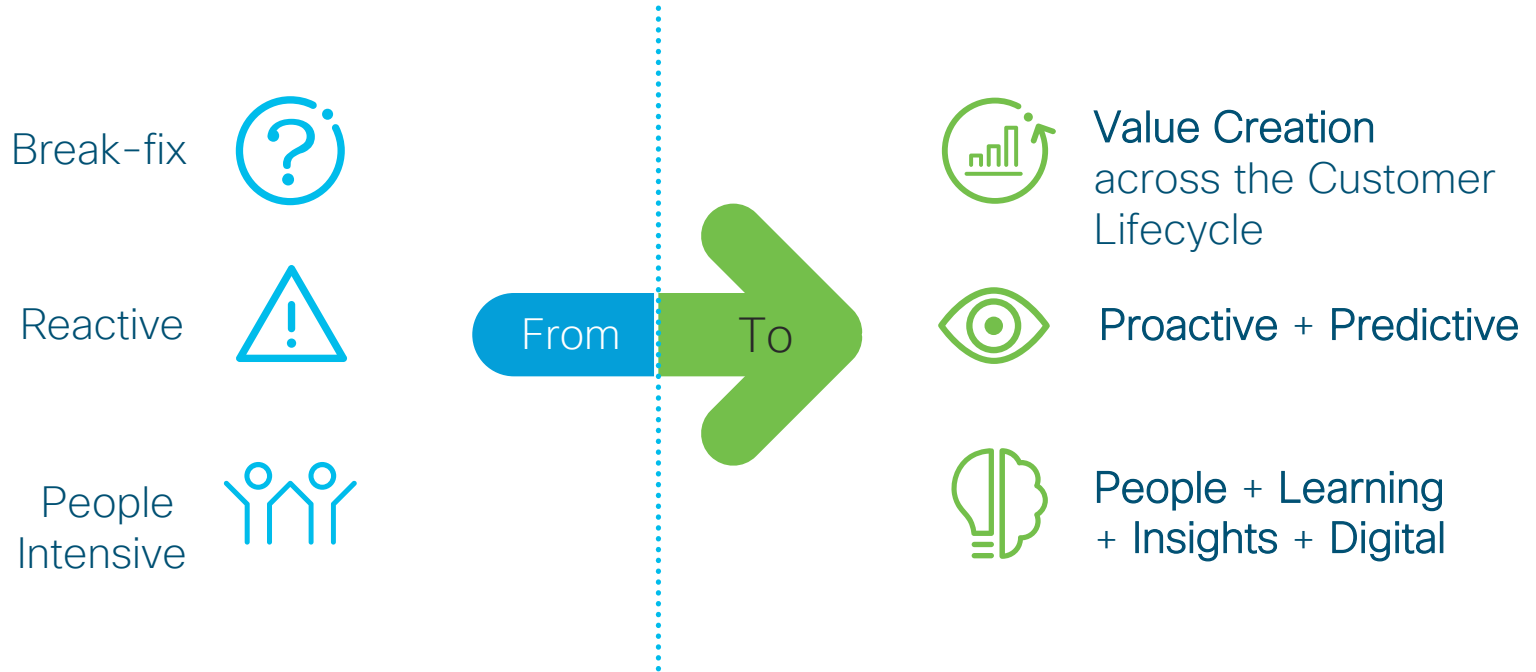


**Proactive & predictive capabilities** in addition to reactive support



**Trusted experts** to help achieve desired business outcomes

# Cisco is Transforming for Services Modernization





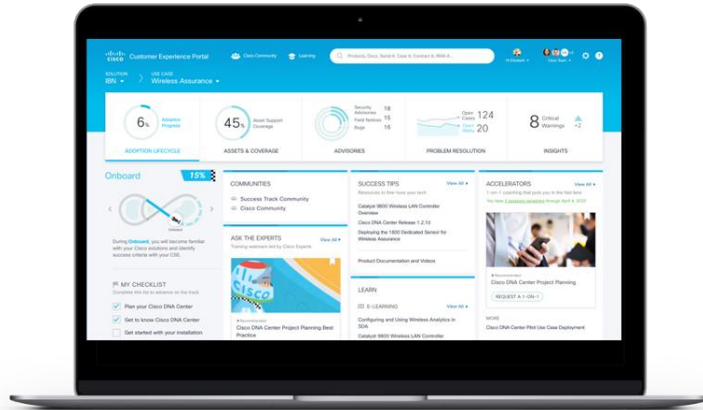
# Reimagining Our Customer's Experience

Lifecycle Approach Delivers Value throughout the Technology Journey



# 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**

# CX Customer Portal

Part of Collaborative Intelligence within the Cisco CX Success Portfolio

Collaborative Intelligence

Digital experiences connecting customers to



Levels of Service



Use Cases



Insights



Experts

Capabilities

Expert Resources

Trusted Support

Insights and Analytics

Contextual Learning

Across every architecture



Campus Network



Data Center



Security



Cloud



Collaboration

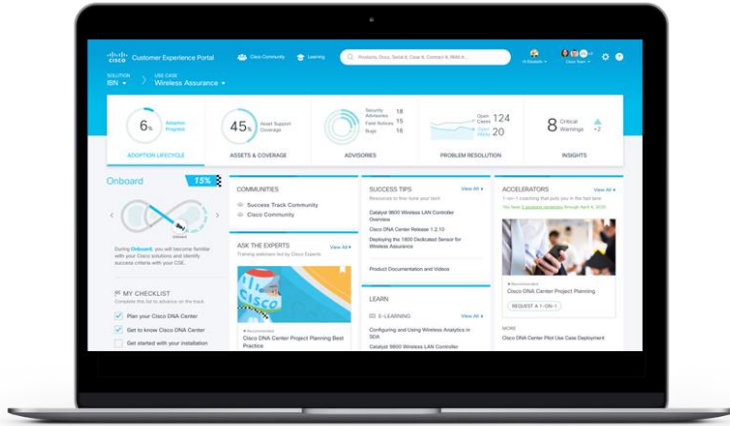


IoT

EFT/Initial Focus

*\* Names subject to change*

# CX Customer Portal



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

**CISCO** *Live!*

Adoption Lifecycle

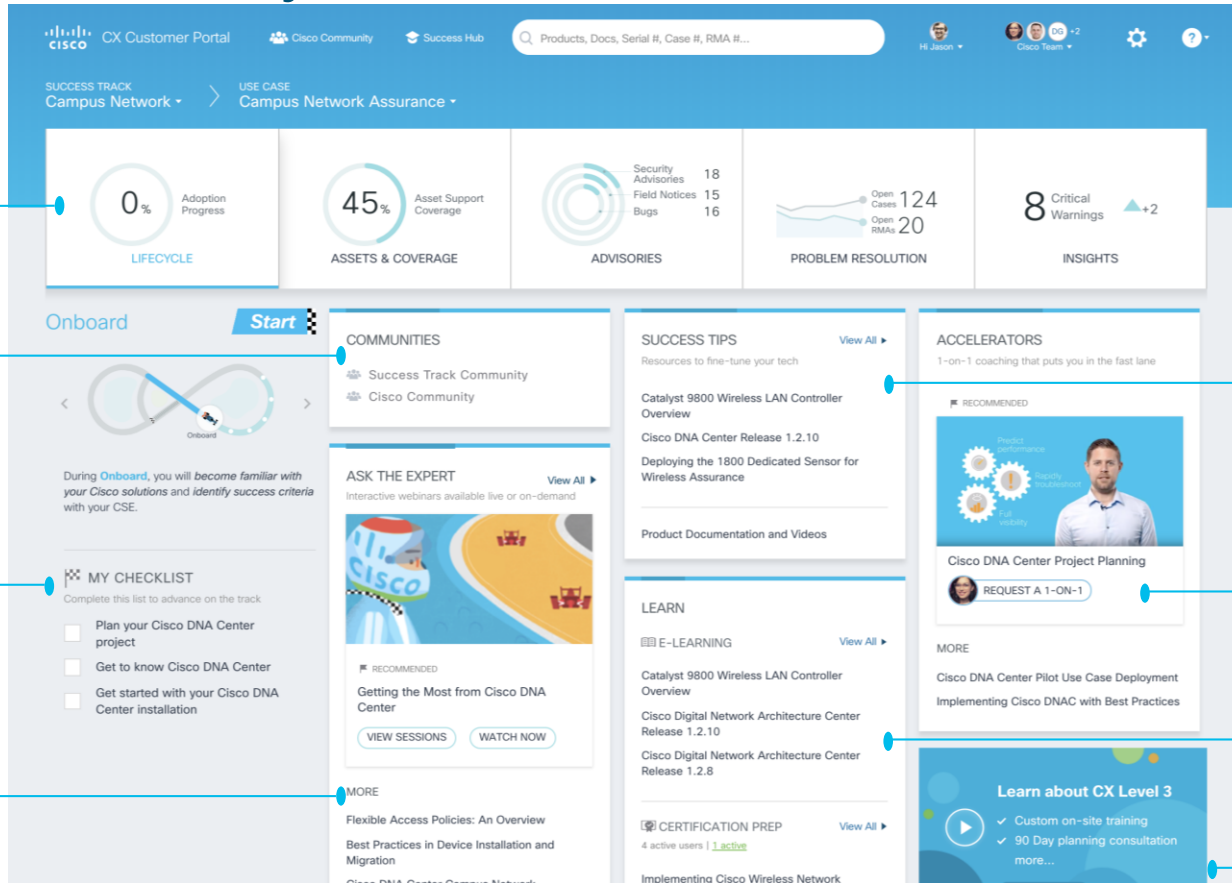
Assets & Coverage

Advisories

Problem Resolution

Insights

# Adoption Lifecycle



1 Track adoption by technology stack

2 Access public and private communities

3 Leverage guided lifecycle checklists from product teams

4 Attend live webinars or watch pre-recorded sessions

5 Download curated contents by domain

6 Schedule personalized coaching sessions

7 Create individualized training tracks

8 Request help from dedicated and on-demand experts

*cisco Live!*

# Assets & Coverage

Track support coverage for purchased assets

1

Monitor status of all purchased assets

2

Troubleshoot asset management and connectivity issues

3

Filter asset views by severity, status, and support coverage

4

The screenshot displays the Cisco CX Customer Portal interface for 'Assets & Coverage'. The top navigation bar includes 'CX Customer Portal', 'Cisco Community', and 'Success Hub'. The main content area is divided into three panels: 'LIFECYCLE' showing 0% Adoption Progress, 'ASSETS & COVERAGE' showing 45% Asset Support Coverage, and 'ADVISORIES' showing Security Advisories, Field Notices, and Bugs. Below these is the 'Purchased Assets' section, which features a total count of 3,214 assets and two donut charts for 'COVERAGE' and 'STATUS'. A table lists assets with columns for Name, Host Name / IP, and Product Model. On the right, a detailed view for asset 'SJ-AP-937U' is shown, including fields for Product Series, Product ID, OS Version, End of Sale, End of Support, and CX Subscription, along with buttons for Run Scan, Open Case, Renew, and Upgrade. A map shows the installed location of the asset.

Run diagnostic scans and/or open a support case

5

Review insights about the asset

6

Review support coverage and renewal status

7

Add custom tags easier tracking

8

Upgrade support coverage

9

Display physical location of assets

10

# Advisories

Track the number of active advisories

1

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

2

Filter advisories by impact, asset roles, last updated dates

3

The screenshot displays the Cisco CX Customer Portal interface. At the top, there are navigation links for 'CX Customer Portal', 'Cisco Community', and 'Success Hub'. Below this, the 'SUCCESS TRACK' and 'USE CASE' sections are visible, both set to 'Campus Network Assurance'. The main dashboard features three key metrics: 'LIFECYCLE' (0% Adoption Progress), 'ASSETS & COVERAGE' (45% Asset Support Coverage), and 'ADVISORIES'. A central section shows 'Security Advisories' with a total of 18, alongside 'Field Notices' and 'Critical Bugs'. A table below lists advisories with columns for 'Impact' and 'Advisory'. On the right, a detailed view of a 'Security Advisory' is shown, including its publication and update dates, and a table of 'IMPACTED ASSETS (3)' with columns for 'Device', 'IP Address', 'Software Version', and 'Recommended Software Version'. An 'Open Case' button is also present.

4

Open support case

5

Assess risks of impacted assets

6

Compare current and recommended software versions

7

Monitor health of potentially impacted assets



# Problem Resolution

The screenshot displays the Cisco CX Customer Portal interface. At the top, there are navigation links for 'CX Customer Portal', 'Cisco Community', and 'Success Hub'. Below this, there are sections for 'SUCCESS TRACK' and 'USE CASE'. The main dashboard features three circular gauges: 'LIFECYCLE' (0% Adoption Progress), 'ASSETS & COVERAGE' (45% Asset Support Coverage), and 'ADVISORIES' (Security Advisories, Field Notices, Bugs). Below the gauges, there are sections for 'Open Cases' (124 total) and 'Open RMAs'. A table of 'Problem Resolutions' is shown, with columns for Severity, Case Number, and Title. A detailed view of Case 127848502 is overlaid on the right, showing its status (Cisco Pending), creation date (Feb 4, 2019), last update (Dec 13, 2019), and various details like Technology, Problem Type, Asset, Contract, Case Owner, and TAC Engineer.

Severity	Case Number	Title
S1	127848502	Unable to reboot my ASA 5500. Stuck at enable prompt
S1	698948073	SSL CSR: License Request
S1	211236340	Unable to reboot my ASA 5500. Stuck at enable prompt
S2	476815119	Unable to reboot my ASA 5500. Stuck at enable prompt
S2	284741430	SSL CSR: License Request

Case 127848502
STATUS: Cisco Pending
CREATED: Feb 4, 2019
LAST UPDATED: Dec 13, 2019
Related RMAs (1)
Attach File
Add Note
SUMMARY
NOTES (6)
FILES (5)
TECHNOLOGY: Voice - Communications Manager
PROBLEM TYPE: Installation - Configuration Assistance
ASSET: SJ-AP-934U
SOFTWARE VERSION: 15.3.3-JJ(ED)
CONTRACT: 8835491
TRACKING NUMBER: INC7003948000719
CASE OWNER: bob.smith@umbrella.com
TAC ENGINEER: j.doe@cisco.com
TITLE: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam interdum mi at nunc porta, vel suscipit risus porttitor. Ut sollicitudin dictum turpis non interdum. Interdum et malesuada fames ac ante ipsum primis in faucibus. Curabitur lacus odio, dignissim sit amet neque ac, aliquam consectetur lacus. Mauris ullamcorper tincidunt ligula sed rutrum. Fusce in tortor cursus, posuere ante cursus, laoreet massa. Praesent eros metus, euismod et rutrum eu, auctor at diam.
DESCRIPTION: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam interdum mi at nunc porta, vel suscipit risus porttitor. Ut sollicitudin dictum turpis non interdum. Interdum et malesuada fames ac ante ipsum primis in faucibus. Curabitur lacus odio, dignissim sit amet neque ac, aliquam consectetur lacus. Mauris ullamcorper tincidunt ligula sed rutrum. Fusce in tortor cursus, posuere ante cursus, laoreet massa. Praesent eros metus, euismod et rutrum eu, auctor at diam.

Track number of open support cases

1

Filter cases by status, severity, and last updated dates

2

Attach case files and notes

3

Review case details: summary, notes, and files

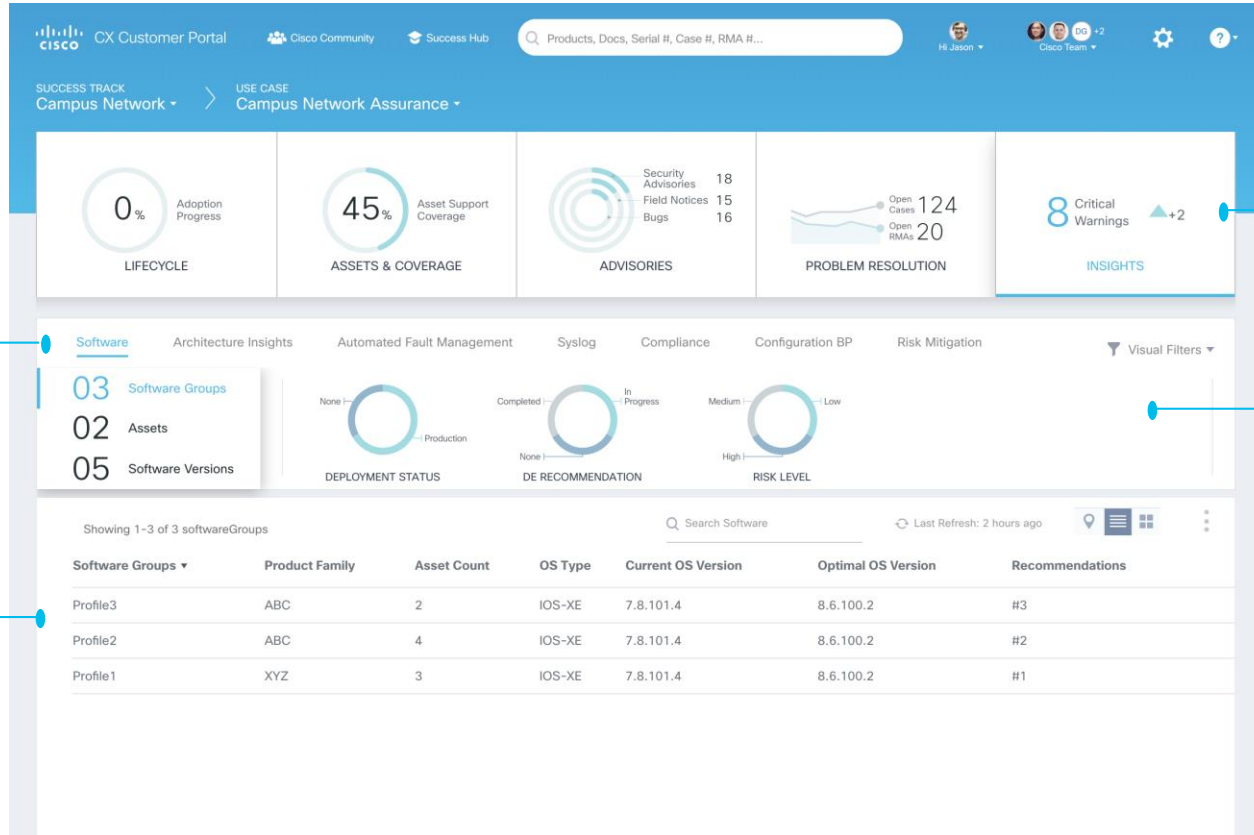
4

Contact case owner and TAC engineer

5



# Insights





DEMO Time!

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*Tiffany*



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- 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](https://ciscolive.com/emea).

Cisco Live sessions will be available for viewing on demand after the event at [ciscolive.com](https://ciscolive.com).

# Continue your education



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Cisco Showcase



Walk-In Labs



Meet the Engineer  
1:1 meetings



Related sessions



Thank you





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