



# Webex Contact Center – AI Powered Routing to Enhance Customer Experience

Elevating human connection with AI

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BRKCCT – 2009

CISCO *Live!*



# Agenda

- Introduction
- Webex Customer Experience Portfolio
- Webex Contact Center Routing capabilities
  - Inbound routing
  - Outbound capabilities
  - Additional features
- Webex Contact Center AI Routing
  - Predicted Estimated Wait Time using Machine Learning
  - AI based Agent Recommendations
- Conclusion

# Webex App

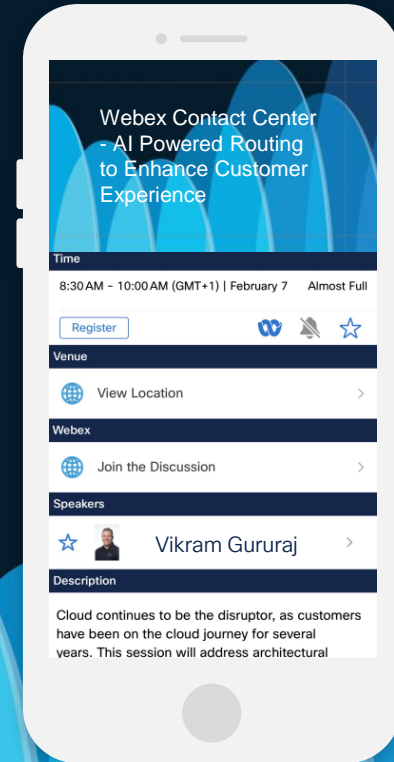
## Questions?

Use the Webex app to chat with the speaker after the session

## How

- 1 Find this session in the Cisco Events mobile app **BRKCCT-2009**
- 2 Click “Join the Discussion”
- 3 Install the Webex app or go directly to the Webex space
- 4 Enter messages/questions in the Webex space

Webex spaces will be moderated by the speaker until February 28, 2025.



# Today's customer experiences fall short of expectations

54%

Having to re-tell my issue multiple times.<sup>1</sup>

48%

Call Transfers.<sup>1</sup>

53%

Customers put On-Hold

31%

Voice Bots are not intelligent enough.<sup>1</sup>



<sup>1</sup> The changing expectations of customer experience, The Futurum Group, February 2024.

Great experience  
is easier said  
than done

- | Customer Satisfaction is declining
- | Agents are struggling
- | Siloed technology & systems

# What does it take to fix it?



Self-service that is more human, proactive and effective

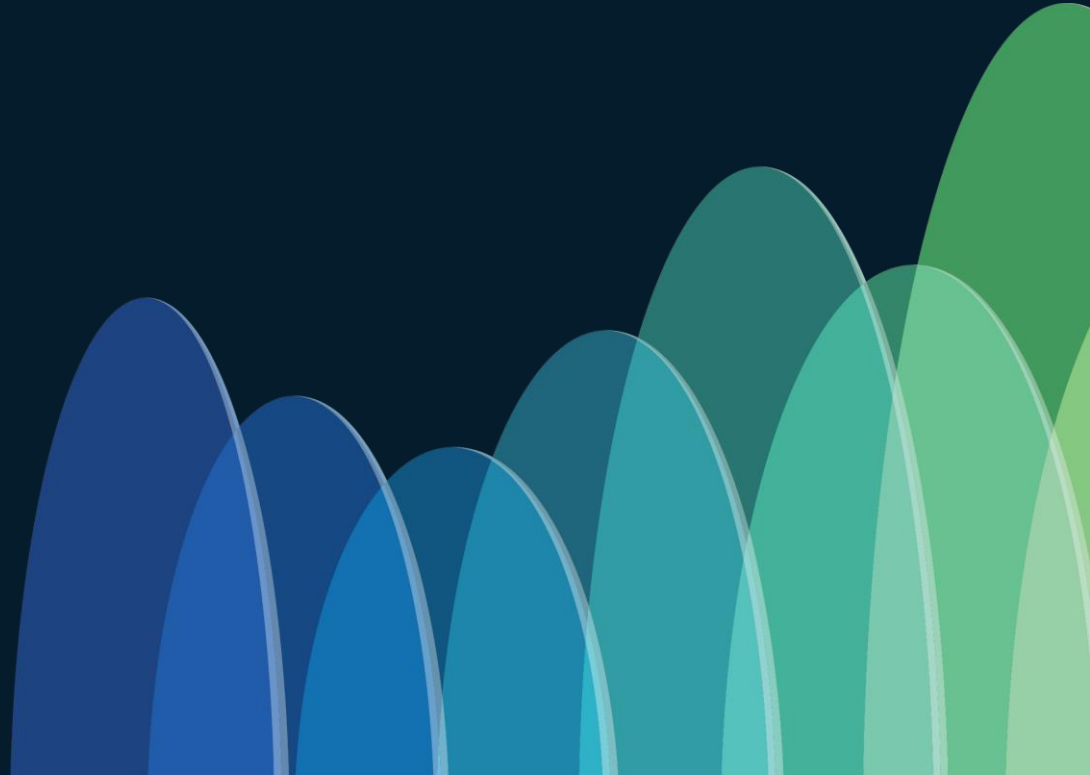


Expert live agents for every situation

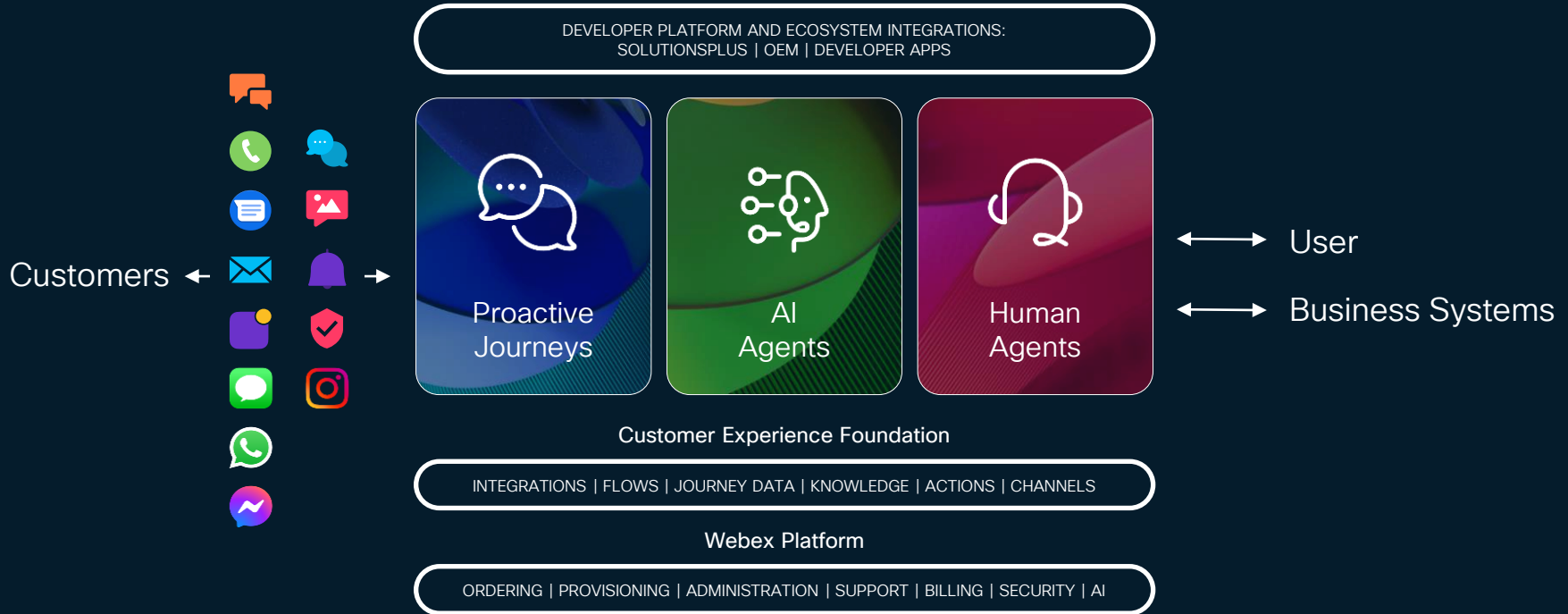


Real-time automation and orchestration

# Webex Customer Experience Portfolio

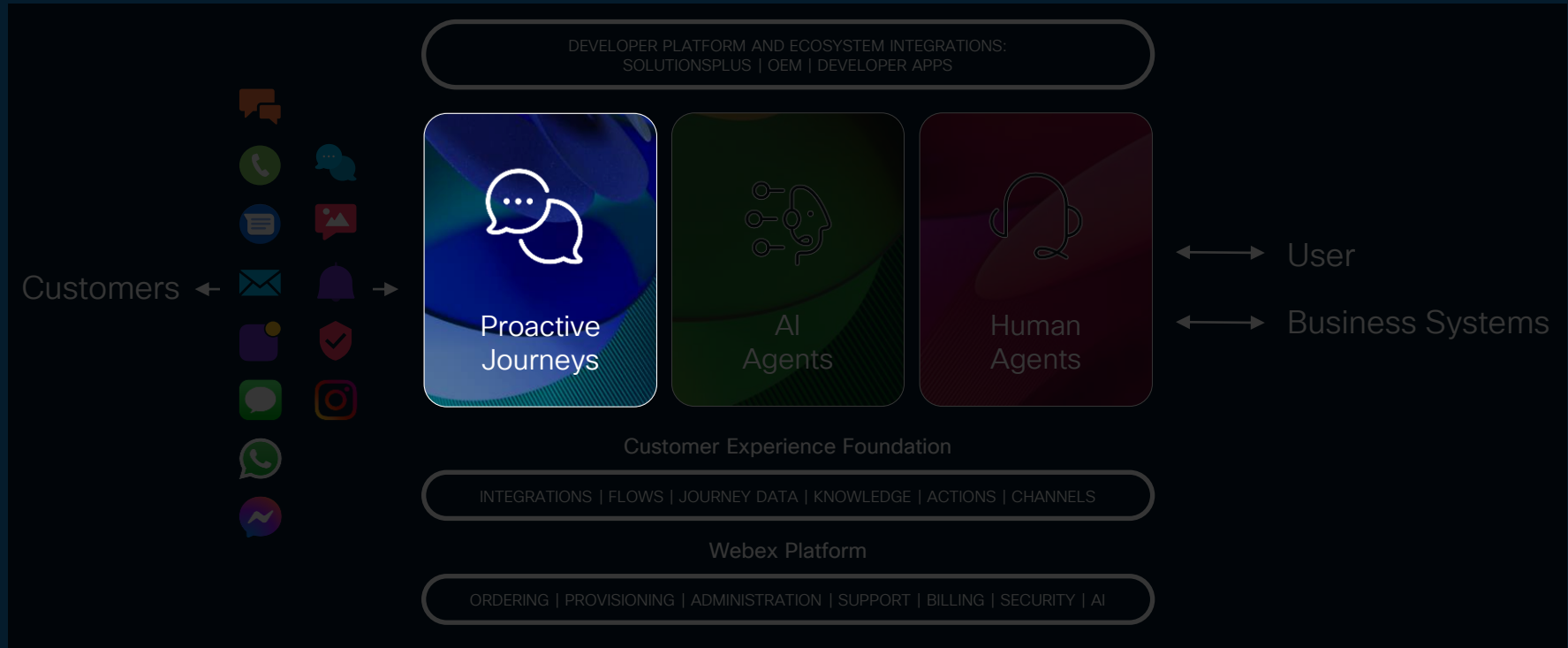


# Webex Customer Experience Portfolio





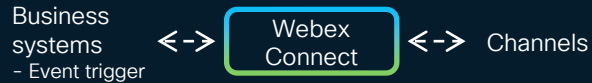
# Webex Customer Experience Portfolio



# Proactive Journeys

## Event triggered journeys

- Two-way real-time conversations
- 1:1 personalized communications
- Enabling messaging at scale

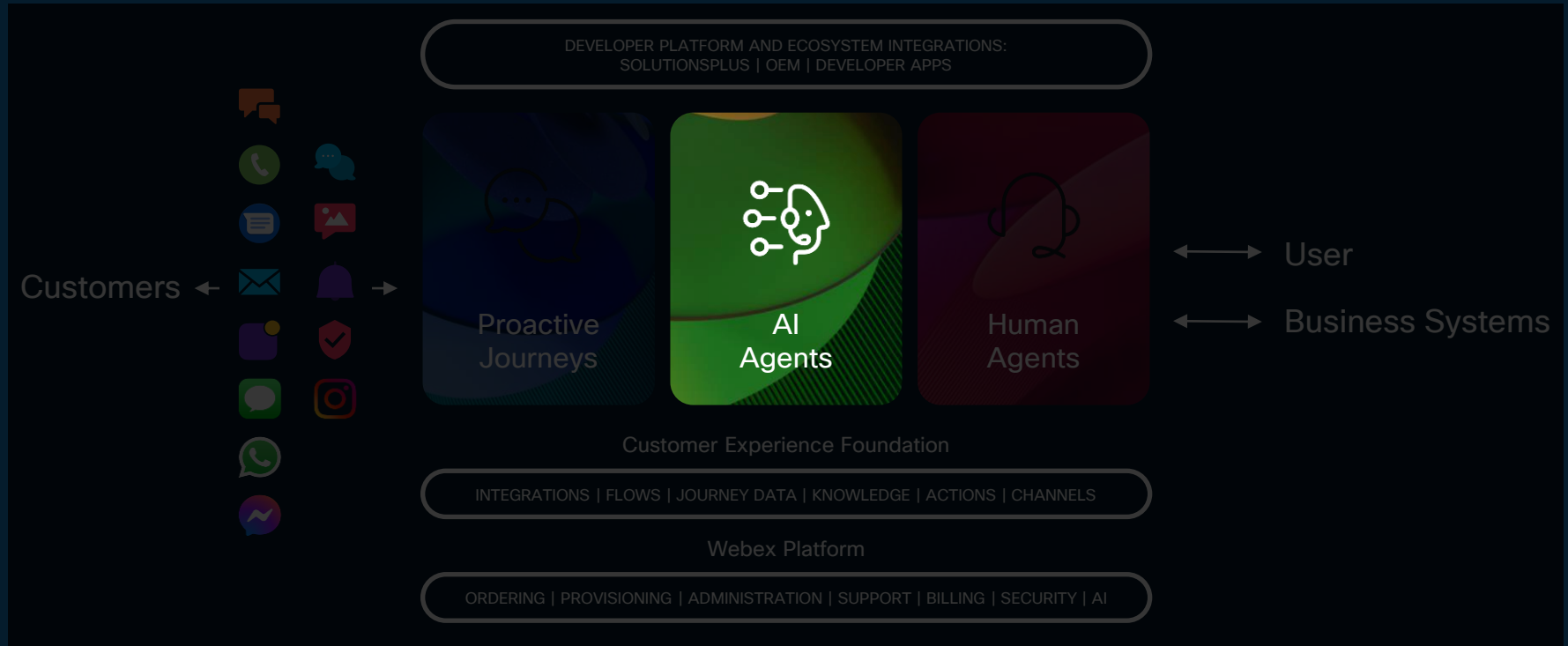


## Scheduled broadcasts

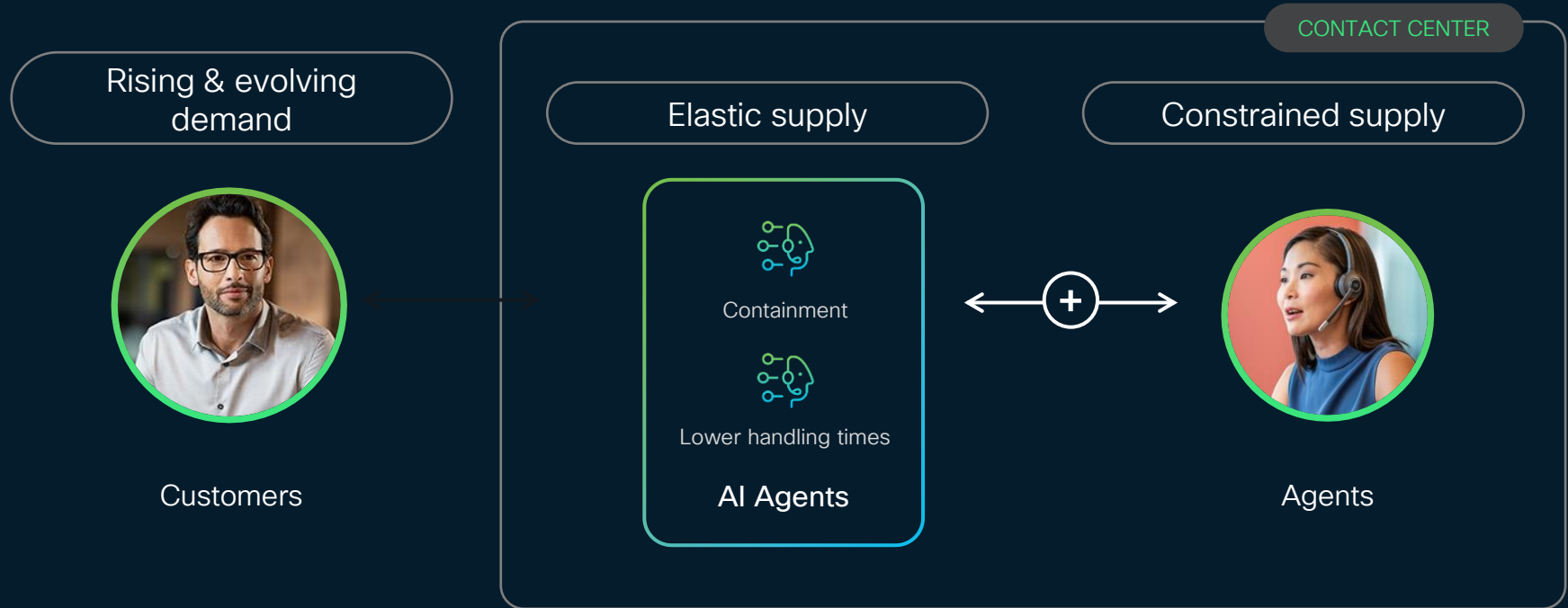
- Outbound voice
- 1:many communications
- Human initiated



# Webex Customer Experience Portfolio

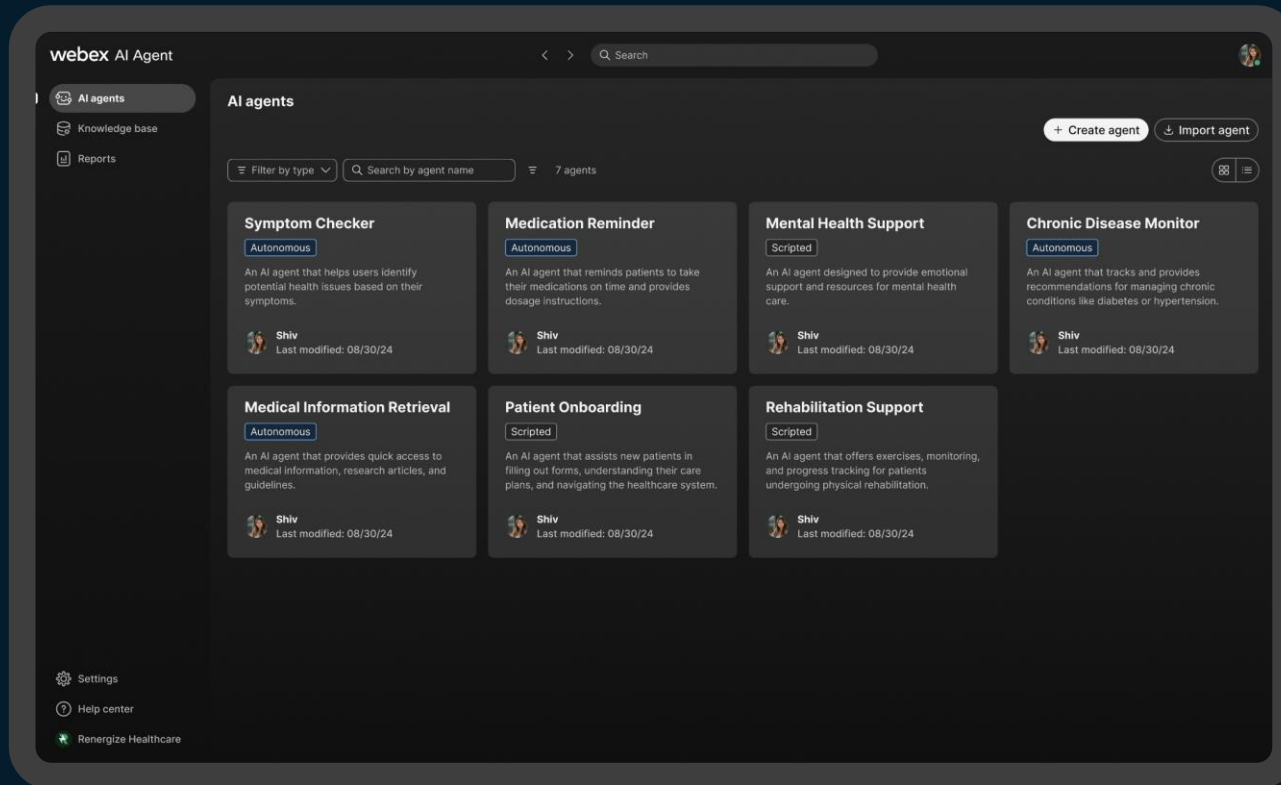


# AI front door for contact centers

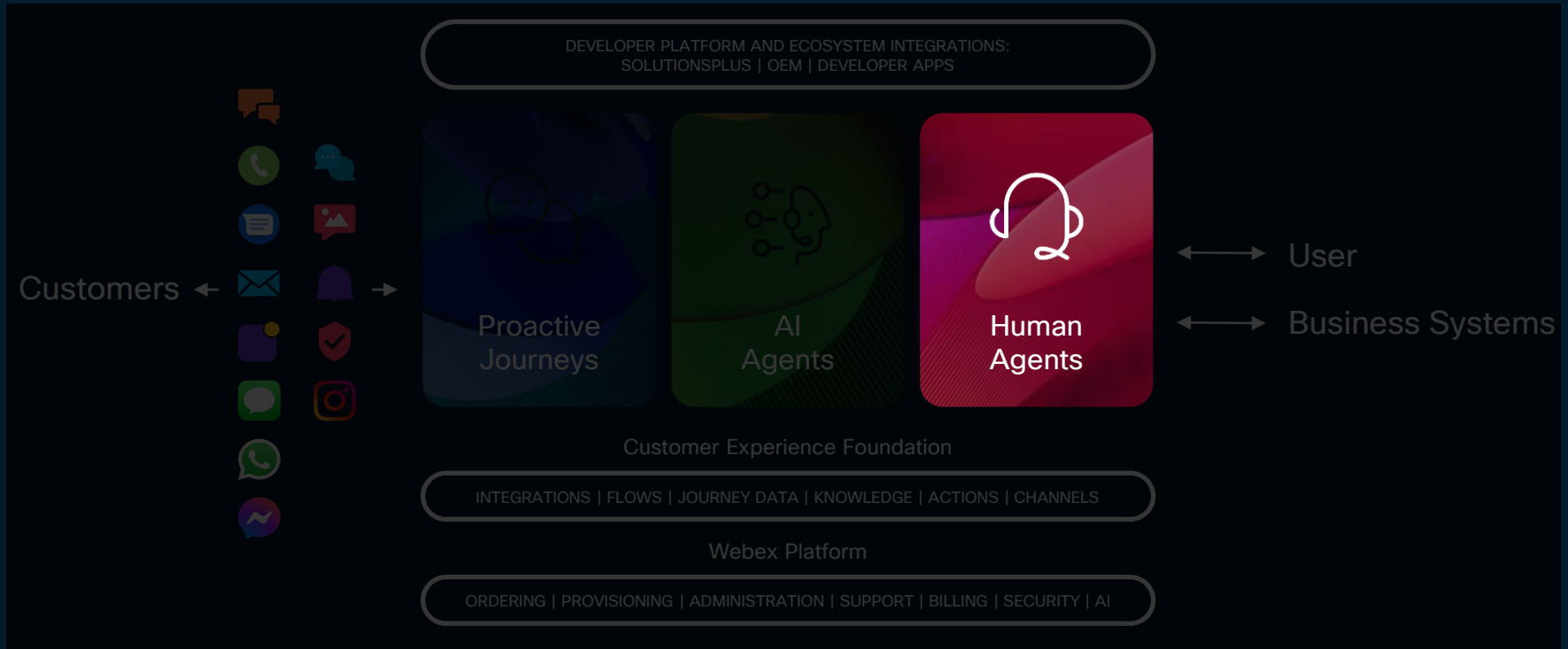


# Webex AI Agent

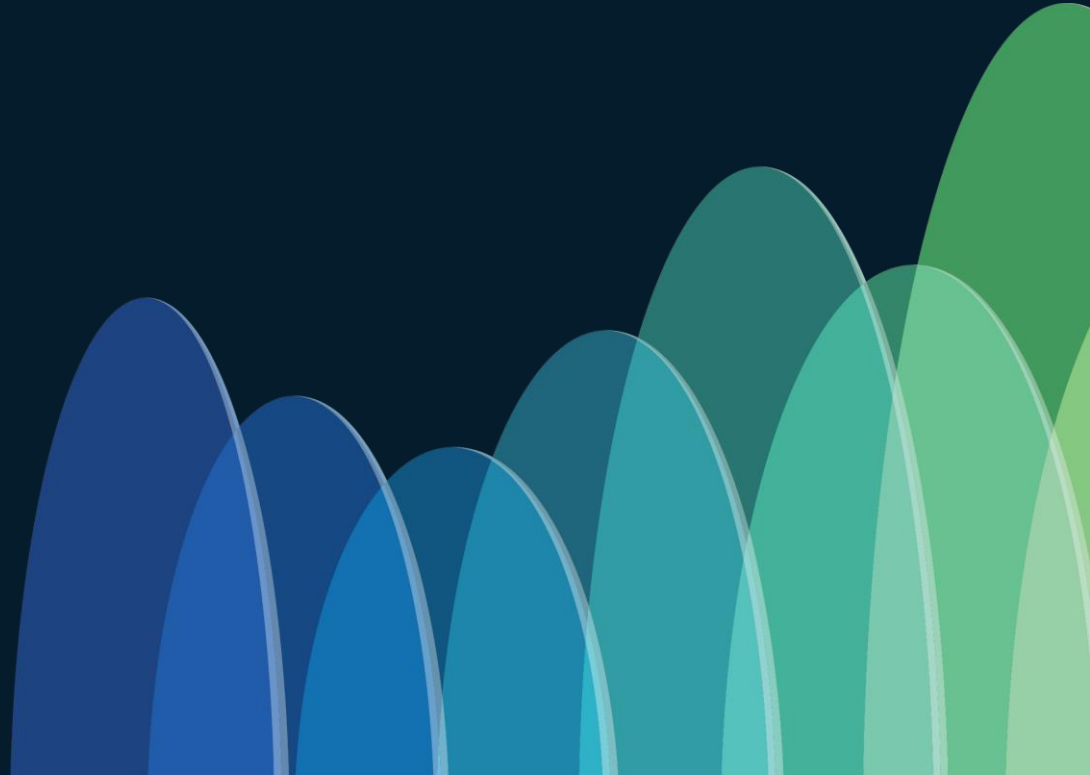
GA Q1 2025



# Webex Customer Experience Portfolio



# Webex Contact Center Routing Capabilities

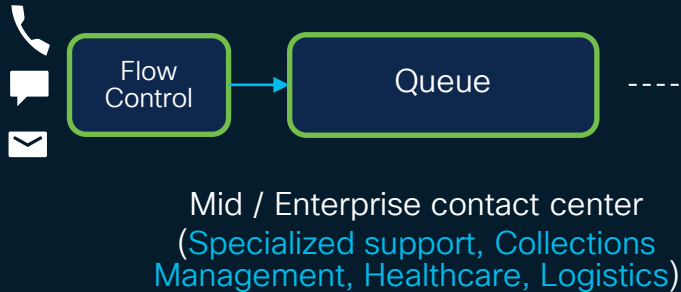


# Inbound Routing



# Webex Contact Center Routing – Inbound

Small contact Center  
(Help desk, Technical Support)



## Queue Configuration

+ Agents  
(w/o teams) ★

+ Teams

+ Skills to contact

+ Skills to queue ★

## Routing Algorithms

Agent based routing

Longest Available Agent

Preferred Agent routing

Skill based routing

# Longest Available Agent

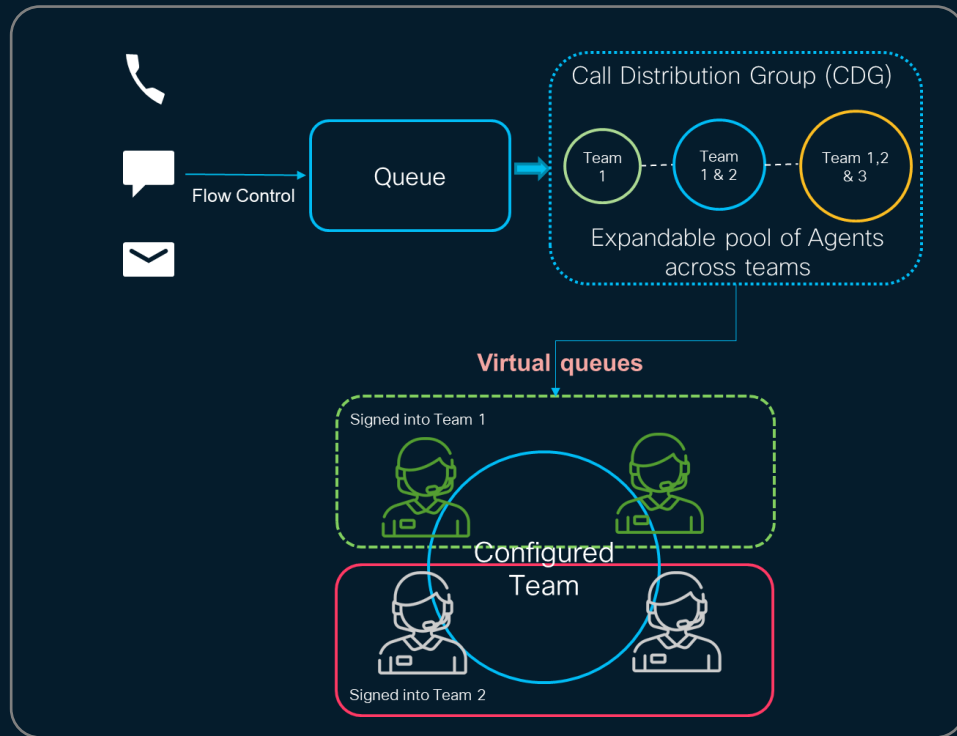
## Reduce Customer Wait Times

Provides Expandable pool of Agents across teams

This routing algorithm delivers the contact to agent who is Available the longest

Agents select team into which they want to sign-in.

Provides Estimated Wait Time (EWT), Position in Queue (PiQ), Check Logged-in/ Availability check



&lt; Main Menu

## Contact Center

Overview

CUSTOMER EXPERIENCE

Channels

Queues

Business Hours

Audio Prompts

Flows

Call Recording Schedules

Surveys

DIGITAL SETTINGS

## Queues

Search by name

☰ Active

50 Queues

Create a queue

Queue	Description	Contact direction	Channel type	Skills-based routing	Agent assignment	Status	Last modified	
BAA SBQ		Inbound qu...	Telephony	Yes	Skill require...	● Active	January 21,...	📄
BugQChat		Inbound qu...	Chat	No	Teams	● Active	December ...	📄
BugQChat_...		Inbound qu...	Chat	Yes	Skill require...	● Active	January 20,...	📄
BugQChat_...		Inbound qu...	Chat	Yes	Skill require...	● Active	January 23,...	📄
BugQSocial		Inbound qu...	Social chan...	Yes	Teams	● Active	December ...	📄
campaignQ...		Outdial que...	Telephony	No	Teams	● Active	December 1...	📄
Dec_2_vy	Dec_2_vy	Inbound qu...	Telephony	Yes	Skill require...	● Active	December ...	📄
Maniacs-C...	Campaign ...	Outdial que...	Telephony	No	Teams	● Active	May 29, 20...	📄

# Skill based routing: Assign Skills to contact

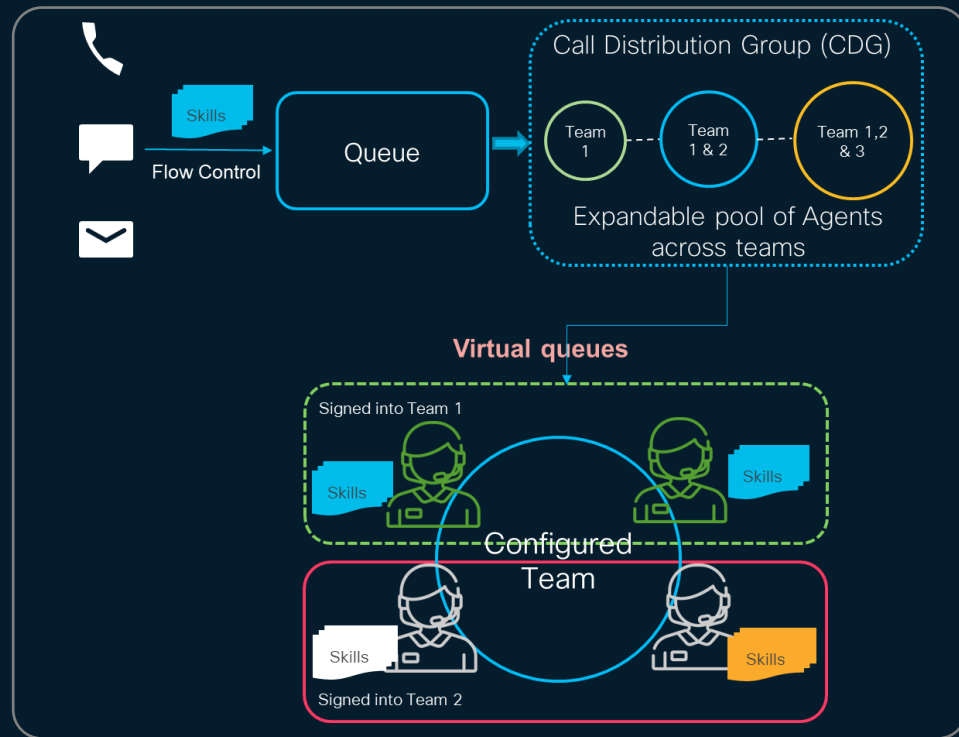
## Increase First Call Resolution

Agents acquire skills via skill profile : directly assigned to the agent or inherited from team (during sign-in).

Agent skills are determined based on the team selection during Sign-in.

virtual queues gets formed for each skill-requirement of the contacts queued.

Agent matching happens with the skill profile assigned to the team or individual user





## Queues

Search by name

Active

51 Queues

Create a queue

Queue	Description	Contact direction	Channel type	Skills-based routing	Agent assignment	Status	Last modified	
BAA SBQ		Inbound qu...	Telephony	Yes	Skill require...	● Active	January 21,...	
BugQChat		Inbound qu...	Chat	No	Teams	● Active	December ...	
BugQChat_...		Inbound qu...	Chat	Yes	Skill require...	● Active	January 20,...	
BugQChat_...		Inbound qu...	Chat	Yes	Skill require...	● Active	January 23,...	
BugQSocial		Inbound qu...	Social chan...	Yes	Teams	● Active	December ...	
campaignQ...		Outdial que...	Telephony	No	Teams	● Active	December 1...	
Dec_2_vy	Dec_2_vy	Inbound qu...	Telephony	Yes	Skill require...	● Active	December ...	
Demo_Que...	Longest Av...	Inbound qu...	Telephony	No	Teams	● Active	January 27,...	

# Skill based routing: Assign Skills to queue

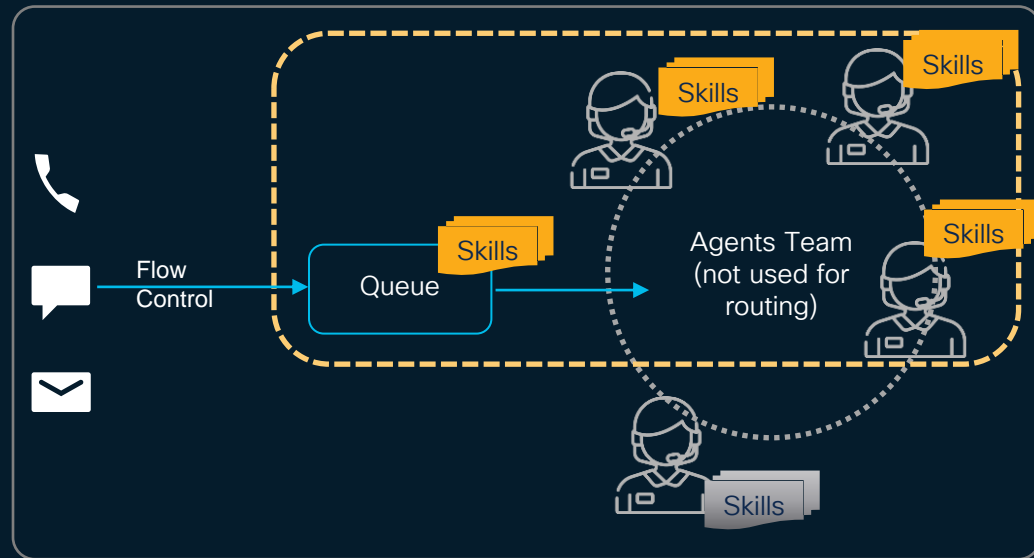
## Increase First Call Resolution

Agents acquire skills via skill profile : directly assigned to the agent.

Contact entering a Queue uses skills assigned to the queue.

Agent match happens with the skill profile assigned.

Provides Estimated Wait Time (EWT), Position in Queue (PiQ), Check Logged-in/ Availability check



## Configure your new queue

## General

Name \*

Description

Contact direction \*

You can't change contact direction once the queue is created

Channel type \*

You can't change channel type once the queue is created

## Contact routing

Skills-based routing \*



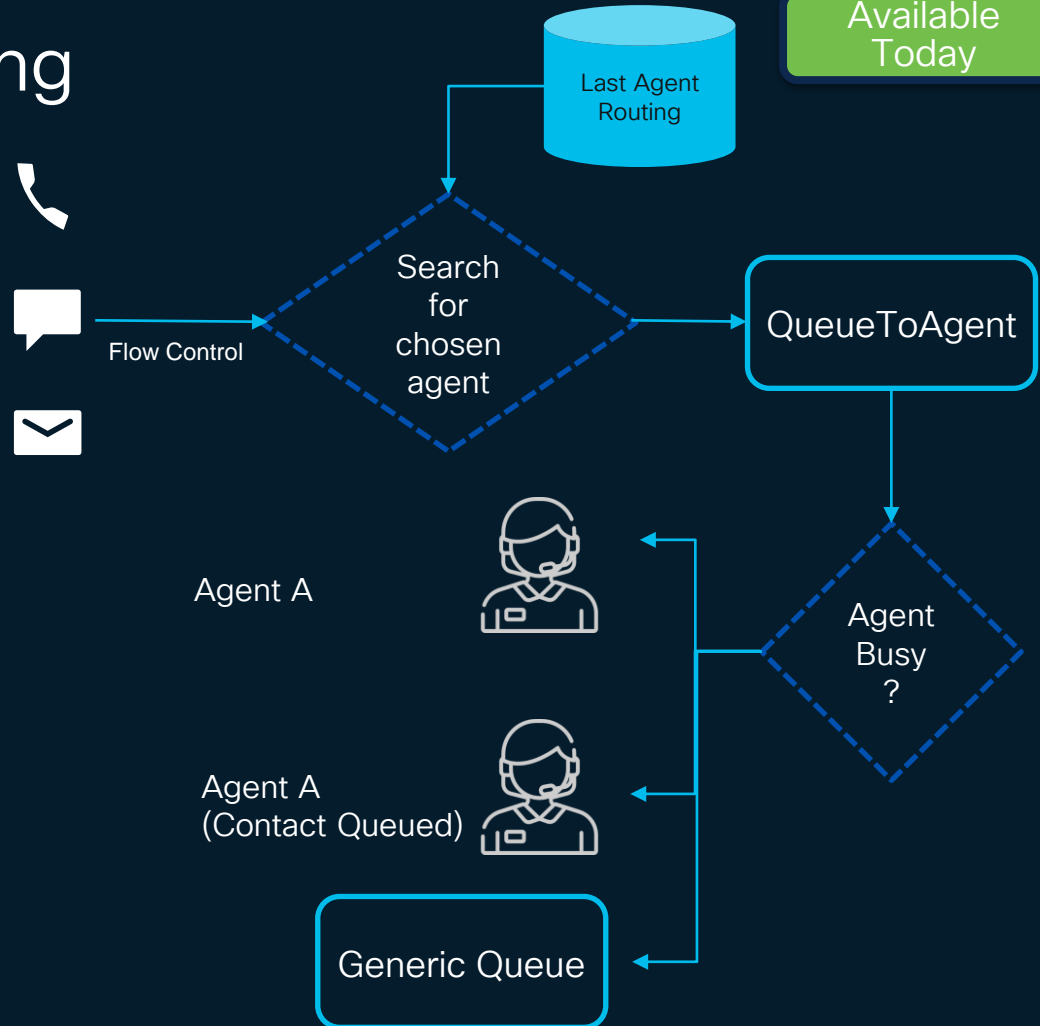
Use skills-based routing for this queue

# Preferred Agent routing

## Increase Customer Satisfaction

An ability to route or queue a contact to the preferred agent directly.

If Agent is busy/ Unavailable, then you can queue to an Agent or send it to another queue for next available agent.





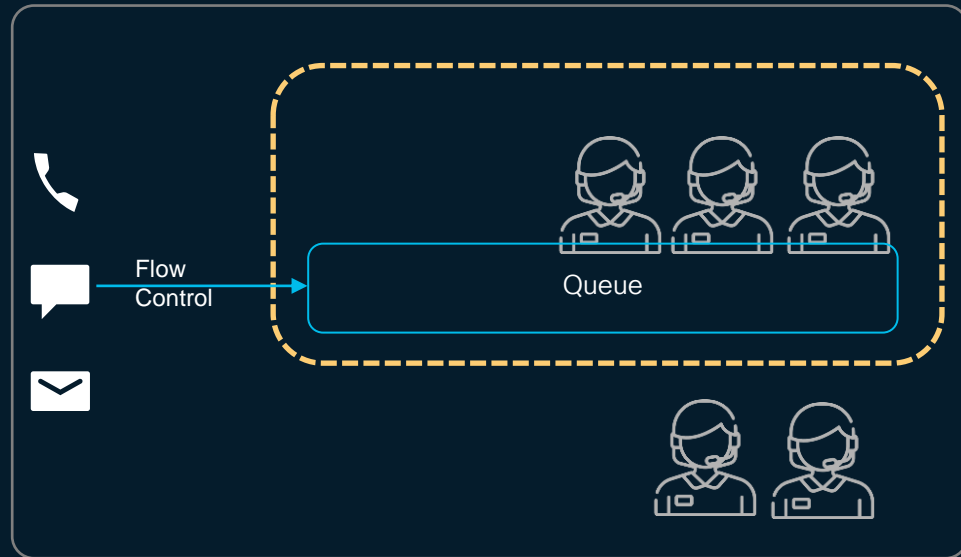
# Agent based routing

## Reduce Customer Wait Times

Agents are directly assigned to the queues.

Contact entering a Queue is assigned to an agent who is Available using the following routing algorithms

- Circular
- Linear
- Longest Available agent



## General

Name \*

New queue

Description

Enter a description

Contact direction \*

Inbound queue

You can't change the contact direction once the queue is created.

Channel type \*

Telephony

You can't change the channel type once the queue is created.

Coming Soon

## Contact routing settings

Skills-based routing



Use skills-based routing for this queue

Turn this option on to route contacts to agents with a required skill set. You can't change this once you've created the queue.

Agent assignment \*

Choose how agents are assigned to the queue. You can't change this once you've created the queue.



Teams ⓘ



Agents ⓘ

# Webex Contact Center Routing – Inbound routing



## Longest Available Agent

Small Contact Center (Tech Support, Help Desk)  
Reduces Wait Time

- Routes to Longest available agent, associated via teams
- Add Teams to Queue config
- Provides EWT, PIQ, Check Logged-in/ Availability check

## Skill based routing

Mid/ Enterprise CC (Tech Support, Help Desk)  
Increases FCR

- Skills requirements added
  - A contact in flow
  - Queue in CH config
- Provides PIQ, Check Logged-in/ Availability check

## Agent based routing

Small Contact Center (Tech Support, Help Desk)  
Simplified Administration, Reduce Wait Time

- Agents added directly to queues
- Provides EWT, PIQ, Check Logged-in/ Availability check

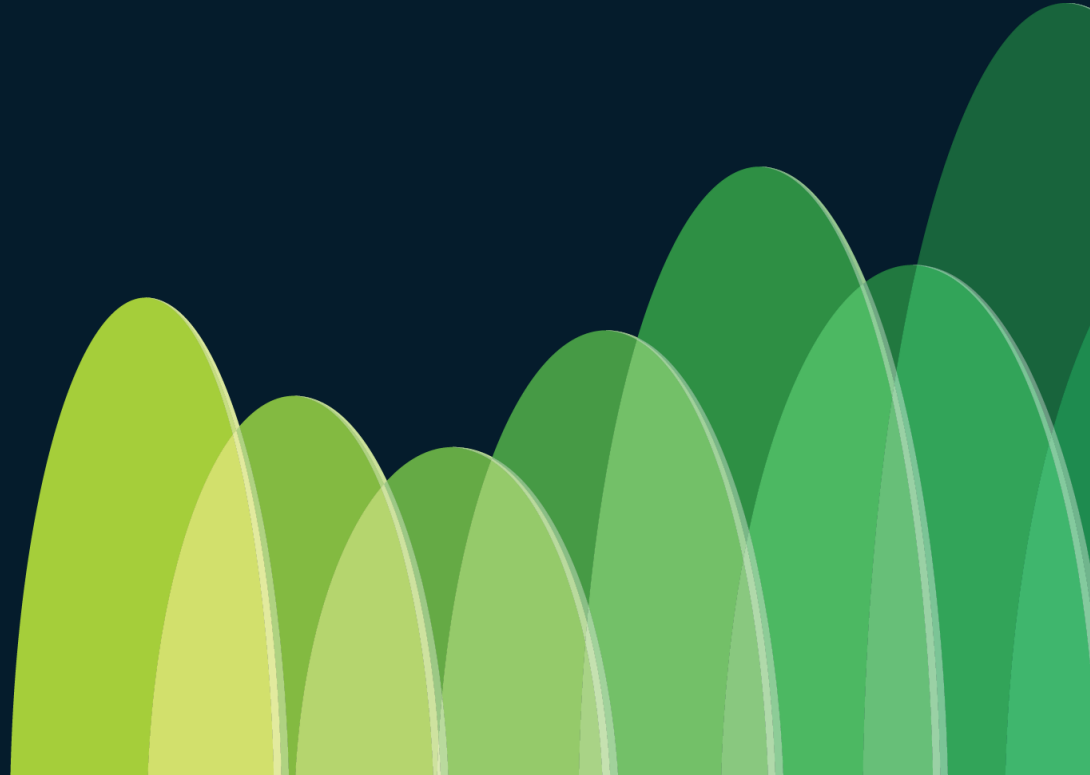
## Preferred Agent

Increases Customer Satisfaction

- Send a contact to a preferred Agent

# Outbound Capabilities

Maximize Agent Efficiency &  
reduce abandon rates



# Outbound Campaign

## Outbound Campaign Modes



### Preview

Agents can decide which contact to be dialed.

### Progressive (with CPA\*)

Automatic dialing with focus on reaching out maximum prospects

### Predictive (with CPA\*)

Automatic dialing while keeping abandon rate in check.

### IVR Campaigns

Automatic dialing with no agents involved and primarily used for notification

\*CPA - Call Progress Analysis

# Progressive Campaigns

## Agent based Automatic dialing mode

### Call Progress Analysis

Offers Call Progress Analysis (Answering Machine Detection/Voicemail) for every call

### Agent Experience

Agents will hear a silence until customer live voice is connected.

Agent will hear a beep tone when customer call leg gets connected

### Pacing mode

Pacing mode up to 10

### Report

A new progressive report available in the Analyzer. Available in Historical & Real Time

# Predictive Campaigns

Agent based  
Automatic  
dialing mode

## Predictive Algorithm

Predictive algorithm which calculates the lines to dial per agent based on a configured abandon rate

## Pacing mode

Pacing mode up to 10

## Call Progress Analysis

Offers Call Progress Analysis (Answering Machine Detection/Voicemail) for every call

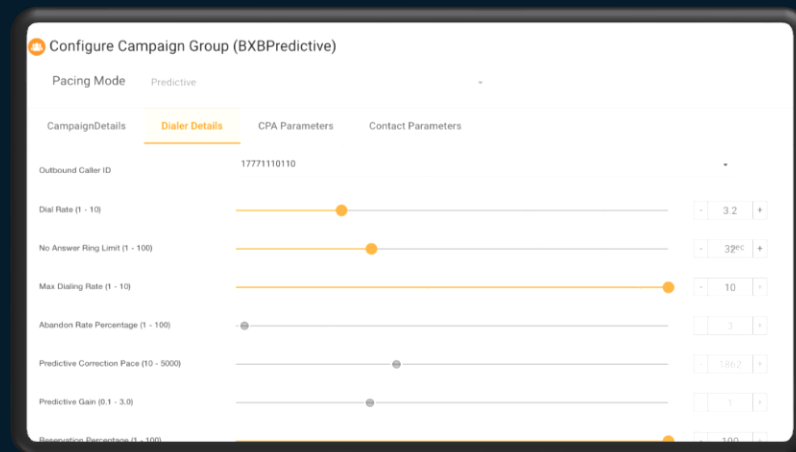
## Report

Data to be presented in Progressive and Predictive campaign report. Available in Historical & Real Time

# Call Progress Analysis

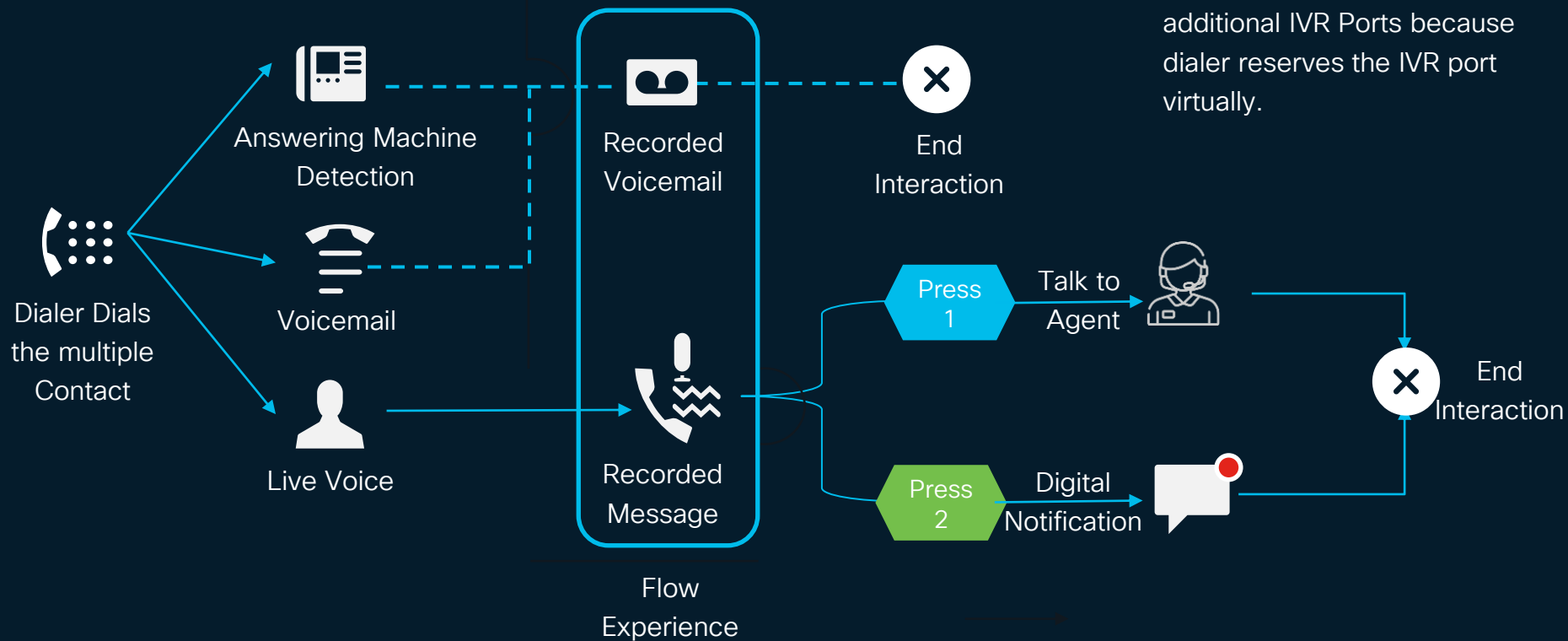
## Admin Experience

- Simple & Intuitive
- Dial Rate(1-10) – Define dial rate for dialing
- Max Dial Rate – Max dial rate to achieve configure abandon rate
- Abandon Rate – Define abandon rate for the campaign
- Predictive Correction Pace – size of number of voice calls that a major correction is taken to the predictive calls to be dialed.
- Predictive Gain – Multiplier on how rapidly it moves upward or downward.





# IVR Campaigns



This feature will consume additional IVR Ports because dialer reserves the IVR port virtually.

# Additional features

# Additional Features

## Available Today

- Reset “Longest Available” Agent status once a contact is received
- Rank Queues
- Allow outdial on all Multimedia Profiles
- 1:1 Progressive to show configured flow variables
- Agent Email Id output variable for events

## Coming Soon

- Implicit Dequeue on Bridge transfer: Q1CY’ 25
- Remove skills on Blind transfer to queue: Q1CY’25
- Variable support for skill names in all queue activities: Q1CY’ 25
- Tighter WXC-WXCC integration to reduce RONA: Q2CY’ 25
- Granular Agent state control: Q2CY’ 25
- Schedule & Personal Call backs: Q3CY’ 25

# Webex Contact Center AI Routing

# Today's customer experiences fall short of expectations

54%

Having to re-tell my issue multiple times.<sup>1</sup>

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Customers put On-Hold

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Voice Bots are not intelligent enough.<sup>1</sup>



<sup>1</sup> The changing expectations of customer experience, The Futurum Group, February 2024.

# Need for AI in routing

Achieving  
Business Outcomes  
is easier said than  
done

| Rigid & Static Configuration

| High touch administration

| Long Feedback loops

| Limited Intelligent routing

# Our blueprint for the AI Routing in Webex Contact center



Personalized  
customer  
experiences



Multi dimensional,  
Dynamic



Improved business  
outcomes



AI-POWERED WEBEX PLATFORM

# AI in Routing & Queueing

## Queue Configuration

Agent based  
Team based  
Skill based

## Routing Algorithms

Agent based routing  
Longest Available Agent  
Skill based routing  
Preferred Agent routing

## AI augmented Agents

Agent Burnout  
Auto CSAT  
Wrap-up, AHT,  
transfers, Skills



Flow treatment

Queue

Route

Agent

Customer &  
Contact insights

Enhance queue Experience

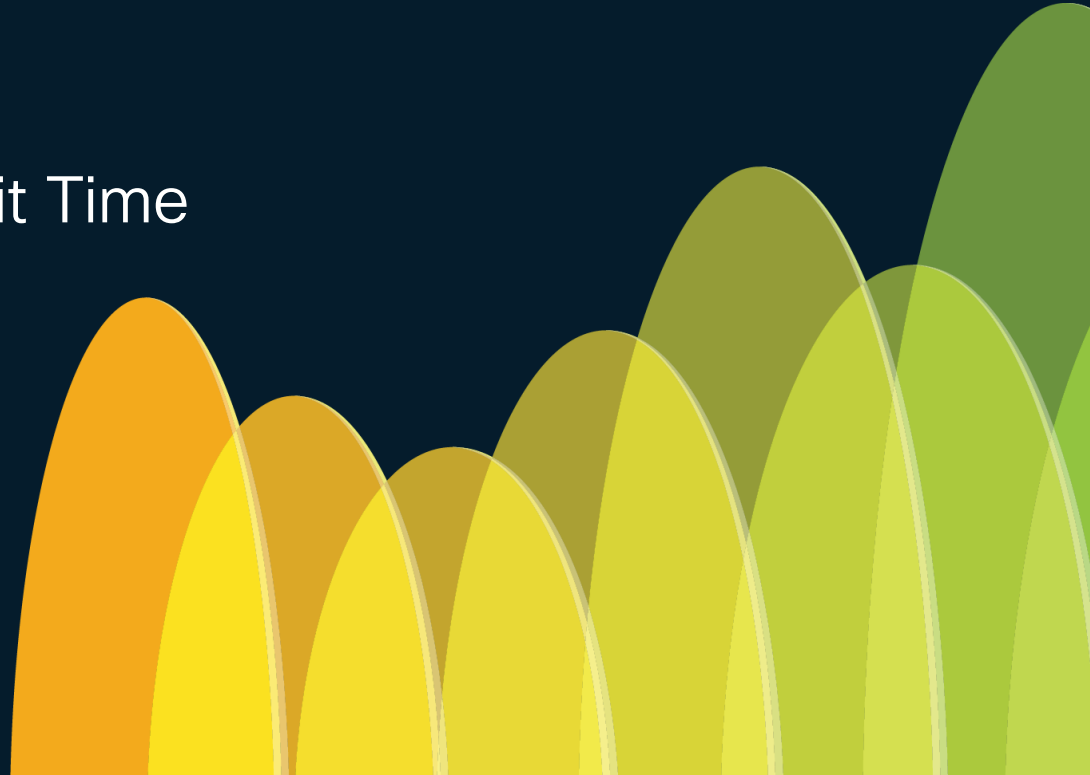
AI/ML driven Algorithms

Agent insights feedback



# Predicting Estimated Wait Time using Machine Learning

Enhance queue Experience



# Predicted Estimated Wait Time

BETA Q2 CY 2025

## Limitation

- Uses Simple statistical method & cannot capture non-linear data
- Arrival rates, channel type, skills, time of day etc. not considered.
- Plain averages can miss important variations

## Solution

- Use ML models
- Considers Queue details, date time & seasonality, Position in Queue, #agents in a queue, Skills of a contact & Average Handle Time
- Ensures Consistency & Accuracy

## Outcomes

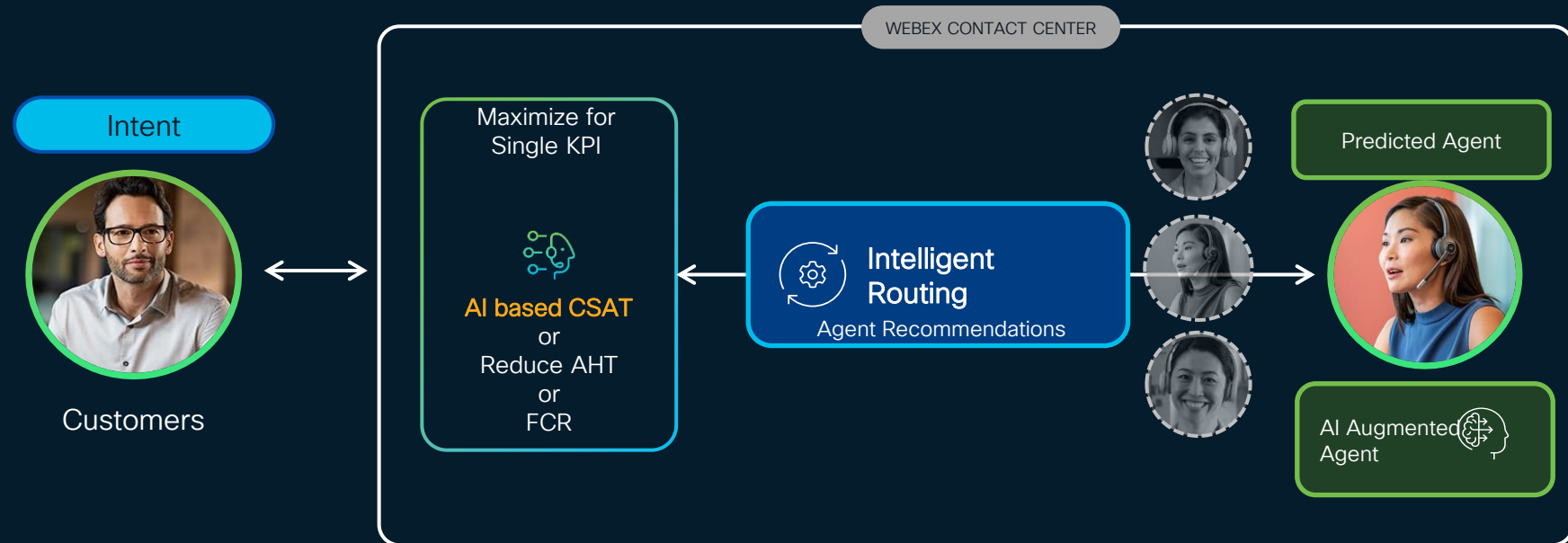


Customer Experience

# AI based Agent Recommendations

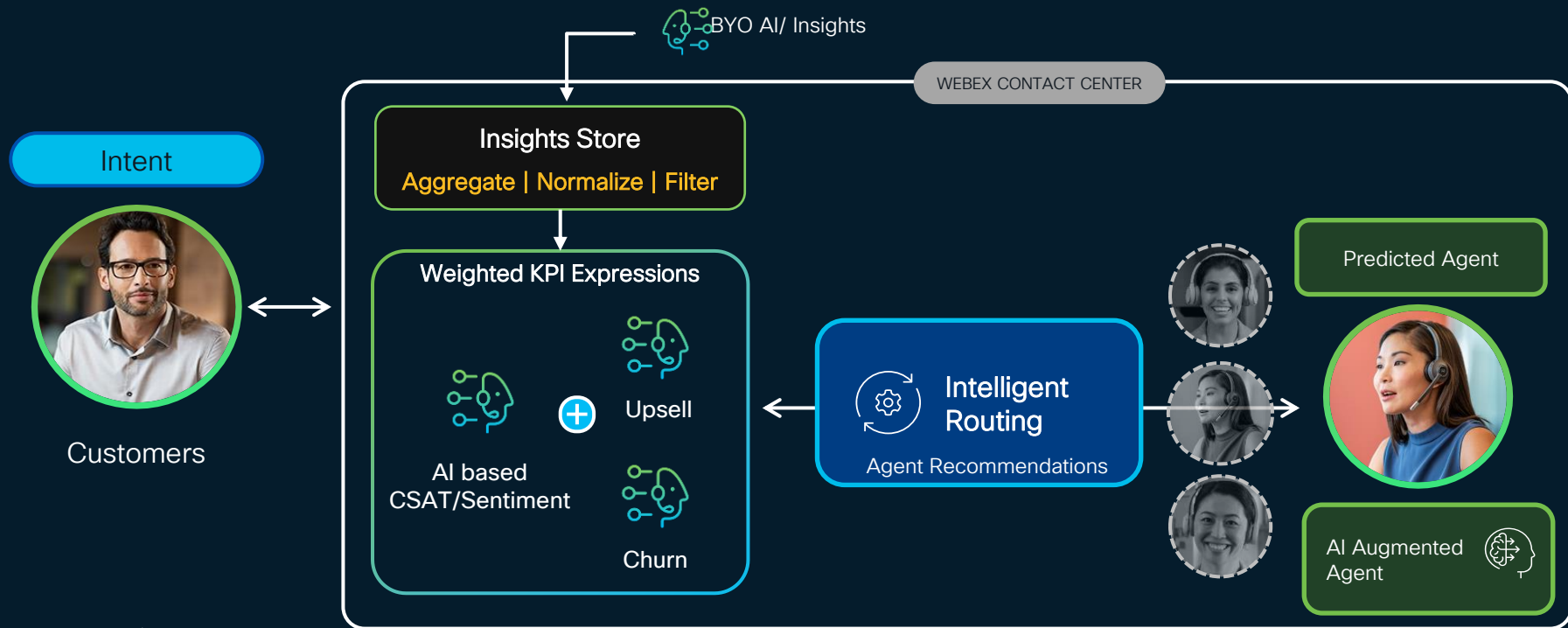
# KPI Routing using Webex AI

Maximize Outcome - Reduce AHT / Increase CSAT

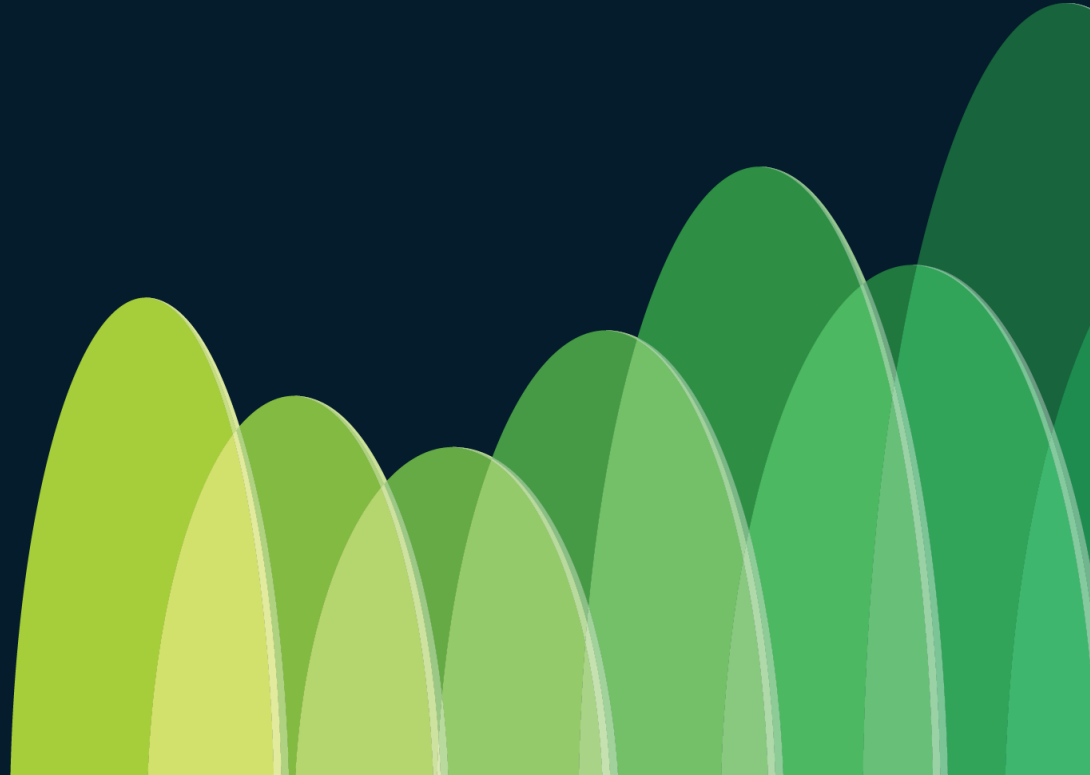


# Weighted KPI routing using Webex AI

Maximize Outcome using host of Weighted KPIs



# Conclusion



# Webex Customer Experience



Proactive  
Journeys



AI  
Agents



Omnichannel  
Routing



AI  
Assistant



Human  
Agents



Automation &  
Orchestration



Reporting &  
Analytics



Quality &  
Performance

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## AI-POWERED PLATFORM

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Enables our customers to deliver great experiences to their customers.

Orchestrates customer journeys, enables automation, fulfils customer intents and enhances agent productivity.

Built on Webex platform and technologies that are secure and scalable.



Thank you





# Fill Out Your Session Surveys



Participants who fill out a minimum of 4 session surveys and the overall event survey will get a unique Cisco Live t-shirt.

(from 11:30 on Thursday, while supplies last)



All surveys can be taken in the Cisco Events mobile app or by logging in to the Session Catalog and clicking the 'Participant Dashboard'



Content Catalog

# Continue your education



- Visit the Cisco Showcase for related demos
- Book your one-on-one Meet the Engineer meeting
- Attend the interactive education with DevNet, Capture the Flag, and Walk-in Labs
- Visit the On-Demand Library for more sessions at [ciscolive.com/on-demand](https://ciscolive.com/on-demand). Sessions from this event will be available from March 3.

CISCO *Live!*

GO BEYOND

The background of the slide features a series of overlapping, teardrop-shaped elements in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are arranged in a way that creates a sense of depth and movement, resembling a stylized mountain range or a series of waves. The overall aesthetic is clean and modern.