



The bridge to possible

Future-Proof Your Contact Center

A Customer Experience Solution For Any
Need and Any Business With Webex

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PSOCCT-1014

CISCO *Live!*

#CiscoLive

Cisco Webex App

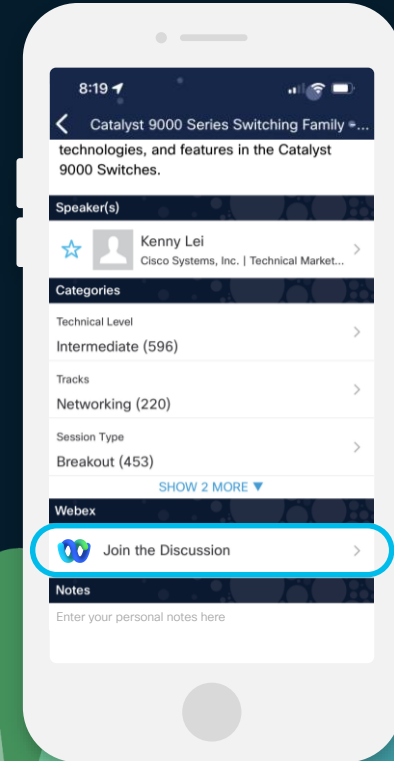
Questions?

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

How

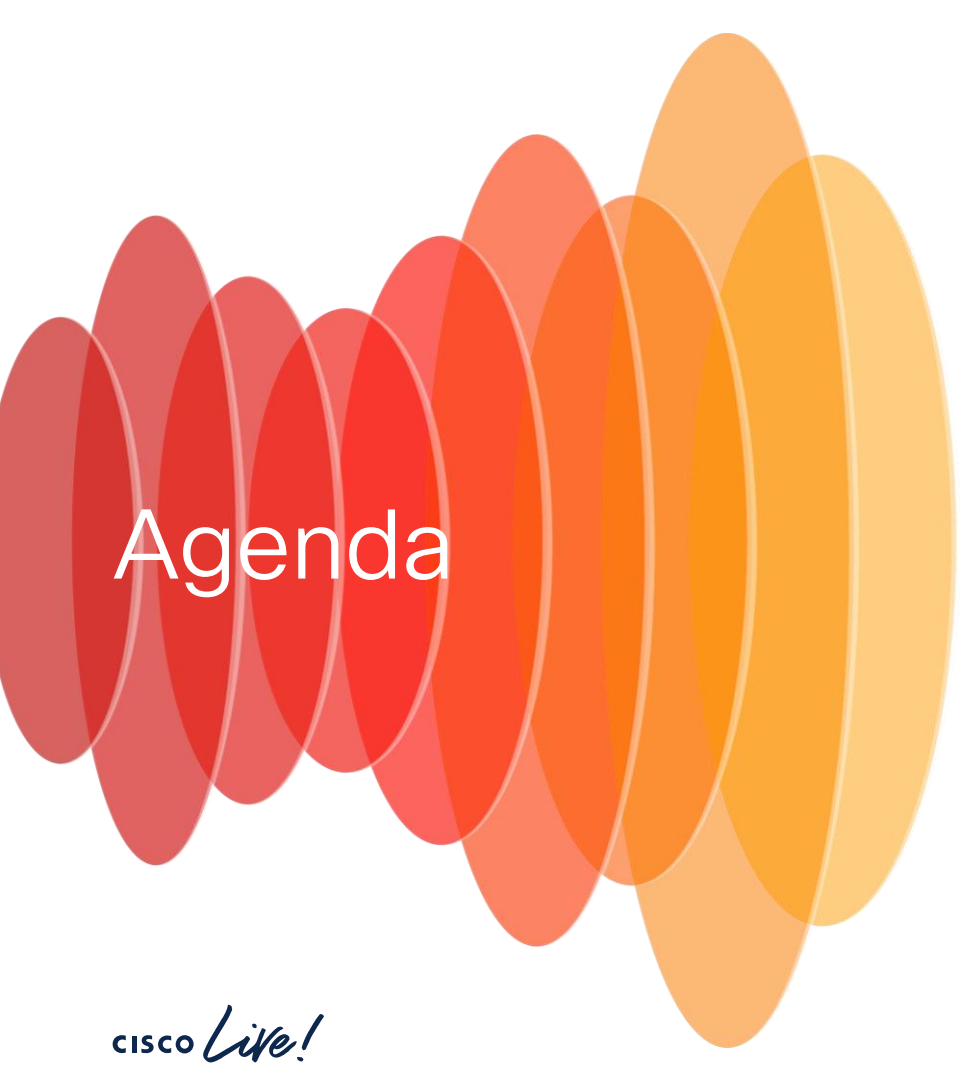
- 1 Find this session in the Cisco Live Mobile App
- 2 Click “Join the Discussion”
- 3 Install the Webex App or go directly to the Webex space
- 4 Enter messages/questions in the Webex space

Webex spaces will be moderated by the speaker until June 7, 2024.



What do you notice
about this race?



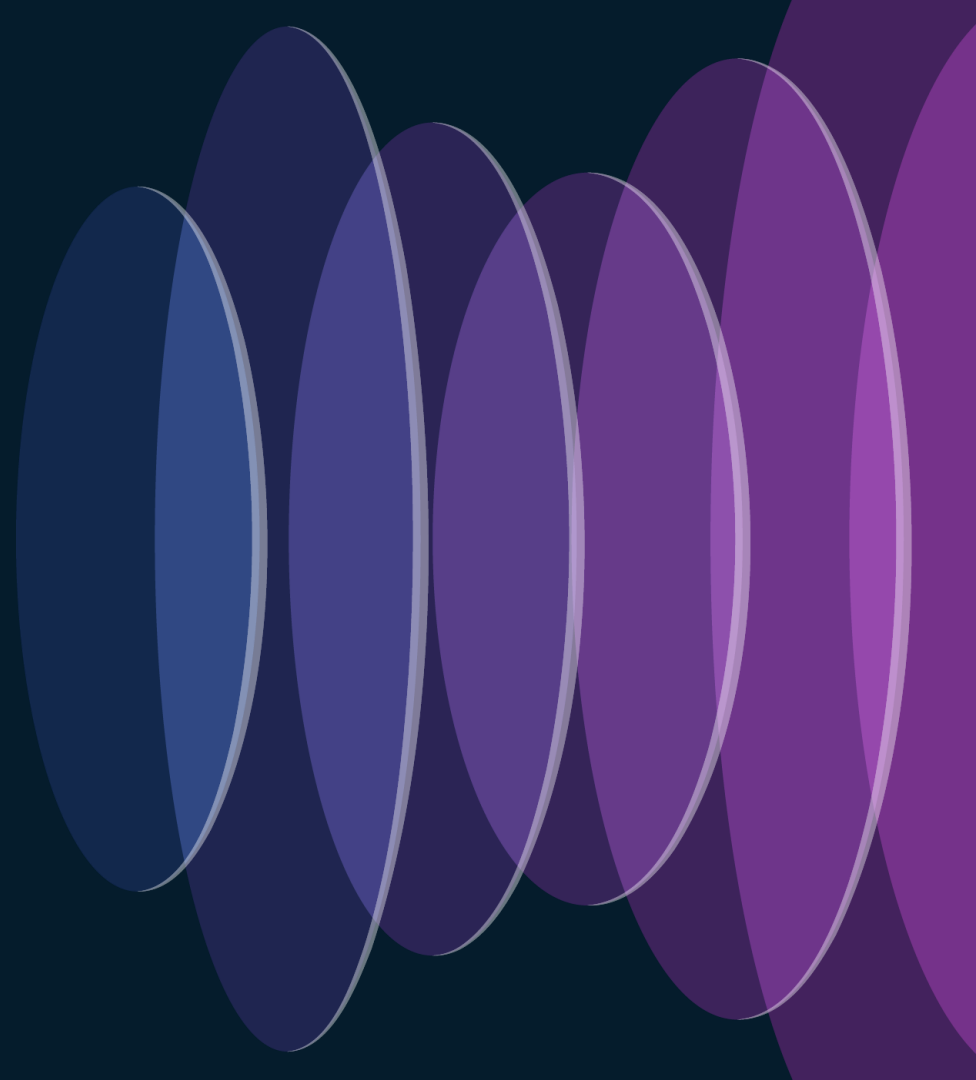


Agenda

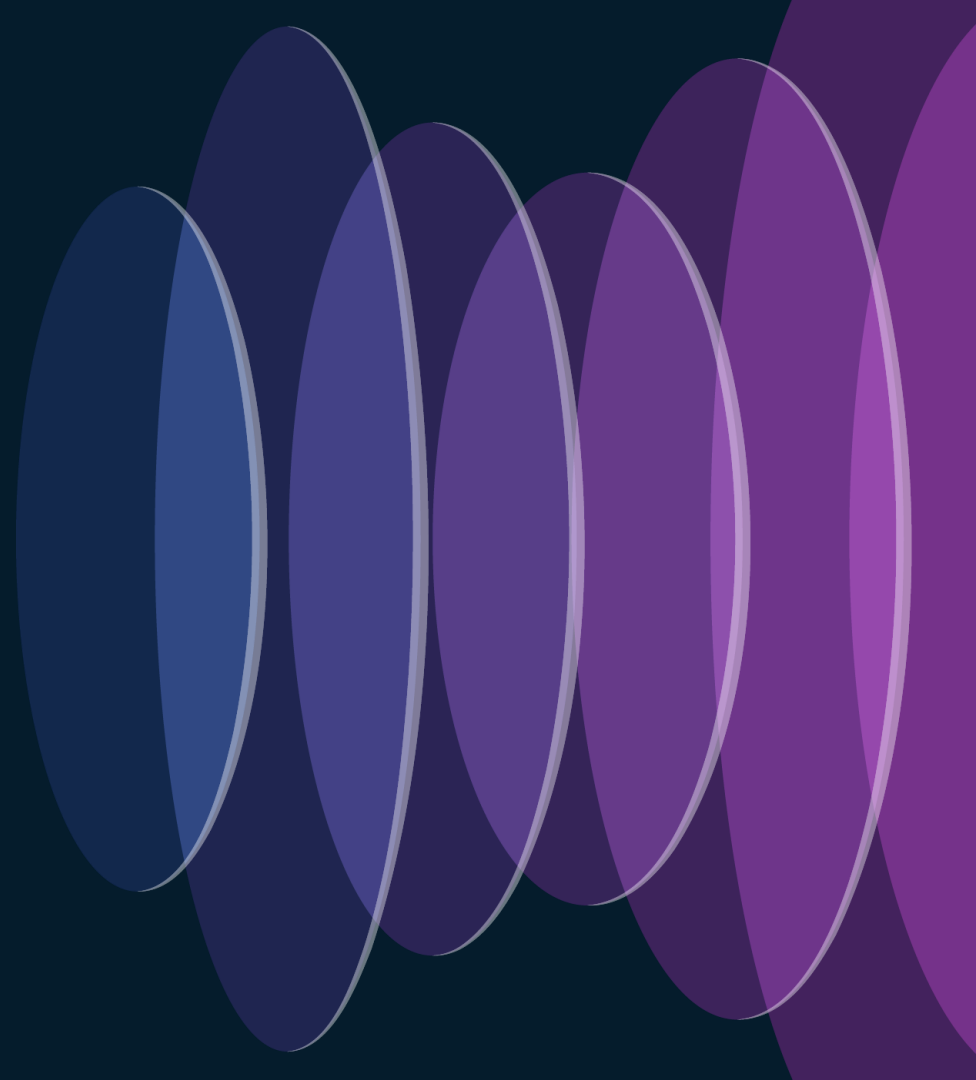
- What's The Goal Anyway?
- Starting Block 1: Add digital engagement
- Starting Block 2: Multi-tenant cloud with Webex Contact Center
- Starting Block 3: Dedicated instance cloud with Webex Contact Center Enterprise
- Conclusion and Actions

What's The
Goal Anyway?

Better
Experiences!



What Is Customer Experience Anyway?



The Customer Experience Equation

$$4 + 2 = \text{Feel}$$

Winning the Customer Experience race means improving . . .

#1: Success

#2: Effort

#3: Emotion



Customer Experience business problems to solve



Proliferation of
new channels
of engagement



Complexity in
supporting and
orchestrating
customer journeys



Insight and
context from
customer
journeys



The new role of
the contact center
— no longer just the
“exception center”



Ongoing cost
and efficiency
pressure

Therefore, Cisco's contact center approach

Meet customers where they are

Seamless engagement across
digital and human interactions.

Meet businesses where they are

Providing cloud value to customers and
making it easier to migrate to the cloud.

Innovation

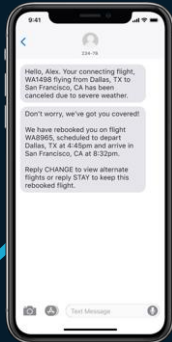
Leverage the power of the Webex portfolio, and
Cisco's core competencies in enterprise security,
scalability, manageability and compliance.

Cisco: Delivering a fully connected journey

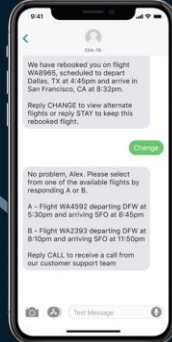
Digital automation and self-service

Human engagement

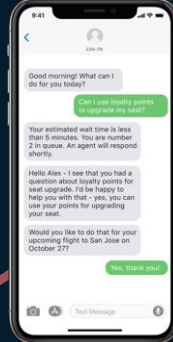
Digital automation



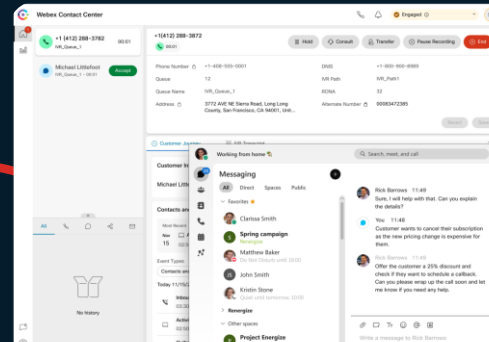
Proactive notification



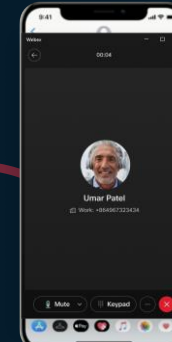
Self-service options



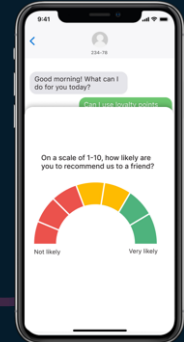
Handover to human agent



Contact Center agent desktop with full customer context



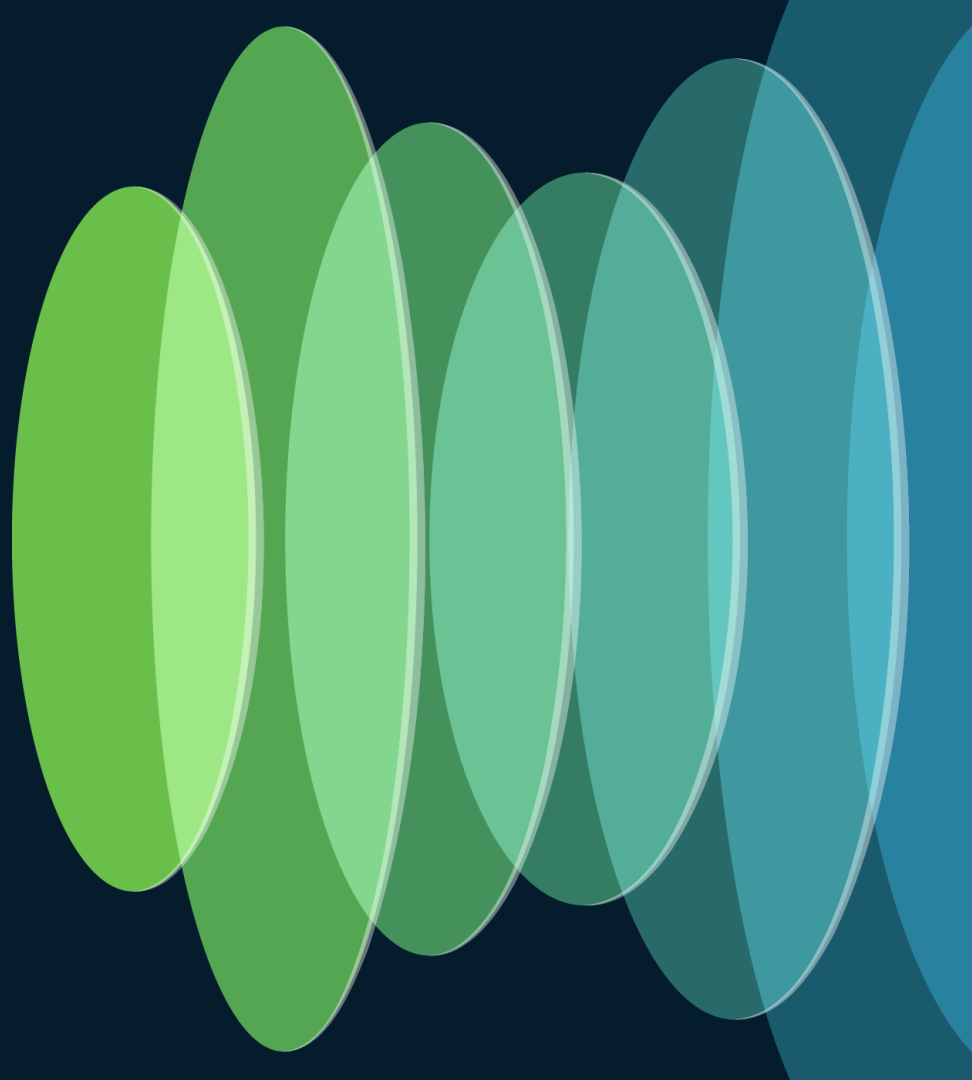
Enterprise collaboration



Experience survey

Webex Platform
AI, Security, Manageability

The Challenge



What did you notice
about this race?



Reality: Every
Starting Block is
Different!

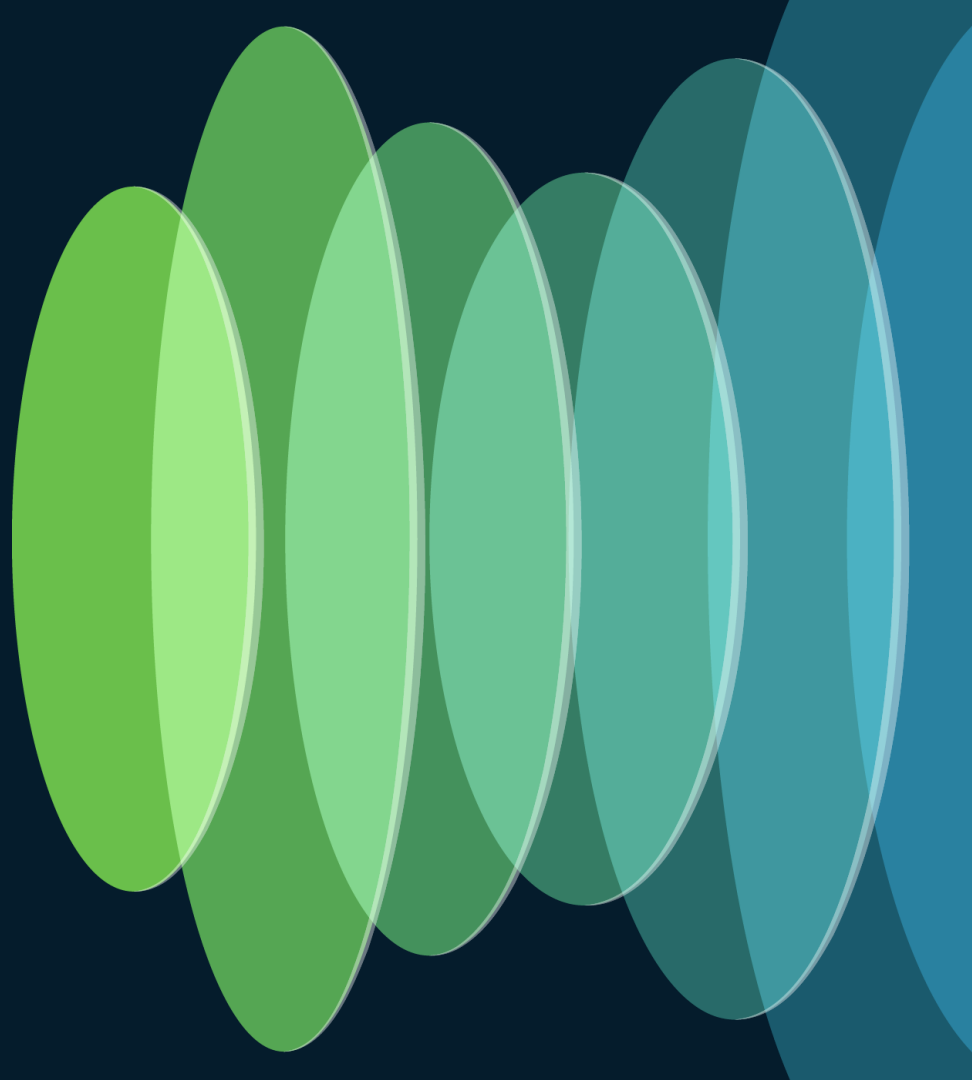


An Answer For Every Starting Block



Starting Block 1:

Add digital
engagement and
automation



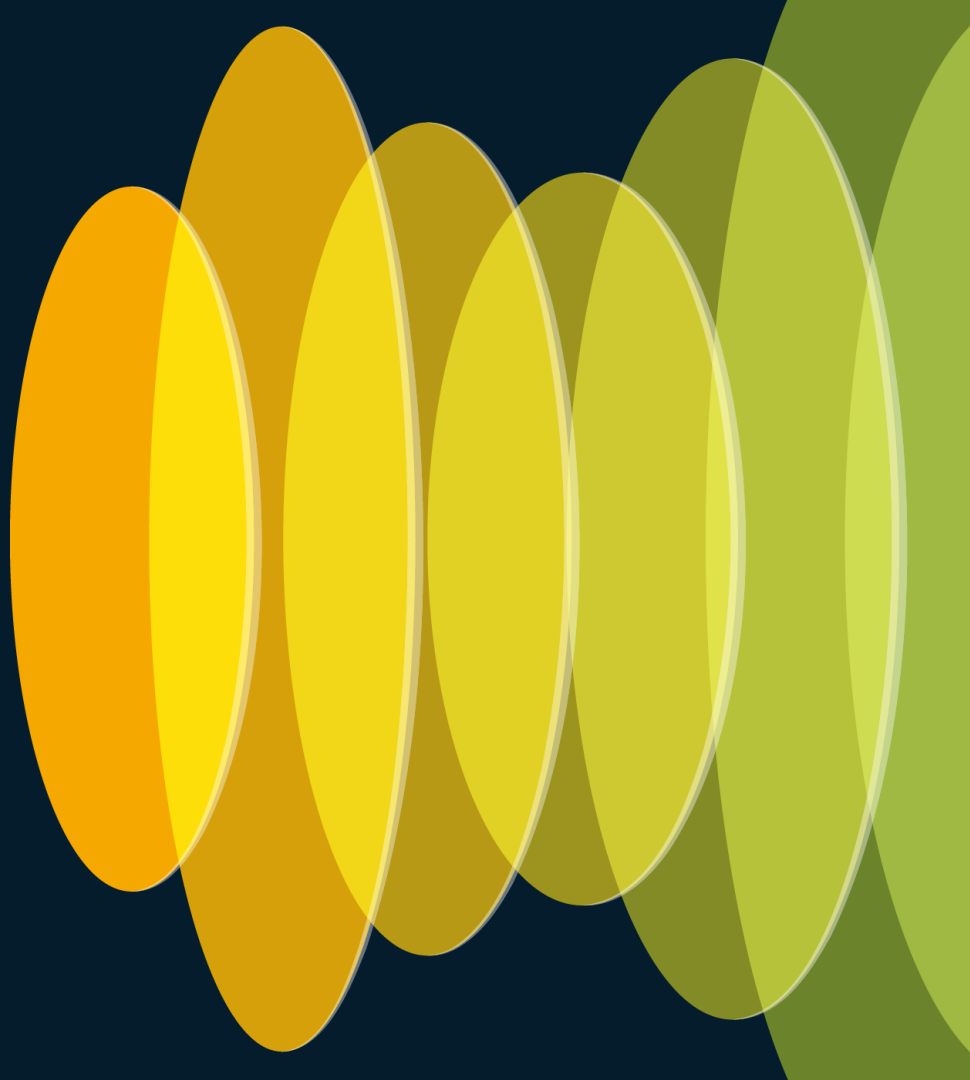
Starting Block 1: Add digital engagement and automation

- Shift repetitive, low-touch engagements to self-service channels with virtual agents and proactive outbound messaging
- Ideal solution to add to any current deployment – on-premises or cloud
- Grows with you on your individual journey to the cloud



Starting Block 2:

Multi-tenant
cloud with
Webex Contact
Center



Starting Block 2:

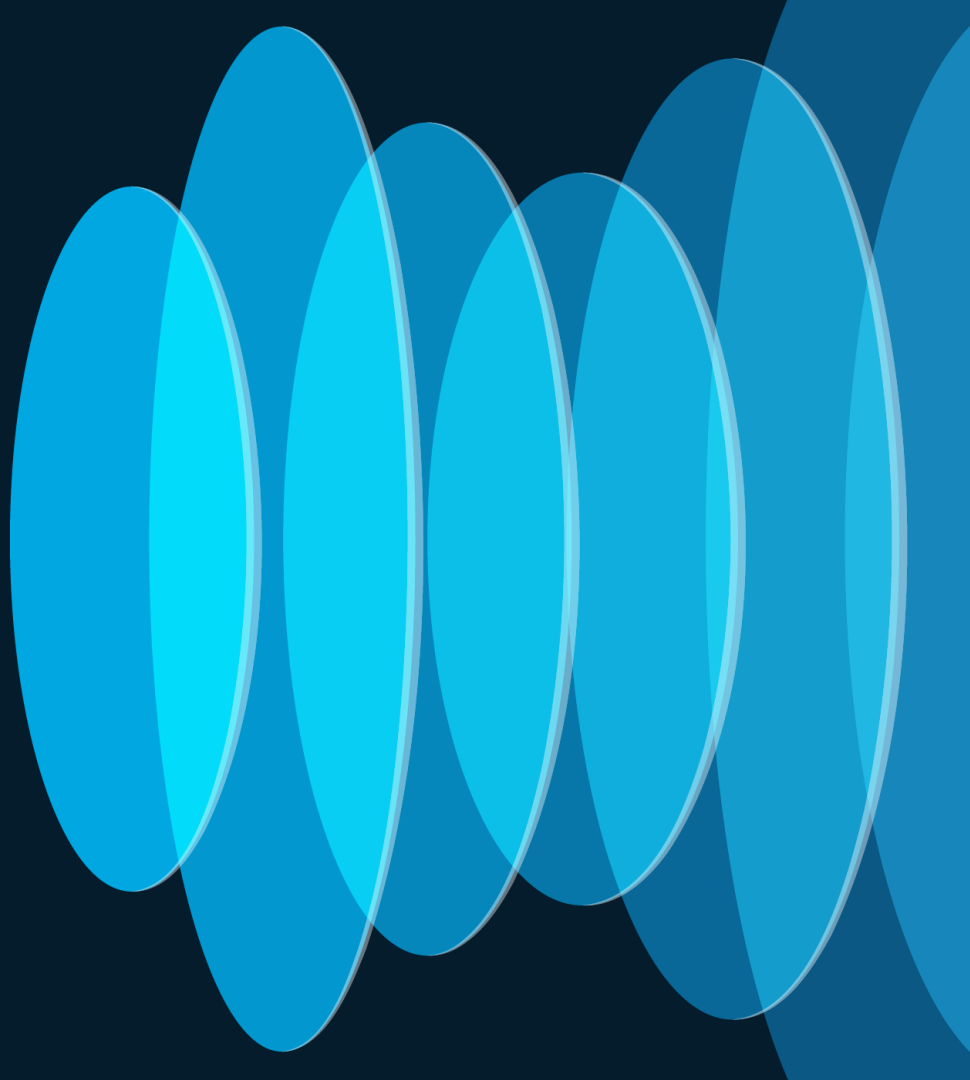
Multi-tenant cloud with Webex Contact Center

- A secure, reliable, trusted cloud-native solution
- Ongoing innovations and heavy investment across digital engagement, AI, journey orchestration
- Extensible and flexible
- A single platform for contact center, collaboration, and digital messaging for connected customer experiences



Starting Block 3:

Dedicated
instance cloud
with Webex
Contact Center
Enterprise



Starting Block 3: Dedicated instance cloud with Webex Contact Center Enterprise

- Multi-instance application services
- High-end scale, reliability and security
- Highly customizable for complex deployments
- Differentiated admin experience
- Low to no migration disruption for existing Cisco Unified CCE, PCCE customers





\$22B annual revenue | 337K employees

Office locations in over 50 countries

1,290 Webex Contact Center Enterprise agents

3,000 Webex Calling Dedicated Instance users

Move to private cloud allows for innovation
to support both their client's customers and
employees



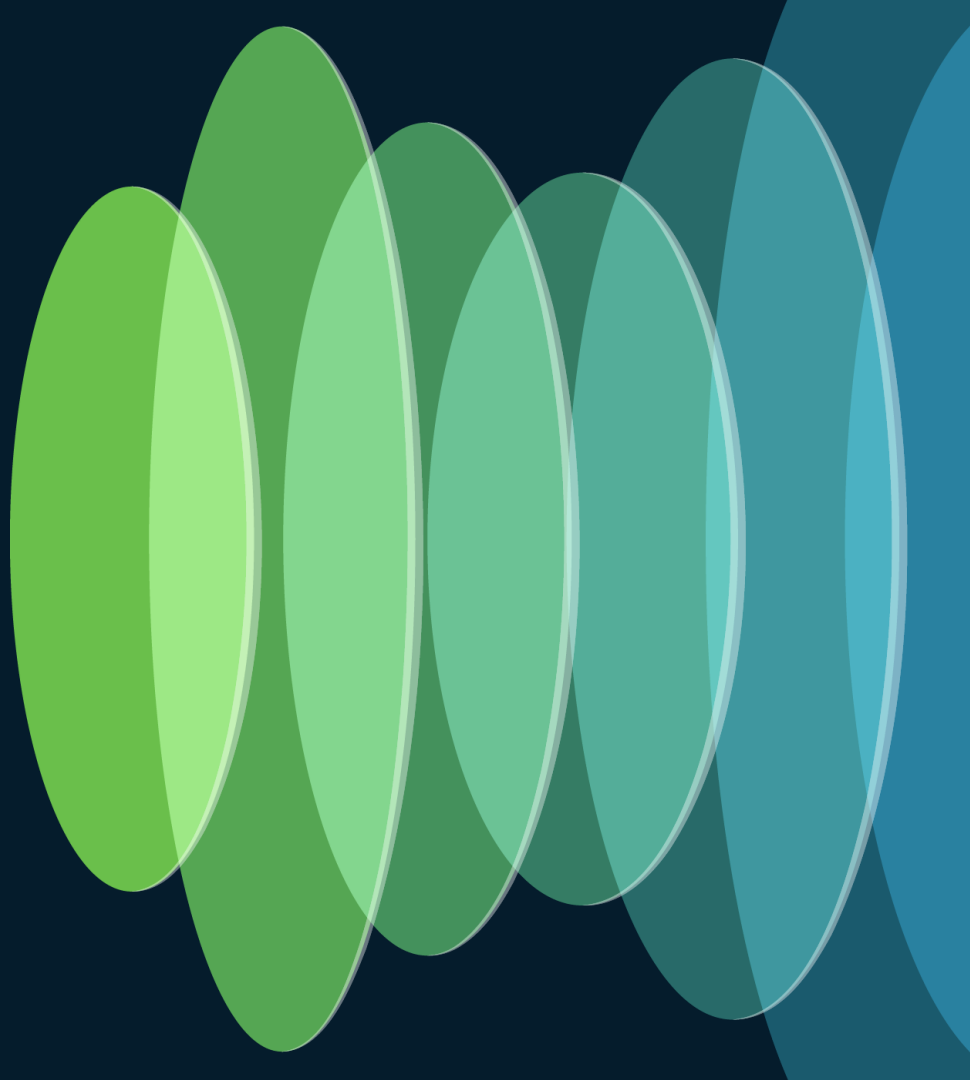


TD Hathcock

Senior Manager, Unified Communications,
North America BPO

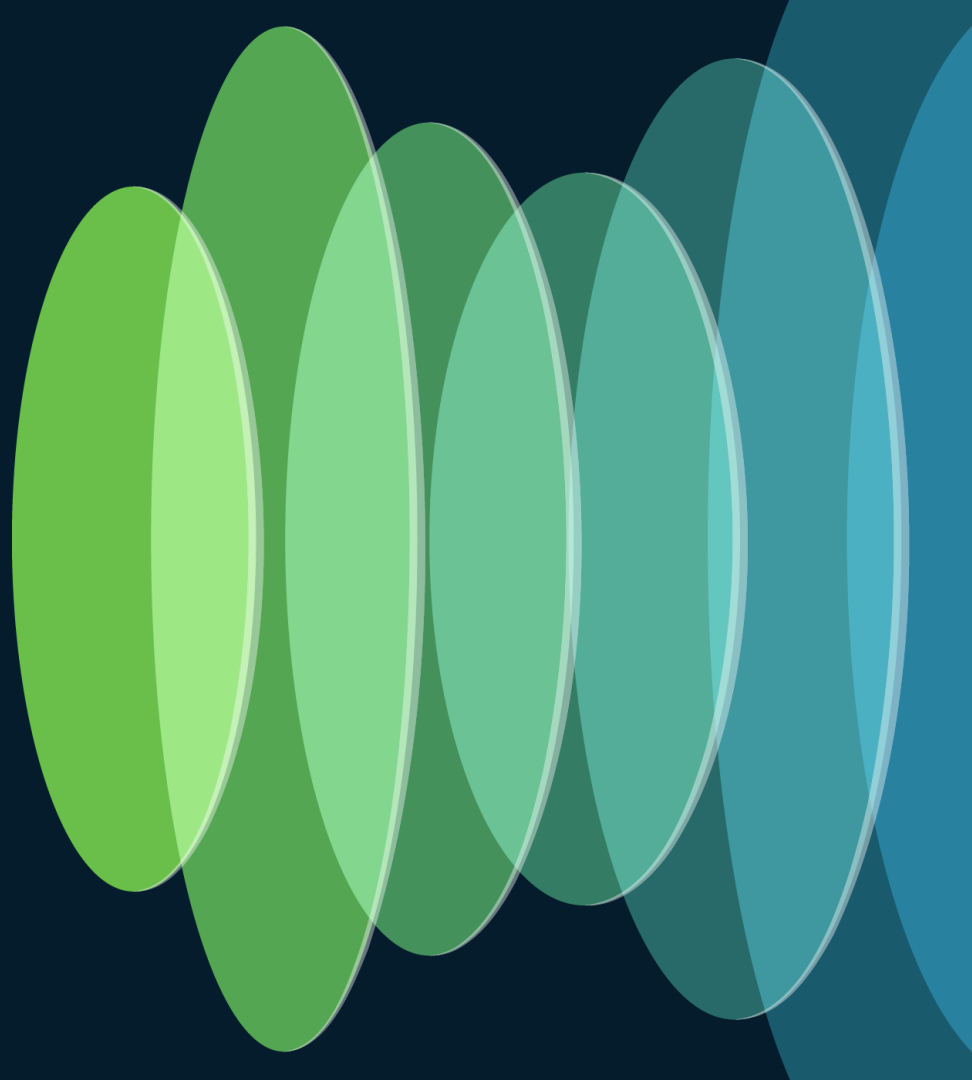
Capgemini 

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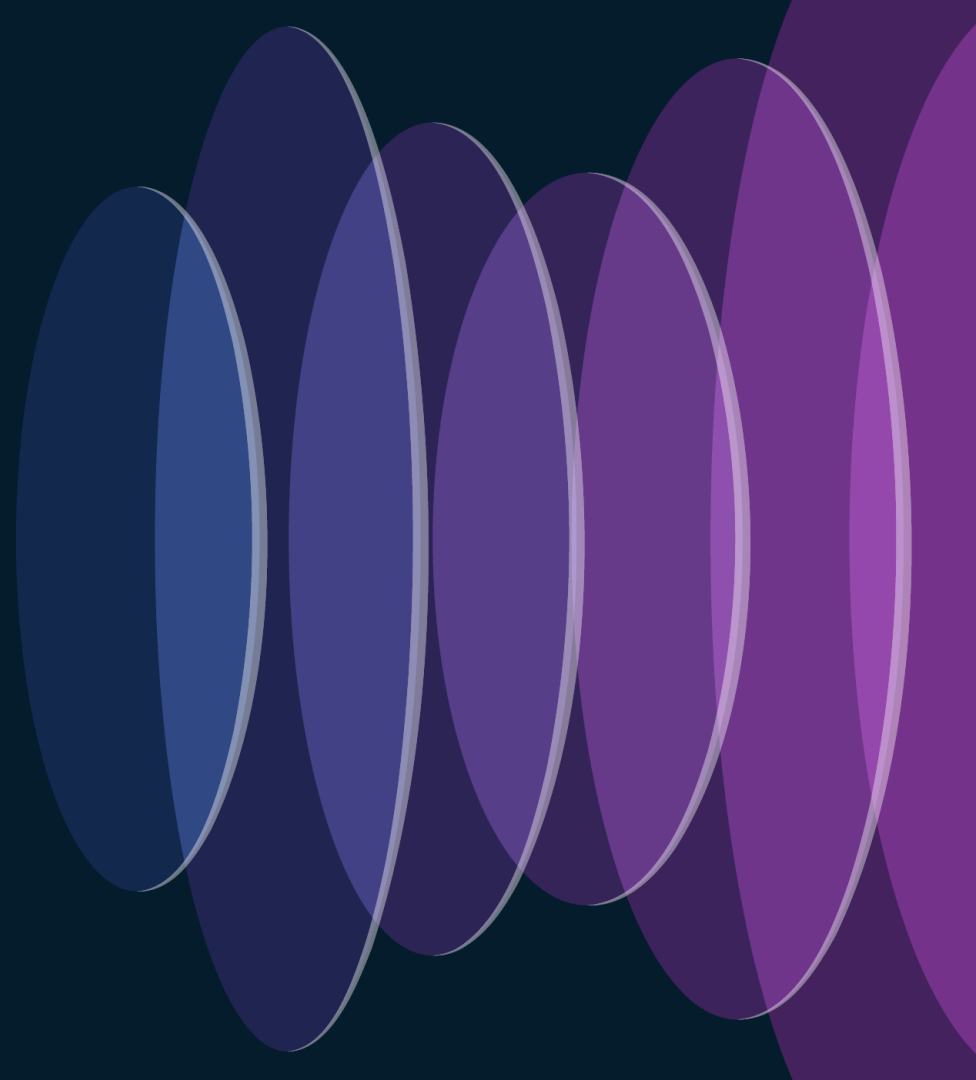


Three Questions for Capgemini

1. What was your starting block?
2. What path did you choose and why?
3. What benefits did Capgemini receive?



Bonus Block: Customer Experience for Everyone

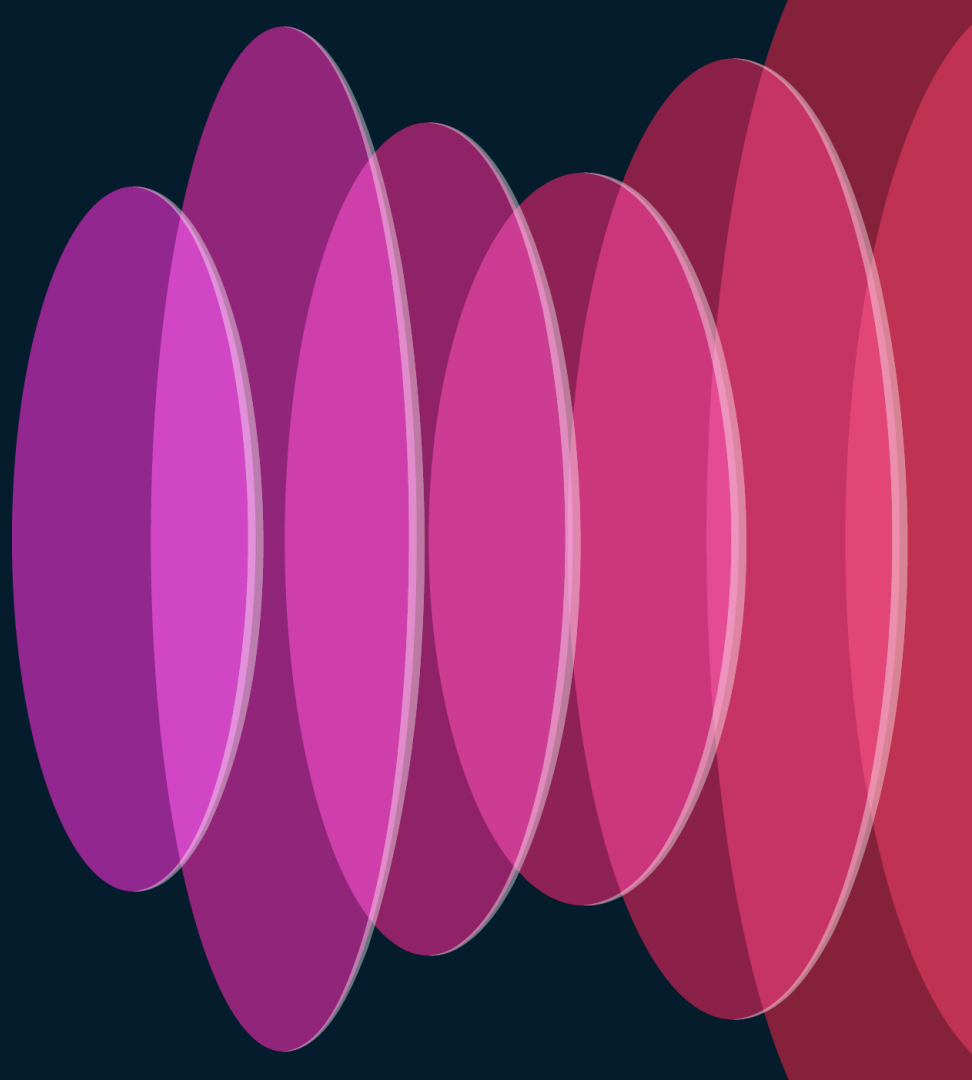


Bonus Block: Webex Customer Experience Essentials

- Business with informal contact centers
- Complex interactions requiring back-office collaboration
- Voice-centric interactions, occasional omnichannel



Summary



An Answer For Every Starting Block

Webex Customer Experience Basic

For teams who need to manage inbound calls

Included with Webex Suite

Voice queues

Skills-based routing

Multi-line, Multi-call window

Audio Intelligence

Call queue analytics

Webex Customer Experience Essentials

For back-office and customer-facing teams

Customer Experience Basic plus:

Supervisor experience

Agent screen pops

Operational reports

Omnichannel (H2 CY24)

Webex Calling Professional License

Webex Customer Experience Std, Premium

For dedicated contact center teams

Sold as Webex Contact Center

Omnichannel (Available Now)

Deep agent & supervisor functionality

AI capabilities

Automation & virtual agents

Customer journey data

Robust reporting & analytics

Webex Contact Center Enterprise

For private instance, high security deployments

Multi-instance application services

High-end scale, reliability and security

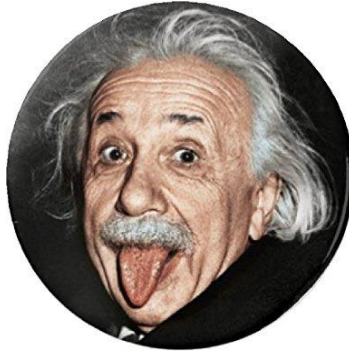
Highly customizable for complex deployments

Differentiated admin experience

Taking Some Thoughts Home With You

1. Your business will likely be taking as many calls as ever, as **exceptions**
2. New forms of contact are complementing, and **at times replacing human contact**
3. AI is accelerating rapidly – have your **use cases ready to go**
4. Focus on delivering **seamless, contextual, connected** journeys
5. Partner with companies that deliver value **“from” (hybrid) and “to” the cloud**
6. Customer experience will continue to be the **#1 business differentiator**
7. **Identify Your Starting Block**, then connect to your end state goals
8. Cisco has **customer experience solution options** for your business

Don't be like Einstein!



*“I know who I am, I don’t
know where I’m going!.”*

Albert Einstein

On a NJ Transit Train in 1946

Complete Your Session Evaluations



Complete a minimum of 4 session surveys and the Overall Event Survey to be entered in a drawing to **win 1 of 5 full conference passes** to Cisco Live 2025.



Earn 100 points per survey completed and compete on the Cisco Live Challenge leaderboard.



Level up and earn **exclusive prizes!**



Complete your surveys in the **Cisco Live mobile app**.

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- 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 www.CiscoLive.com/on-demand

Contact me at: zactaylo@cisco.com



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Thank you

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