



The bridge to possible

# Cisco TAC Customer Overview

(Global Customer Experience Liaison Program)

Sri Vani & Vrushti Shah  
Leader , Customer Deliver  
TACCX-1000

cisco *Live!*

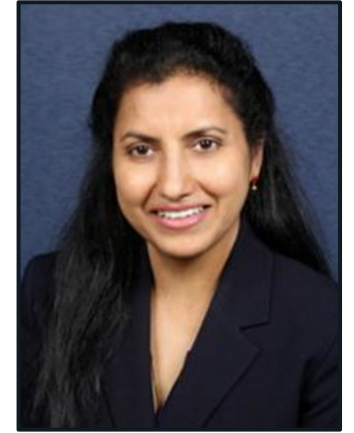
#CiscoLive

# Know Your Speakers



Vrushti Shah

- TAC Manager, Service Provider Automation
- Location- Research Triangle Park, NC
- MS – Computer Networking, North Carolina State University, >10 years industry experience
- Joined Cisco July 2019
- TAC Engineer, Team Lead
- Contact email: [vrushah@cisco.com](mailto:vrushah@cisco.com)



Sri Vani

- TAC Manager, Architecture
- Location – Research Triangle Park (RTP), NC
- MS – Computer Engineering, North Carolina State University
- At Cisco since Sept 2004
- Supported TAC teams – Data Center Routing and Switching, Data Center Solutions, Architecture
- CCIE – Routing and Switching
- Contact email: [svani@cisco.com](mailto:svani@cisco.com)



# Agenda

01

Introducing Cisco technical support

02

Prioritizing and opening a case

03

Escalating a case

04

Self-service support

05

Customer resources

06

Q&A

# Areas of Technical Support



TAC Frontline: Service Request routing



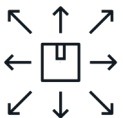
Services Entitlement (Privileges)



Technical Assistance Center (TAC)



High Touch Expert Care (Premium Support)



Product returns and replacements (RMAs)



Licensing support

# What you need to open a support case

- ✓ Valid Cisco.com user ID
- ✓ Active support contract number / Subscription ID number
- ✓ Product Serial Number or VLN (if applicable)
- ✓ Problem description and symptoms with detailed impact to network
- ✓ Output from show tech, show log, or relevant error message(s)
- ✓ Software version and hardware model
- ✓ Severity level S1 – S4
- ✓ Send attachments to [attach@cisco.com](mailto:attach@cisco.com) with the ***SR Number*** in the subject line



# How to engage with Technical Support Services

> <https://www.cisco.com/support>

## Self-Service

Online tools and resources



[Support & Downloads](#)

Find products and downloads



[Tools & Resources](#)

[Licensing Support](#)



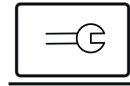
[Technology & Support Community](#)

Hub for connecting

## Non-Urgent

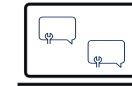
### Severity 3 or 4

Minimal or No Impact.  
Cisco hardware, software or as a service product is partially degraded.  
Feature implementation or configuration assistance



[Support Case Manager](#)

Service request tool



[Cisco Support Assistant](#)

Status / escalation chat

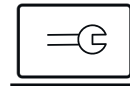


US: 1-800-553-2447  
Europe: +32 2 704 5555  
Asia-Pacific: +61 2 8446 7411  
[Worldwide Support Contacts](#)

## Urgent

### Severity 1 or 2

Critical or Substantial Impact.  
Cisco hardware, software, or as-a-service product is down or degraded.  
Phone or Support Case Manager



[Support Case Manager](#)

Service request tool



US: 1-800-553-2447  
Europe: +32 2 704 5555  
Asia-Pacific: +61 2 8446 7411  
[Worldwide Support Contacts](#)

# How to escalate a case



- ▶ Engage [Cisco Support Assistant \(CSA\)](#)
- ▶ Ask: escalate (case number)
- ▶ Select the appropriate escalation option
- ▶ Select escalation reason from list
- ▶ Select how you would like to be contacted

## Severity Definitions

### Severity 1

Critical impact on business operations. Cisco hardware, software, or as-a-service product is down.

### Severity 2

Substantial impact on business operations. Cisco hardware, software, or as-a-service product is degraded.

### Severity 3

Minimal impact on business operations. Cisco hardware, software or as a service product is partially degraded.

### Severity 4

No impact on business operations. Features, implementation, or configuration assistance.

# Self-Service Tools



Self-Service Tools

# Cisco Support Assistant

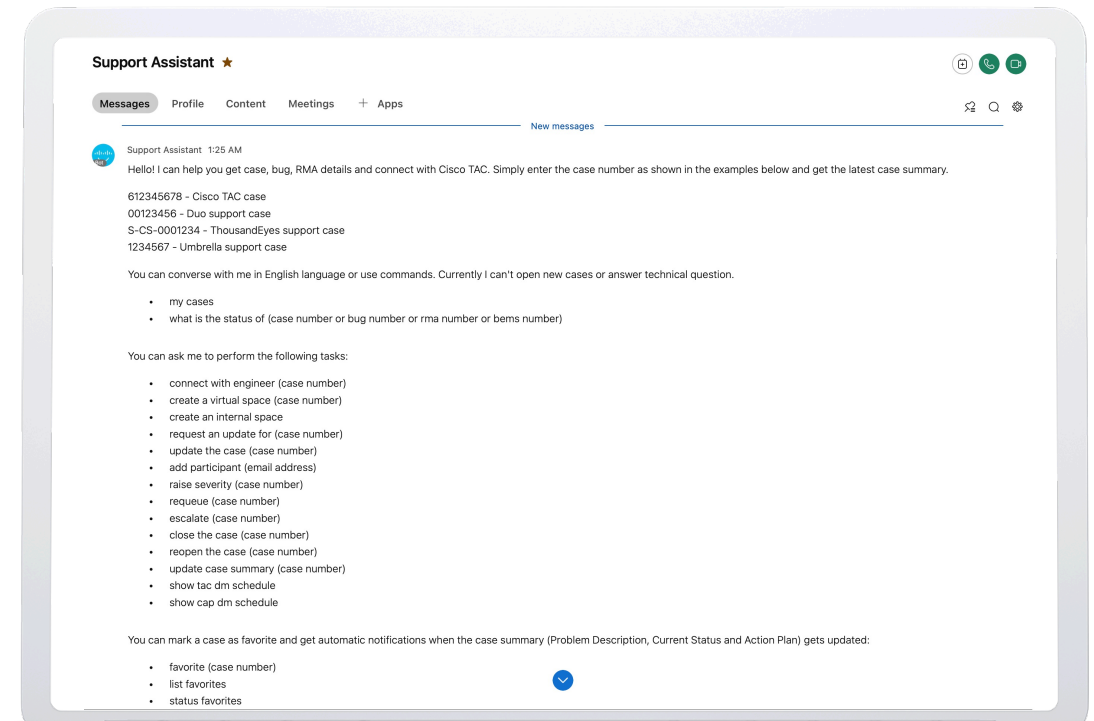
Self-service tool for common support case interactions

Connects you with the right resources and experts easier and faster:

- ✓ Get case, bug and RMA status
- ✓ Update case and upload case files
- ✓ Connect with TAC case owner via Webex space or callback
- ✓ Raise case severity, escalate or close case
- ✓ Subscribe for case summary, status and severity updates
- ✓ Get contextual proactive TAC alerts such as trending issues, tool and article updates



Access on [Cisco.com online](https://cisco.com), via Webex App, on [Support Case Manager](#) and Virtual Spaces



# Support Case Manager

Create and manage Support cases for Sri Vani (svani@cisco.com) ▾

i

**Looking for Splunk support?**

To open a service or support case, you must have a Splunk account. If you don't have a Splunk account, register [here](#) or call:

United States and Canada (1.855) SPLUNK.S or (1.855) 775.8657. [Not in the US? Find your local office.](#)

**[Open a Splunk Technical Support Case](#)** or **[Open a Splunk OnDemand Service Case](#)**

✕

☐ Don't show this message again.

Open New Case ▾



Cases **RMA**s

My Cases All Cases Favorites

🔍 Case or Customer Reference Number

Use commas to enter more than one

Show

☒ Open Cases

☒ Draft Cases

☐ Closed Cases

☒ Created

☐ Updated

Any Time ▾

▼ Apply Filters

Show Advanced Filters ▾

⬇ Download Cases as Excel

1 - 1 of 1

Cases per page: 10 | 25 | 50

Actions	Case	Created ▾	Sev	Status	Title
<div>☆ </div>	697332914	05/10/2024	3	Cisco Pending	Test case - Demo



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## Cisco Support Assistant

Knowledge Scope: Cases, Bugs and RMA Management



Hi there! I am Cisco Support Assistant.



I can help you get case, bug, RMA details and connect with Cisco TAC. You can converse with me in English language or use commands. Simply enter the case number as shown in the examples below and get the latest case summary.

612345678 - Cisco TAC case

00123456 - Duo support case

S-CS-0001234 - ThousandEyes support case

Currently I can't open new cases or answer technical question.

[Common Tasks](#)

[List Commands](#)

[Documentation](#)

[Demo Video](#)



To ask questions and perform tasks in additional domains, please interact with me at the following places:

- [Licensing](#)
- [Webex Q&A and Tasks](#)

Enter message (Use Shift + Enter to add a new line)



Rate your experience [Chat in Webex](#) [Start Over](#) [Help](#)



[Release Notes](#)



[Docs and Videos](#)



## Cisco Support Assistant

Knowledge Scope: Cases, Bugs and RMA Management

**Severity:** 3    **Status:** Cisco Pending

**Date Created:** 07-Sep-2021, 08:43:30 PM UTC (Days Open: 993)

**Last Updated:** 27-May-2024, 11:14:52 PM UTC

**Interim Contact:** George Phelps (gephelps@cisco.com)

**Case Owner (Out of Office):** Arun Arunachalam (carunach@cisco.com)

**Interim Contact Working Hours:** Monday-Friday , 09:00 - 17:00 EDT

**Case Owner Manager:** Chris Dexter (cdexter@cisco.com)

**Manager Phone:** +442088248428

### Latest Information from Case Notes:

#### Problem Description *(Last updated on 27-May-2024, 11:13:00 PM UTC)*

Unexpected spike in DNS traffic to host 172.18.110.100 detected by Tetration Analytics Platform. Case was opened proactively to avoid any user impact. During troubleshooting process, we also observed a couple of Nexus switches that have experienced crashes multiple times.

#### Current Status *(Last updated on 27-May-2024, 11:13:00 PM UTC)*

Issue resolved and monitoring is in progress. Customer will provide an update on Jun 10th.

Enter message (Use Shift + Enter to add a new line)



Rate your experience 😊 😞 Chat in Webex Start Over Help

Release Notes Docs and Videos



Support Case Manager

mycase.cloudapps.cisco.com/case

Looking for Splunk support?

To open a ser

United States

Open a Splun

Open New Case

Cases

My Cases

All Ca

Show ☒ Open Case

Download Cases as E

Actions

Case

☆ 692134712

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Cisco Support Assistant

Knowledge Scope: Cases, Bugs and RMA Management

(2) Customer - Upgrade software to NX OS 6.2(10)S16 is scheduled on 11/7. Monitor system stability and take action if there are any errors

**Resolution Summary** (Last updated on 25-Aug-2022, 09:51:00 AM UTC)

Policy has been defined to reroute malicious DNS traffic.

Let me check for Proactive TAC Alerts in the context of this case. This may take a few seconds.

All good! There are no critical bugs or top trending issues that you need to be aware of in the context of this case.

Actions available for case **692134712**:

Add Case Notes

Request Update

Close Case

Raise Case Severity

Request New Engineer

Escalate Case

Case Feedback

Mark Case As Favorite

Show More Actions

Enter message (Use Shift + Enter to add a new line)

Rate your experience Chat in Webex Start Over Help

Release Notes Docs and Videos

this message again.

Reference Number

than one

Apply Filters

ow Advanced Filters

per page: 10 | 25 | 50

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Support Case Manager

mycase.cloudapps.cisco.com/case

Looking for...

To open...

United States

Open a...

Open New Case

Cases

My Cases

Show ☒ Open

Download Case

Actions

Case

692134712

09/07/2021

3

Cisco Pending

CUBE intermittent call disconnects

Cisco Support Assistant

Knowledge Scope: Cases, Bugs and RMA Management

Escalate Case

Please select the escalation reason:

☐ Case is not assigned to an engineer.

☐ Engineer didn't join pre-scheduled troubleshooting meeting.

☐ Lack of issue resolution progress.

☐ Need immediate assistance for a high impact issue.

☐ No response from engineer.

☐ Other.

Escalation reason comments (mandatory if you select "Other" option):

Enter message (Use Shift + Enter to add a new line)

Rate your experience

Chat in Webex

Start Over

Help

Release Notes

Docs and Videos

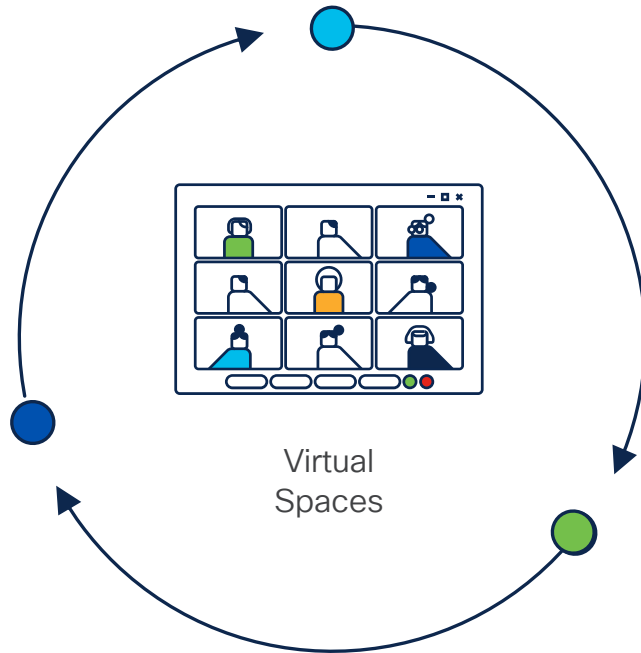
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TACCX-1000

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# Virtual Spaces via Webex



"I REALLY love this new option; it gets answers to questions back and forth much quicker and provides an easy method to attach files and screen shots to a case."

 [Demo video](#)



## New Contact Preference

Use Support Case Manager to tell us how to contact you



## Conversation Transcripts

See how a specific issue was solved



## Faster Resolution

Share files and collaborate with experts in real-time

Available to Webex and Webex Teams, SP Advantage, High Touch Expert Care, TS Advantage, Solution Support, and Smart Net Total Care (SNTC) customers

# More Self-Service Tools

## Personalization Tools

- My Notifications
- My Devices
- My Saved Content
- Device Coverage Checker
- Product License Registration

## Troubleshooting Tools

- Bug Search Tool
- Cisco CLI Analyzer
- Log Advisor
- Packet Capture Config Generator and Analyzer

## Networking Software Tools

- Software Research
- Cisco Feature Navigator
- Cisco Software Checker
- Diagnostics Signatures Lookup Tool
- MIB Locator
- SNMP Object Navigator

## Voice & Collaboration Tools

- Collaboration Solution Analyzer
- Multi-Service Voice Debug Tool
- Voice Codec Bandwidth Calculator
- Cisco TelePresence Interoperability

## Wireless Tools

- Wireless Config Analyzer
- WLC Config Converter
- Wireless Debug Analyzer

## Calculators

- Cisco Power Calculator
- DSP Calculator
- Cisco UCS Power Calculator
- UCS Sizing Tool

## Downloadable Tools

- RADKit
- Secure Firewall Migration Tool
- AURA-SDWAN(SURE) SDWAN Upgrade
- Cisco Support Assistant Extension

## Virtual Assistant & Other Tools

- Cisco Support Assistant
- Product Approval Status
- Service Finder
- Warranty Finder




# Call to Action







- ✓ Use [Cisco Support Assistant](#) for common support interactions
- ✓ Provide feedback on your support experience
- ✓ Sign up for [My Notifications](#)


# Cisco support resources



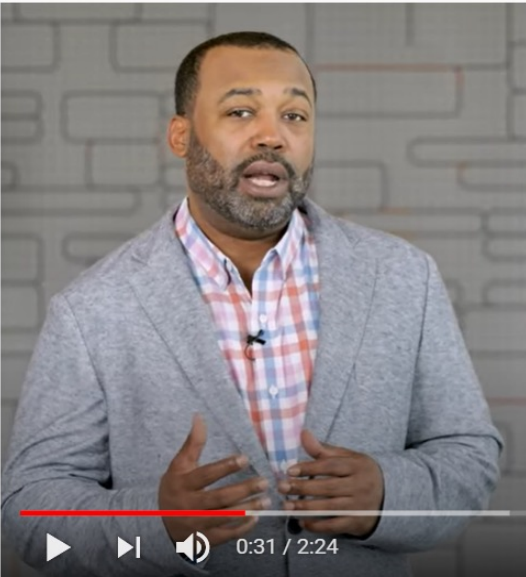
# Learn more: How to Engage with TAC

 **How to engage with Technical Support Services**  
<https://www.cisco.com/support>


<div>Self-Service</div> <div>Online tools and resources</div>	<div></div> <div><a href="#">Support &amp; Downloads</a></div> <div>Find products and downloads</div>	<div></div> <div><a href="#">Technology &amp; Support Community</a></div> <div>Hub for connecting</div>
<div>Non-Urgent</div> <div>Severity 3 or 4 Tools for questions, configuration assistance, case management, and escalation support</div>	<div></div> <div><a href="#">Support Case Manager</a></div> <div>Service request tool</div>	<div></div> <div><a href="#">Cisco Support Assistant</a></div> <div>Status / escalation chat</div>
<div>Urgent</div> <div>Severity 1 or 2 Phone or Support Case Manager</div>	<div></div> <div><a href="#">Support Case Manager</a></div> <div>Service request tool</div>	<div></div> <div>US: 1-800-553-2447 Europe: +32 2 704 5555 Asia-Pacific: +61 2 8446 7411 <a href="#">Worldwide Support Contacts</a></div>

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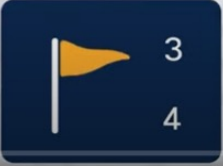
[Two-page Handout](#)




Severity level



1  
2



3  
4



How to engage with Cisco Technical Support

[Two-minute video](#)

# 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 [www.CiscoLive.com/on-demand](https://www.CiscoLive.com/on-demand)

Contact me at: [vrushah@cisco.com](mailto:vrushah@cisco.com)  
[svani@cisco.com](mailto:svani@cisco.com)

# Sessions To Watchout

FULL CONFERENCEIT LEADERSHIPFULL CONFERENCE PLUS

**RADKit: Collect Data at Scale, Automate, and Expedite TAC Cases Securely and Efficiently - BRKOPS-3065** ☆

Frederic Detienne, Distinguished Engineer, Cisco - **Hall of Fame Elite Speaker**

Schedule Thursday, Jun 6 | 1:00 pm - 2:30 pm PDT | L2, Surf EF

▼

EXPLORERFULL CONFERENCEIT LEADERSHIPFULL CONFERENCE PLUS

**Cisco Remote Automation Development Kit (RADKit) for Remote Network Troubleshooting - TACENT-2012** ☆

Nandhini Ramamurthy, Customer Delivery Engineering Technical Leader, Cisco

Schedule Tuesday, Jun 4 | 11:30 am - 12:00 pm PDT | WoS - Technical Assistance Center Theater

▼

EXPLORERFULL CONFERENCEIT LEADERSHIPFULL CONFERENCE PLUS

**Cisco Remote Automation Development Kit (RADKit) and Cisco Support Assistant Extension - WOSCX-1010** ☆

Schedule Monday, Jun 3 | 10:30 am - 10:45 am PDT | WoS - Cisco Customer Experience

Schedule Tuesday, Jun 4 | 3:30 pm - 3:45 pm PDT | WoS - Cisco Customer Experience

Schedule Wednesday, Jun 5 | 2:30 pm - 2:45 pm PDT | WoS - Cisco Customer Experience

▼

EXPLORERFULL CONFERENCEIT LEADERSHIPFULL CONFERENCE PLUS

**Innovative Strategies for Efficient TAC Interaction - CTF-1012** ☆

Anurag Agarwal, Leader, Customer Delivery, Cisco Systems Inc

Schedule Wednesday, Jun 5 | 1:00 pm - 1:45 pm PDT | WoS - Capture the Flag

▼



# 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.**



The bridge to possible

# Thank you

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# Questions

