



*LET'S  
BUILD  
TOMORROW  
TODAY*

# Context Service

The new cloud-based omnichannel solution for  
Contact Center Enterprise and Express

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BRKCCT-1005

# Agenda

- 
- Scenario
  - Overview
  - Concepts
  - Data Model
  - Data Privacy
  - Deployment
  - Availability
  - Out-of-the-box
  - Management
  - APIs

# *The ideal Customer Experience*

- Scenario
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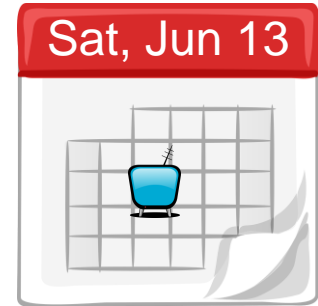
# Mary's Journey – #1 Orders Cable Service



Mary wants  
Cable service



Orders Online



Confirms date

# Mary's Journey – #2 Calls to Reschedule



Schedule  
conflict



1-800-  
cablerock



IVR detects  
appointment



Bob context  
aware

Reschedules appt.

**Cisco**live!

# Mary's Journey – #2 Calls to Reschedule



Reschedules  
appointment



Offers bundle  
discount



Mary declines



Bob tags  
account

# Mary's Journey – #3 Redials to get Bundle Offer



Calculates  
savings



1-800-  
cablerock



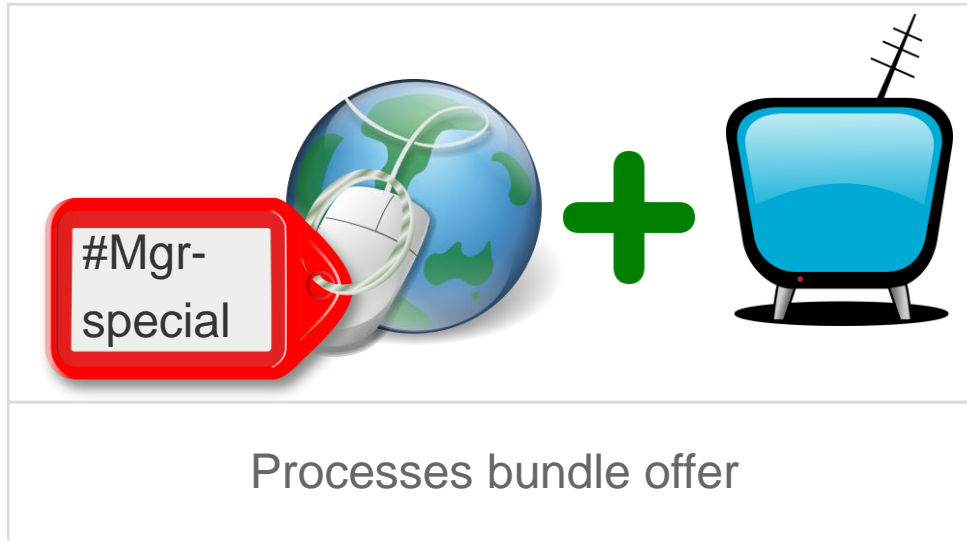
IVR detects last  
call



Reconnects to  
Bob



# Mary's Journey – #3 Redials to get Bundle Offer



# Mary's Journey – #4 Tech Visit



Technician visits



Offers 802.11n  
promo



Gets the router

# Mary's Journey – #5 Follow up



Bob places  
outbound call




Confirms 802.11n  
promo

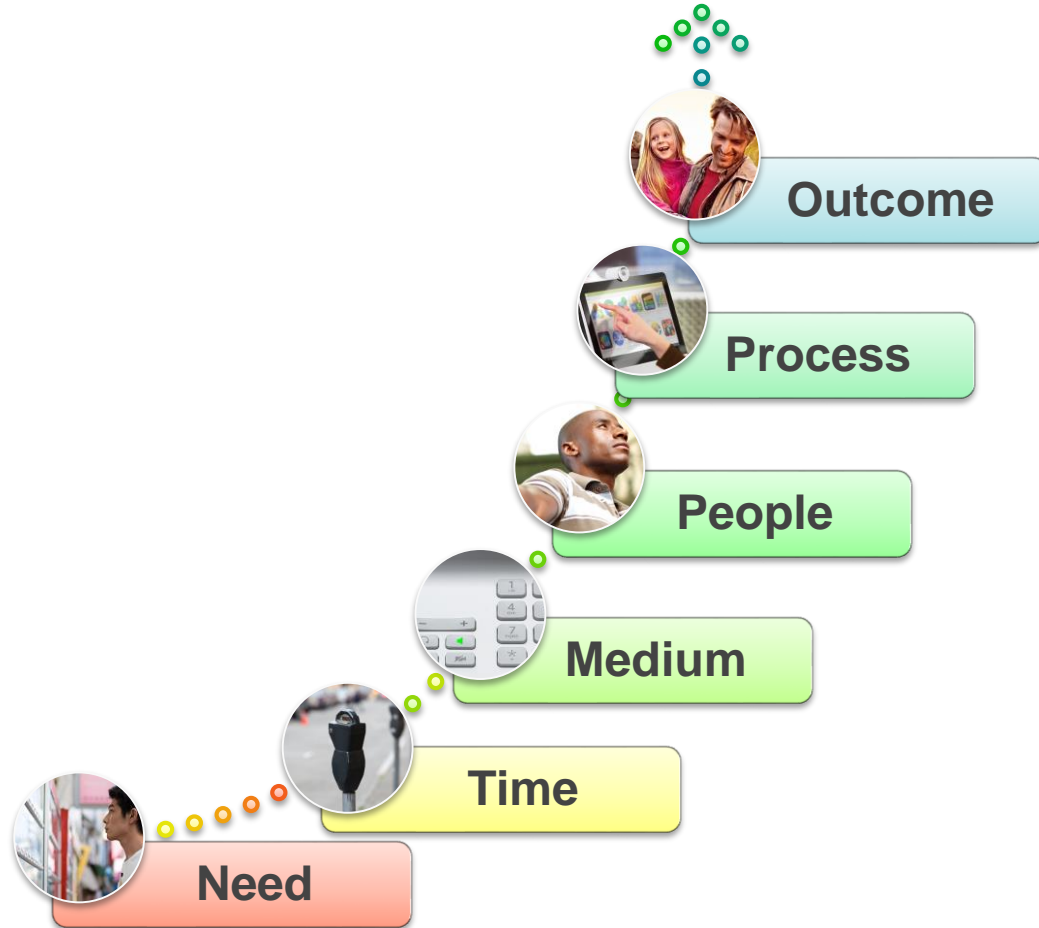


Satisfied  
customer

# *Journey* *is a series of experiences*

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# Elements that build a Customer Journey





Delivering seamless customer service  
requires putting together events across time,  
sources, people, processes and outcomes

# Mary's View

Bought service from Cablerock



# Cablerock's View

- Web portal integration
- IVR integration
- Agent screen pop
- Interaction history
- Frontline Tech visit
- Backend system integration with contact center
- Outbound follow up campaign

*Context, Contextus in Latin, means  
putting together*





Multichannel + Context = Omnichannel

# *Context Service*

## *Connecting Customer Journeys*



# Context Service – a cloud-based omnichannel data store to map customer journey

# Context Service

Unify customer journeys, across time, medium, people, process and outcome



# *Understanding the Concepts*

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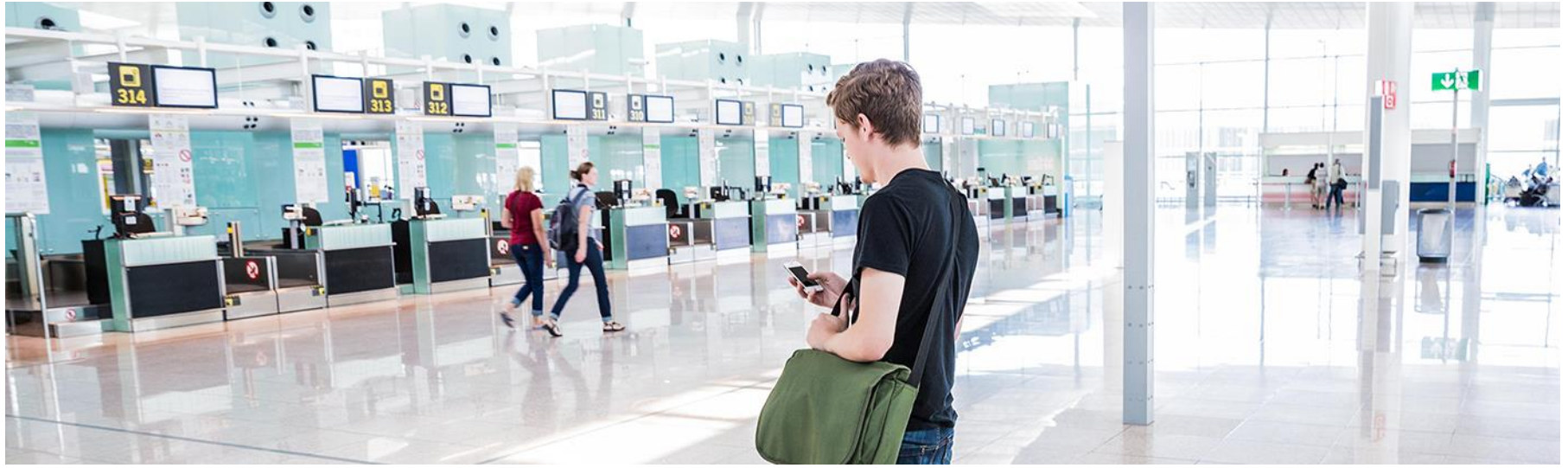


POD – a Piece of Data that represents an event in the journey



Request – The customer's perspective to obtain their objective





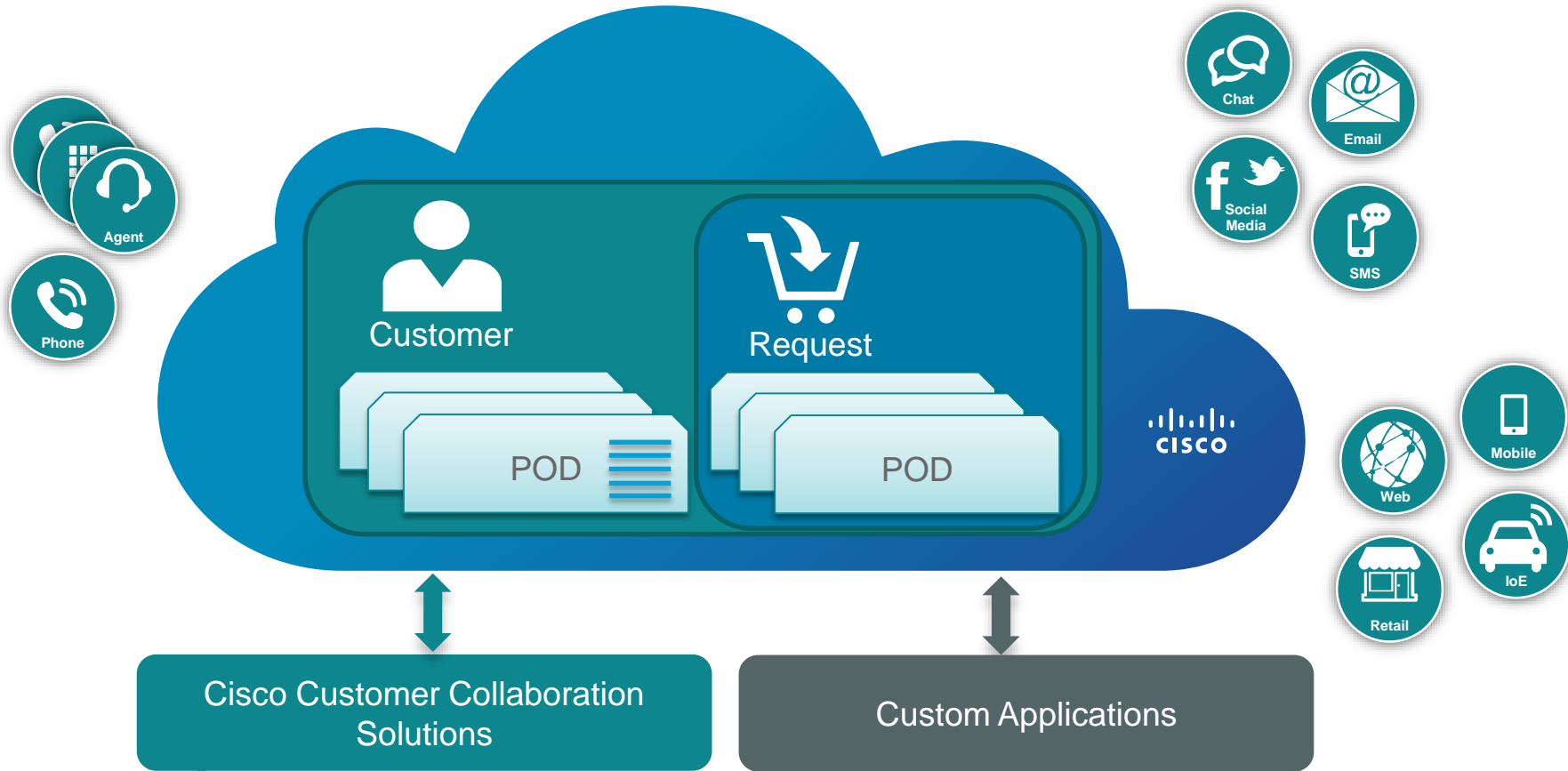
Customer – the person whose journey is stored in Context Service





# Organization – the business delivering customer service

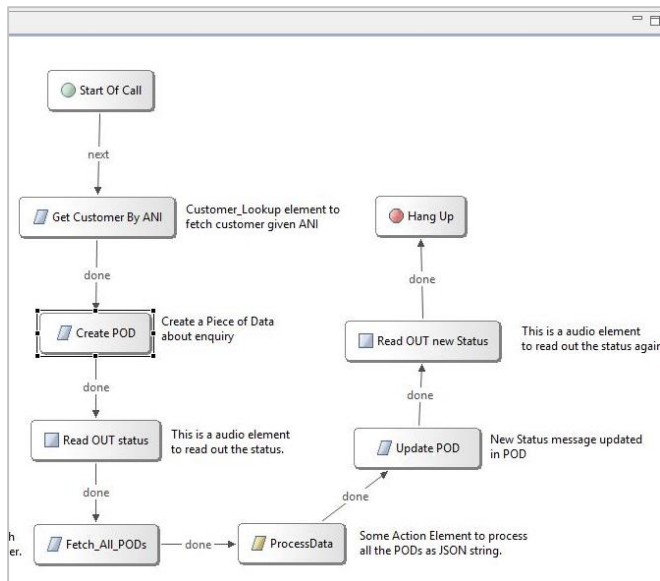
# Context Service – Repository for Customer Journey



Cisco *live!*

# Feature of Contact Center Express & Enterprise

Integrated with CVP Call Studio, CCX Script Editor, Finesse, EIMWIM, SocialMiner



The screenshot shows the Cisco Agent Desktop interface for Agent 1001004. The top bar displays the agent's name, extension, and status (Ready). The main area is divided into sections for 'Ready for Incoming Calls', 'Context Service', and a search bar. The search results show a customer named Brian Cole with a 'Leaking Oil' issue. The customer details include account number, first and last name, phone, email, address, city, state, country, and zip code. The request details show the title 'Leaking Oil' and the description 'Oil leaking under the engine'. The activity section shows notes and tags.

Customer	
Account No:	777-9909
First Name:	Brian
Last Name:	Cole
Phone:	978-989-0090
Email:	brian@org.com
Address:	34 Mass Ave
City:	Boston
State:	MA
Country:	USA
Zip Code:	02111

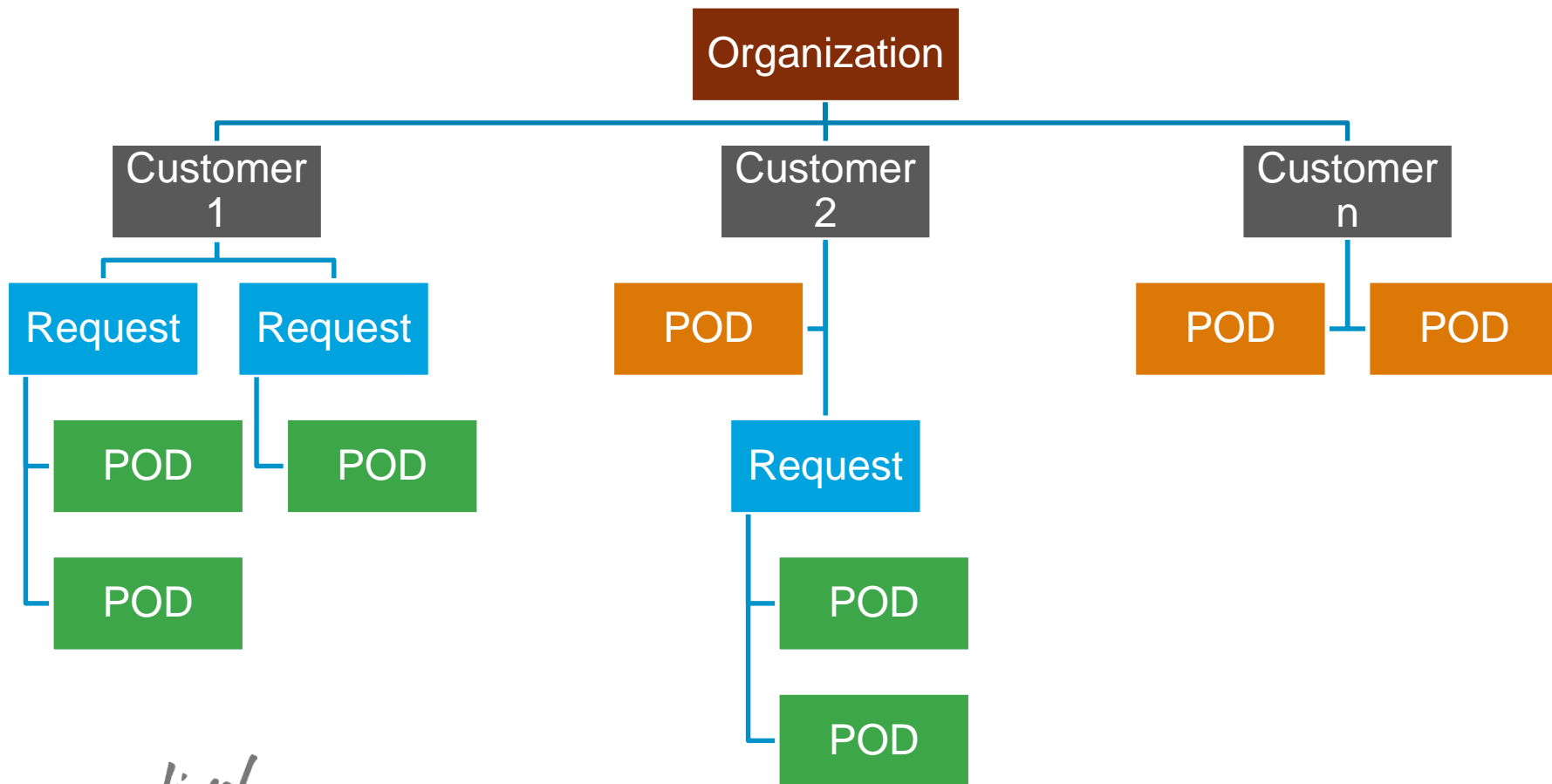
Request	
Title:	Leaking Oil
Description:	Oil leaking under the engine

Activity	
Notes:	Part replaced under warranty
Tags:	warranty x leaking-oil x


CiscoLive!

# *Quiz: Is 'Request' mandatory?*

# Context Service Data Hierarchy

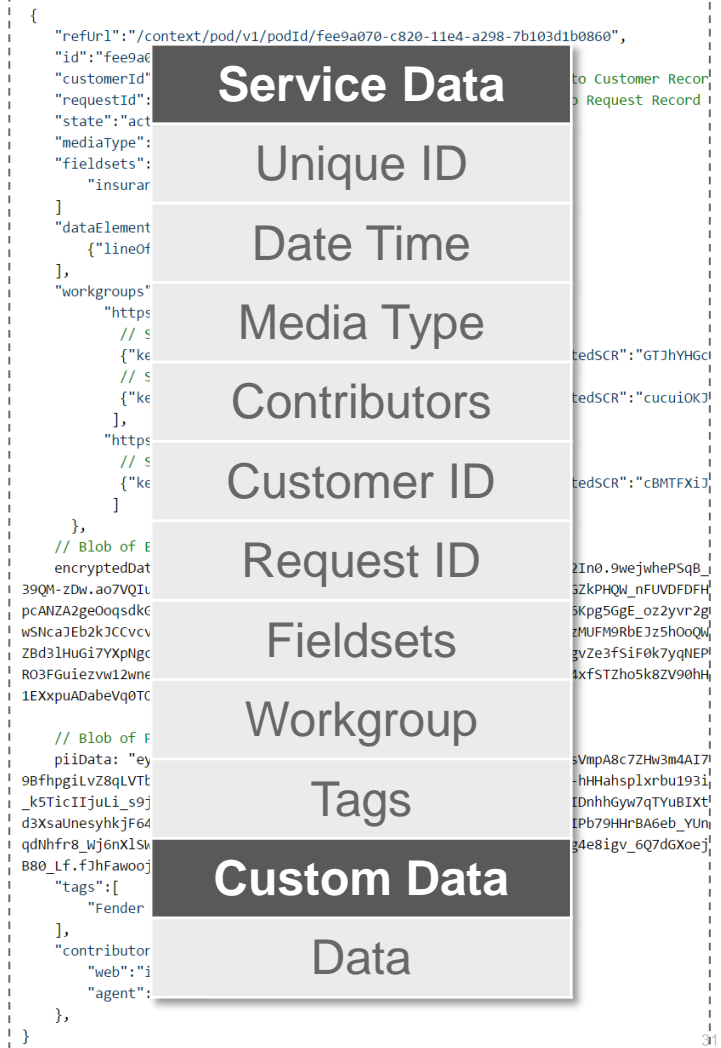


# *Looking inside the **POD***

- 
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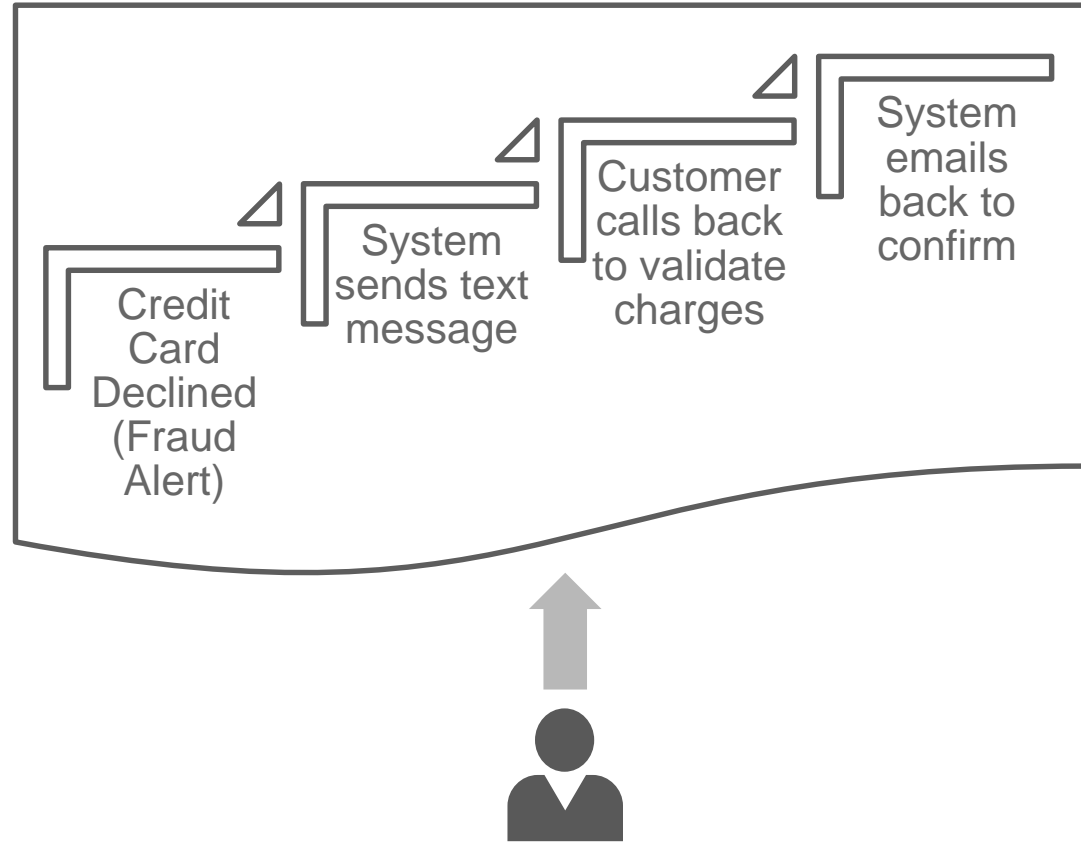
# POD – Piece of Data

- POD contains the metadata about an event
  - Service Metadata: Structured fields
  - Custom Metadata: Semi-Structured fields
- Supports 3 levels of data classification for custom data
- May be associated with a customer
- May be associated with a request
- Tied to workgroup(s) within an org
- Allows tagging
- Up to 256KB



# Request

- Represents customer's view of the issue/resolution
- Links one or more PODs logically related to a specific issue or need
- Contains unique ID, Date time and custom data
- Tied to workgroup(s) within an org
- Up to 256KB

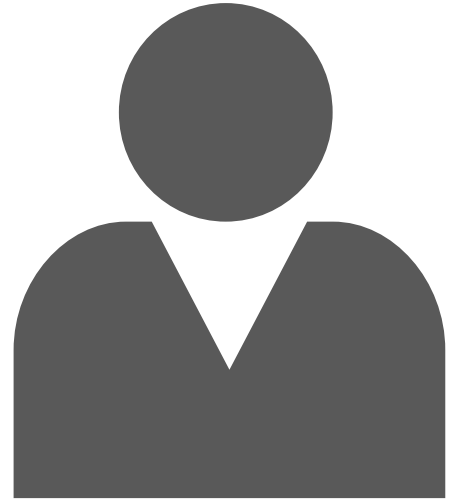


Customer's Request: Approve My Transaction



# Customer

- Contains Personally Identifiable Data to identify the customer
- Customer ID used to link all PODs
- Ships with a default template of fields, can be customized
- Tied to workgroup(s) within an org
- Up to 256KB
- Can map to an external customer record source
- Supports look up by PII



# *Unleashing the power of Semi-structured Data*



Make your own Sundae – Business decides what to store and how to store

# Custom Data: Fields and Fieldsets

## Fields

- Business can define fields they want to store in POD, Request or Customer object
- No limit on number of fields
  - Total space limited to 256KB per object
- Field can be of any type – string, int, float, date, url, etc.
- Field names are localized

## Fieldsets

- Group of logically related fields
- One or more Fieldsets are assigned to PODs, Request or Customer
- Fieldsets identify valid fields for an object, it is not a required set of fields
- Ships with Cisco provided default templates
- Integration partners can define template for their products

# Data Modeling Mary's Journey – Define Fields



---

First Name

---

Last Name

---

Phone

---

Email

---

Account Number

---

Account Type

---

---

Title

---

Description

---

Type

---

Order ID

---

Appointment

---

Bundle

---

---

Notes

---

Link

---

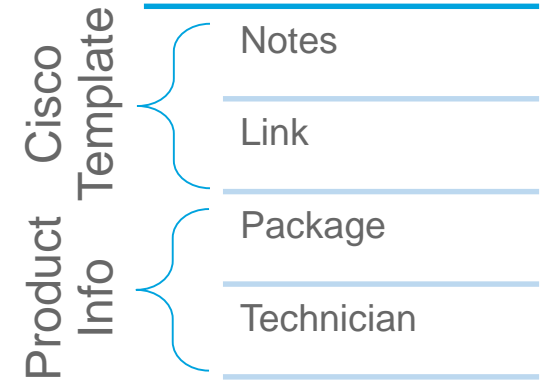
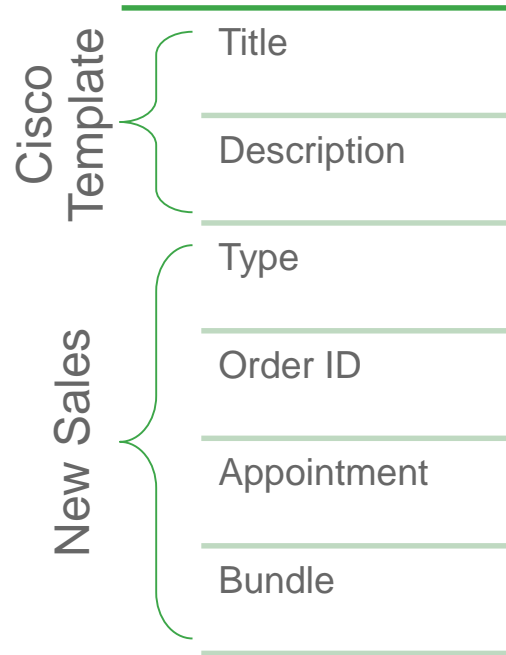
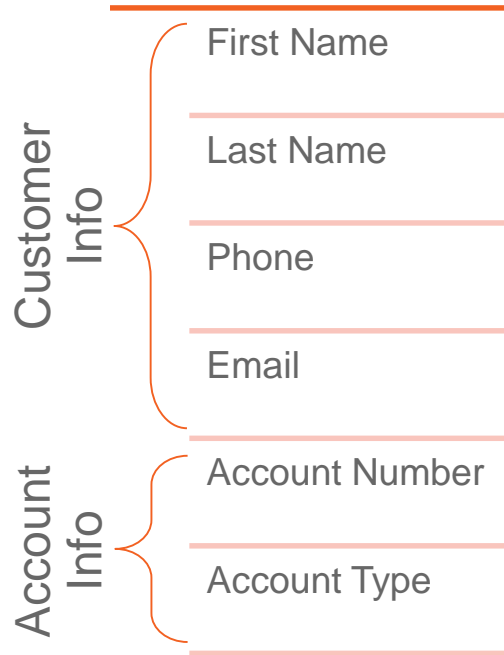
Package

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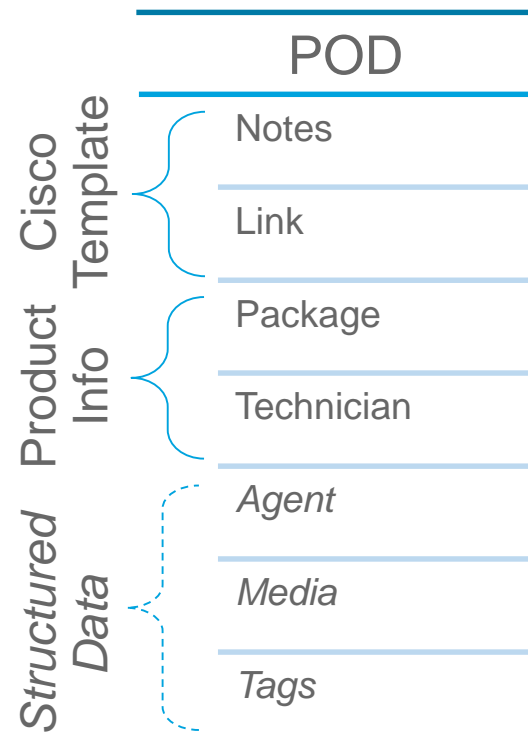
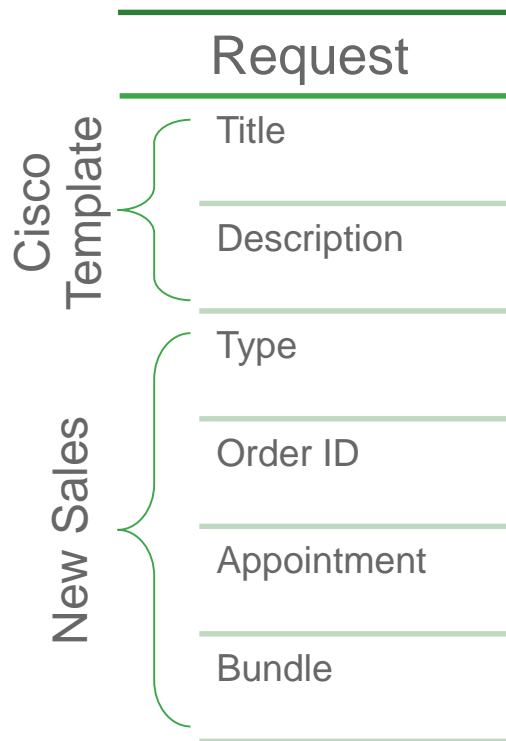
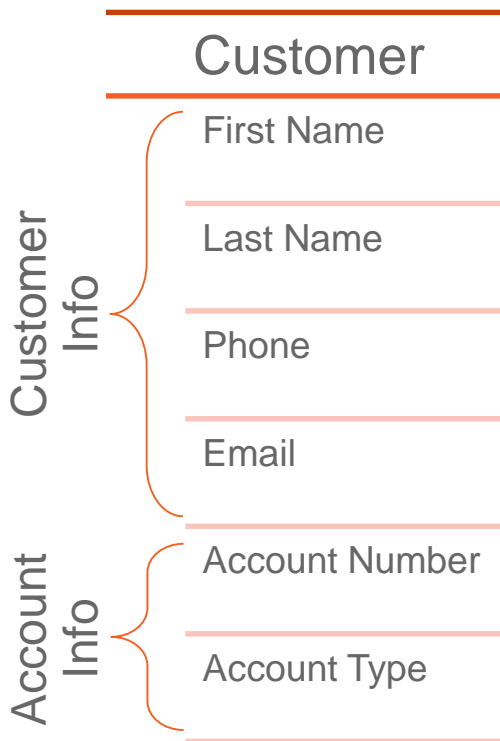
Technician

---

# Data Modeling Mary's Journey – Group related Fields to create Fieldsets



# Data Modeling Mary's Journey – Associate Fieldsets to relevant Objects on create/update





## Use Case Idea

Route to the last handled agent on  
channel shift or redial

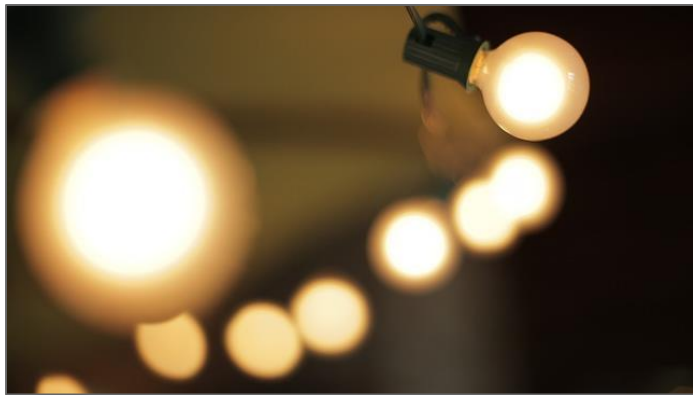


# *Quiz: What data do I publish in Context Service?*

# Context Service can either hold the business data or link to it

- Claim ID
- Adjuster Name
- Date of accident
- Location of accident
- 2<sup>nd</sup> party insurance provider
- 2<sup>nd</sup> party policy number
- 2<sup>nd</sup> party policy holder
- Notes

- Claim ID
- Link to claims backend system
- Notes



## Use Case Idea

Route based on previous call outcome such as customer sentiment or self service

# *Tagging PODs*

# Tagging

- Helps associate related activities across customers to derive trends or search related data
- Agents can look for 'similar issues'
- Supervisors or Managers get trending information in real time
- Provides 'unlimited' wrap-up codes



## Mary's use case

---

Bob tags Mary's 1<sup>st</sup> call with *mgr-special* tag so she can get the bundle later

---

Bob tags Mary's 2<sup>nd</sup> call with *follow-up* tag so system can remind him

---

System tags Router change with *802.11n-promo* tag so agent knows about Mary's complimentary router upgrade

---



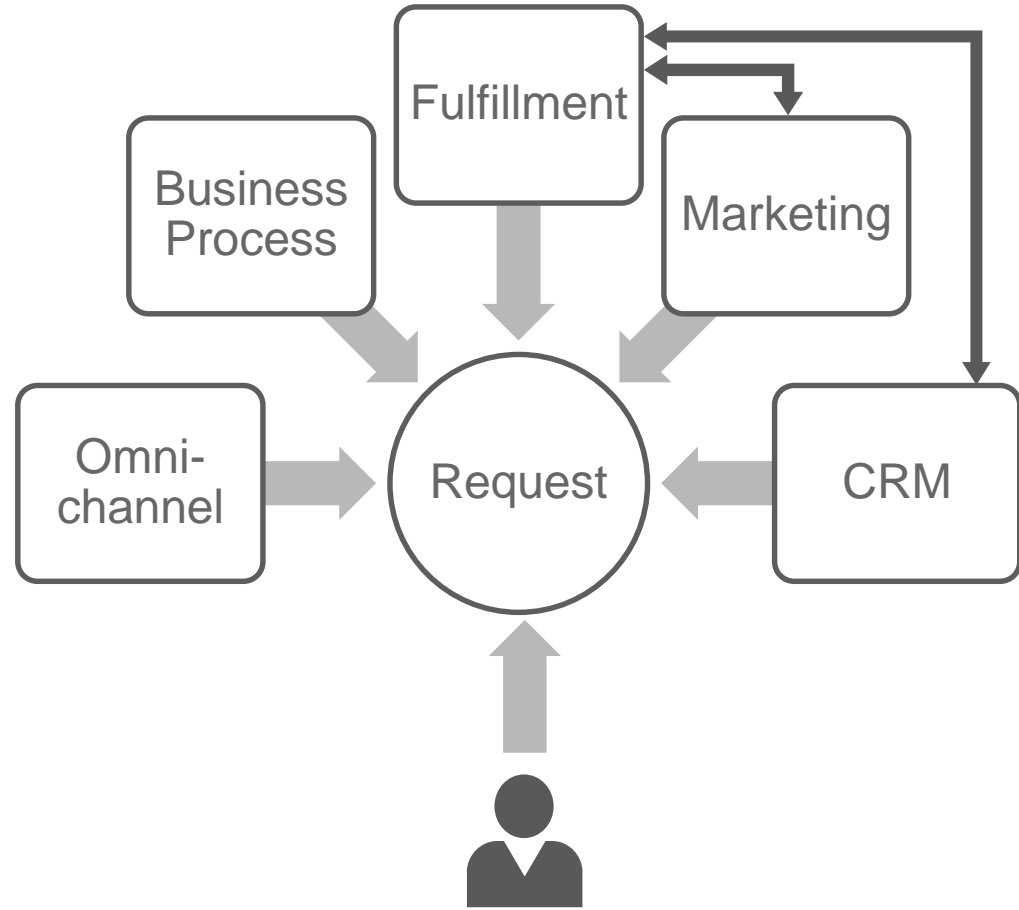
## Use Case Idea

Tag call for follow up and run outbound campaign on all tagged calls

*Quiz: Is Context Service the  
“system of record” or  
“system of engagement”?*

# System of Engagement

- Context Service is the *System of Engagement*
- Business applications continue to function as the *System of Record*
- A Request can map to one or more business applications to represent customer's view
- One business process may consider issue as resolved but it may not be customer's view
- Systems of record may communicate with each other via an Enterprise Service Bus without Context Service





# Mary's View of Engagement

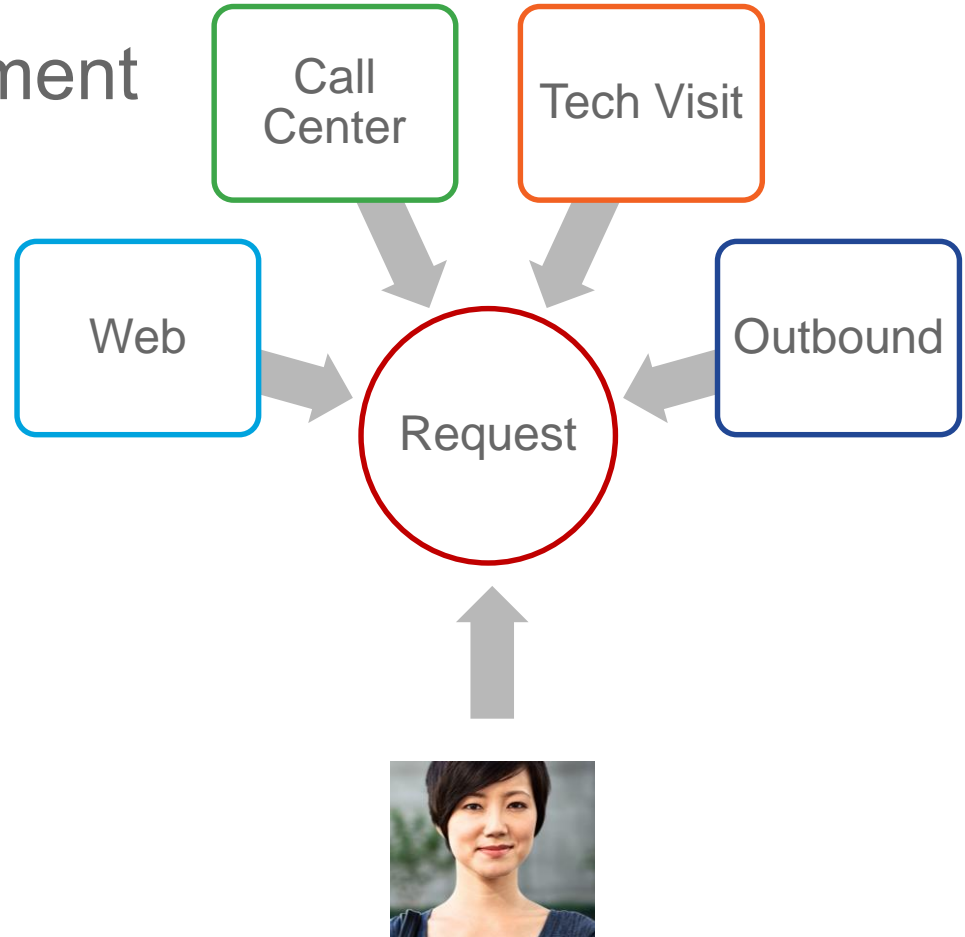
## Multiple Integrations

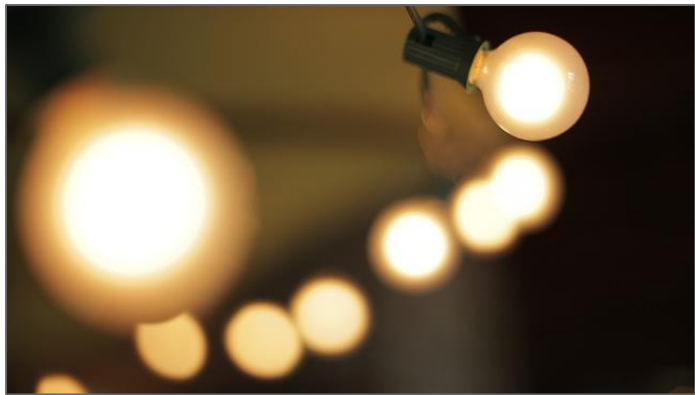
Web order management  
system push data

Inbound Call Center  
interaction history

Technician's backend  
system push data

Outbound Campaign  
management pull records






## Use Case Idea

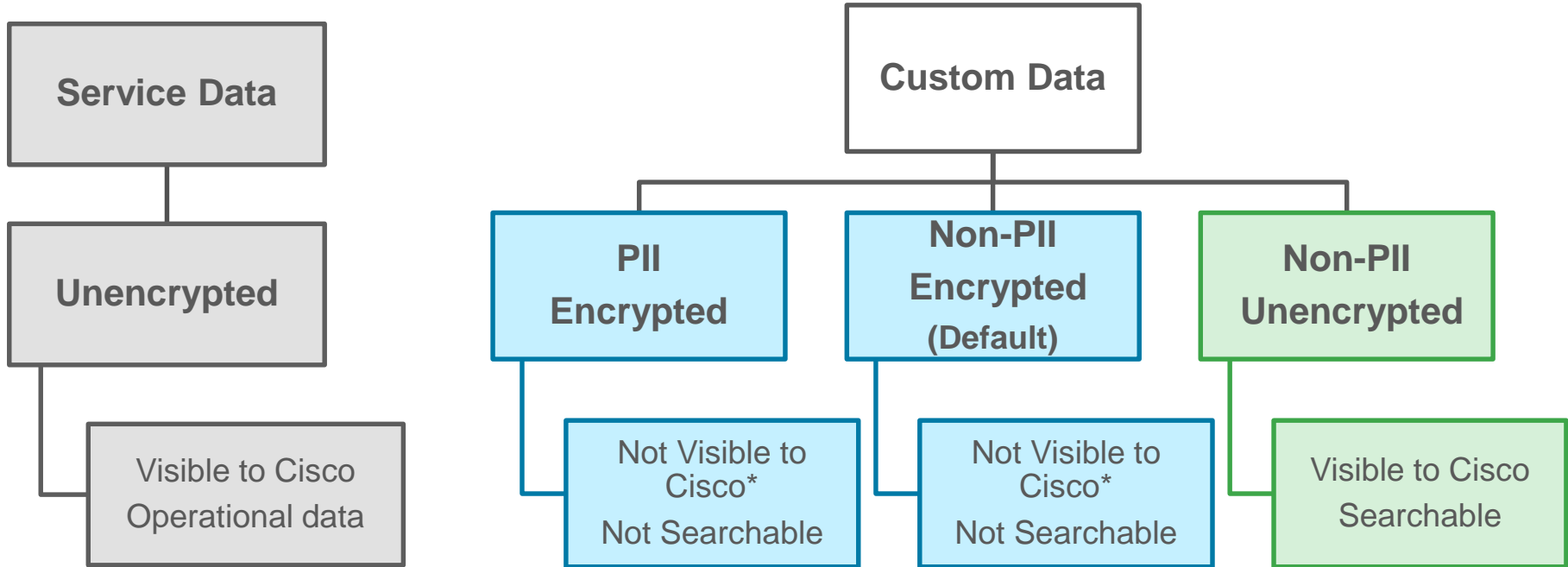
Integrate multiple backend systems to deliver a unified view to the customer

*Data Privacy is the relationship between collection and dissemination of data, technology, the public expectation of privacy, and the legal and political issues surrounding them*

- Wikipedia

- 
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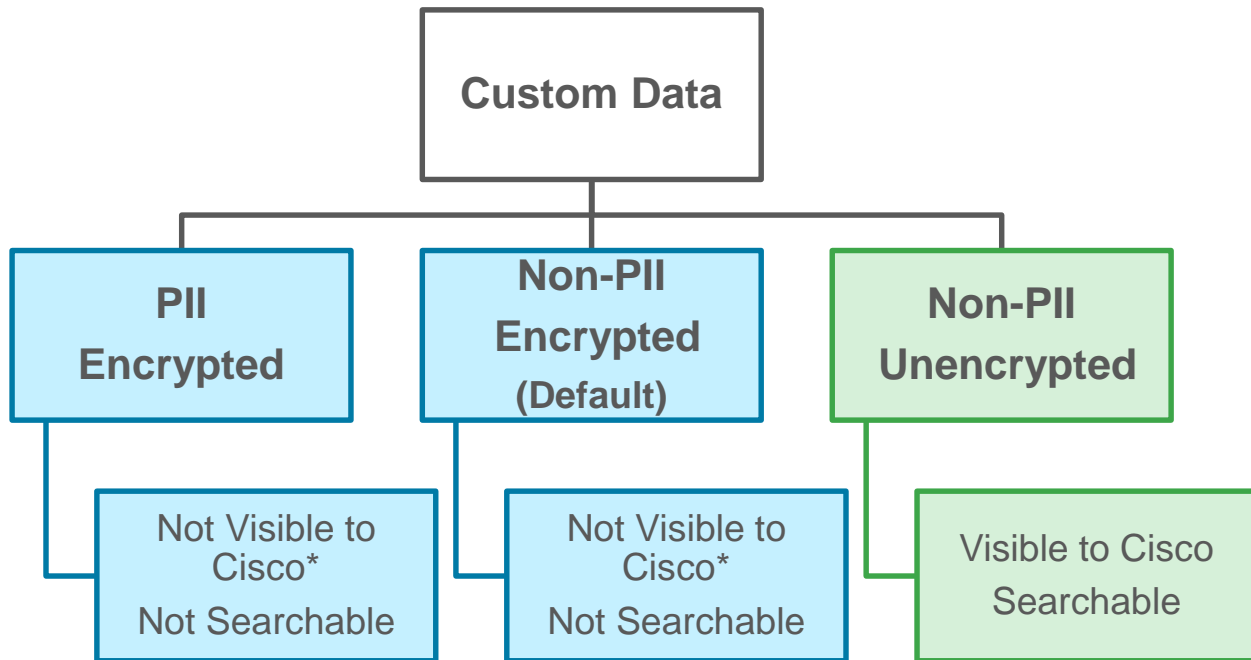
# Data Privacy Model



*\*Requires KMS to be hosted by org or 3<sup>rd</sup> party for complete isolation*

# Data Privacy Model

- Business decides privacy level of custom data
  - PII Encrypted
  - Non-PII Encrypted
  - Non-PII Unencrypted
- Selective access to encrypted data by workgroups
- PII data always stored as encrypted
  - Customer object PII data stored as encrypted as well as anonymized to protect identity yet support look up



*\*Requires KMS to be hosted by org or 3<sup>rd</sup> party for complete isolation*

*Quiz: Can org download the data?*



## Use Case Idea

Org can provide an analytics apps  
access to subset of data for anonymous  
processing

# *Access control, Data Encryption and Key Management*



# Securing POD, Request, or Customer - Custom Data

## Service Data

Created Date	29-Apr-2015
ID	fee9a070-c820-11e4-a298-7b103d1b0860
...	...

## Unencrypted Data

Title	Missing reward points
Description	Apply points for recent purchase

## Encrypted Data

Rewards Level	Gold
Current Balance	25,756 points
Additional Points	2877 points

## PII Data

First Name	Fred
Last Name	Smith
Phone Number	555-867-5309
Email	fred.smith@gmail.com

# Control access to the object via workgroup memberships

## Service Data

Created Date	29-Apr-2015
ID	fee9a070-c820-11e4-a298-7b103d1b0860
...	...

## Workgroup 1 – Prod

--

## Workgroup 2 – Lab

--

## Unencrypted Data

Title	Missing reward points
Description	Apply points for recent purchase

## Encrypted Data

Rewards Level	Gold
Current Balance	25,756 points
Additional Points	2877 points

## PII Data

First Name	Fred
Last Name	Smith
Phone Number	555-867-5309
Email	fred.smith@gmail.com

# Encrypt private data with 2 separate client generated keys

## Service Data

Created Date	29-Apr-2015
ID	fee9a070-c820-11e4-a298-7b103d1b0860
...	...

## Workgroup 1 – Prod

## Workgroup 2 – Lab

## Unencrypted Data

Title	Missing reward points
Description	Apply points for recent purchase

## Encrypted Data

 Client Key 1

Rewards Level	Gold
Current Balance	25,756 points
Additional Points	2877 points

## PII Data

 Client Key 2

First Name	Fred
Last Name	Smith
Phone Number	555-867-5309
Email	fred.smith@gmail.com

# Provide access to encrypted data per workgroup via client keys in SCRs

## Service Data

Created Date	29-Apr-2015
ID	fee9a070-c820-11e4-a298-7b103d1b0860
...	...

## Workgroup 1 – Prod

### Secure Content Reference

pod.encData	Client Key 1
-------------	--------------

pod.piiData	Client Key 2
-------------	--------------

## Workgroup 2 – Lab

### Secure Content Reference

pod.encData	Client Key 1
-------------	--------------

## Unencrypted Data

Title	Missing reward points
Description	Apply points for recent purchase

## Encrypted Data

 Client Key 1

Rewards Level	Gold
Current Balance	25,756 points
Additional Points	2877 points

## PII Data

 Client Key 2

First Name	Fred
Last Name	Smith
Phone Number	555-867-5309
Email	fred.smith@gmail.com

# Encrypt SCR data with keys from Key Management Store per workgroup

## Service Data

Created Date	29-Apr-2015
ID	fee9a070-c820-11e4-a298-7b103d1b0860
...	...

## Unencrypted Data

Title	Missing reward points
Description	Apply points for recent purchase

## Workgroup 1 – Prod

### SCR

 KMS Key 1

pod.encData	Client Key 1
-------------	--------------

pod.plData	Client Key 2
------------	--------------

## Encrypted Data

 Client Key 1

Rewards Level	Gold
Current Balance	25,756 points
Additional Points	2877 points

## Workgroup 2 – Lab

### SCR

 KMS Key 2

pod.encData	Client Key 1
-------------	--------------

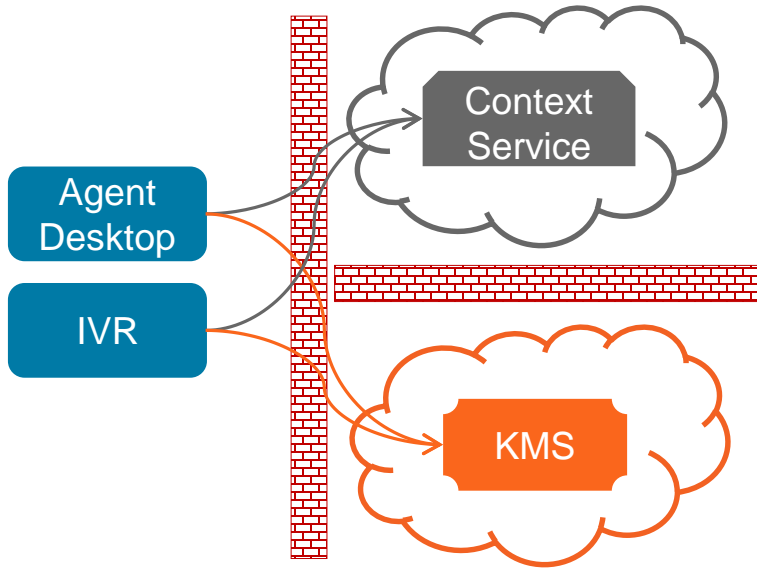
## PII Data

 Client Key 2

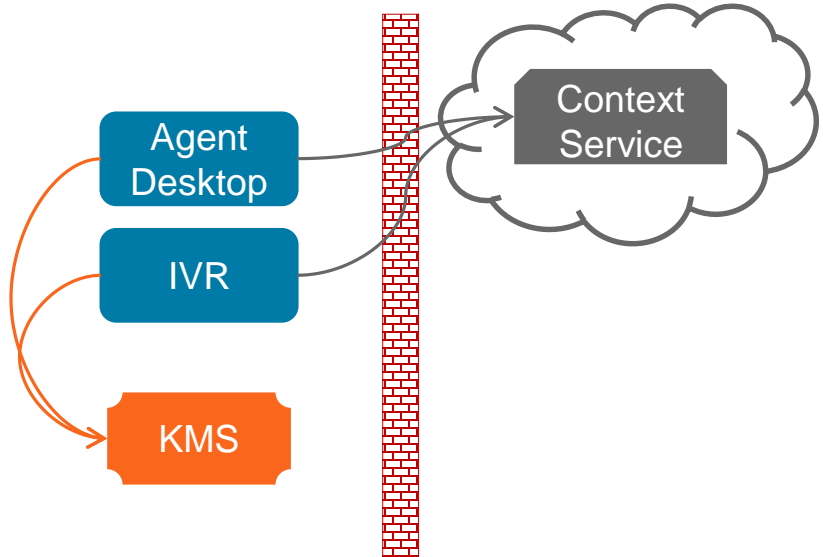
First Name	Fred
Last Name	Smith
Phone Number	555-867-5309
Email	fred.smith@gmail.com

# Key Management


Keys hosted on separate Cisco Data Centers



Future: Keys can be hosted on business premise or vendor neutral 3<sup>rd</sup> party



# Why Cloud?

- 
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# Facts

- Finance

CSA's review of 102 financial institutions around the world found that 7% had a strict no-cloud policy, 32% had a cloud usage policy, and 61% were working on developing a cloud policy

- Government

NASCIO finds that 20 percent of states are now investing heavily in cloud computing

- Healthcare

HIMSS Analytics recent survey of cloud computing adoption in healthcare provider organizations found that 83% of IT executives report they are using cloud services

- Manufacturing

In the U.S. 41% of 593 manufacturing companies surveyed by IDC said they are accessing IT resources via the public cloud.



# Benefits

- Budget flexibility
- Cost savings
- Elasticity
- Agility
- Opportunity to improve
- No upgrade cost
- Easy partner integration
- Ironically more secure!



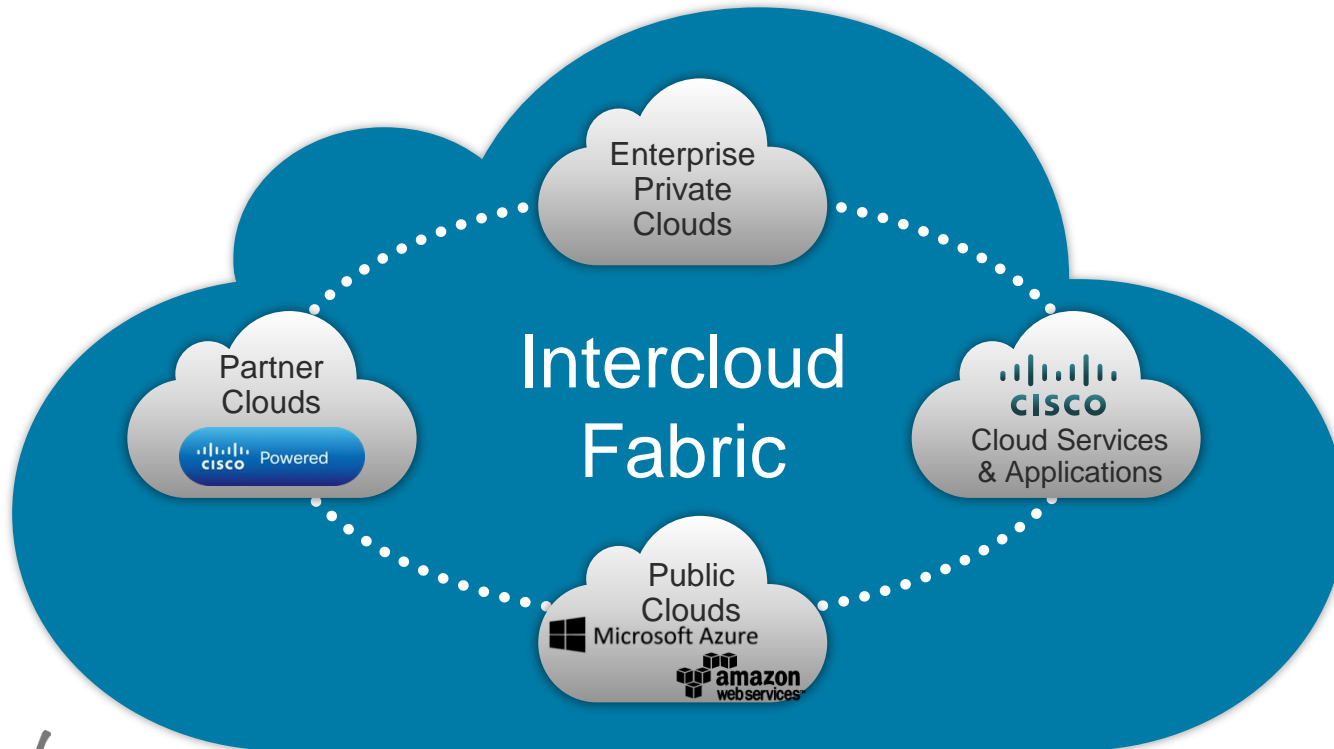
# *Where is the Cloud?*

# Context Service hosted on Cisco Cloud Services




# CCS is part of Cisco Intercloud

Connecting multiple cloud ecosystems with Cisco Intercloud Fabric



*Coming soon  
to a cloud near you*



- 
- A vertical line with a downward-pointing arrow at the bottom, transitioning from light blue at the top to dark blue at the bottom.
- Scenario
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# Availability (Roadmap, Subject to Change)

- Service Limited Availability
  - 2H CY 2015
- Entitled to customers with active SWSS subscription on:
  - UCCE, PCCE, HCS
  - UCCX
  - CVP
  - EIM WIM
    - Note, eGain S+ doesn't provide entitlement but can be used along with other Cisco entitled products
- Requires minimum release 11.0 components
  - Built in cloud connectors and user interface in the following components:
  - CVP Call Studio, Finesse, EIM WIM, CCX Script Editor, CCX SocialMiner

# *Context Service is available with Cisco Contact Center Express and Contact Center Enterprise as an out-of-the-box feature*

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# *Desktop integration*

# Contact Center Express & Enterprise: Finesse

- New gadget hosted from cloud
- Shows all Requests and PODs by Customer
- Org can customize fields layout in CCM

Cisco*live!*

The screenshot displays the Cisco Finesse interface for Agent 1001004. The top bar shows the agent's status as 'Ready' at 15:21. The main content area is divided into a left sidebar and a right main panel. The sidebar shows a list of customers, with 'Leaking Oil' selected. The main panel displays the details for the selected customer, including account information, contact details, and a list of requests. The 'Request' section shows a title 'Leaking Oil' and a description 'Oil leaking under the engine'. The 'Activity' section shows a note 'Part replaced under warranty' and tags 'warranty' and 'leaking-oil'.

Agent 1001004 AGENT (1001004) - Extension 1001004  
CISCO Ready 15:21

Home

Ready for Incoming Calls

Context Service

All Customers Brian Cole x

Search

Leaking Oil

Current (03:00 pm, 03/10/2015)

02:59 pm, 03/10/2015

02:53 pm, 03/10/2015

Service Due  
02:43 pm, 03/10/2015

Find Customer

**Customer**

Account No: 777-9909 Address: 34 Mass Ave  
First Name: Brian City: Boston  
Last Name: Cole State: MA  
Phone: 978-989-0090 Country: USA  
Email: brian@org.com Zip Code: 02111

**Request**

Title: Leaking Oil Description: Oil leaking under the engine

**Activity**

Notes: Part replaced under warranty

Tags: warranty x leaking-oil x

Sample Screen  
Actual version may differ

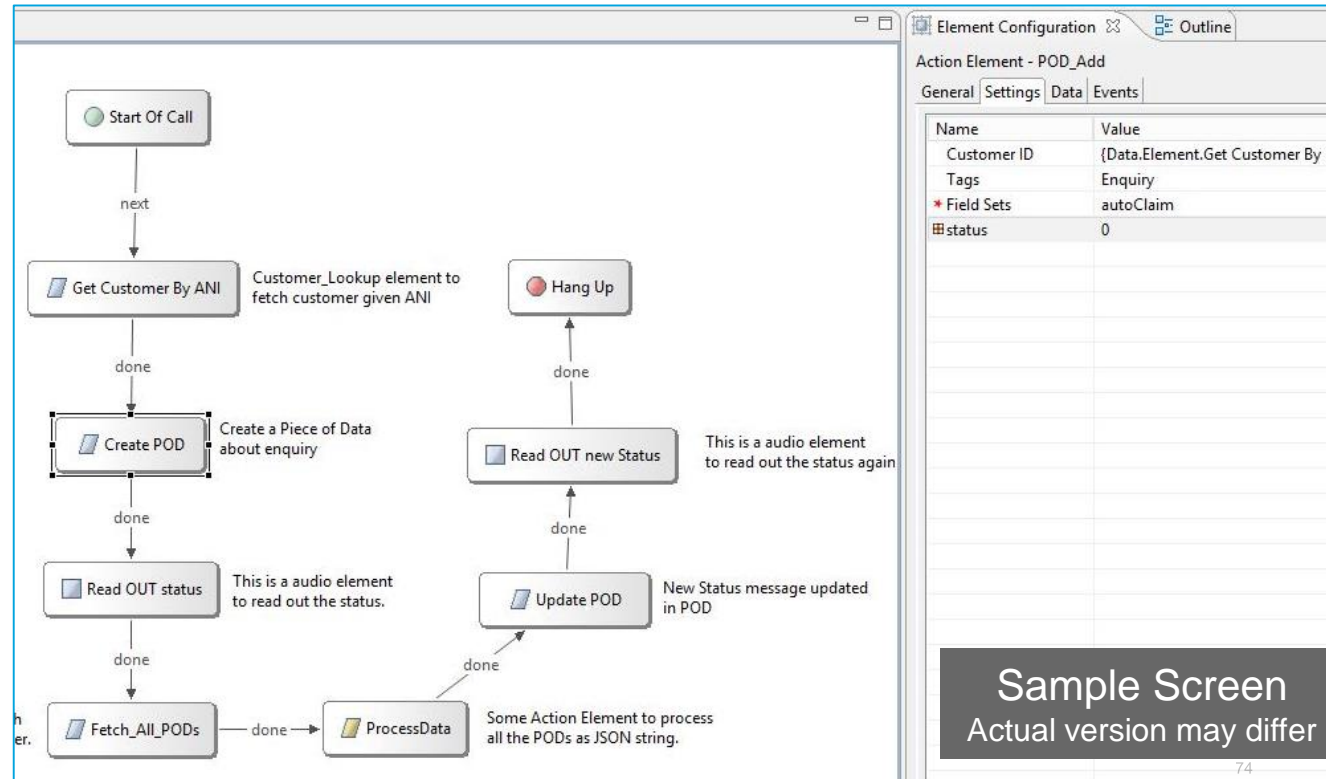
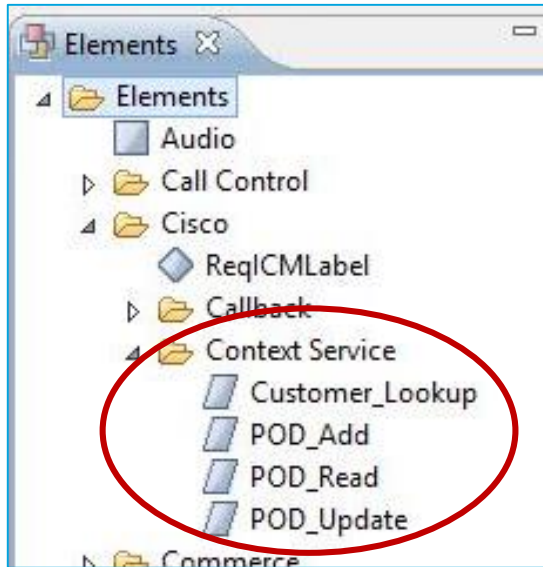


# *IVR integration*

# Contact Center Enterprise: CVP Call Studio

## Contact Center Express: Script Editor

Four new nodes/steps introduced in CVP Call Studio and in CCX Script Editor



# *Multichannel integration*

# Contact Center Enterprise: EIM / WIM or eGain S+

## Contact Center Express: SocialMiner

Creates POD for all emails & chats



Tries to identify customer and links the POD to it



Links POD to Request for email chain



Loads current POD & prior history in agent desktop

**Cisco**live!

The screenshot displays the Cisco Agent Desktop interface. At the top, it shows the agent's name 'Agent Avinash Nigam (47483652) - Extension 1012' and status 'Not Ready'. Below this is a 'Queue Statistics' table:

Queue Name	# Calls	Max Time	Ready	Not Ready	Active			Wrap Up	
					In	Out	Other	Ready (Pending)	Not Ready (Pending)
CIM_Chats_SG	0	00:00:00	0	0	0	0	0	0	0
CIM_Email_SG	0	00:00:00	0	0	0	0	0	0	0
CIM_Outbound_SG	0	00:00:00	0	0	0	0	0	0	0
CIM_Social_SG1	0	00:00:00	0	0	0	0	0	0	0
Cisco_Voice_SG	0	00:00:00	0	1	0	0	0	0	0

Below the queue statistics is the 'Context Service' section, which displays customer information for 'Brian Cole' (Account No: 777-9909, Address: 34 Mass Ave, City: Boston, State: MA, Phone: 978-989-0090, Country: USA, Zip Code: 02111). It also shows a 'Request' for 'Leaking Oil' and an 'Activity' note: 'Part replaced under warranty'. The 'eGain 11 for Cisco Unified CCE' interface is visible on the right, showing a 'Chat Inbox' with a list of chat requests. The chat history for 'Ed 2: test 2' is displayed, showing a conversation with 'KH1' where the agent asks 'how can I help you?'. A 'Send' button is at the bottom of the chat window.

Sample Screen  
Actual version may differ

# *Enabling Context Service from Contact Center Enterprise or Contact Center Express*

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# Partner creates an account for Organization in CCM

The screenshot displays the Cisco Collaboration Management (CCM) interface. A modal window titled "Add New Customer" is open, allowing a user to create a new customer account. The background shows a list of existing customers with columns for Company Name and License.

**Customer Information**

- Company Name:
- Email:

**Terms of License**

	# of Licenses	Duration
<input type="checkbox"/> Webex	<input type="text" value=""/>	<input type="text" value="30 Days"/>
<input type="checkbox"/> Spark	<input type="text" value=""/>	<input type="text" value="30 Days"/>
<input type="checkbox"/> Context Service	<input type="text" value="N/A"/>	<input type="text" value="Perpetual"/>

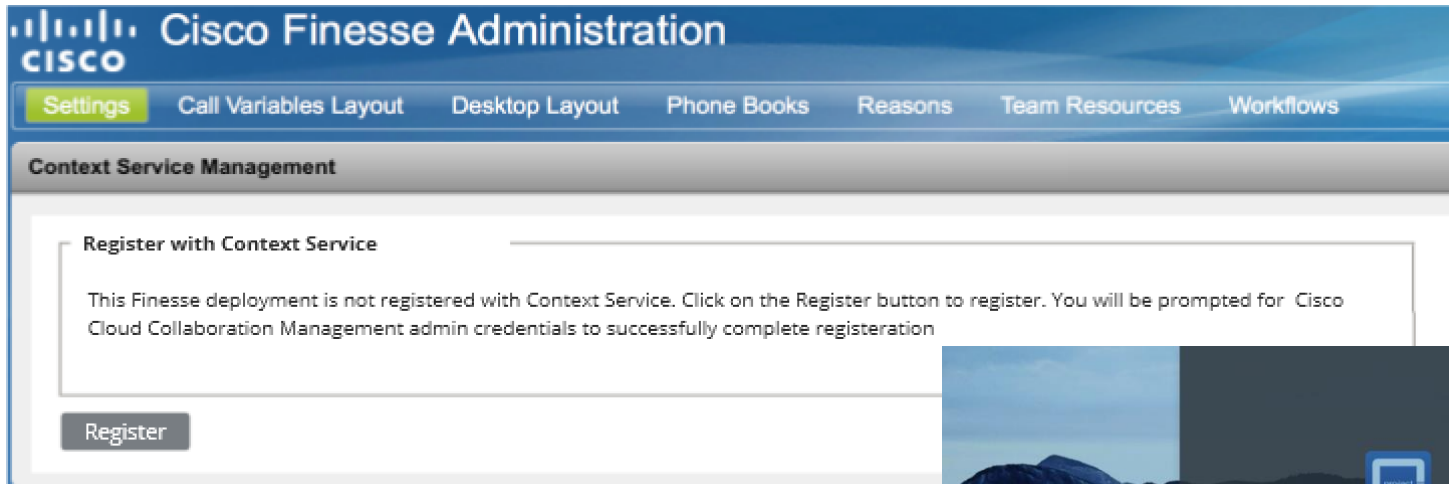
Buttons: Cancel, Add

**Background Table: Customers**

Company Name	License
3M Company	10
Acme Company	25
Home Depot Inc.	66
Boeing Company	1447
IBM Corporation	523
General Electric Company	332
Caterpillar Inc.	143
Boeing Company	701

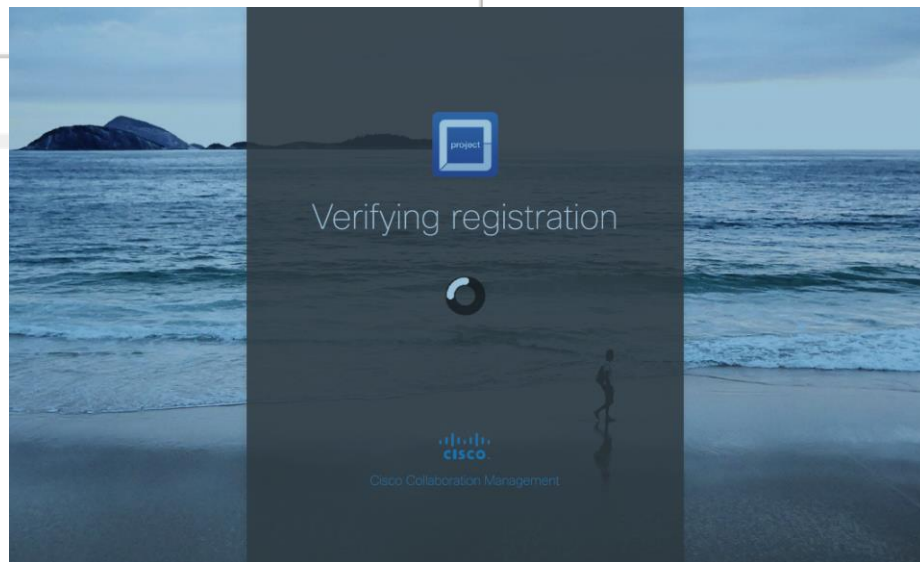
Sample Screen  
Actual version may differ

# Admin Registers On-Premise Application to Cloud



- CVP OAMP
- Finesse Admin
- EIMWIM Admin
- CCX Admin (for IVR, Desktop and Multichannel)

**Cisco**live!



*Enabling Context Service Complete!*



# Registration and Connectivity Status in CCM

The screenshot displays the Cisco Collaboration Management (CCM) web interface. The top navigation bar includes the Cisco logo, the text "Cisco Collaboration Management", a search icon, a settings gear icon, and a user profile for "Luke Skywalker Admin". The left sidebar contains navigation links: "Overview" (home icon), "Services" (wrench icon), "Monitor" (bar chart icon), and "Support" (heart rate icon). The main content area is titled "Connector Management 5" and contains a table with the following data:

Name	Status	Alerts
CVP_OAMP1	Active	None
CVP_OAMP2	Active	None
CVP_OAMP3	Offline	Taken Down for maintainance
EIMWIM	Active	None
Finesse	Active	None

To the right of the table, the "CVP OAMP1" section is visible, showing a list of hosts under the "Context Service Connector" tab:

- Host 1
- Host 2
- Host 3
- Host 4
- Host 5

Each host entry has a green status indicator and a right-pointing arrow.

Cisco *live!*

Sample Screen  
Actual version may differ

# Under The Hood: Connectors Registered & Activated

## Management Connector

- Installed on administration components, such as CVP OAMP or Finesse admin
- Responsible for obtaining machine account and password for the deployment
- Automatically renews password before expiration

## Context Connector

- Installed on data components like CVP VXML server or Agent Desktop
- Responsible for data exchange
- Reports periodic status update of the connection

# *Tailoring Context Service*

# Define Fields and their Data Privacy level

Cisco Collaboration Management

Fields 5

Add Field

Field Name	Field Type	Field Sets	Privacy	Encryption	Actions
Account No	Single Line Text Box		PII	Yes	...
Request Name	Search and select		Non-PII	No	...
Request Description	Multiline Text		Non-PII	No	...
Activity Notes	Multiline Text'		Non-PII	Yes	...
Phone Number	Phone Number		PII	Yes	...


Sample Screen  
Actual version may differ

# Group Fields in Fieldsets and Map to Objects

The screenshot displays the Cisco Collaboration Management interface. The top navigation bar includes the Cisco logo, the title 'Cisco Collaboration Management', a search icon, a settings icon, and a user profile for 'Luke Skywalker Admin'. The left sidebar contains navigation links: 'Overview' (home icon), 'Services' (wrench icon), and 'Monitor' (bar chart icon). The main content area is titled 'Fieldsets 5' and features an 'Add Fieldset' button. Below this is a table with the following data:

Fieldset Name	Category	Fieldset Description	Actions
Sales India	Activity	Group of fields representing sales related information	...
Analytics	Activity	Usage analytics related information	...
Marketing	Customer	Sales and Marketing related set of fields	...
Billing	Request	Billing and Account related fields	...
Sales USA	Activity	Regional Sales Fields - USA	...

# *Custom integrations*

- 
- Scenario
  - Overview
  - Concepts
  - Data Model
  - Data Privacy
  - Deployment
  - Availability
  - Out-of-the-box
  - Management
  - APIs

# Simple Integration Interface

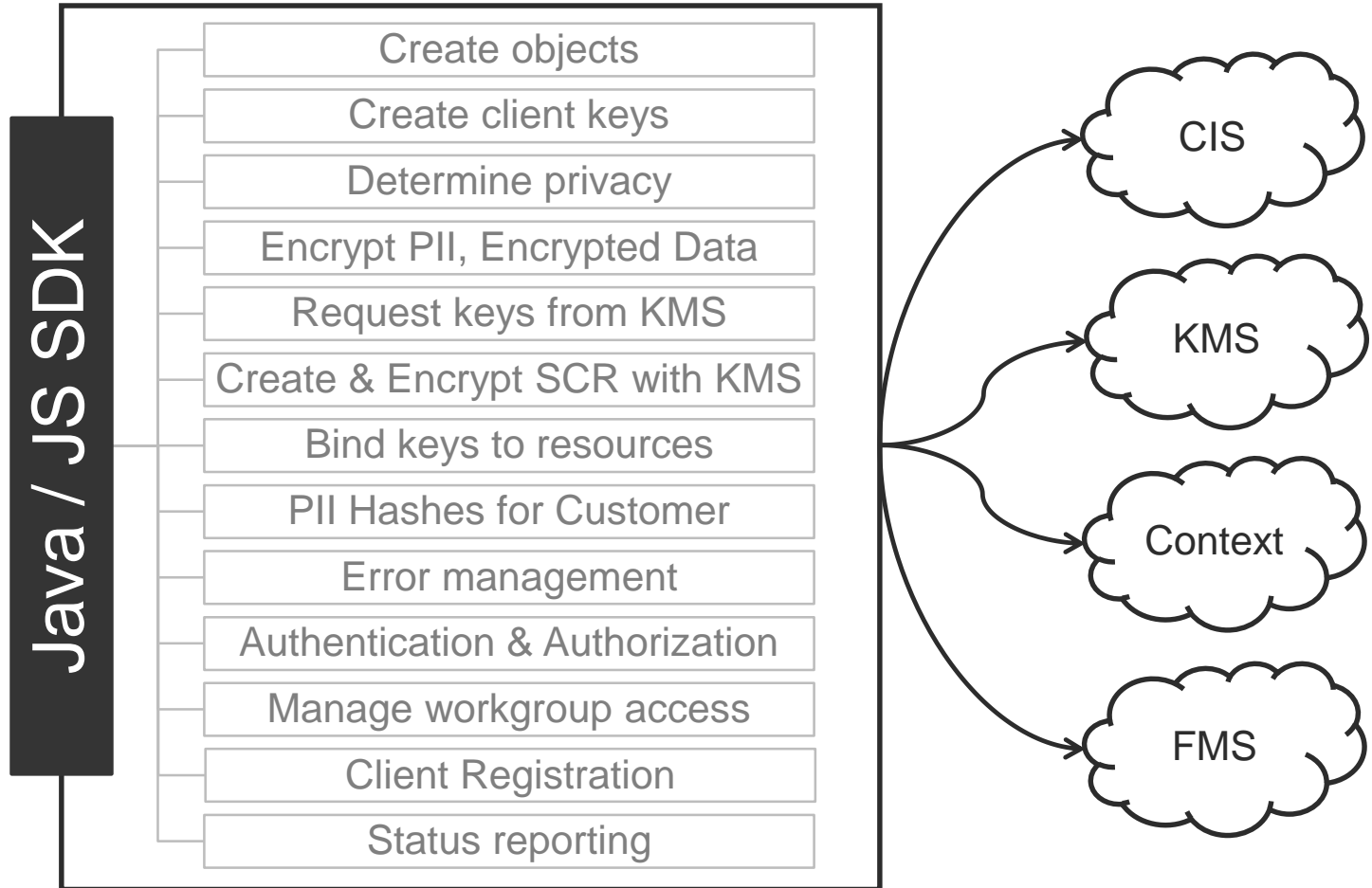
## Java and JS SDK

- Provides easy to use interface to read, write, update or look up data
  - encryptAndCreate (object)
  - encryptAndUpdate (object)
  - getAndDecrypt (ID)
  - searchAndDecrypt (unencryptedFields)
  - lookupCustomer (hashedData)
  - Etc.
- Performs several tasks under the hood

## Gadget Control Interface

- Control Context Service gadget via another gadget in the Finesse container
  - showPodById (ID)
  - showPodBySearchQuery (searchQuery)
- More to come in future
  - Part of Gadget code
  - Delivered from the cloud

# Not So Secret Sauce behind the SDK



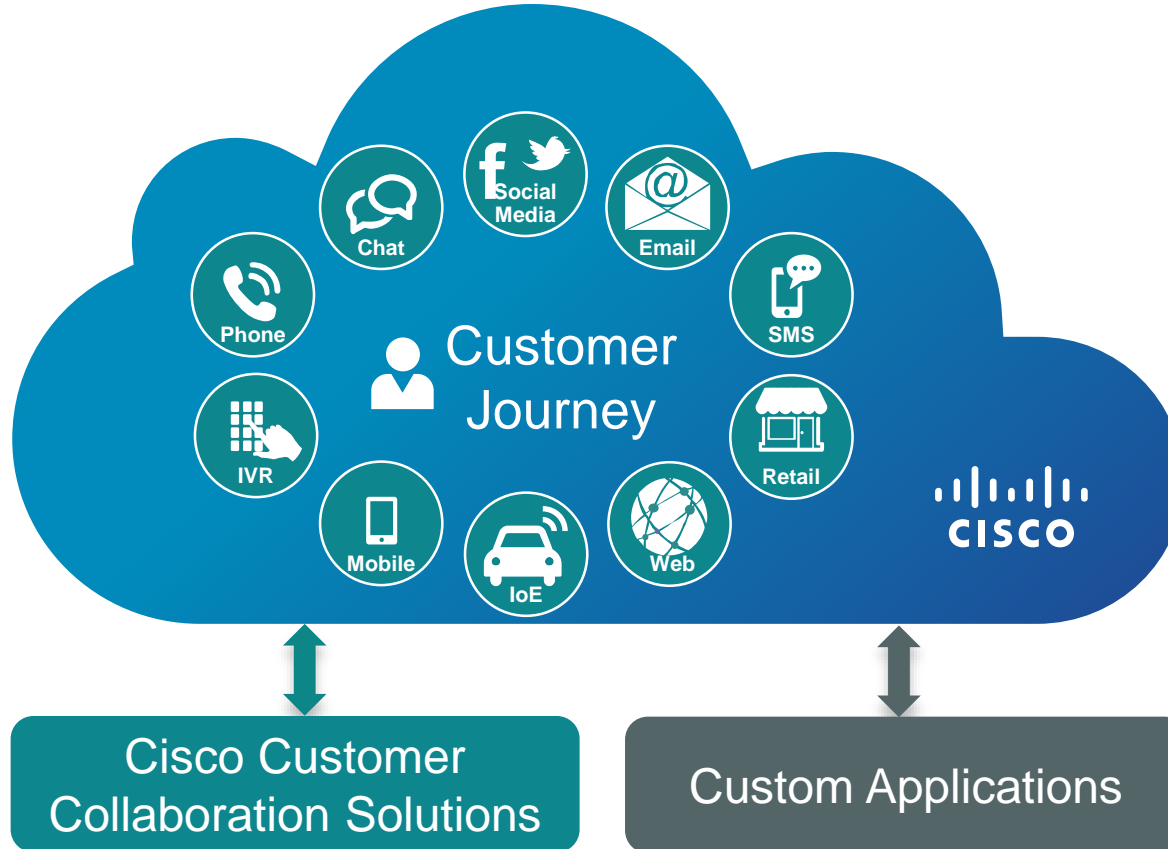


# *Summary*

# Context Service

Multichannel + Context = Omnichannel

Deliver  
Omnichannel  
Seamlessly



- ✓ Out-of-the-box Cisco solution feature
- ✓ Enables a complete view of the customer journey
- ✓ Easy to use and adapt to any business model
- ✓ Open interfaces enable custom applications
- ✓ Better informed agents provide superior experience

# Participate in the “My Favorite Speaker” Contest

Promote Your Favorite Speaker and You Could Be a Winner

- Promote your favorite speaker through Twitter and you could win \$200 of Cisco Press products (@CiscoPress)
- Send a tweet and include
  - Your favorite speaker's Twitter handle @vikramc1
  - Two hashtags: #CLUS #MyFavoriteSpeaker
- You can submit an entry for more than one of your “favorite” speakers
- Don't forget to follow @CiscoLive and @CiscoPress
- View the official rules at <http://bit.ly/CLUSwin>

# Complete Your Online Session Evaluation

- Give us your feedback to be entered into a Daily Survey Drawing. A daily winner will receive a \$750 Amazon gift card.
- Complete your session surveys though the Cisco Live mobile app or your computer on Cisco Live Connect.



Don't forget: Cisco Live sessions will be available for viewing on-demand after the event at [CiscoLive.com/Online](https://cislive.com/online)

# Continue Your Education

- Demos in the Cisco campus
- Walk-in Self-Paced Labs
- Table Topics
- Meet the Engineer 1:1 meetings
- Related sessions

# References

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*Thank you*



*TOMORROW starts here.*