



*LET'S
BUILD
TOMORROW
TODAY*

Omnichannel Contact Center Solutions Overview

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BRKCCT-1006

Omnichannel Customer Collaboration Strategy

The Cisco View on Omnichannel

Omnichannel

A customer relationship strategy where the customer is the ultimate center of all interaction channels; decides how, when, and where to communicate with businesses and expects a simple, transparent experience



CiscoLive!

May 18 - 22, 2014
San Francisco, CA

CiscoLive!

Omnichannel is a Strategy

“Ensuring a continuous and consistent high-quality experience regardless of **how**, **when**, and **where** a customer chooses to engage with an organization and no matter the purpose”



Agenda

- What is an Omnichannel Customer Collaboration Strategy?
- Omnichannel with Cisco Unified Contact Center
- Omnichannel Customer Collaboration – Channel specifics
 - Web Chat, Email, Social Media, Voice, Video, Self Service
- Pulling it all together: omnichannel with Context Service
- Use case examples

More Customer Collaboration Omnichannel Sessions

Session Details	Title	Speaker
PSOCCT-1008 Mon Jun 8 9:30am	Omnichannel Customer Care - Preparing for the Mobile Customer	Kevin McPartlan
BRKCCT-2080 Thu 10:00-12:00am	Deliver Omnichannel Customer Experience with Remote Expert Mobile	Ruchi Gupta
BRKCCT-1005 Thu 10:00-11:30am	Context Service: the new Cloud-based omnichannel solution to Contact Center Enterprise and Express	Vikram Chhabra

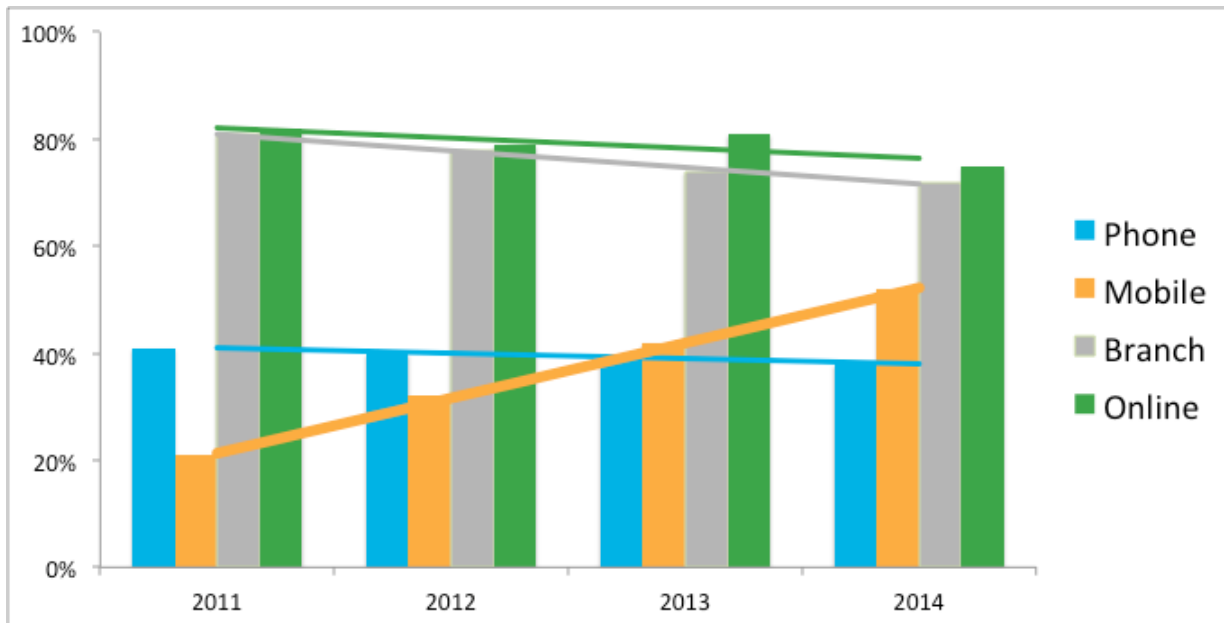
Omnichannel is a Strategy

“Ensuring a continuous and consistent high-quality experience regardless of **how**, **when**, and **where** a customer chooses to engage with an organization and no matter the purpose”



Double-Digit Growth in Mobile Banking

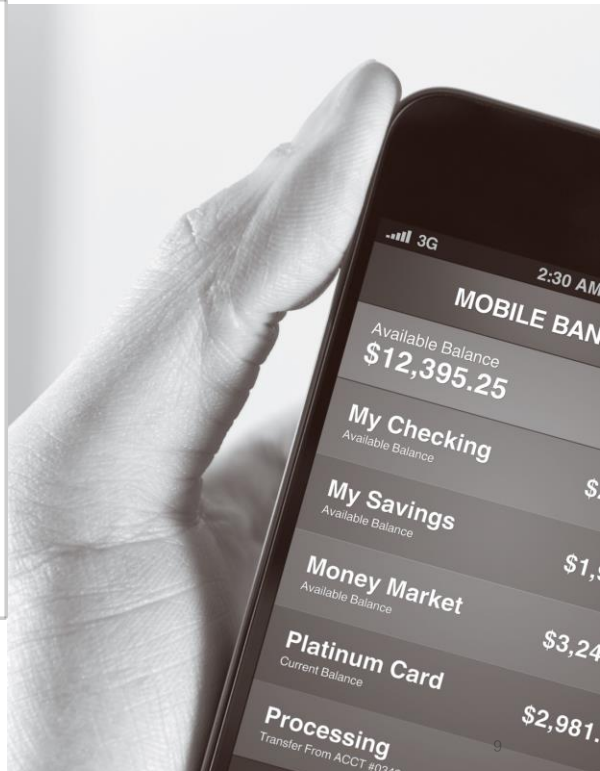
US grew from 21% in 2011 to 43% in 2014



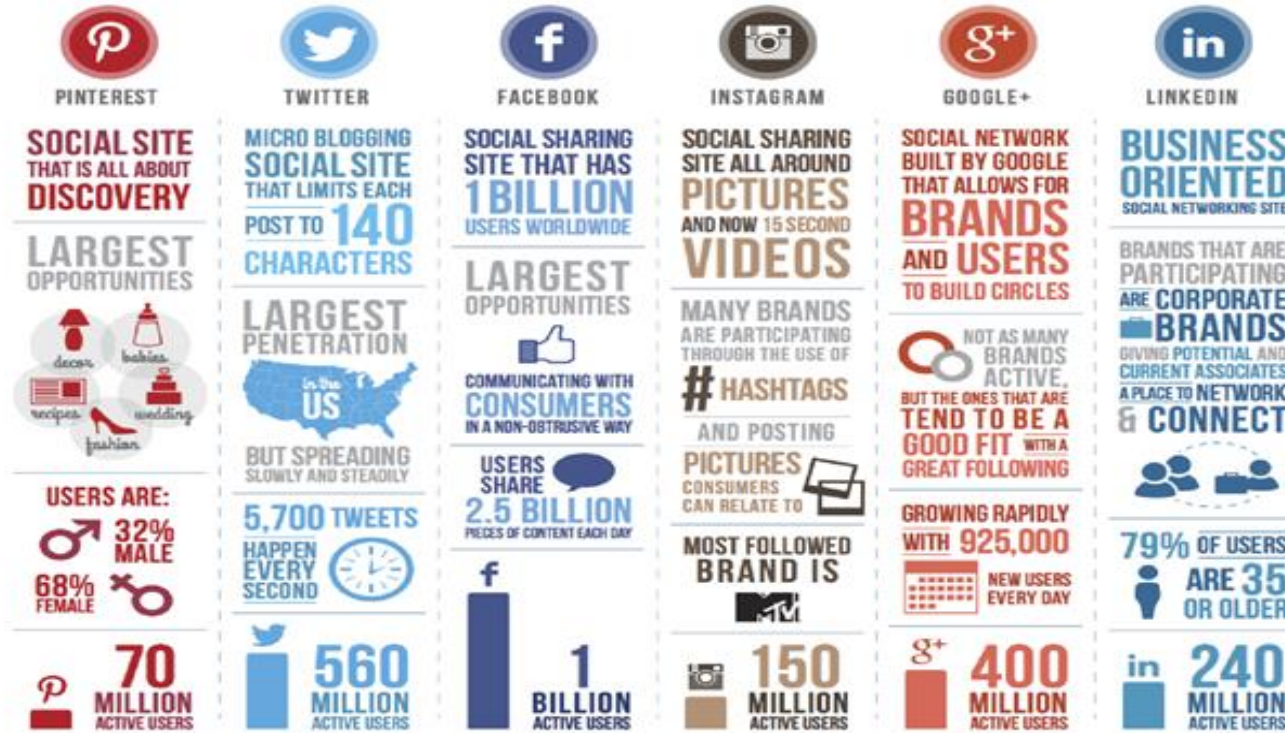
Source: Bain/Research Now US NPS surveys, 2012-2014

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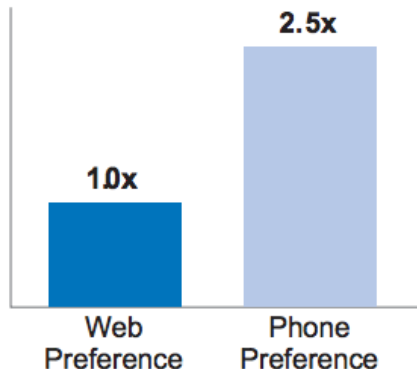
Social Media Is Growing



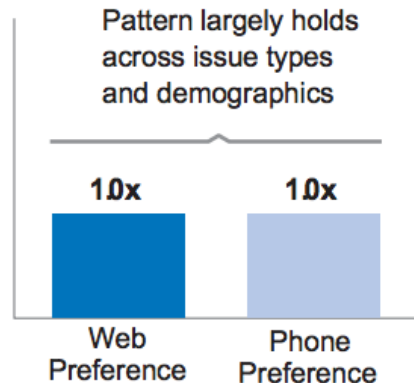
Designed by: Cameron - www.cameronadvertising.com

Customers Don't Want to Talk to an Agent

Company Perception



Actual Customer Preference



- 3-5 years ago, 66% of customers primarily relied on the phone channel
- Today, only 28% of customers report that they primarily rely on the phone channel

Source: CEB analysis.

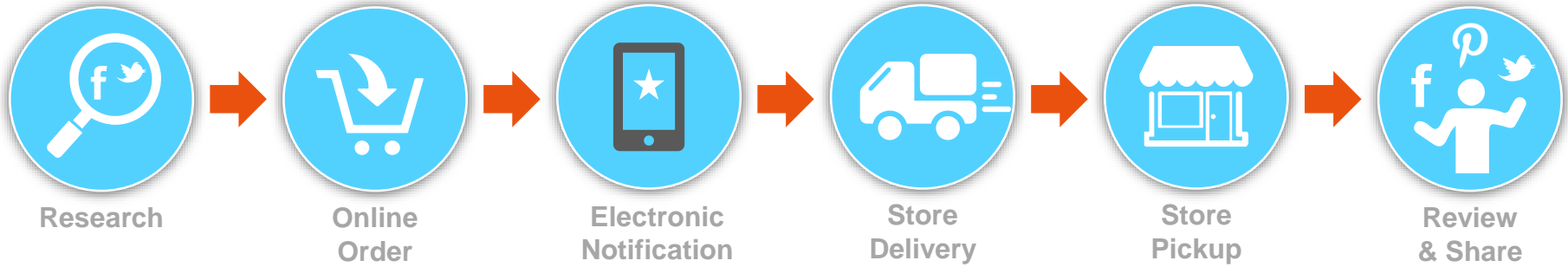


@CEB_Effortless

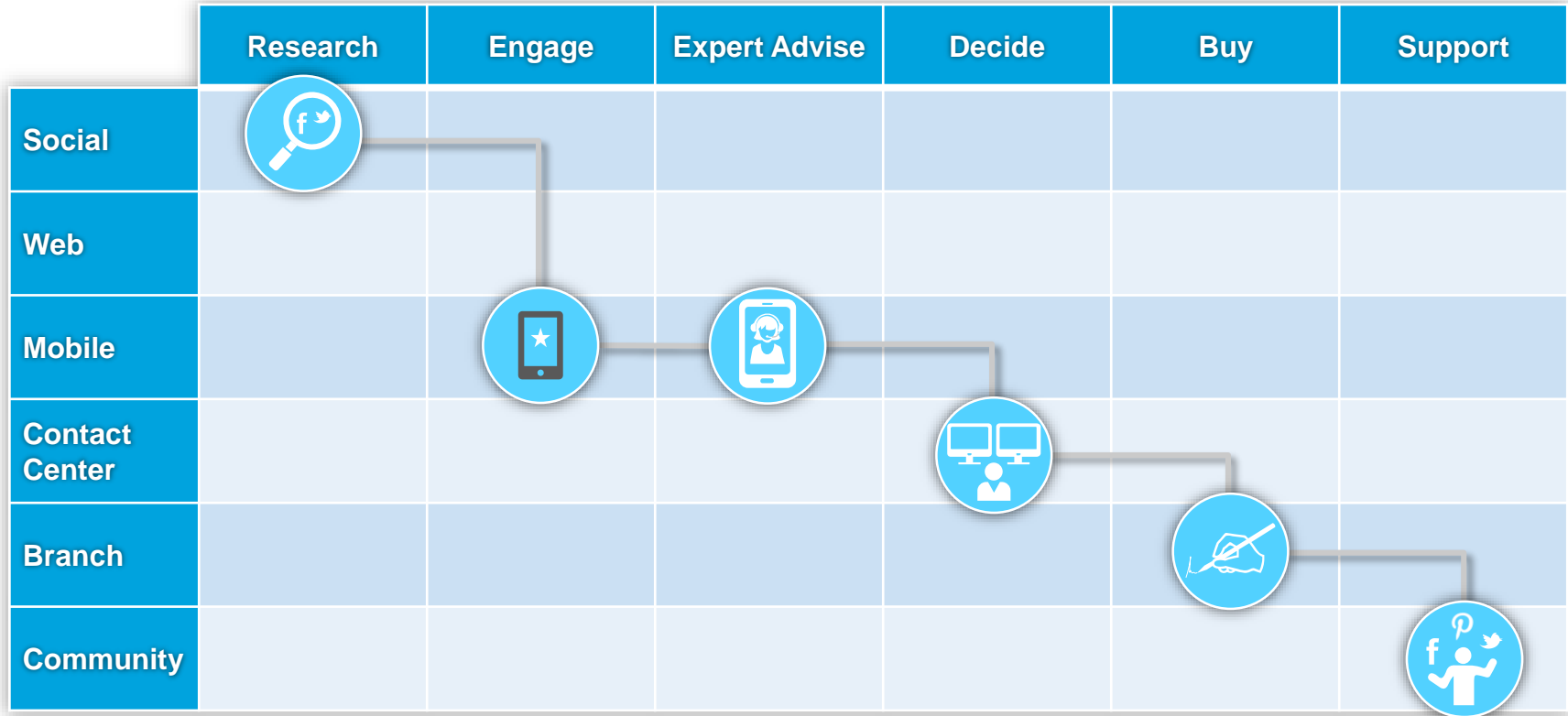
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Focus on Customer Experience Journeys



Customer Journey Mapping: Financial Services Example



Financial Services



OUTCOMES

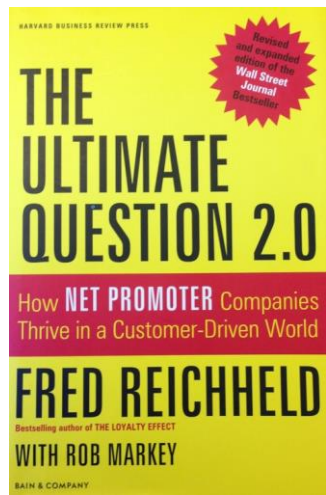
Improved KPI's such as Net Promoter score

Increase Product Attach

Innovative brand recognition

So What Counts These Days?

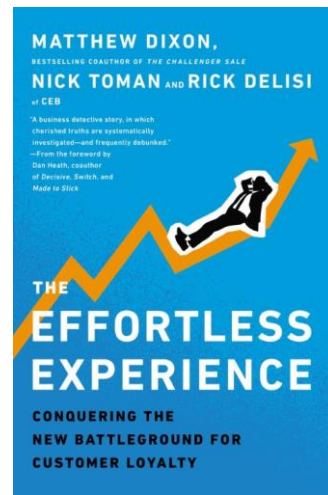
Three New Business Outcomes



**Word-of Mouth
NPS**

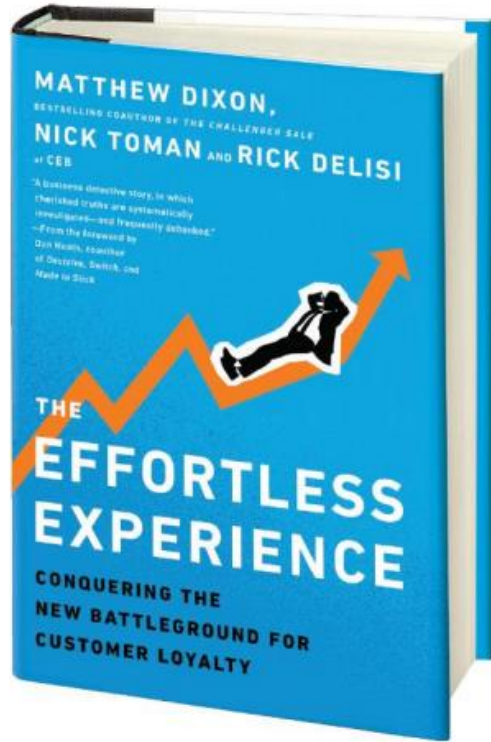


**First Contact
Resolution**



**Customer
Effort Score**

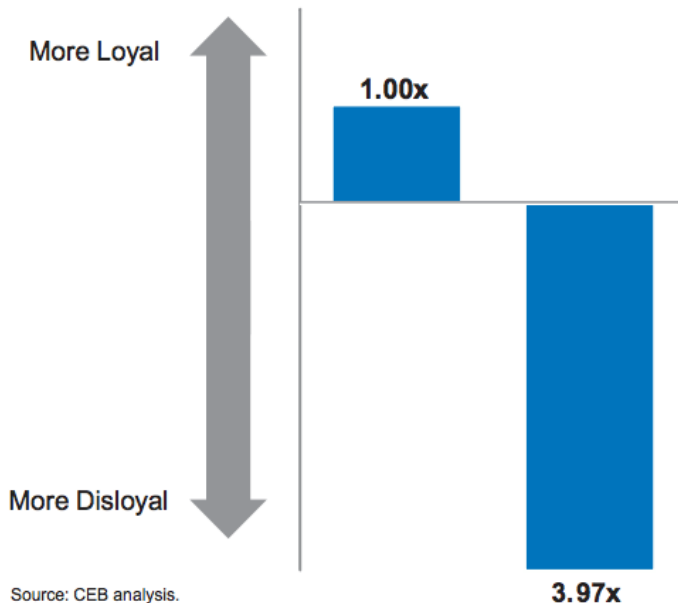
Creating an Effortless Experience



- Loyalty not Enough
- Wow Experiences Overvalued
- Move to Creating Low Effort Customer Experiences
- Most Service Experiences ***Increase*** Disloyalty

Service Drives Disloyalty

Customer Service Impact on Loyalty



Drivers of Disloyalty

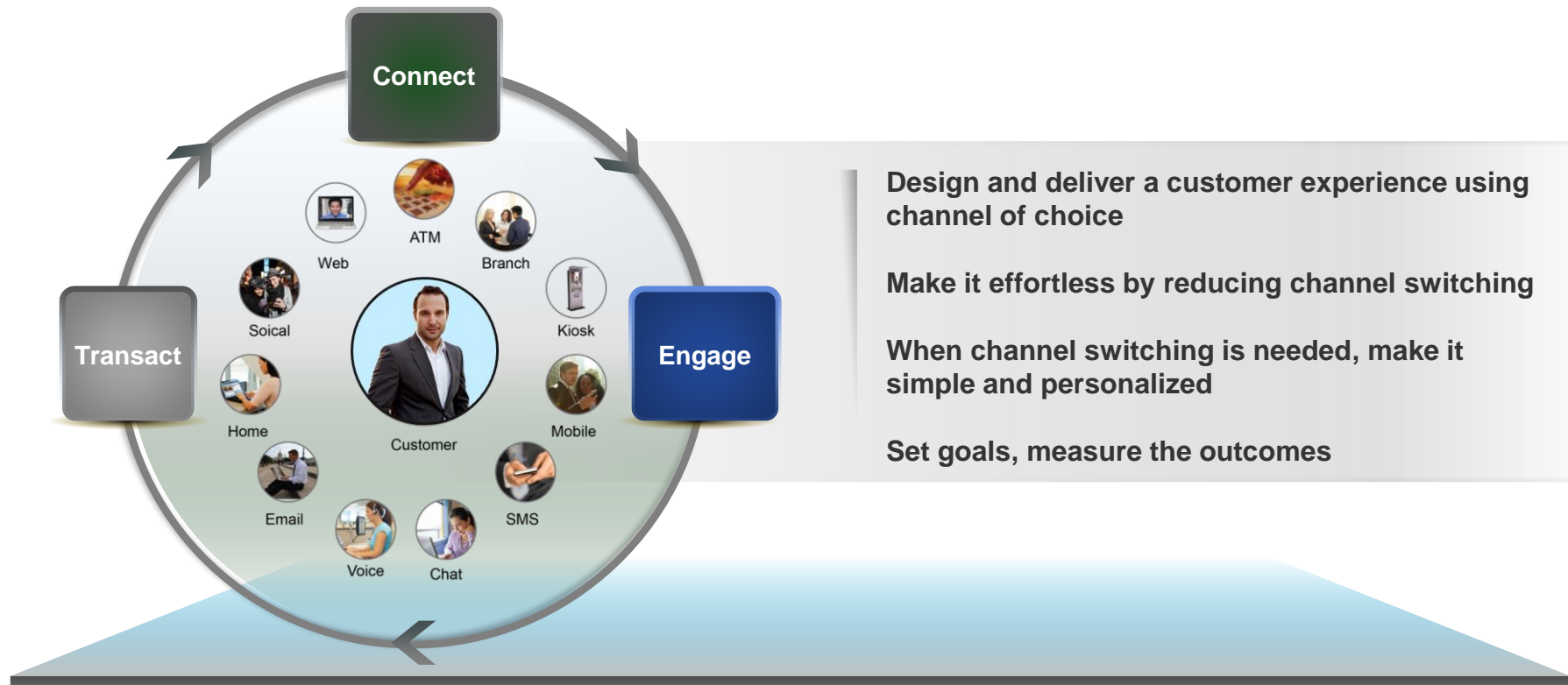
- Repeat contacts
- Channel switching
- Transfers
- Repeating information
- Robotic service
- Policies and processes customers have to endure
- "Hassle factor"



@CEB_Effortless

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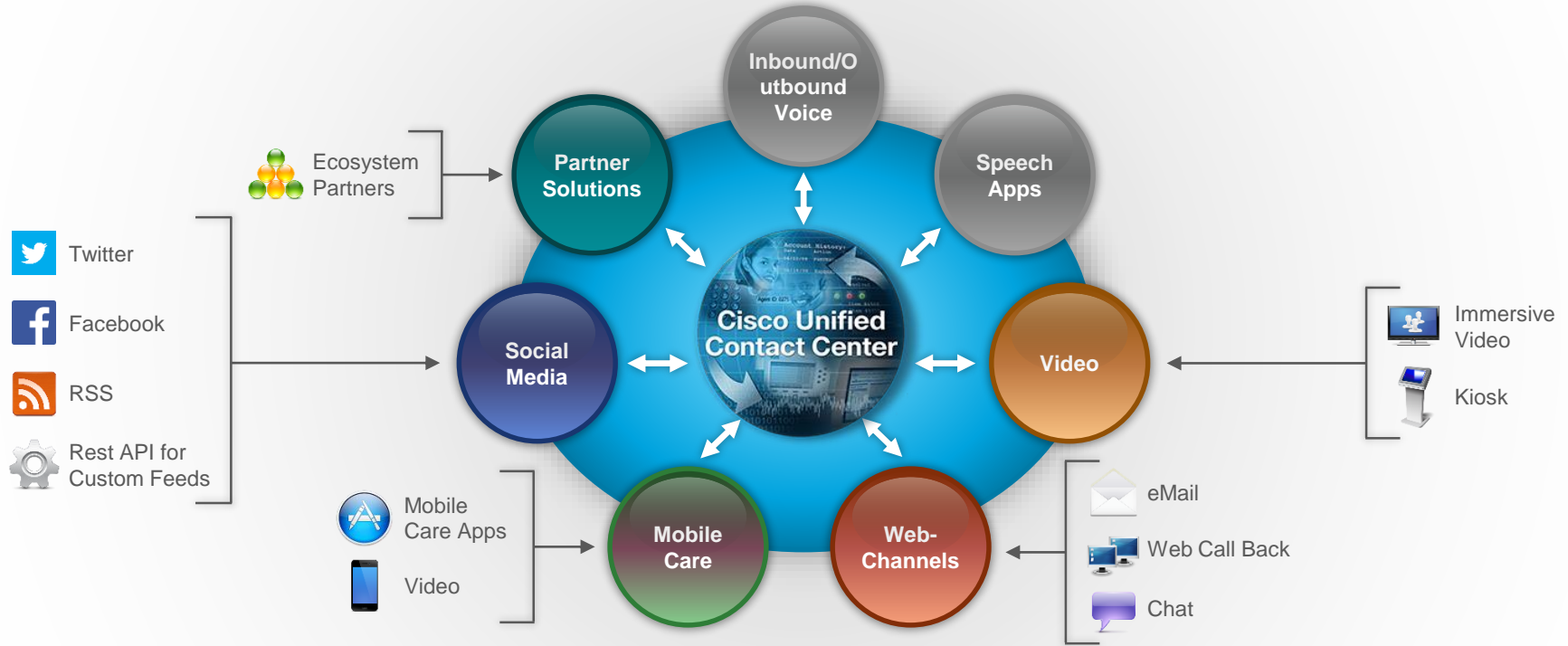
The Omnichannel Customer Interaction Challenge



Omnichannel with Cisco Unified Contact Center

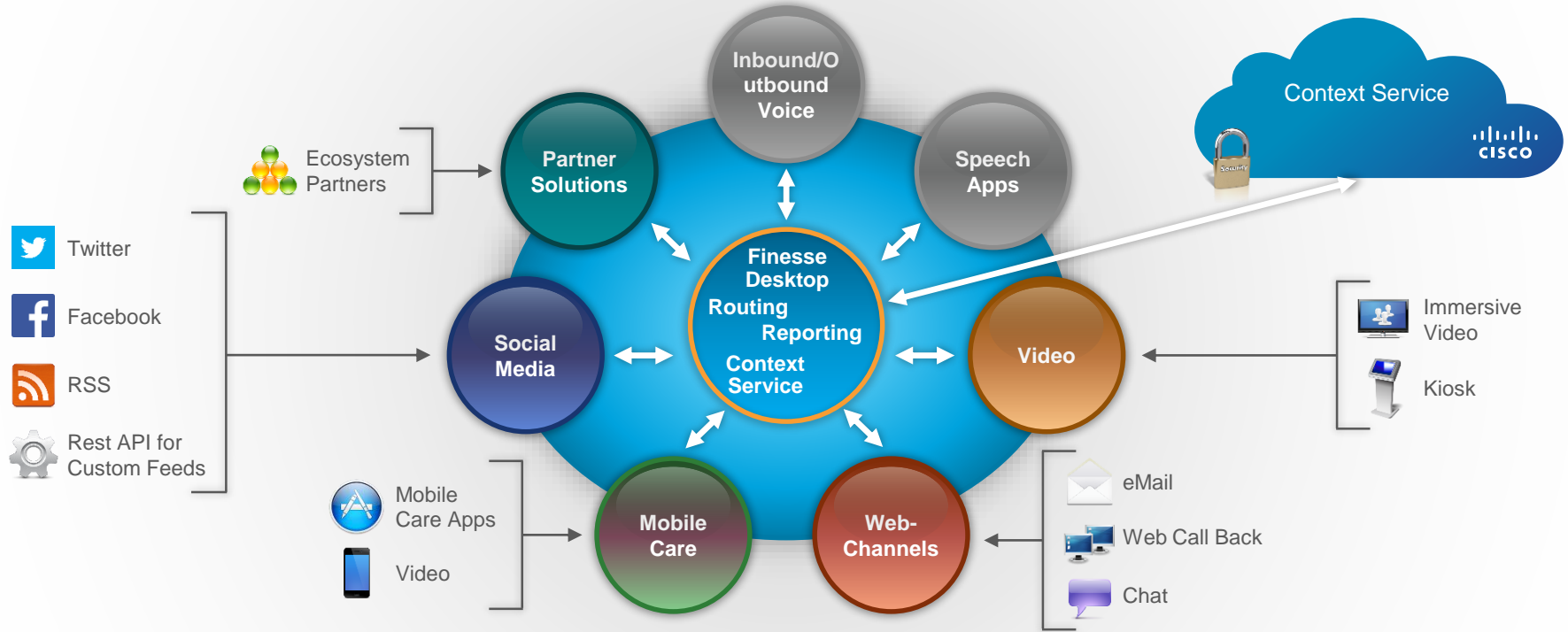
Cisco Unified Contact Center

Omnichannel Architecture



Cisco Unified Contact Center

Omnichannel Architecture



Contact Center Enterprise Routing Engine



- Multi-domain
 - Configurable domain types
- Multichannel capabilities
 - Multi-session
 - Interruptability
- Routing strategies
 - Skills-based
 - Precision Routing



Contact Center Enterprise Precision Routing



Corporate customer
Pharmacy benefits
High Deductible Plan
Claims question



Individual customer
Frequent caller
30-days late
Claims question



Spanish speaker
Florida resident
Wants to open account

Better First Contact Resolution

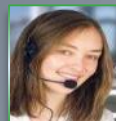
Increased Customer Satisfaction

Higher Agent Productivity

More Control and Visibility of
Business Outcomes



Senior Agent
Boston branch
Claims expert
HSA expert



Agent of the month
Boston branch
Spanish
New accounts



New hire
Florida branch
Benefits



Offshore agent
Claims expert
Collections

Contact Center

Intelligence Center Multichannel reporting

- Report activity on any routed channel
- Bring data from multiple sources at the fingertips of the agent/supervisor/business analyst

The screenshot displays the Cisco Unified Intelligence Center (UIC) interface, which provides comprehensive reporting for the Nikola Team. The interface is divided into several sections:

- Nikola Team State:** A table showing agent status and login duration.
- Nikola Chat Agent Statistics:** A table showing chat agent performance metrics.
- Nikola Team Summary:** A table providing a high-level overview of team performance.
- Unified Intelligence Center Dashboard:** A detailed view of the team's performance across various channels, including Email, Chat, and Voice.

Nikola Team State Table:

Agent Name	Agent ID	Login Duration (...)	Current State	Duration
agent2	agent2	12:01:54	Ready	00:01:08
Cole Smith	supcole	00:15:45	Not Ready	00:15:45

Nikola Chat Agent Statistics Table:

Agent Name	Current St...	Duration	Active	Presented	Handled	Abandoned
agent2	Partial Busy	00:00:00	1	2	1	0

Nikola Team Summary Table:

Ag	Ag	Lo	Cal	Cal	Av	Talk Time	Hold Time	Ready Time	Not
Age	Ma	T...	Av	Ma	T...	Av	Ma	T...	Av
Cole	sup	00	0	0	00	00	00	00	00

Unified Intelligence Center Dashboard Table:

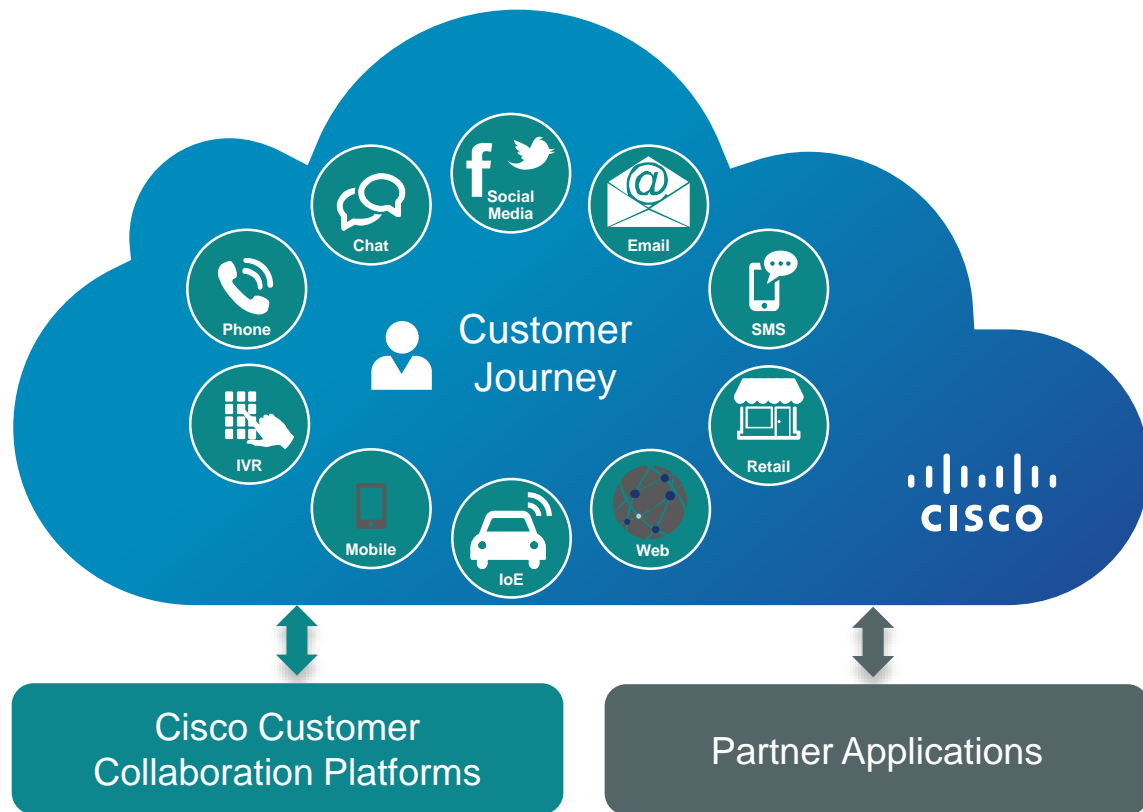
Queue	Interval	New / Case	Existing Case	Transfer In	Transfer Out	Auto Reply	Manual Reply	Response	Completed	Assigned	Unassigned	Open	Reopened Within SL	Not Reopened	Response	Handle
CIM_EMAIL_MQD	151111	0	0	0	0	0	0	0	0	0	0	0	0	0	00:00:00	00:00:00
	251111	0	0	0	0	0	0	0	0	0	0	0	0	0	00:00:00	00:00:00
	251111	0	0	0	0	0	0	0	0	0	0	0	0	0	00:00:00	00:00:00
	251111	0	0	0	0	0	0	0	0	0	0	0	0	0	00:00:00	00:00:00
	251111	0	0	0	0	0	0	0	0	0	0	0	0	0	00:00:00	00:00:00
	251111	0	0	0	0	0	0	0	0	0	0	0	0	0	00:00:00	00:00:00
CIM_EMAIL_MQD	151111	0	0	0	0	0	0	0	0	0	0	0	0	0	00:00:00	00:00:00
	251111	0	0	0	0	0	0	0	0	0	0	0	0	0	00:00:00	00:00:00
	251111	0	0	0	0	0	0	0	0	0	0	0	0	0	00:00:00	00:00:00
	251111	0	0	0	0	0	0	0	0	0	0	0	0	0	00:00:00	00:00:00
	251111	0	0	0	0	0	0	0	0	0	0	0	0	0	00:00:00	00:00:00
	251111	0	0	0	0	0	0	0	0	0	0	0	0	0	00:00:00	00:00:00
Training	151111	0	0	0	0	0	0	0	0	0	0	0	0	0	00:00:00	00:00:00
	251111	0	0	0	0	0	0	0	0	0	0	0	0	0	00:00:00	00:00:00
	251111	0	0	0	0	0	0	0	0	0	0	0	0	0	00:00:00	00:00:00
	251111	0	0	0	0	0	0	0	0	0	0	0	0	0	00:00:00	00:00:00
	251111	0	0	0	0	0	0	0	0	0	0	0	0	0	00:00:00	00:00:00
	251111	0	0	0	0	0	0	0	0	0	0	0	0	0	00:00:00	00:00:00

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Context Service

Cloud-based storage of customer interaction data

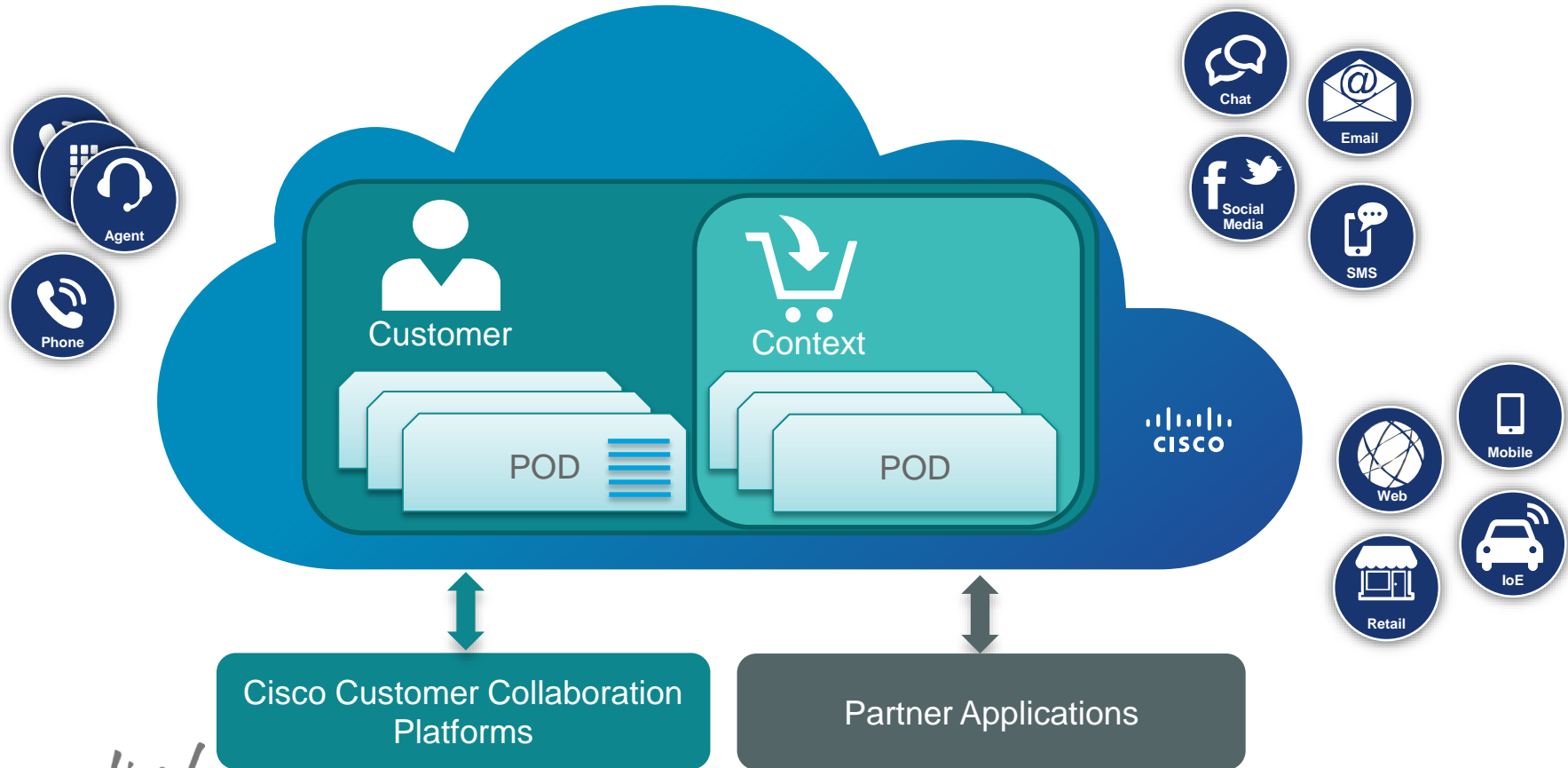
Deliver
Omnichannel
Seamlessly



- ✓ Enables a complete view of the customer journey
- ✓ Better-informed agents provide a superior experience
- ✓ Out-of-the-box Cisco platform integration
- ✓ Open web interfaces enable partner applications
- ✓ Part of CCE 11.0

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Context Service Data Handling



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Cisco Finesse

Revolutionizing the Contact Center Agent Experience

- Browser-based agent and supervisor desktop – zero footprint
- User-centered design to empower agents
- Web gadget container - Flexible and Expandable
- Developer-friendly Web API
- Cisco Developer Marketplace to showcase gadgets built by Cisco Development Partners

The screenshot displays the Cisco Finesse Supervisor Desktop interface within a Firefox browser window. The interface is for Supervisor Ted Phipps (1201001) and shows details for John Smith (1001002). It includes a 'Wrap-Up Reason' button and a 'Call Type' dropdown set to 'Service Question'. Below this, the 'Cisco Unified Intelligence Center Team Data' table is visible, showing agent status and call metrics. The table has columns for Supervisor, Team Name, Agents On, Active In, Active Out, Media, Non-Active Hold, and Non-Active After Call work. The data is filtered for Team 4, showing agents AT11000 through AT11009. The bottom section, 'Team Performance', shows a list of agents (Chris Two, Gary One, Gary Three) and their states (Logged Out).

Supervisor	Team Name	Agents On	Active		Media	Non-Active	
			Active In	Active Out		Hold	After Call work
11001, Agent	AT11000	1	0	0	Cisco_Voice	0	0
	AT11002	1	0	0	Cisco_Voice	0	0
	AT11001	2	0	0	Cisco_Voice	1	0
	AT11003	1	0	0	Cisco_Voice	0	0
11177, Agent	AT11004	1	0	0	Cisco_Voice	0	0
	AT11005	1	0	0	Cisco_Voice	1	0
	AT11006	1	0	0	Cisco_Voice	0	0
11178, Agent	AT11007	1	0	0	Cisco_Voice	0	0
	AT11008	1	0	0	Cisco_Voice	0	0
null	AT11009	1	0	0	Cisco_Voice	1	0
		11	0	0		3	0

Generated on March 16, 2012 2:03:31 PM EDT by (10 records).
Filter AgentTeamID: AT11000, AT11001, AT11002, AT11003, AT11004, AT11005, AT11006, AT11007, AT11008, AT11009

Agent Name	State	Extension
Chris Two	Logged Out	
Gary One	Logged Out	
Gary Three	Logged Out	

Flexible Gadget Container

Ease of Customization via Modular Architecture

- Mini-web pages assembled into a larger webpage
- Administrators define agent and supervisor layouts
- A la carte approach to agent desktop
- Utilize OpenSocial for standards-based integration
- All applications that agents need (Cisco or 3rd party) contained within Finesse

Side-by-Side Gadgets

Each Finesse tab can have a different number of columns

The screenshot displays the Cisco Finesse agent desktop. At the top, it shows the supervisor's name 'Supervisor AGENT 1001050 (1001050) - Extension 1001005' and a 'Sign Out' button. Below this is a 'Manage Call' section with a 'Name' field containing 'Adam Outler(1101011)' and buttons for 'Keypad', 'Hold', 'Consult', 'Direct Transfer', and 'End'. A 'Campaign' section shows 'Buy some bunnies' and 'Last Purchase Date: 11/23/2013'. Below that, 'Account Number 222-121-4532' and 'Last Purchase Amount: \$23221' are displayed. Further down, 'Customer Since: 10/2010' and 'Likes: ABC, New, Tech' are shown. At the bottom, 'Is VIP: Yes' and 'Discount Offer: 35%' are listed. The main area contains three gadgets: 'Gadget 1' (a 'StarDesk Realty' contact list), 'Gadget 2' (a table of sales data), and 'Gadget 3' (a map). A red circle highlights the 'Maximize' button in the bottom left corner of the interface.

Queue Name	# Calls	Max Time	Ready	Not Ready
Escalations	0	00:00:00	0	1
PremiumSales	0	00:00:00	0	1
Sales	0	00:00:00	0	0
Service	0	00:00:00	0	0
SupervisorEscalations	0	00:00:00	0	0

Maximize Gadgets

Individual Gadgets can be maximized and then restored

Context Service Gadget in Finesse: Out-of-the-Box Visibility of the Customer Journey

- Out-of-the-box with Context Service and 11.0 release
- Retrieve PODs from previous interactions
 - From all channels
 - Automatically when customer ID-ed
 - Link PODs Manually by agent

The screenshot displays the Cisco Finesse interface for an agent named Brian Cole. The top bar shows the agent's status as 'Ready' and the time as 15:21. Below this, a 'Context Service' section is active, showing a list of customers. The selected customer is 'Brian Cole', and the current interaction is 'Leaking Oil' at 03:00 pm on 03/10/2015. The customer details include 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, and Zip Code: 02111. The request details show 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 Sign Out

Home

Ready for Incoming Calls

Context Service

All Customers Brian Cole X

Find Customer

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

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 leaking-oil

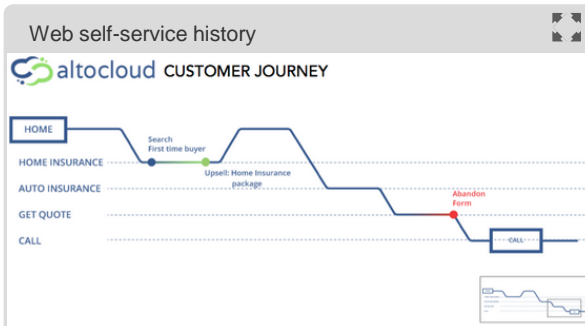
Finesse: Providing an Integrated Agent Experience

Location

Email history

5-03 of 62403

- AI Granger / Networking: Scheduled Networking Events - Having trouble viewing this email? Click here to receive this. 3:01 pm
- BranchOut: Robin wants to connect with you on BranchOut. - BranchOut Connection Request Robin Di. 3:00 pm
- Marketing Assoc.: New comment on "Post your Facebook Business page here! We all know how it can be d. 3:00 pm
- Twitter: Trader Critique (@tradercritiq) is now following you on Twitter! - Twitter Trader Critique @. 2:54 pm
- MerchantCircle Invite: LeadAfter invites you to connect on MerchantCircle - shadow shadow www.MerchantCirc. 2:42 pm
- Twitter: Black Hat Kingdom (@blackhatkingdom) is now following you on Twitter! - Twitter Black h. 2:41 pm
- BranchOut: Eric wants to connect with you on BranchOut. - BranchOut Connection Request Eric Lawe. 2:38 pm
- ActiveRain Notificat.: New Comment on How To Leave A Google Places Review - There's a new comment on the. 2:30 pm
- BranchOut: Thwax wants to connect with you on BranchOut. - BranchOut Connection Request Thwax Au. 2:19 pm
- Zillow Announcements: Join Us for These Upcoming Interactive Webcast Events! - Trouble viewing this email? Read. 2:13 pm
- me, Josh (3): It isn't necessary to be vindictive - He that's not my page From: David Bruce J [mailto:da. 1:40 pm
- BranchOut: Antonio wants to connect with you on BranchOut. - BranchOut Connection Request Antonio. 1:38 pm
- Facebook: Cynthia Leggett also commented on Judy Epstein McNight's link - Facebook W David, Cy. 1:34 pm
- BranchOut: Axel wants to connect with you on BranchOut. - BranchOut Connection Request Axel. 1:34 pm



Customer details

Case 00001002

Case Detail

Case Owner: BranchOut Integration Channel

Case Number: 00001002

Contact Name: Sheila Padilla

Account Name: Laidlaw Oil Gas Corp.

Type: Electrical

Case Reason: Installation

Installation: 10/10/2012 13 PM

Case Status: Closed

Created By: BranchOut Integration, 10/10/2012 13 PM

Last Modified By: BranchOut Integration, 10/10/2012 14 AM

Subject: Seeking guidance on electrical wiring installation for GC5960

Description: Need some help installing electrical wiring for GC5960

Custom Links: Unrelated Cases with Opportunities

Previous interaction history

All Customers | **Leaking Oil**

Search

Customer

Account No: 777-9909

First Name: Brian

Last Name: Cole

Phone: 978-980-0909

Email: brian@eng.com

Address: 34 Mann Ave

City: Boston

State: MA

Country: USA

Zip Code: 02111

Request

Title: Leaking Oil

Description: Oil leaking under the engine

Activity

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



IVR Self Service history

Chat history

General info

Chat start time: Nov 13, 2010 3:03:27 PM EST

Chat end time: Nov 13, 2010 3:16:34 PM EST

Duration (actual chatting time): 00:13:07

Operator: Victor Underwood

Chat Transcript

info: Thank you for contacting support. Please be prepared to answer your Security Question when we begin chatting. To enhance our security protocols, we'll need you to provide the answer to your Security Question at the beginning of our conversation. If you have not yet set your Security Question and Answer, please log into your account now to set it up. Thank you. Please hold for the next available operator to respond.

info: You are now chatting with "Victor Underwood"

Knowledge base suggestions

PURPLE nile

Type your question or search term here

Topics

- Corporate gift card program
- My purpleline information
- International orders
- New product information
- Payment methods
- Redeeming gift cards
- Returns and exchanges
- Shipping
- Technical help
- Account information
- Video

Announcements

- Do I have to keep my Classic Assets Red card with me?
- How do I check my Purpleline Credit Card account balance?

Quick Links

- My Bookmarks
- My email

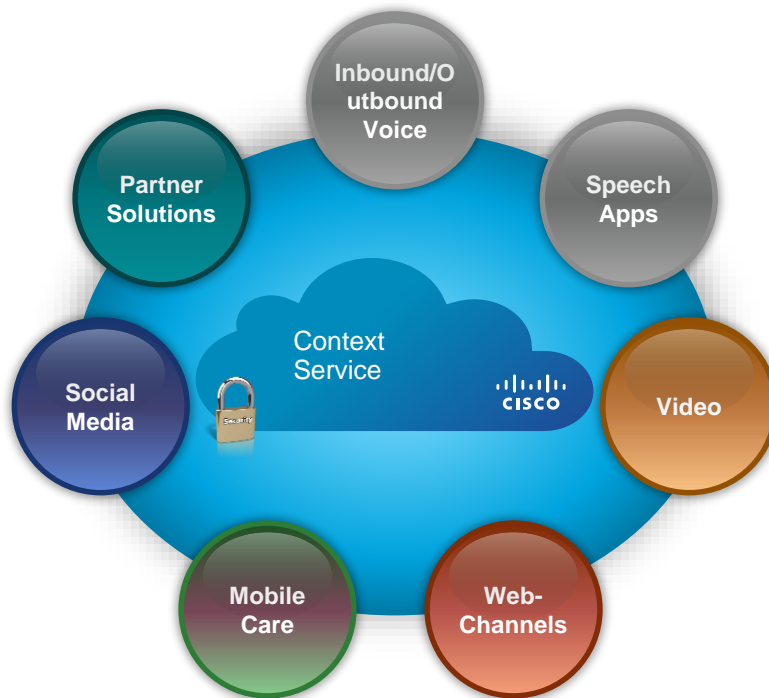
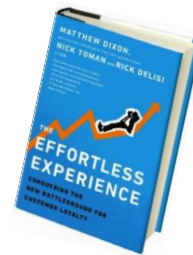
Popular Articles

- Do I have to keep my Classic Assets Red card with me?
- Where can I redeem my e-Gift Card or Gift Card?
- I deleted the e-mail notifying me of how to pick-up my e-Gift Card. What should I do?
- How do I redeem my e-Gift Card or Gift Card for a catalog order?
- Why am I having trouble logging into MyPurpleline?

Multichannel



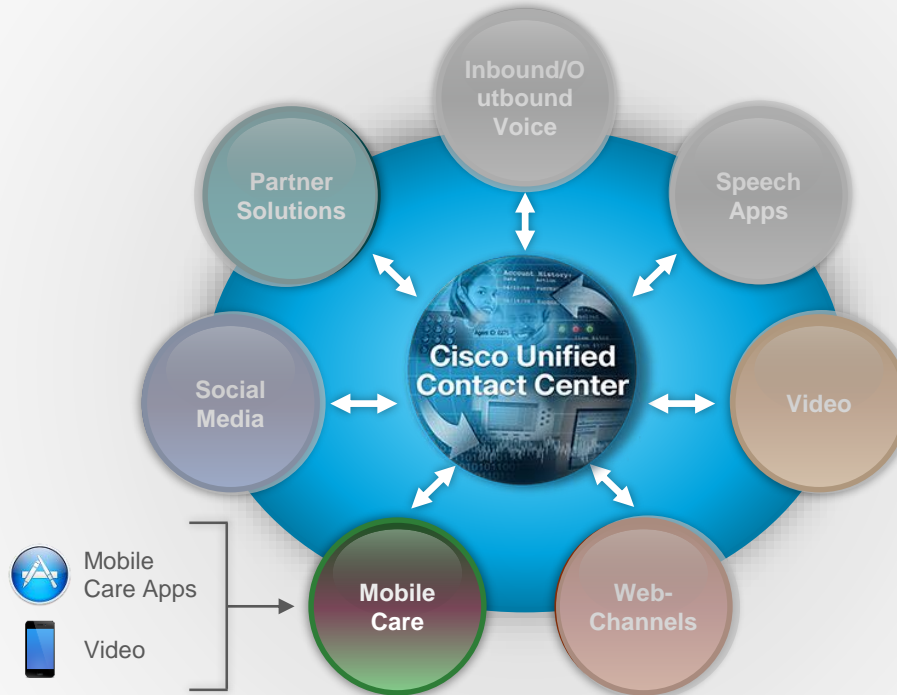
Omnichannel



multichannel + context =
omnichannel

Cisco Unified Contact Center

Mobile Care



Mobile Customer Care Experience

1. Customer uses app for self-service



2. Live agent support request with data



REST API on UCCE Platform

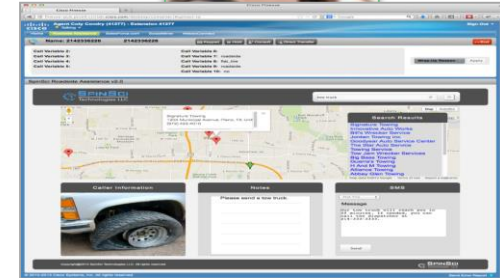
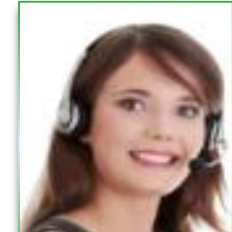


3. Contextual customer data analysis



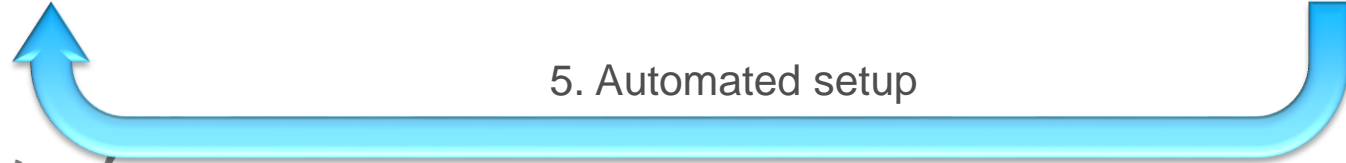
Precision Routing resource assessment

4. Agent pool identified



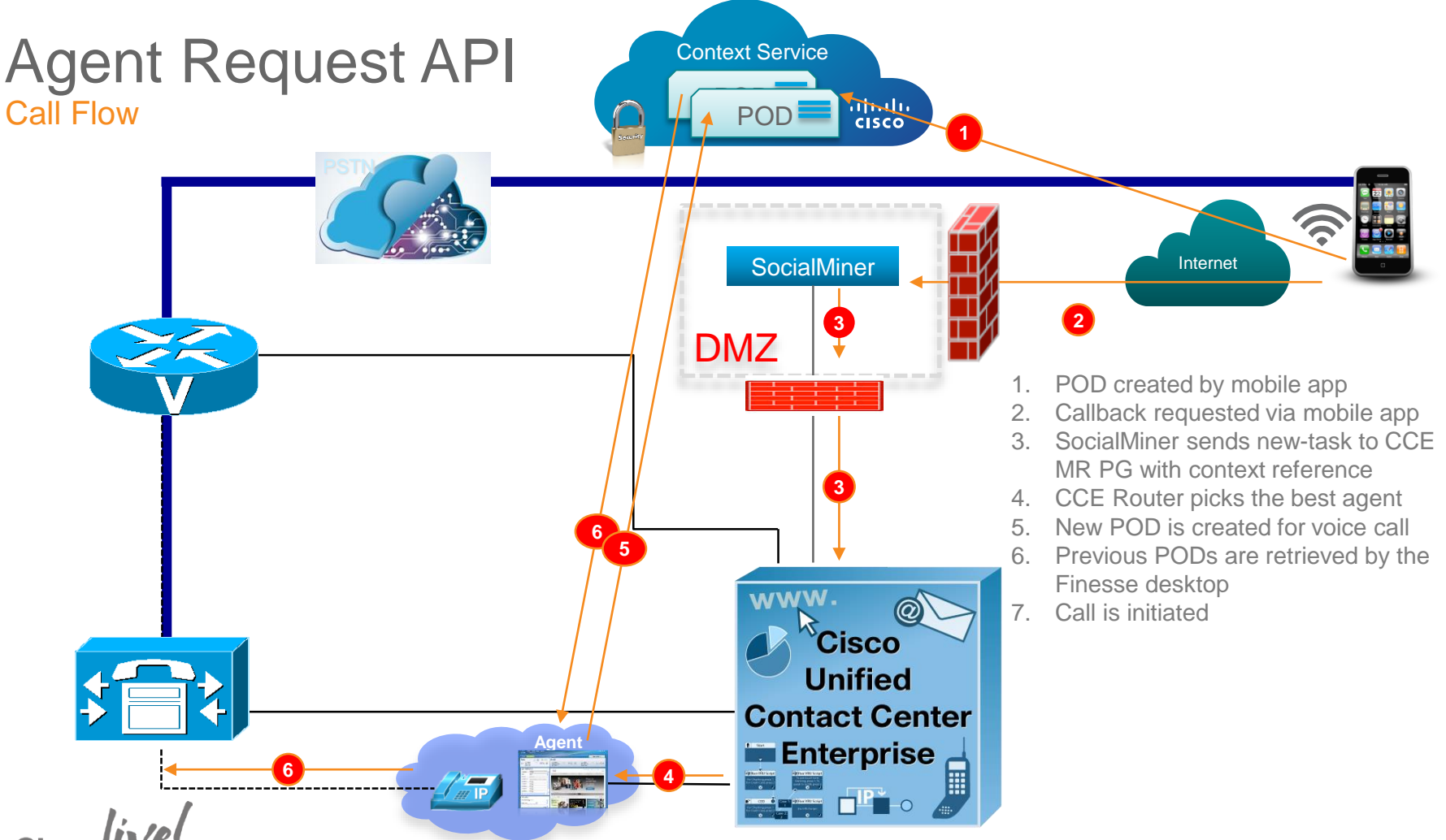
Finesse desktop agent controls with customer context

5. Automated setup



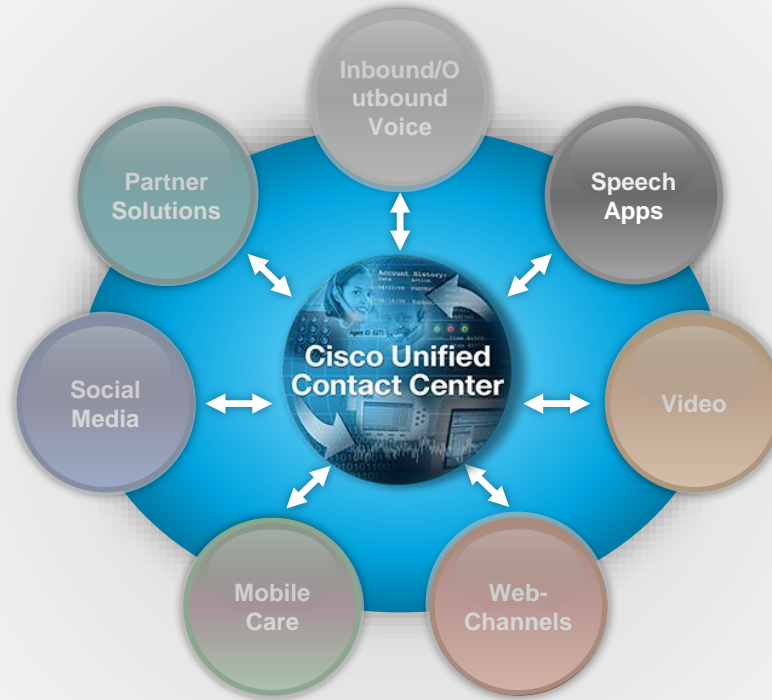
Agent Request API

Call Flow



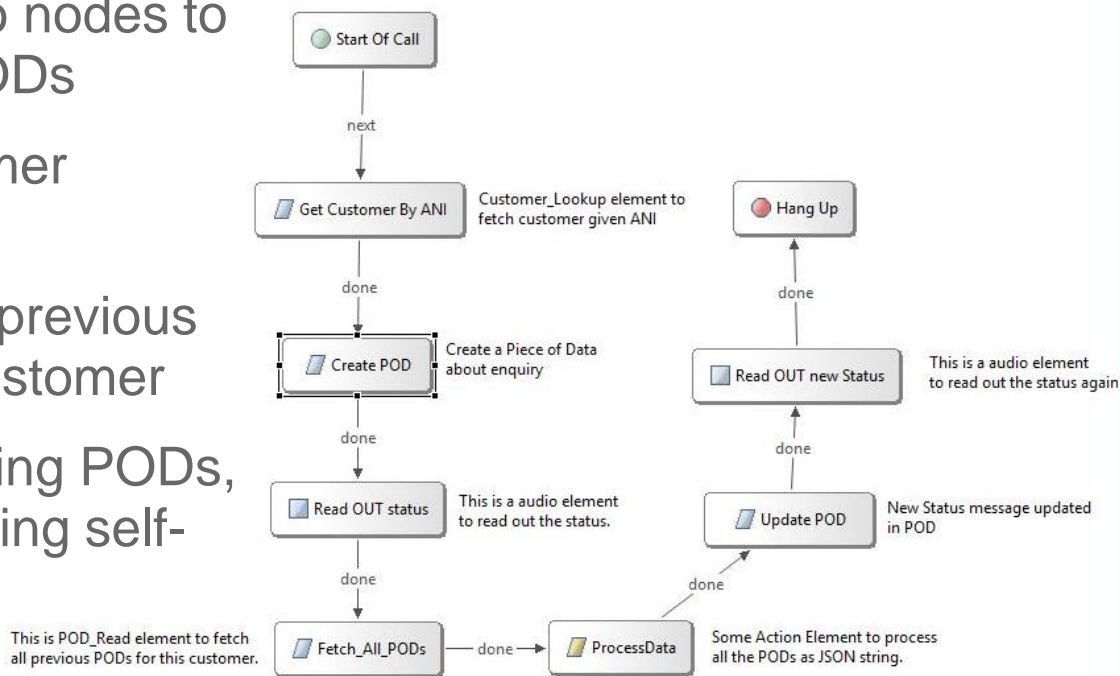
Cisco Unified Contact Center

Speech Applications



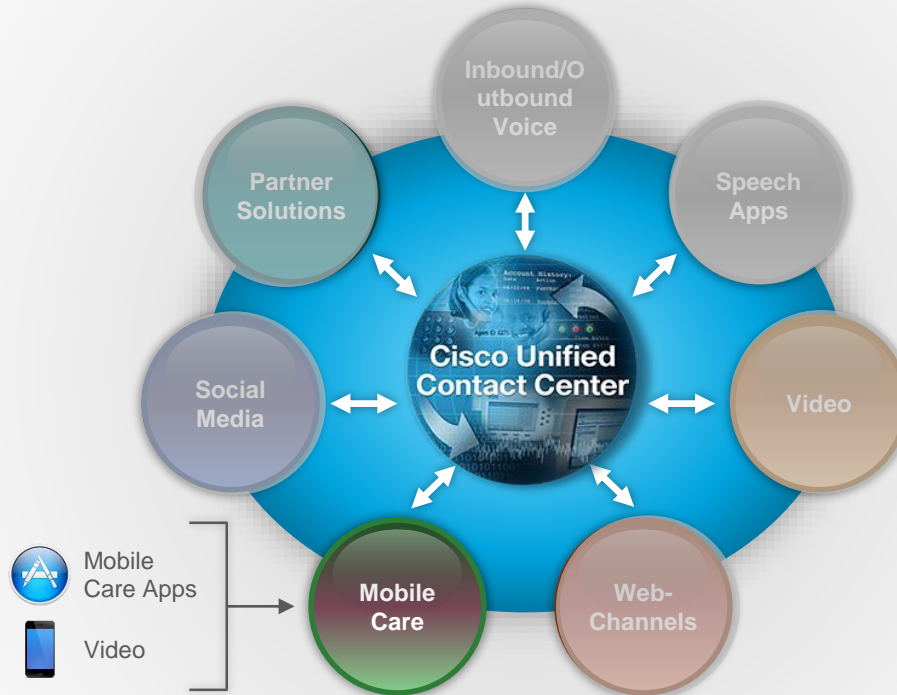
CCX Step Editor and CVP Studio 11.0 Context Service Integration

- New Step Editor and Studio nodes to create, update and read PODs
- Create POD for new customer request
- Retrieve existing PODs for previous interactions by the same customer
- Add additional data to existing PODs, for example based on ongoing self-service app



Cisco Unified Contact Center

Mobile Care

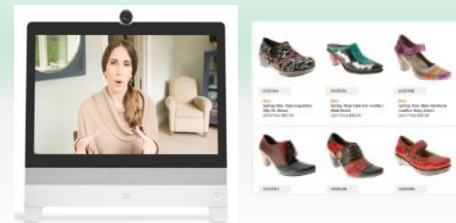


Mobile Video Customer Care with Jabber Guest

Consumer Experience



Real-Time Expert Help



Guest User Experience

- Desktop browser
- Mobile application
- SDK (mobile app, web-based)

Capabilities

- Video in Queue
- Video Prompting
- Share one or two way video
- Share desktop (one way from agent to customer)
- Share context using Context Service

Video Customer Care with Video-in-Queue



- Play video prompts or messages to callers while they are waiting in queue
- CVP controls prompting and queuing
 - DTMF prompting
- MediaSense as video media server
 - MP4 Video Format:
 - Video codec H.264
 - Audio codec AAC-LC

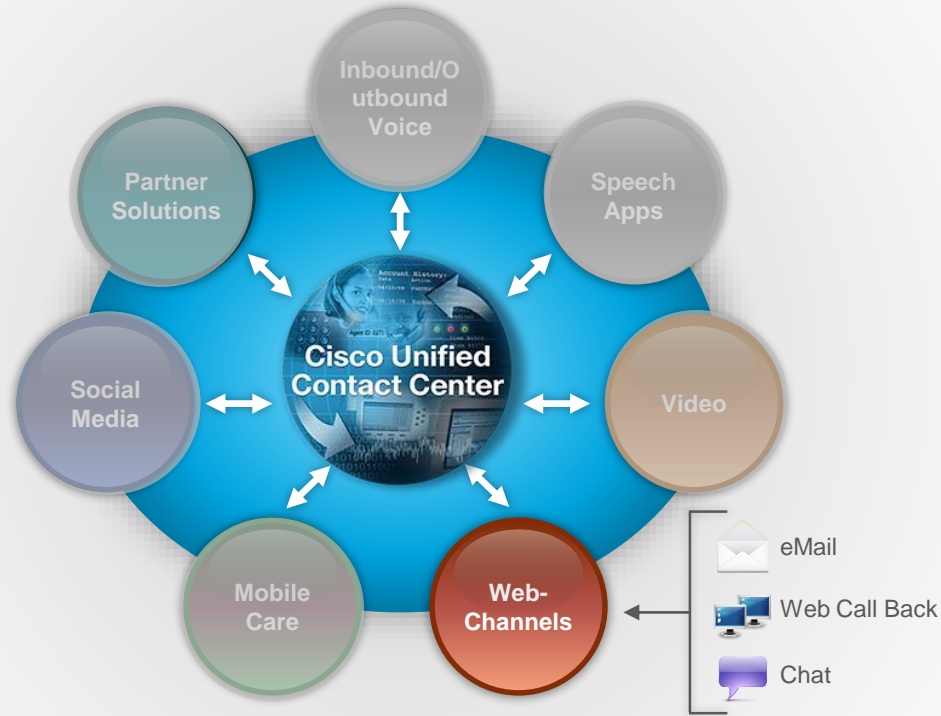


Video In Queue



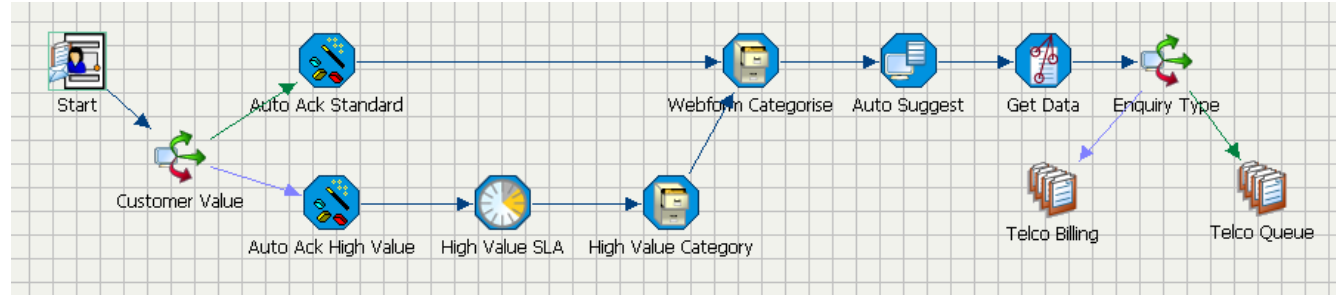
Cisco Unified Contact Center

Web Channels



Cisco Unified E-Mail Interaction Manager

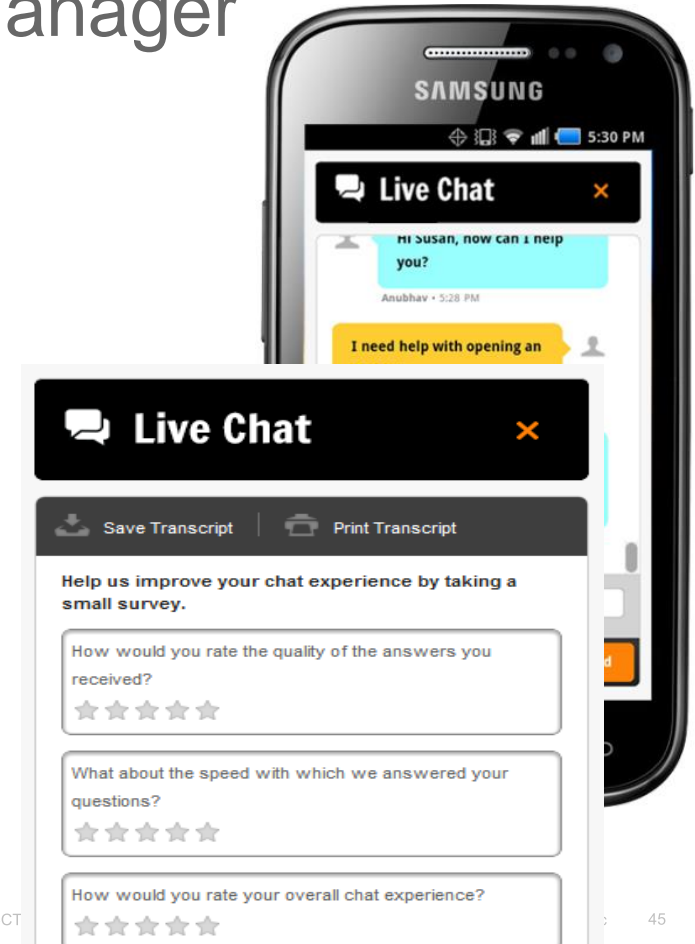
- Business logic set up in workflows
- Analyze e-mail content to provide appropriate treatment and routing
- Set up the right service level and categorize
- Auto-acknowledgements – Integrated with calendar and SLA
- Auto-response and suggested responses for agent from knowledgebase
- Automated Context Service POD creation (in release 11.0)
- Integrated routing and queuing with CCE



Cisco Unified Web Interaction Manager

- Faster issue resolution by providing human assistance when required
- Customizable chat templates for mobile and PC
- Multi-session chat for agent productivity
- Chat surveys for powerful reporting (e.g. NPS)
- Automated POD creation with release 11.0
- Integrated routing and reporting with CCE

Cisco *live!*



Email and Web Interaction Manager Roadmap

Current - 9.0(2)

- Email-Voice multi-tasking: Agents can work on emails while on a phone call
- Chat Wait Time Indicator: 'Time since last reply' from the customer is displayed to agent

Next - 11.0

- Context Service integrated
- Enhanced Agent UI
 - Removal of java applets
 - no dependency on JRE
- Accessible agent UI
- Transfer activity to another agent
- Pick routing by an integrated agent
- Dynamic integration wizard allows for multiple wizard runs per department
- Chat survey report

H1CY2016

- Customizable UI, integrated into Finesse

Cisco Unified E-Mail Web Interaction Manager 11.0

Queue Statistics

Queue Name	# Calls	Max Time	Ready	Not Ready	Active			Wrap Up	
					In	Out	Other	Ready (Pending)	Not Ready (Pending)
CIM_Out_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

Context Service

All Customers **Brian Cole** Find Customer

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

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

Activity

Notes: Part replaced under warranty

Tags: warranty leaking-oil

eGain 11 for Cisco Unified CCE

Agent | Console | Reports | Search | Rollback | Options | Messages | Log Out | Help

Main Inbox Chat Inbox Available for ☒ Chat ☒ Mail

Priv...	Acti...	Case ...	Contact P...	Subject	Created On	Due On	Queue Na...
1040	1040	ksingh@e...	Re: 323		04/30/201...		EIM_MRD...
1078	1078	sasha1@e...	Hello		04/30/201...		EIM_MRD...
1152	1143	ksingh@e...	No Subject[#1143]		05/01/201...		OUT_MRD...

Reply

From: ksingh2@egain.in
To: sasha1@egain.in
Subject: Re: Hello

Reply | Send & Complete | Send Complete | More

~Original Message~
From: sasha1@egain.in
Date: 04/30/2015 02:00 PM
To: ksingh2@egain.in
Subject: Hello

Cisco Unified E-Mail Web Interaction Manager 11.0

Queue Statistics

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

Context Service

All Customers **Brian Cole** Find Customer

Search

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

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Phone: 978-989-0090 Country: USA
Email: brian@org.com Zip Code: 02111

Request

Title: Leaking Oil

Activity

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Tags: warranty leaking-oil

Email and Web Interaction Manager

Agent | Home | Reports | Search | Refresh | Options | Messages | Log Out | Help

Main Inbox **Chat Inbox** Available for ☒ Chat ☒ Mail

Key Activity ID Customer Name Activity Duration Chat Status Time Waiting For... Queue Name

3	1173	Ed 3	00:01:11	Waiting for you ...	00:01:11	WIM queue
2	1172	Ed 2	00:01:11	Waiting for custo...	00:00:20	WIM queue
1	1171	Ed	00:02:11	Waiting for you L...	00:00:11	WIM queue

Chat

Solve Complete Transfer Notes

Ed 2: test 2

You are now chatting with KHI

KHI: how can I help you?

Send

User name: a1 | UI: English | KB: English (US) Ready Open activities: 0, 0 | Open cases: 0

Email and Web Interaction Manager Roadmap

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H1CY2016

- Customizable UI, integrated into Finesse

Default Chat Survey Report

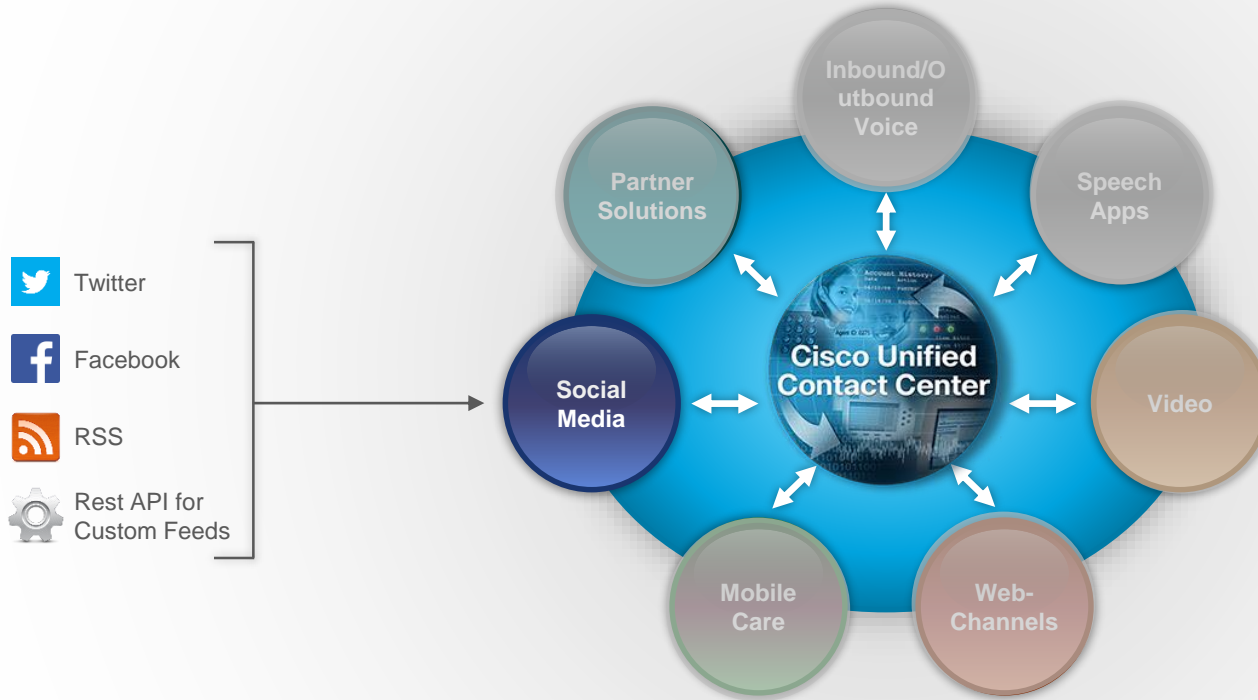
Report Name: New report
Template Name: Chat Survey
Description:
Queue List: All

Time Frame: 12/29/2014 05:00:00 AM To 12/29/2014 12:00:00 PM
Sort Order: Ascending
Sort By: User Name

User Name	Activity ID	Chat Start Date	Wait Time	Chat Duration	Abandoned	Chat Subject	Question	Answer	Question	Answer	Question	Answer	Comment
Department: Service													
Queue: Chat queue													
admin	1000	12/29/2014 10:54:42 AM	00:00:07	00:02:17	No	Help	How would you rate the quality of the answers you received?	5	What about the speed with which we answered your questions?	5	How would you rate your overall chat experience?	5	Great, fast service!
admin	1001	12/29/2014 10:57:44 AM	00:00:11	00:00:29	No	I'm trapped in wonderland!	How would you rate the quality of the answers you received?	5	What about the speed with which we answered your questions?	5	How would you rate your overall chat experience?	5	Quick and polite
admin	1002	12/29/2014 10:58:39 AM	00:00:06	00:01:11	No	Question	How would you rate the quality of the answers you received?	4	What about the speed with which we answered your questions?	5	How would you rate your overall chat experience?	4	I'm very particular about my service
admin	1003	12/29/2014 11:00:30 AM	00:00:07	00:01:12	No	Why do i have to wait so long?	How would you rate the quality of the answers you received?	1	What about the speed with which we answered your questions?	1	How would you rate your overall chat experience?	1	I'm just a rude jerk who ruins perfectly good agents' metrics for not getting my way

Cisco Unified Contact Center

Social Media



Cisco SocialMiner

Social Media Customer Care

- Social media campaign management
- Real-time capture of social media postings



Customer

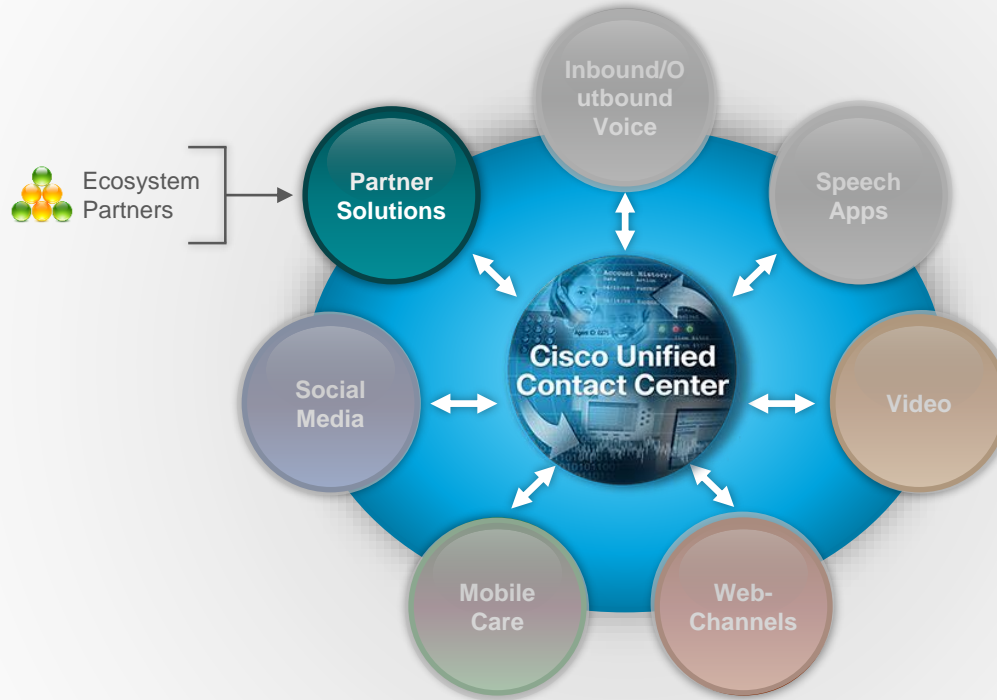


- Enable proactive customer service by queuing and assigning social web posts and callback requests to appropriate staff
- Complement brand monitoring dashboards



Cisco Unified Contact Center

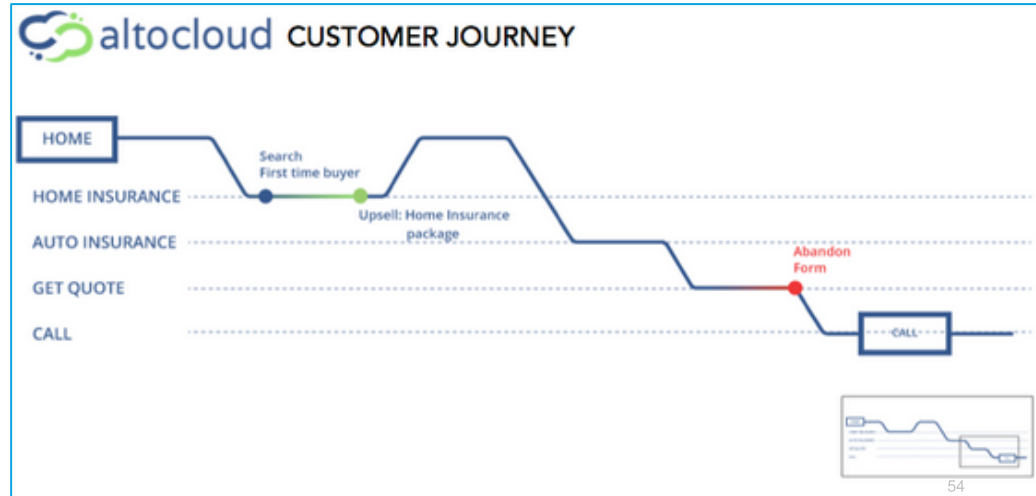
Partner Solutions



Omnichannel Partner Integration

Open APIs allow partners to integrate custom services

- Routing
 - Currently through B&S MCAL API layers
 - Plan to offer native APIs on CCE in H1CY2016
- Context Service
 - Open API available for partners now
 - Create/Update/Read PODs



Omnichannel Use Cases

Example Omnichannel Out-of-the-Box Use Cases That Reduce Customer Effort in Channel Switching

- Agent view customer interaction history
 - Voice, email, chat, web self-service
 - Case history
- Route to last agent, handling or preferred agent
 - E.g. recognize open case and route to handling agent
- Route to same agent after a channel shift
 - E.g. route call to agent that customer was chatting with
- Catch answer shoppers
 - E.g. customer with 1 call and 3 chat sessions simultaneously

Omnichannel with Cisco Unified Contact Center Enterprise



Effortless



Channel
agnostic



Support
the entire
customer
journey

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://ciscolive.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

Contact Center Sessions Week at a Glance

Monday	Tuesday	Wednesday	Thursday
<p>8:00-9:30 (90) BRKCCT-1011 Cisco Unified Contact Center Express Update and Roadmap (<i>G. Variyath</i>)</p> <p>9:30-10:30 (60) PSOCCT-1008 Omnichannel Customer Care - Preparing for the Mobile Customer (<i>K.McPartlan,K.Gouda</i>))</p> <p>10:00-11:30 (90) BRKCCT-1051 Cisco Unified Contact Center Enterprise and CVP Overview and Roadmap (<i>J.Lundy/S. Vashist</i>)</p> <p>11:00-11:30 (30) DEVNET-1130 Cisco Finesse API's (<i>T.Phipps</i>)</p> <p>12:00-1:00 Table Topics UCCX (<i>G. Variyath</i>) Finesse(<i>T.Phipps</i>) <u>Color Coding</u> UCCE UCCX MediaSense Omnichannel</p>	<p>8:00-9:30 (90) BRKCCT-1041 CCE Security Best Practice Guide Overview (<i>C. Gonzales</i>)</p> <p>11:30-12:30 Table Topic Reporting and Analytics (<i>C.Logue/V.Gururaj</i>)</p> <p>1:00-2:00 (60) CCSCOL-1400 Case Study: Providing a Total Customer Experience (<i>C.Botting ,D.Kramer, M. Voornhout</i>)</p> <p>1:00-2:30 (90) BRKCCT-1006 Omnichannel Contact Center Solutions Overview (<i>W.E.Nijenhuis</i>)</p> <p>1:00-3:00 (2 hr) BRKCCT-3005 Solution Troubleshooting for Unified Contact Center Enterprise (<i>C.Palau</i>)</p> <p>3:30-5:00 (90) BRKCCT-1031 Cisco Finesse - The Next Generation Agent Collaboration Experience (<i>T.Phipps</i>)</p> <p>4:00-5:00 (60) CCSCCT-1405 Case Study: American Century Investments (<i>N.Westvold</i>)</p>	<p>8:00-10:00 (2hr) BRKCCT-2007 Cisco Unified Contact Center Enterprise Planning and Design (<i>M. Berenjian,M.Eady</i>)</p> <p>8:00-10:00 (2hr) BRKCCT-2019 Cisco Unified Contact Center Express Planning and Design and Support (<i>G.Burton,M.Turnbow</i>)</p> <p>8:00-10:00 (2hr) BRKUCC-2270 Network Media Recording and Streaming with Cisco MediaSense (<i>C.Ward</i>)</p> <p>11:30-12:30 Table Topic UCCE(PCCE,HCS) & CVP (<i>J.Lundy, C.Logue</i>)</p> <p>1:00-3:00 (2hr) BRKCT-2050 Building recording and monitoring applications with the MediaSense API (<i>K.Rehor</i>)</p> <p>1:00-3:00 (2hr) BRKCT-2056 Contact Center Reporting & Analytics: Unified Intelligence Center (<i>V.Gururaj,C.Logue</i>)</p> <p>1:00-3:00 (2hr) BRKCCT-2027 UCCE Solution Service Creation (including CCE and CVP Scripting) (<i>S.Vashist,,B.Cole</i>)</p>	<p>8:00-9:30 (90) BRKCCT-1002 Hosted Collaboration Service Contact Center Update (<i>A.Mermel,M. Varghese</i>)</p> <p>10:00-12:00 (2hr) BRKCCT-2080 Deliver omnichannel Customer Experience with Remote Expert Mobile (<i>R.Gupta,Y.Fedotov</i>)</p> <p>10:00-11:30 (90) BRKCCT-1005 Context Service: the new cloud-based omnichannel solution for Contact Center Enterprise and Express (<i>V.Chhabra</i>)</p> <p>1:00-2:30 (90) BRKCCT-1009 Cisco Customer Collaboration Architectural Vision and Cloud Evolution (<i>M.Lepore,T.Famous</i>)</p>



Thank you



TOMORROW starts here.