LET’S BUILD TOMORROW TODAY
Omnichannel Contact Center Solutions Overview
Willem Evert Nijenhuis, Product Line Manager
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
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
<table>
<thead>
<tr>
<th>Session Details</th>
<th>Title</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>PSOCCT-1008 Mon Jun 8 9:30am</td>
<td>Omnichannel Customer Care - Preparing for the Mobile Customer</td>
<td>Kevin McPartlan</td>
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<tr>
<td>BRKCCT-2080 Thu 10:00-12:00am</td>
<td>Deliver Omnichannel Customer Experience with Remote Expert Mobile</td>
<td>Ruchi Gupta</td>
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<td>BRKCCT-1005 Thu 10:00-11:30am</td>
<td>Context Service: the new Cloud-based omnichannel solution to Contact Center Enterprise and Express</td>
<td>Vikram Chhabra</td>
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</tbody>
</table>
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
Social Media Is Growing

Social Site That Is All About Discovery
- Pinterest
- Twitter
- Facebook
- Instagram
- Google+
- LinkedIn

Social Site That Has 1 Billion Users Worldwide
- Largest Penetration
- Many Brands Are Participating Through the Use of Hashtags and Posting Pictures
- Most Followed Brand Is
- Growing Rapidly

Business Oriented Social Networking Site
- Brands That Are Participating Are Corporate Brands
- Brands Giving Potential and Current Associates a Place to Network & Connect

Users Are:
- 32% Male
- 68% Female

70 Million Active Users
- 560 Million Active Users
- 1 Billion Active Users
- 150 Million Active Users
- 400 Million Active Users
- 240 Million Active Users

Cisco Live!
Customers Don’t Want to Talk to an Agent

Company Perception

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<th>Preference</th>
<th>Factor</th>
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<tr>
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<tr>
<td>Phone</td>
<td>2.5x</td>
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Actual Customer Preference

<table>
<thead>
<tr>
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<th>Factor</th>
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<tbody>
<tr>
<td>Web</td>
<td>1.0x</td>
</tr>
<tr>
<td>Phone</td>
<td>1.0x</td>
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</table>

Pattern largely holds across issue types and demographics

- 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.
Focus on Customer Experience Journeys

1. Research
2. Online Order
3. Electronic Notification
4. Store Delivery
5. Store Pickup
6. Review & Share
### Customer Journey Mapping: Financial Services Example

<table>
<thead>
<tr>
<th></th>
<th>Research</th>
<th>Engage</th>
<th>Expert Advise</th>
<th>Decide</th>
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</table>
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 \textit{Increase} Disloyalty
Service Drives Disloyalty

Customer Service Impact on Loyalty

More Loyal

More Disloyal

1.00x

3.97x

Drivers of Disloyalty

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

Source: CEB analysis.
The Omnichannel Customer Interaction Challenge

Design and deliver a customer experience using channel of choice

Make it effortless by reducing channel switching

When channel switching is needed, make it simple and personalized

Set goals, measure the outcomes
Omnichannel with Cisco Unified Contact Center
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

- 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

- Better First Contact Resolution
- Increased Customer Satisfaction
- Higher Agent Productivity
- More Control and Visibility of Business Outcomes
Intelligence Center Multichannel reporting

- Report activity on any routed channel
- Bring data from multiple sources at the fingertips of the agent/supervisor/business analyst
Context Service
Cloud-based storage of customer interaction data

- 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
Context Service Data Handling

Cisco Customer Collaboration Platforms

Partner Applications

Customer

Context

POD

POD
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
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

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
Finesse: Providing an Integrated Agent Experience
Multichannel

- Social Media
- Partner Solutions
- Mobile Care
- Web-Channels
- Speech Apps
- Video
- Inbound/Outbound Voice
multichannel + context = omnichannel
Cisco Unified Contact Center

Mobile Care

- Inbound/Outbound Voice
- Partner Solutions
- Social Media
- Speech Apps
- Video
- Mobile Care Apps
- Web-Channels
Mobile Customer Care Experience

1. Customer uses app for self-service

2. Live agent support request with data

3. Contextual customer data analysis

4. Agent pool identified

REST API on UCCE Platform

Precision Routing resource assessment

5. Automated setup

Finesse desktop agent controls with customer context
Agent Request API

Call Flow

1. POD created by mobile app
2. Callback requested via mobile app
3. SocialMiner sends new-task to CCE MR PG with context reference
4. CCE Router picks the best agent
5. New POD is created for voice call
6. Previous PODs are retrieved by the Finesse desktop
7. Call is initiated
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**

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**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
1. POD is created about web interaction
2. Customer clicks to call from a browser or app. VCS Expressway receives the call w/ POD or customer ID
3. VCS Expressway notifies VCS Control
4. VCS Control notifies CUCM to setup the call
5. CUCM routes call to CVP
6. CVP retrieves the POD data
7. CVP executes prompting/queuing using MediaSense streaming
8. CVP hands off to CCE which transfers to agent
9. Finesse desktop retrieves POD data
Cisco Unified Contact Center

Web Channels

Inbound/Outbound Voice
Speech Apps
Partner Solutions
Social Media
Mobile Care
Web-Channels

eMail
Web Call Back
Chat
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
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

- Customizeable UI, integrated into Finesse
Cisco Unified E-Mail Web Interaction Manager 11.0

*Exact 11.0 UI may be different
Cisco Unified E-Mail Web Interaction Manager 11.0

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H1CY2016

- Customizeable UI, integrated into Finesse
# Default Chat Survey Report

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

Social Media

- Twitter
- Facebook
- RSS
- Rest API for Custom Feeds

Partner Solutions
Inbound/Outbound Voice
Speech Apps
Video
Mobile Care
Web-Channels
Cisco SocialMiner
Social Media Customer Care

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

1. Capture
2. Analyze & Prioritize
3. Communication Workflow
4. Assign
5. Engage

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

Customer

Social Media
Customer Care Agent

Cisco Unified Contact Center

Social Media Campaign Management
Real-time Capture of Social Media Postings
Enable Proactive Customer Service
Complement Brand Monitoring Dashboards
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
Continue Your Education

• Demos in the Cisco campus
• Walk-in Self-Paced Labs
• Table Topics
• Meet the Engineer 1:1 meetings
• Related sessions
<table>
<thead>
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<th>Monday</th>
<th>Tuesday</th>
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<td><strong>BRKCCT-1011</strong></td>
<td><strong>BRKCCT-1041</strong></td>
<td><strong>BRKCCT-2007</strong> Cisco Unified Contact Center Enterprise Planning and Design  (M. Berenjian,M.Eady)</td>
<td><strong>BRKCCT-1002</strong> Hosted Collaboration Service</td>
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<td>Cisco Unified Contact Center Express Update and Roadmap (G. Variyath)</td>
<td>CCE Security Best Practice Guide Overview (C. Gonzales)</td>
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<td>Contact Center Update (A.Mermel,M.Varghese)</td>
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<td>11:30-12:30 Table Topic Reporting and Analytics (C.Logue/V.Gururaj)</td>
<td><strong>BRKCCT-2009</strong> Cisco Unified Contact Center Express Planning and Design and Support (G.Burton,M.Turnbow)</td>
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<td><strong>BRKCCT-2080</strong> Deliver omnichannel Customer Experience with Remote Expert Mobile (R.Gupta,Y.Fedotov)</td>
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<td>Omnichannel Customer Care - Preparing for the Mobile Customer (K.McPartlan,K.Gouda)</td>
<td>CCSCOL-1400</td>
<td><strong>BRKUCC-2270</strong> Network Media Recording and Streaming with Cisco MediaSense (C.Ward)</td>
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<td>Case Study: Providing a Total Customer Experience (C.Botting,D.Kramer, M.Voornhout)</td>
<td>11:30-12:30 Table Topic UCCE(PCCE,HCS) &amp; CVP (J.Lundy, C.Logue)</td>
<td><strong>BRKCCT-1005</strong> Context Service: the new cloud-based omnichannel solution for Contact Center Enterprise and Express (V.Chhabra)</td>
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<td>Cisco Unified Contact Center Enterprise and CVP Overview and Roadmap (J.Lundy/S.Vashist)</td>
<td><strong>BRKCCT-1006</strong> Omnichannel Contact Center Solutions Overview (W.E.Nijenhuis)</td>
<td><strong>BRKCCT-2050</strong> Building recording and monitoring applications with the MediaSense API (K.Rehor)</td>
<td><strong>BRKCCT-1009</strong> Cisco Customer Collaboration Architectural Vision and Cloud Evolution (M.Lepore,T.Famous)</td>
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<td><strong>BRKCCT-3005</strong> Solution Troubleshooting for Unified Contact Center Enterprise (C.Palau)</td>
<td><strong>BRKCCT-2056</strong> Contact Center Reporting &amp; Analytics: Unified Intelligence Center (V.Gururaj,C.Logue)</td>
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<td><strong>BRKCCT-1031</strong> Cisco Finesse - The Next Generation Agent Collaboration Experience (T.Phipps)</td>
<td><strong>BRKCCT-2057</strong> UCCE Solution Service Creation (including CCE and CVP Scripting) (S.Vashist,,B.Cole)</td>
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8:00-9:30 (90) **BRKCCT-1011**
Cisco Unified Contact Center Express Update and Roadmap (G. Variyath)
9:30-10:30 (60) **PSOCCT-1008**
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**Color Coding**
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**UCXX**
**MediaSense**
**Omnichannel**
Thank you
TOMORROW starts here.