

The background features a vibrant, multi-colored abstract design. On the left, there are horizontal, wavy bands of color in shades of red, orange, yellow, and green. On the right, a bright white light source emits a series of sharp, triangular rays in various shades of blue and cyan, creating a sunburst effect that spreads across the right half of the image.

cisco *Live!*

Let's go

#CiscoLiveAPJC



The bridge to possible

Introduction to the next-gen Webex Customer Experience architecture

Subtitle goes here

Shaun Robinson
Technical Solutions Architect
BRKCCT-1685

CISCO *Live!*

#CiscoLiveAPJC

Cisco Webex App

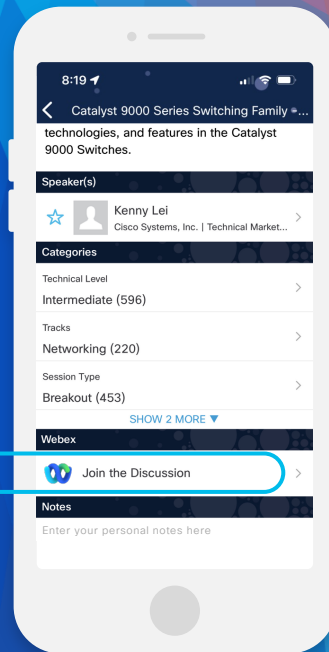
Questions?

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

How

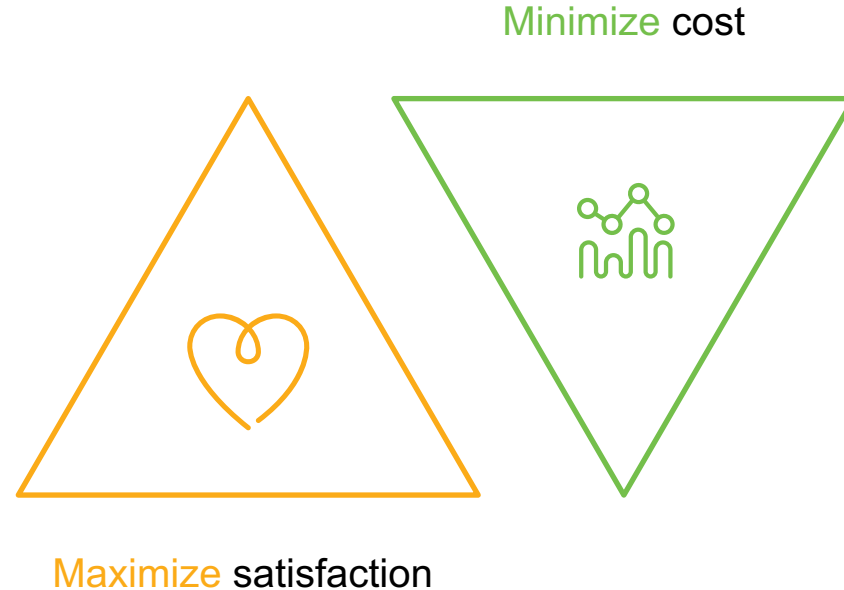
- 1 Find this session in the Cisco Live Mobile App
- 2 Click “Join the Discussion”
- 3 Install the Webex App or go directly to the Webex space
- 4 Enter messages/questions in the Webex space

Webex spaces will be moderated by the speaker until December 22, 2023.



<https://ciscolive.ciscoevents.com/ciscolivebot/#BRKCCT-1685>

Enterprises have two things in mind:



Customer expectations:

58%

Of customers prefer digital channels like in-app, social, or SMS messaging. This number is increasing.

2 of 3

Consumers say that personalisation is one of their top two priorities

How can we as engineers meet these needs?

Enhance the
customer experience



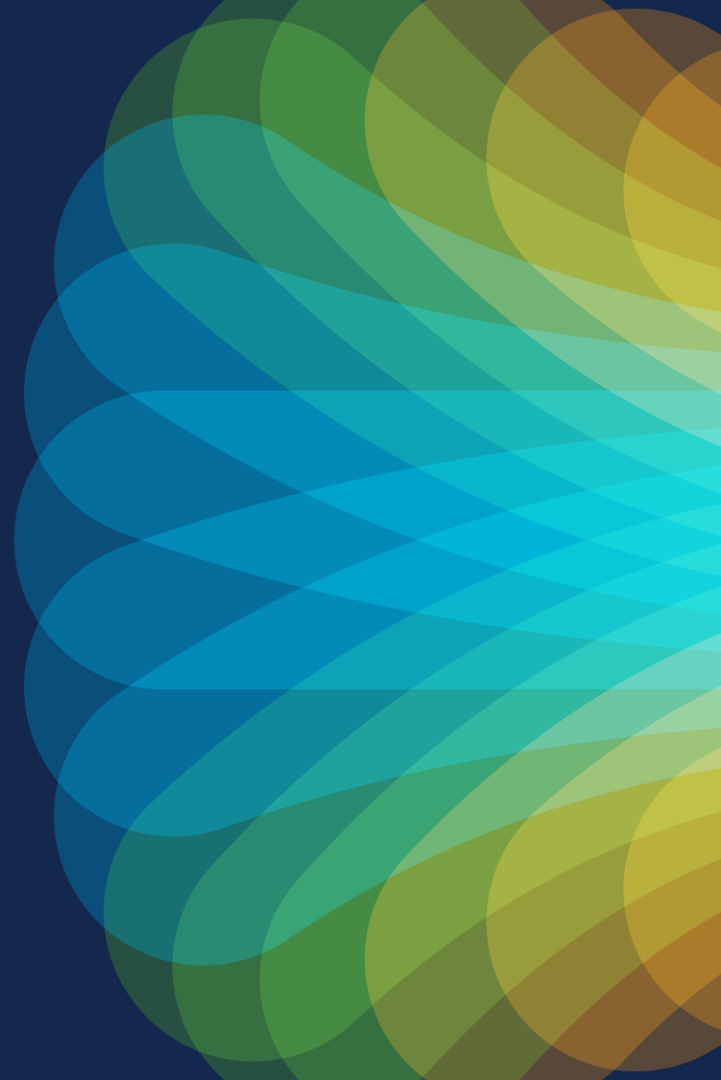
Make agents and
supervisors more
effective



Make the business
more agile and
efficient



Architecture overview



Portfolio Overview



Business systems

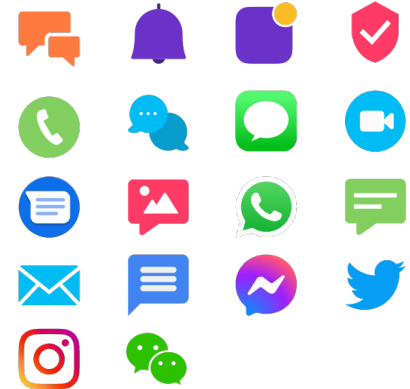


Webex Contact Center

Webex Connect (CPaaS)

Journey Data Service

Channels



Webex Platform

Webex App (Calling, Messaging, Meetings) · Common Identity · Insights and Analytics

APPLICATION LAYER

APPLICATION LAYER


Routing
&
Queueing


Agent &
Supervisor
Desktop


Journey
Data
Service


Reporting
&
Analytics


AI
Harness


Experience
Management


Transcription


Admin

APPLICATION LAYER


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&
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Agent &
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MEDIA LAYER

APPLICATION LAYER


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VOICE MEDIA LAYER

DIGITAL MEDIA LAYER

APPLICATION LAYER


Routing
&
Queueing


Agent &
Supervisor
Desktop


Journey
Data
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&
Analytics


AI
Harness


Experience
Management


Transcription


Admin

VOICE MEDIA LAYER



Next Gen
Media
Services



Recording

DIGITAL MEDIA LAYER



Webex Connect

APPLICATION LAYER


Routing
&
Queueing


Agent &
Supervisor
Desktop


Journey
Data
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&
Analytics


AI
Harness


Experience
Management


Transcription


Admin

VOICE MEDIA LAYER



Next Gen
Media
Services



Recording

DIGITAL MEDIA LAYER



Webex Connect

VOICE ACCESS LAYER

APPLICATION LAYER



VOICE MEDIA LAYER



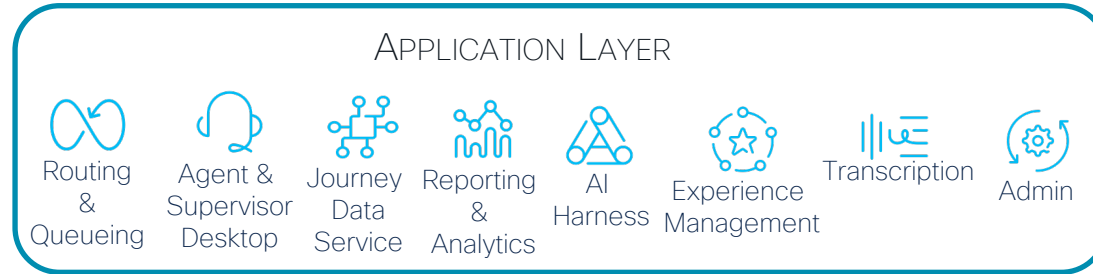
DIGITAL MEDIA LAYER



VOICE ACCESS LAYER



webex Contact Center



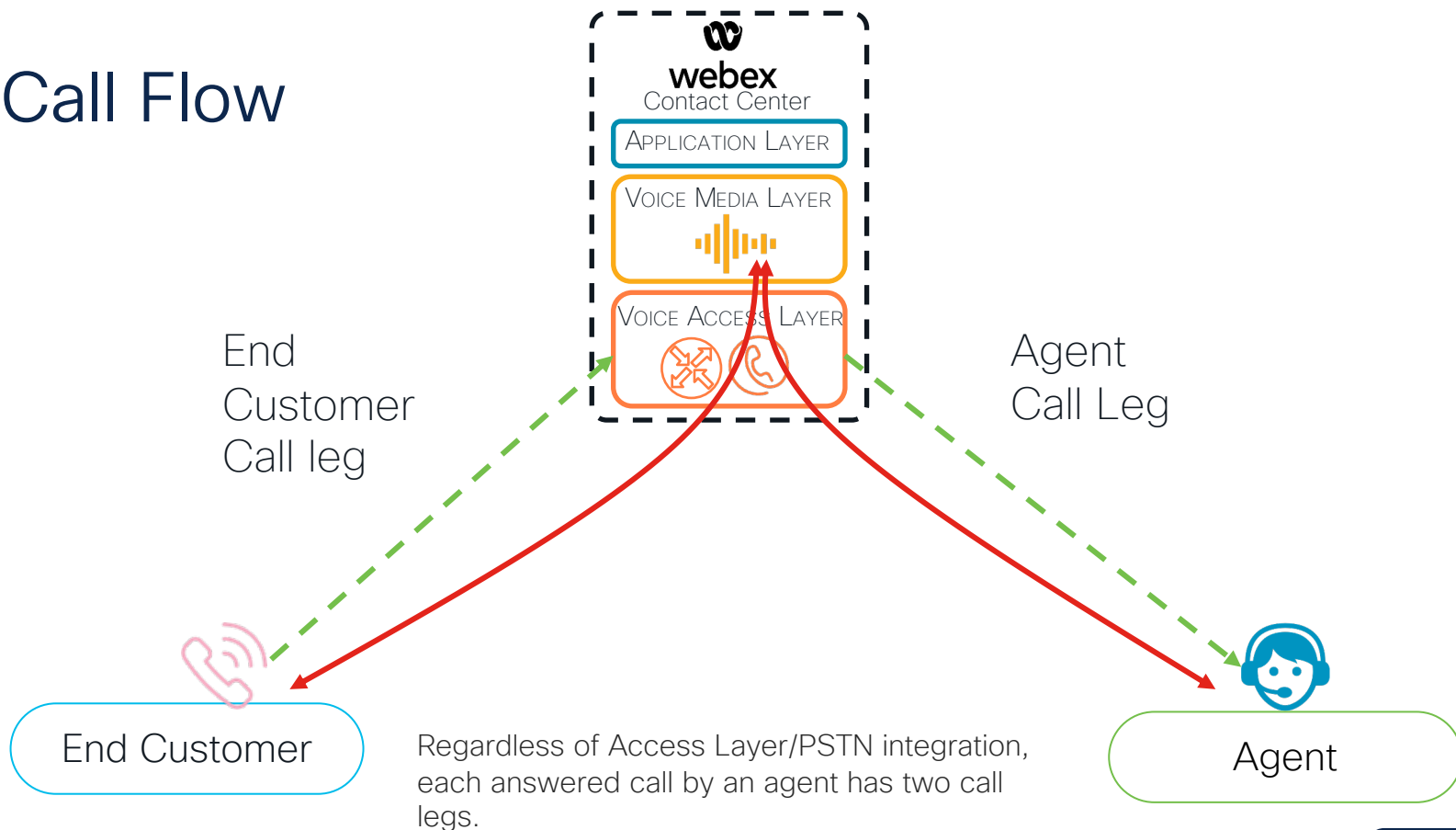
End Customer



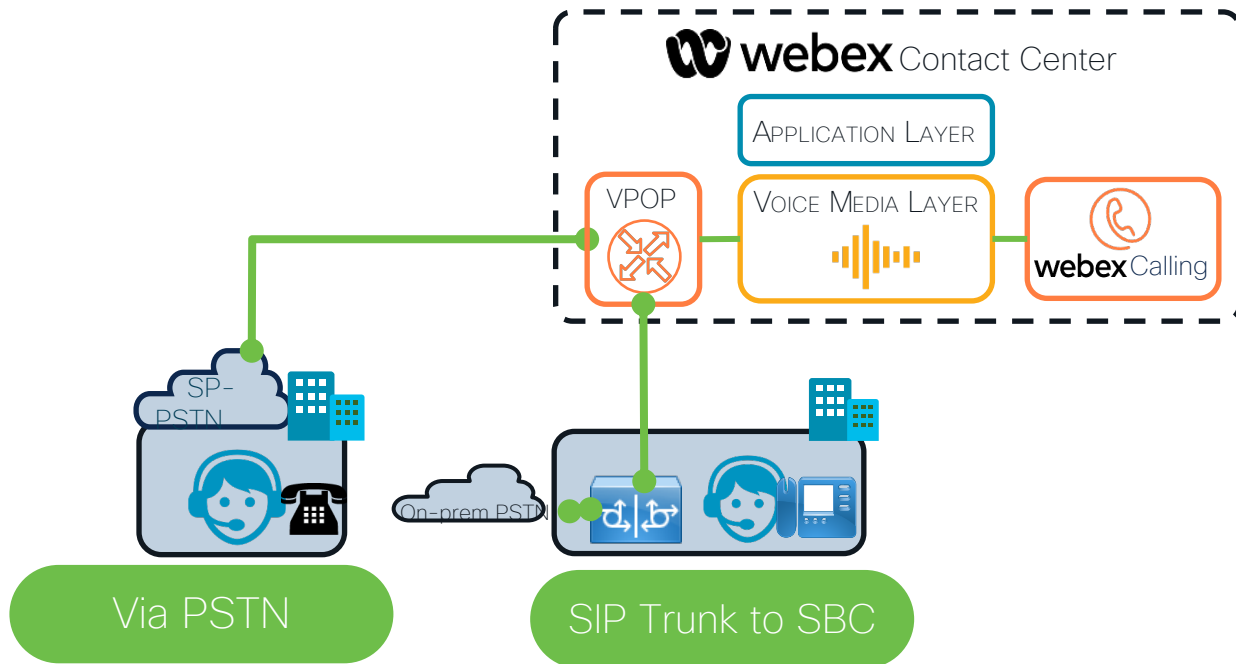
Agent

CISCO *Live!*

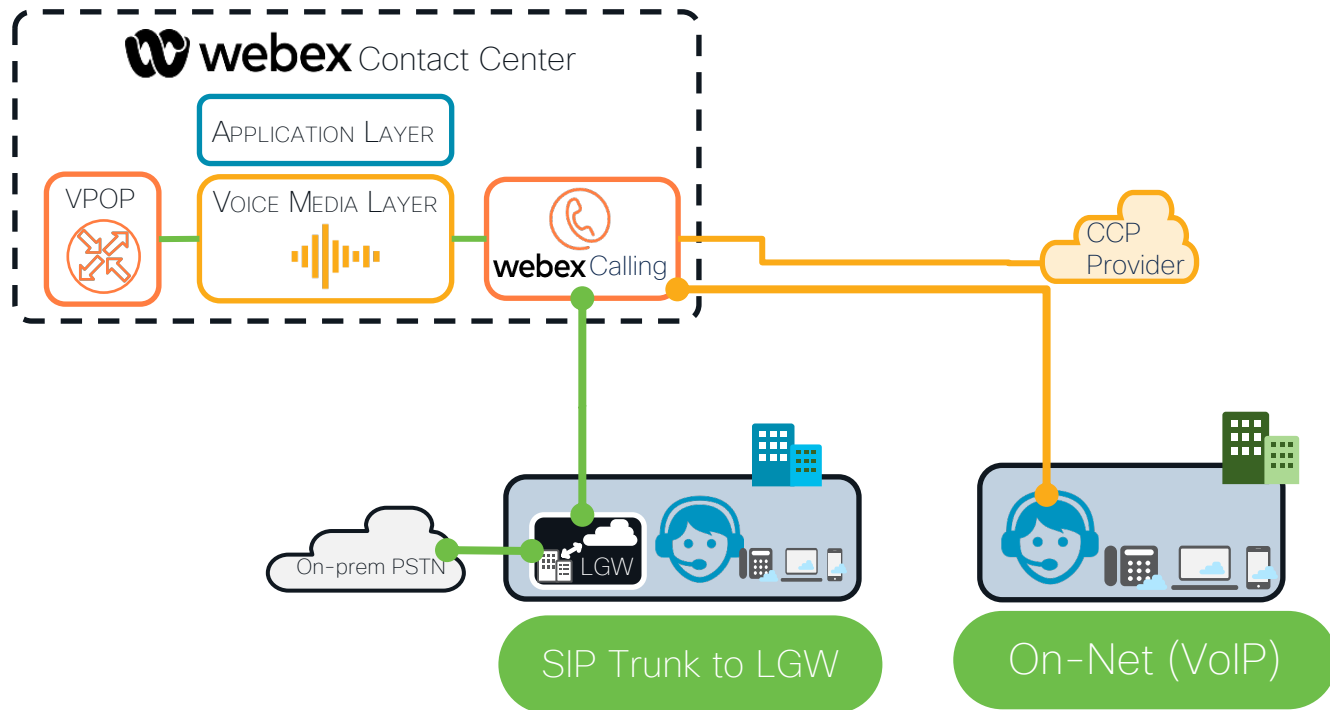
Call Flow



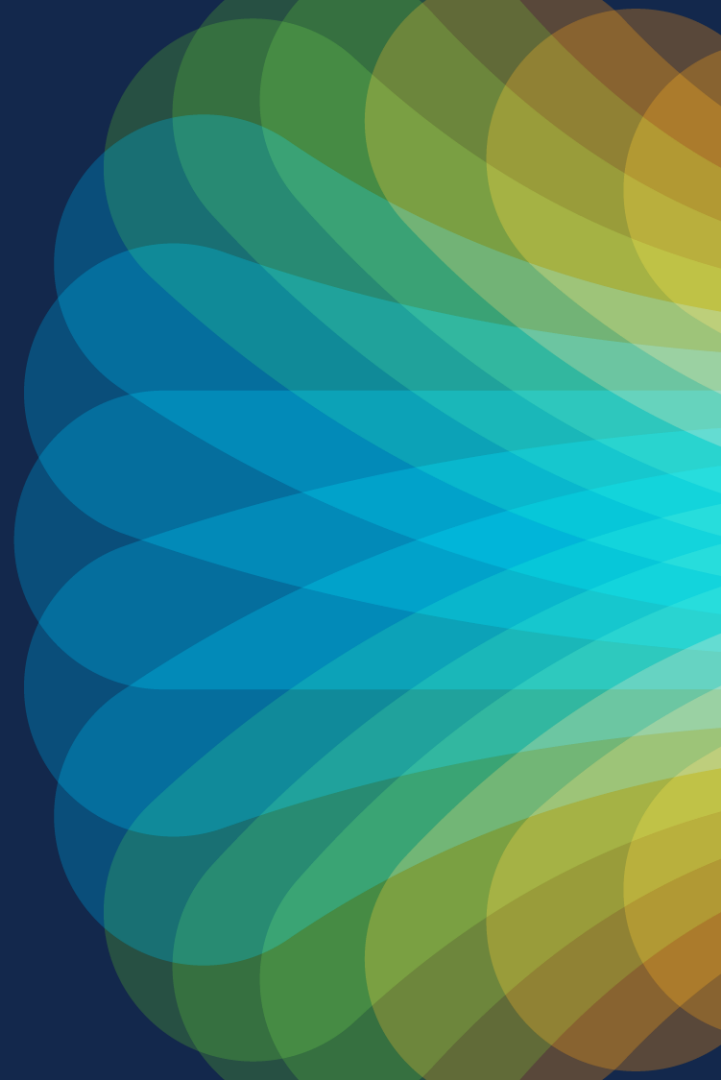
Agent Call Delivery Options



Agent Call Delivery Options



Enhance the
customer
experience



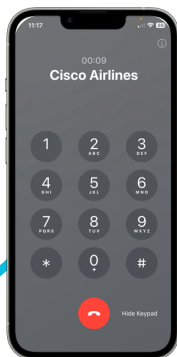
Blended Customer Experience

A connected customer journey from digital to human interactions

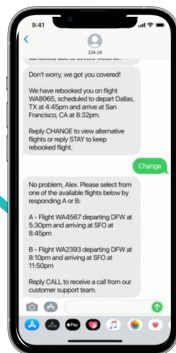
Digital automation and self-service

Human engagement

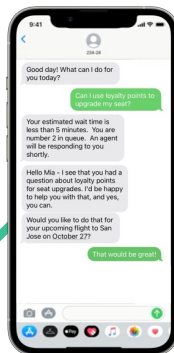
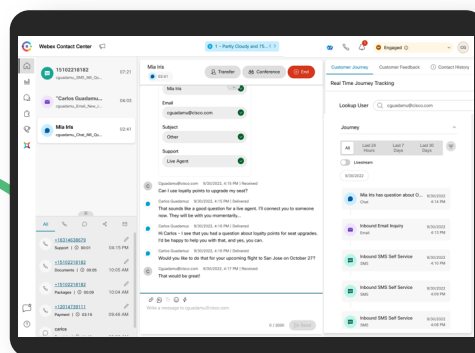
Digital automation follow-up



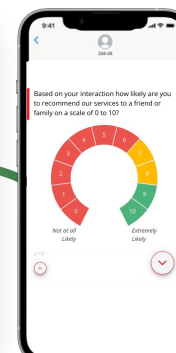
Call in,
deflected to
SMS



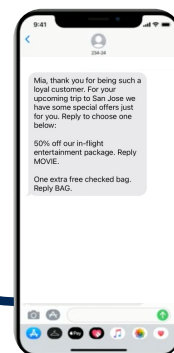
Self-service
options



Contact center agent desktop
with full customer context



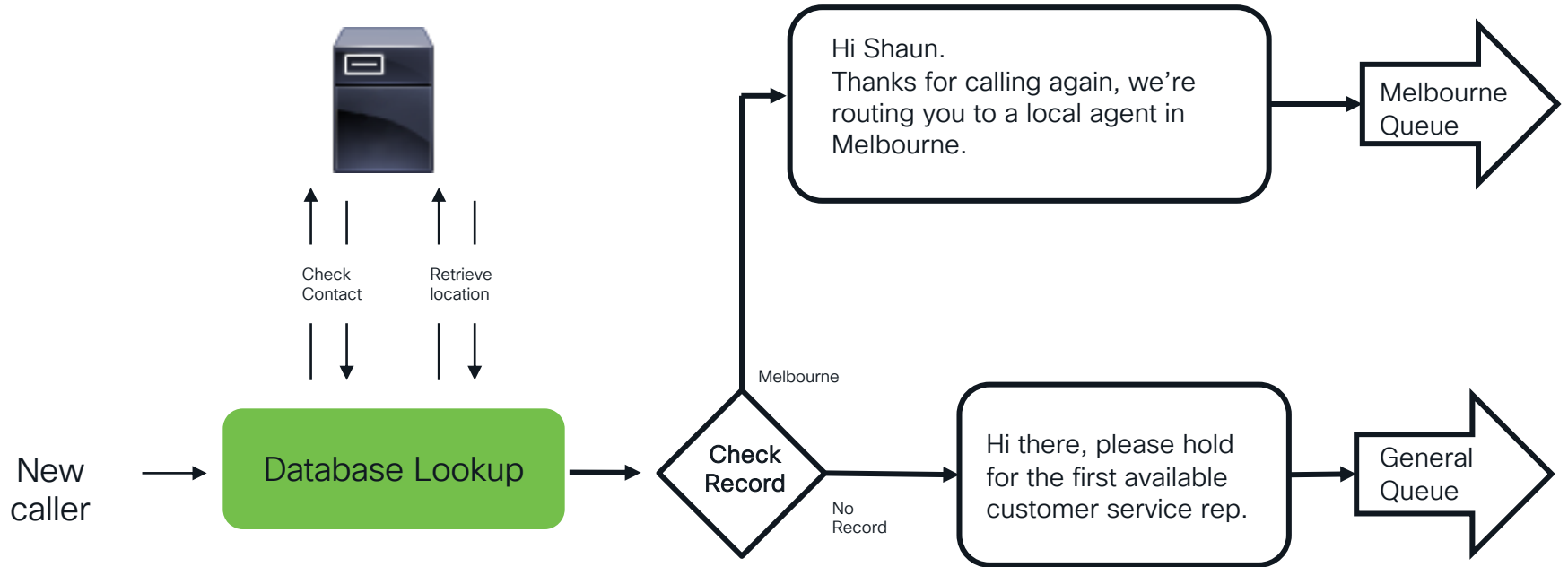
Experience
survey



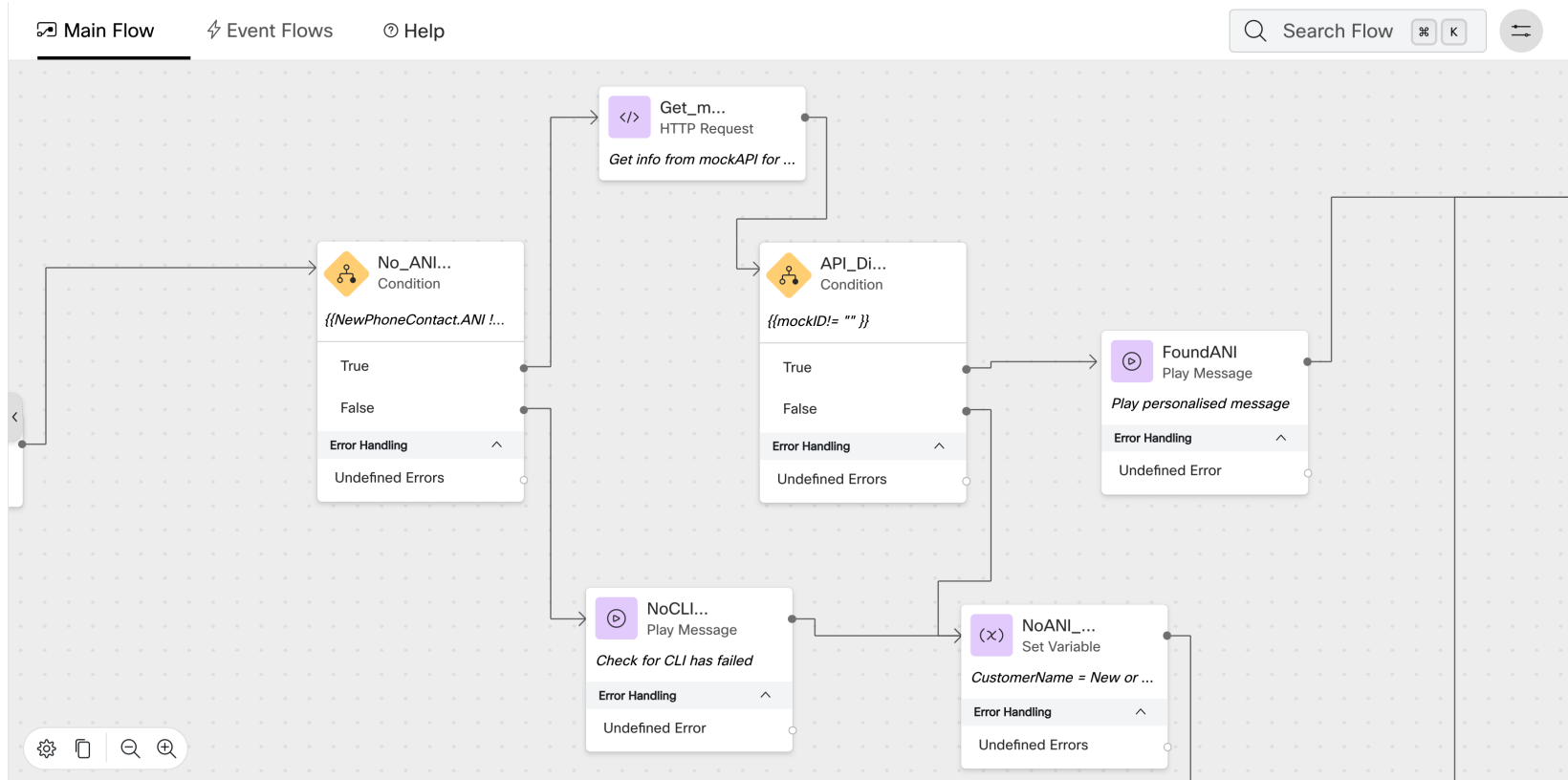
Personalised
offer

Customer Journey

Use the data available to personalise



This logic is easy to implement with Flow Builder



1. Can we read their number?

The screenshot displays the Cisco Live! workflow editor interface. The main canvas shows a workflow with several activities: an HTTP Request, a Condition activity (No_ANI_check), an API Condition, a Play Message, and a Set Variable. The 'No_ANI_check' activity is highlighted with a green box, and its settings are shown in the right-hand panel.

Condition Activity Settings: No_ANI_check

- General Settings**
 - Activity Label: No_ANI_check
 - Activity Description: Check to make sure ANI is not empty
- Expression**
 - Write an expression for the activity to evaluate as True or False. The syntax supports a variety of functions and math. [Learn More](#)
 - `{{NewPhoneContact.ANI != ""}}`
 - The following are supported symbols: ==, !=, <, >, <=, >=, +, -, *, /. If typing variables in an expression, use this syntax: {{ variable }}
- Activity Output Variables**
 - No Activity Output Variables available in this activity.

2. Let's check our database

The screenshot displays the Cisco DevNet Builder interface. The main workspace shows a workflow with several nodes: a 'No_ANI...' Condition node, an 'API_Di...' Condition node, a 'FoundANI' Play Message node, a 'NoCLI...' Play Message node, and a 'NoANI...' Set Variable node. A blue box labeled 'HTTP Dip Node' is positioned above the 'API_Di...' node. A green box highlights the 'Get_m...' HTTP Request node, which is connected to the 'API_Di...' node. The right sidebar shows the configuration for the 'Get_mockapi_info' HTTP Request node. The 'Request URL' is set to 'https://[redacted].mockapi.io/Customers'. The 'Method' is set to 'GET'. The 'Query Parameters' section is highlighted with a green box, showing a table with one parameter: 'phone' with the value '{{NewPhoneContact.A}}'. The 'HTTP Request Headers' section is also visible but empty.

Workflow Diagram:

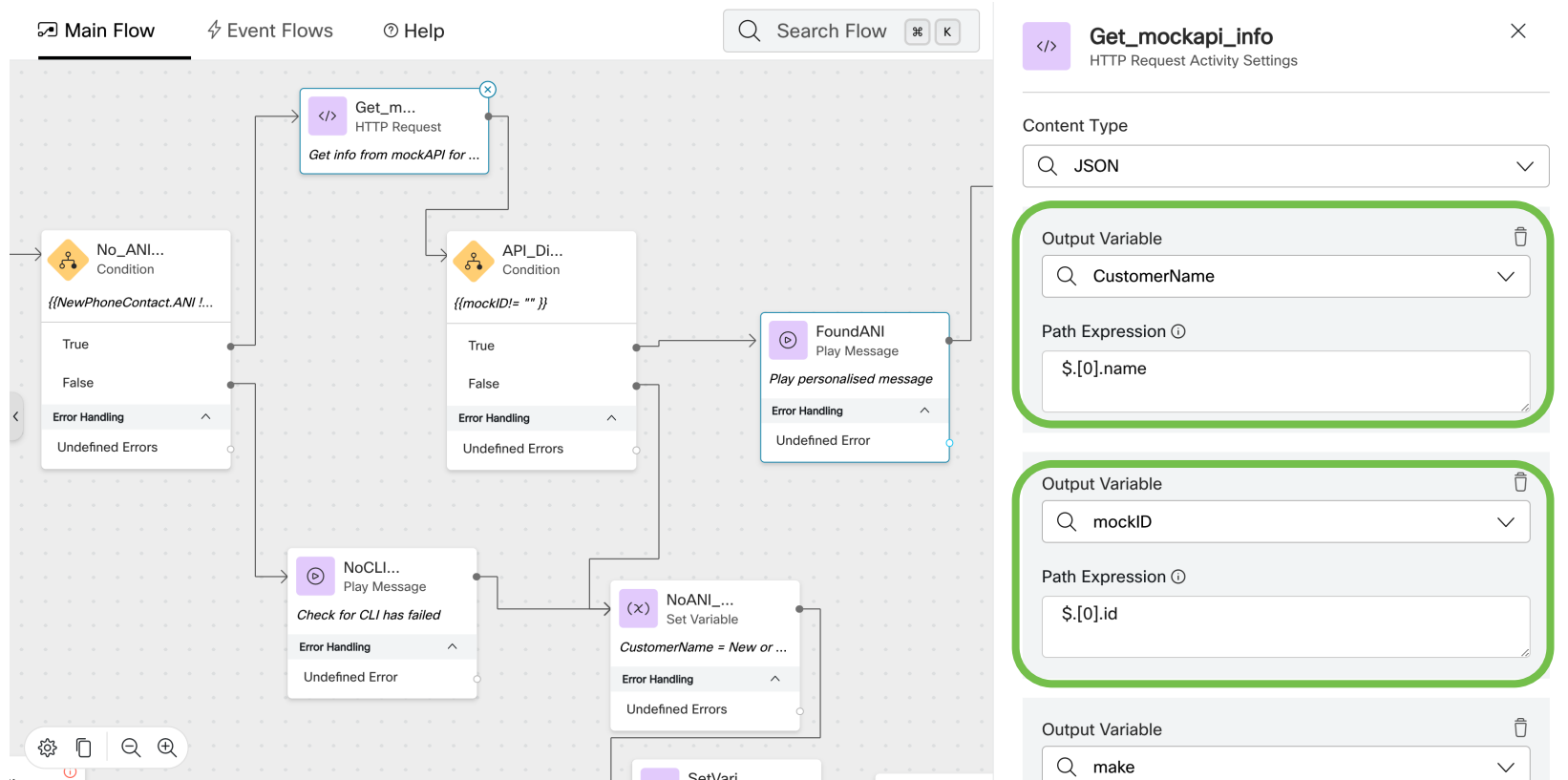
- No_ANI...** Condition: `{{NewPhoneContact.ANI != ""}}`
 - True: Connects to **API_Di...** Condition
 - False: Connects to **NoCLI...** Play Message
- API_Di...** Condition: `{{mockID != ""}}`
 - True: Connects to **FoundANI** Play Message
 - False: Connects to **NoANI...** Set Variable
- FoundANI** Play Message: *Play personalised message*
- NoCLI...** Play Message: *Check for CLI has failed*
- NoANI...** Set Variable: *CustomerName = New or ...*

HTTP Request Configuration (Get_mockapi_info):

- HTTP Request Settings:** Use Authenticated Endpoint (disabled)
- Request URL:** `https://[redacted].mockapi.io/Customers`
- Method:** GET
- Query Parameters:**

KEY	VALUE
phone	<code>{{NewPhoneContact.A}}</code>
- HTTP Request Headers:**

2a. Map the values to variables for reuse



3. Did we get something back?

The screenshot displays the Cisco Live! workflow editor interface. The main canvas shows a flowchart with several activities: a 'No_ANI...' condition, a 'Get_m...' HTTP request, an 'API_Di...' condition (highlighted with a green box), a 'FoundANI' play message, a 'NoCLI...' play message, and a 'NoANI...' set variable. The 'API_Di...' condition is selected, and its settings panel is open on the right. The settings panel includes a 'General Settings' section with an 'Activity Label' of 'API_Dip_Succeed' and an 'Activity Description' of 'Check API dip successful' and 'Get_mockapi_info.httpStatusCode'. The 'Expression' section is also highlighted with a green box and contains the expression `{{mockID!= ""}}`. Below the expression, a note states: 'The following are supported symbols: == != < > <= >= + * / If typing variables in an expression, use this syntax: {{ variable }}'. The 'Activity Output Variables' section at the bottom indicates 'No Activity Output Variables available in this activity.'

API_Dip_Succeed
Condition Activity Settings

General Settings

Activity Label
API_Dip_Succeed

Activity Description
Check API dip successful
Get_mockapi_info.httpStatusCode

Expression

Write an expression for the activity to evaluate as True or False.
The syntax supports a variety of functions and math. [Learn More](#)

`{{mockID!= ""}}`

The following are supported symbols: == != < > <= >= + * / If typing variables in an expression, use this syntax: {{ variable }}

Activity Output Variables

No Activity Output Variables available in this activity.

4. Let's greet the customer and route appropriately

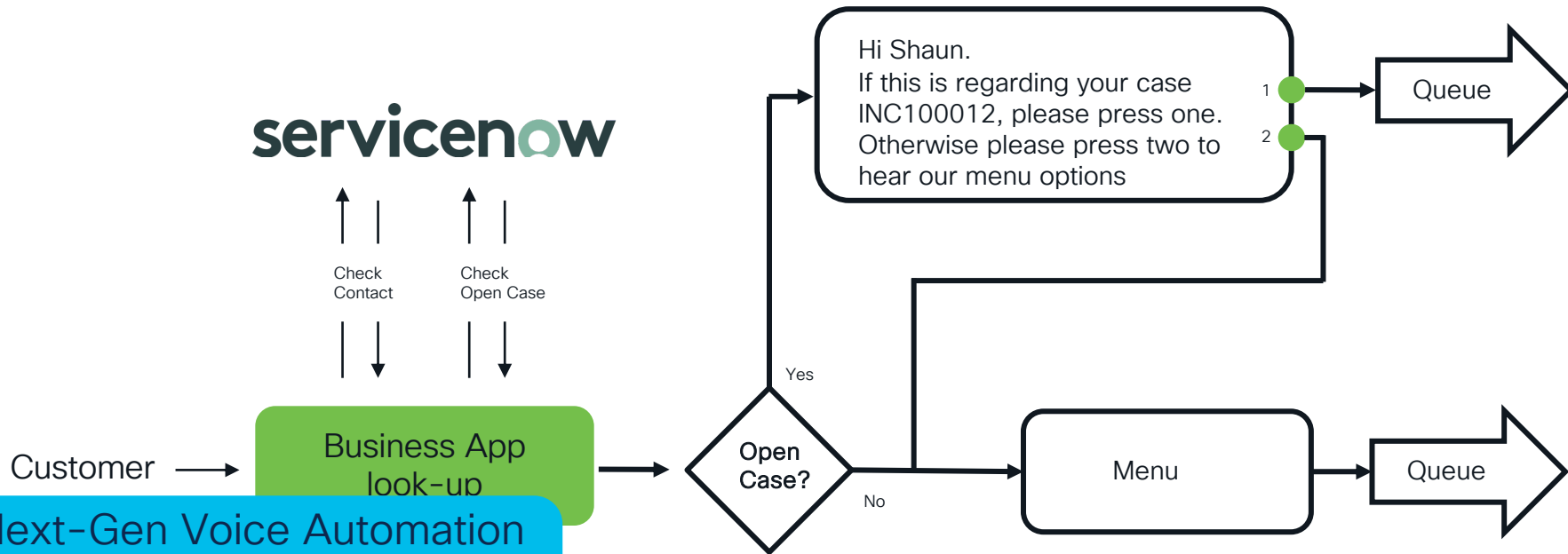
The screenshot displays the FoundANI workflow editor interface. The main workspace shows a flowchart with the following steps:

- No_ANI... Condition**: Checks for `!!NewPhoneContact.ANI !...`. If True, it proceeds to **Get_m... HTTP Request** (Get info from mockAPI for ...). If False, it proceeds to **NoCLI... Play Message** (Check for CLI has failed).
- Get_m... HTTP Request**: Proceeds to **API_Di... Condition** (Check for `!!mockID!= "" !!`).
- API_Di... Condition**: If True, it proceeds to **FoundANI Play Message** (Play personalised message). If False, it proceeds to **NoCLI... Play Message**.
- NoCLI... Play Message**: Proceeds to **NoANI... Set Variable** (Set `CustomerName = New or ...`).
- NoANI... Set Variable**: Proceeds to **SetVari...**.

The **FoundANI Play Message** node is highlighted with a green border. The right-hand panel shows the configuration for this node:

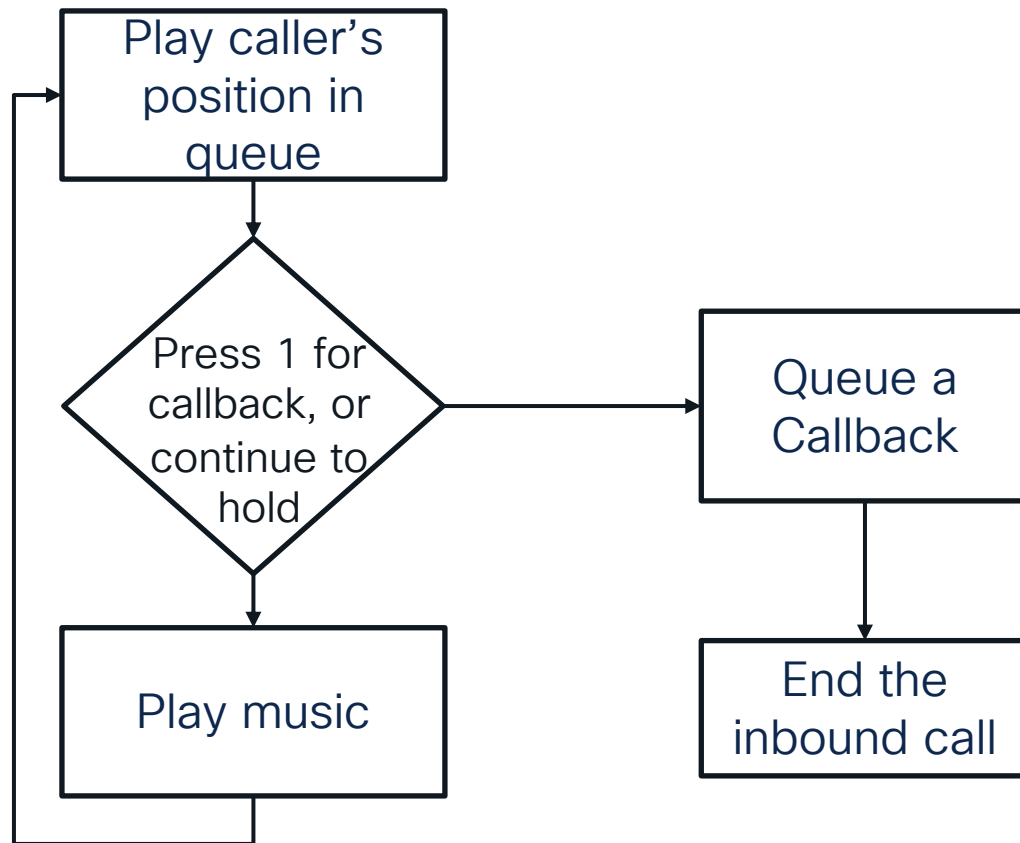
- Connector**: Google-TTS
- Override Default Language & Voice Settings**: Enabled. Description: Enable this feature to configure custom language and voice settings for this virtual agent. If not enabled, the `Global_Language` and `Global_VoiceName` variables are referenced to define the default virtual agent settings.
- Output Voice**: en-AU-Wavenet-C
- 1 Text-to-Speech Message**:
 - Message: Hello `!!CustomerName!!`, we recognise your number and have retrieved your information.
 - Buttons: Add Audio File, Add Audio Prompt Variable, Add Text-to-Speech Message
- Text-to-Speech Settings**: (Collapsed)

Leverage the data in your Business Application

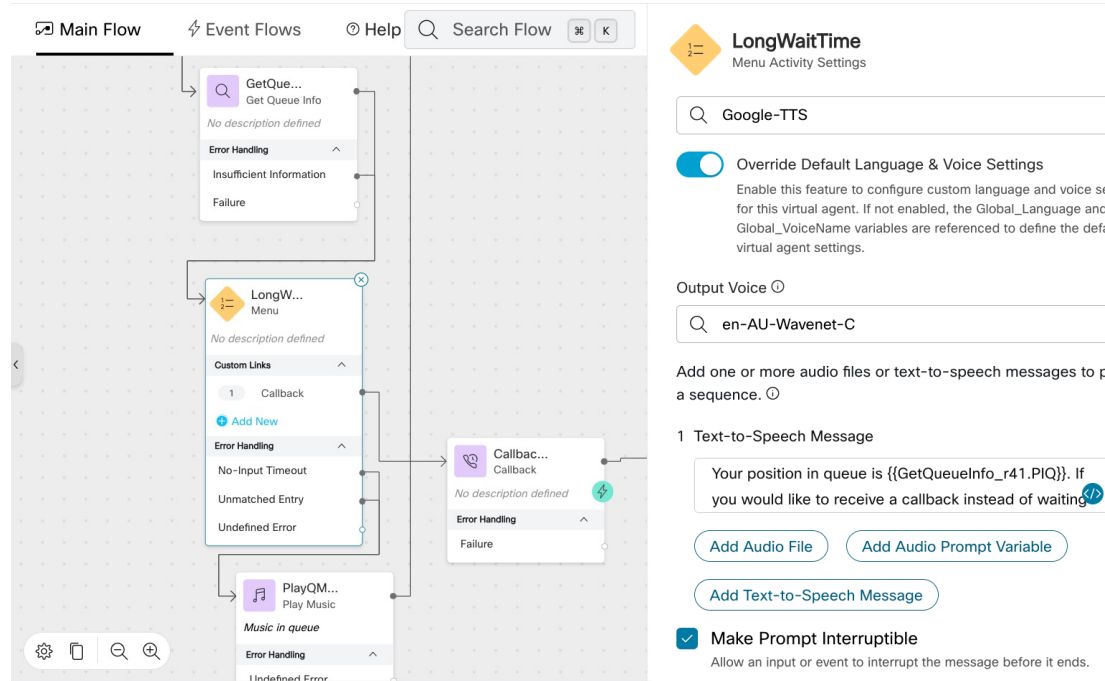


Next-Gen Voice Automation
BRKCCT-2686
Scott Osborne

Don't make them wait on hold



Don't make them wait on hold



Offer your customers choice in how they reach out



1800 134 349



www.cisco.com



[Facebook.com/
Cisco](https://Facebook.com/Cisco)



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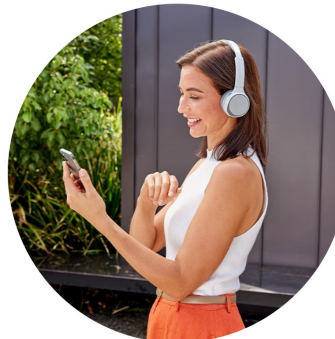
Gartner recognizes Cisco for Webex Contact Center in 2023 Gartner® Magic Quadrant™ for Contact Center as a Service (CCaaS). [Read more now →](#)



A 304% ROI and better customer experience? It's True.

Forrester Consulting conducted a Total Economic Impact™ study of Webex Contact Center and concluded that the solution delivered a 304% ROI and improved contact center operations over a three-year period.

Download Study



Talk to an Expert

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Gartner recognizes Cisco for Webex Contact Center in 2023 Gartner® Magic Quadrant™ for Contact Center as a Service (CCaaS). [Read more](#)

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Download Study



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Need Help?



Expert Advisor
We're here to help

Call Us - 8 min wait time

Talk with an expert now

Callback - 8 minute wait time

Don't wait in queue, we will call you

Email an Expert - 12-24 hour wait time

An expert will respond to your email

SMS an Expert - 2 minute wait time

Text message with an expert

Gartner recognizes Cisco for Webex Contact Center in 2023 Gartner® Magic Quadrant™ for Contact Center as a Service (CCaaS). [Read more now →](#)

A 304% ROI and better experience? It's True

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Download Study



Receive a callback

Less than 8 minute wait time

Don't waste time waiting in queue, our experts will call you

Name

Shaun Robinson

Phone Number

0396594200

Callback Reason

Technical Support

Message

☐ Immediate Callback

☒ Delay Callback for minutes

Close

Send

Talk to an Expert

Gartner recognizes Cisco for Webex Contact Center in 2023 Gartner® Magic Quadrant™ for Contact Center as a Service (CCaaS). [Read more now →](#)

A 304% ROI and better customer experience? It's True

Forrester Consulting conducted a Total Economic Impact™ study of Cisco Webex Contact Center and concluded that the solution improved contact center operations over a three-year period.

Download Study



Text message with an expert

[Less than 2 minute wait time](#)

Name

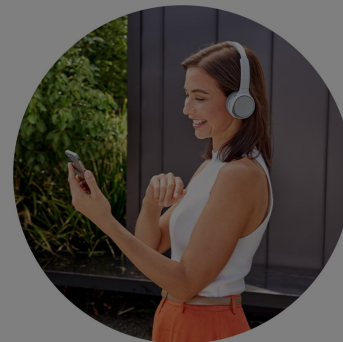
Shaun

Mobile Number

0400 000 000

Close

Send



Talk to an Expert

Deploy it yourself!

Need Help?

×



Expert Advisor
We're here to help

Call Us - 8 min wait time
Talk with an expert now

Callback - 8 minute wait time
Don't wait in queue, we will call you

Email an Expert - 12-24 hour wait time
An expert will respond to your email

SMS an Expert - 2 minute wait time
Text message with an expert

API samples galore on Github

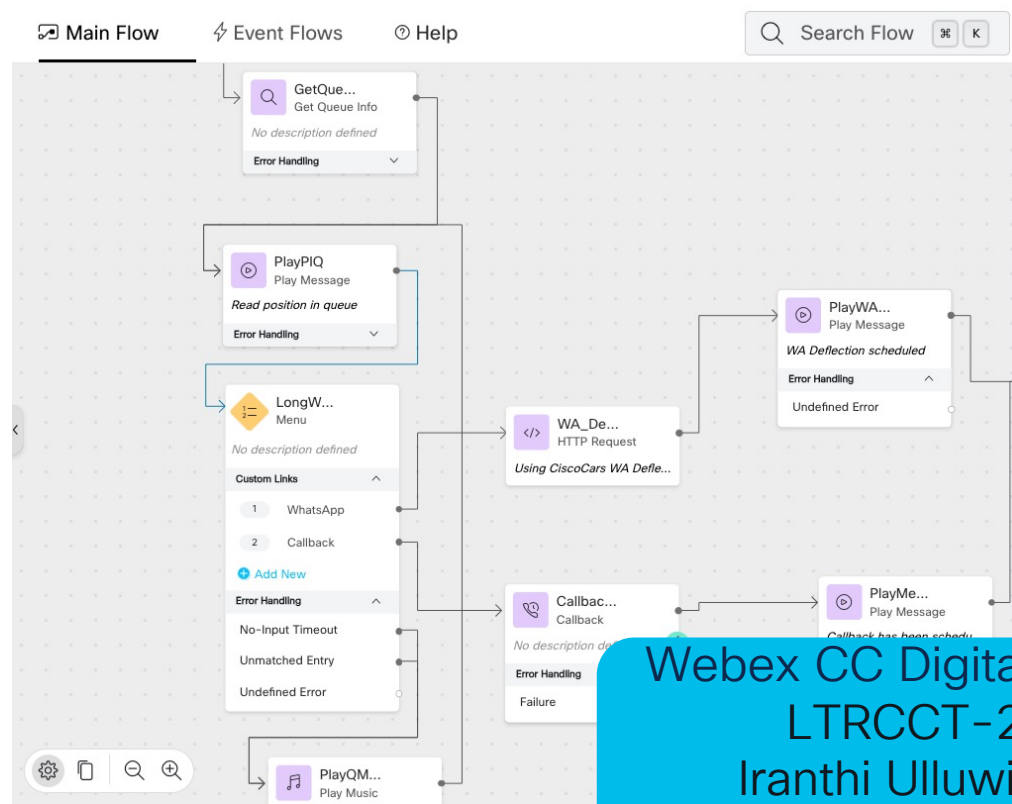
https://github.com/dwfinnegan/cus-tomer_demo

<https://github.com/WebexSamples/webex-contact-center-api-samples/tree/main/callback-samples/callback-sample>

Shift them to a more efficient channel



CISCO *Live!*



#CiscoLiveAPJC

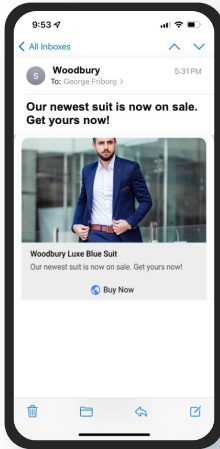
BRKCCT-1685

Webex CC Digital Channels
LTRCCT-2712
Iranthi Ulluwishewa
Friday 9am

Who am I?



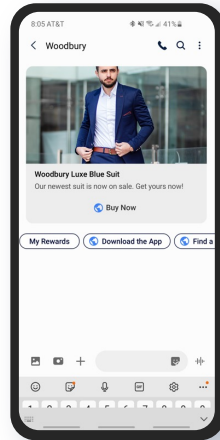
Email



shaurobi@
cisco.com



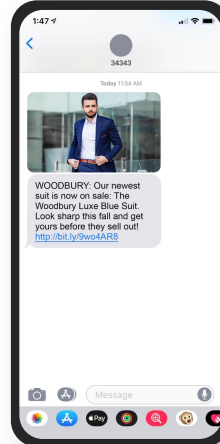
Webchat



59a10f2e-0afa-
488a-8ca3-
5e6166d9c279



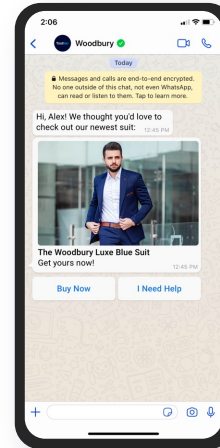
SMS



0400 000 000



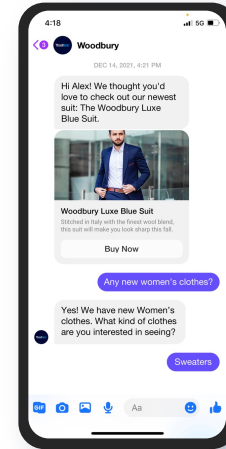
WhatsApp
Business



61400 000 000



Facebook
Messenger



542922558
38355577

Build a complete view of the customer journey



Identity and Event Feed

First: Shaun

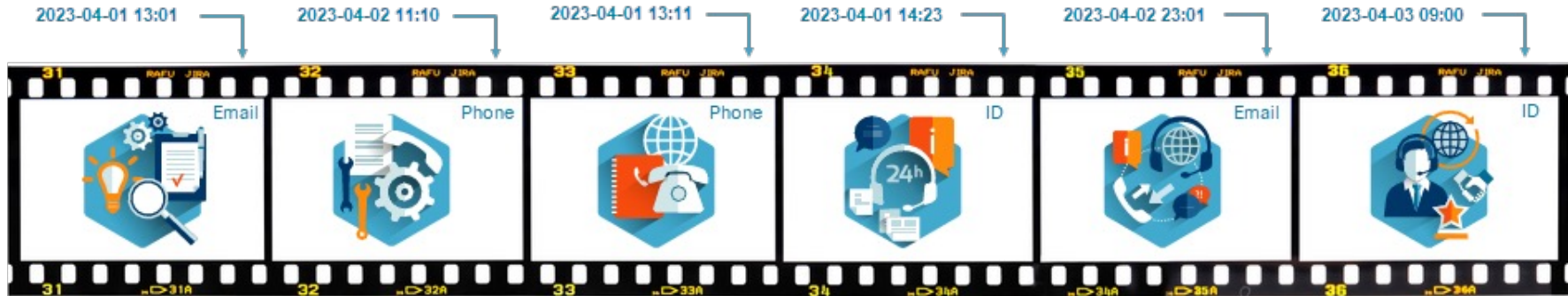
Last: Robinson

Phone: 04 000 000
03 9659 4200

JDS chronologically links records together based on identity aliases

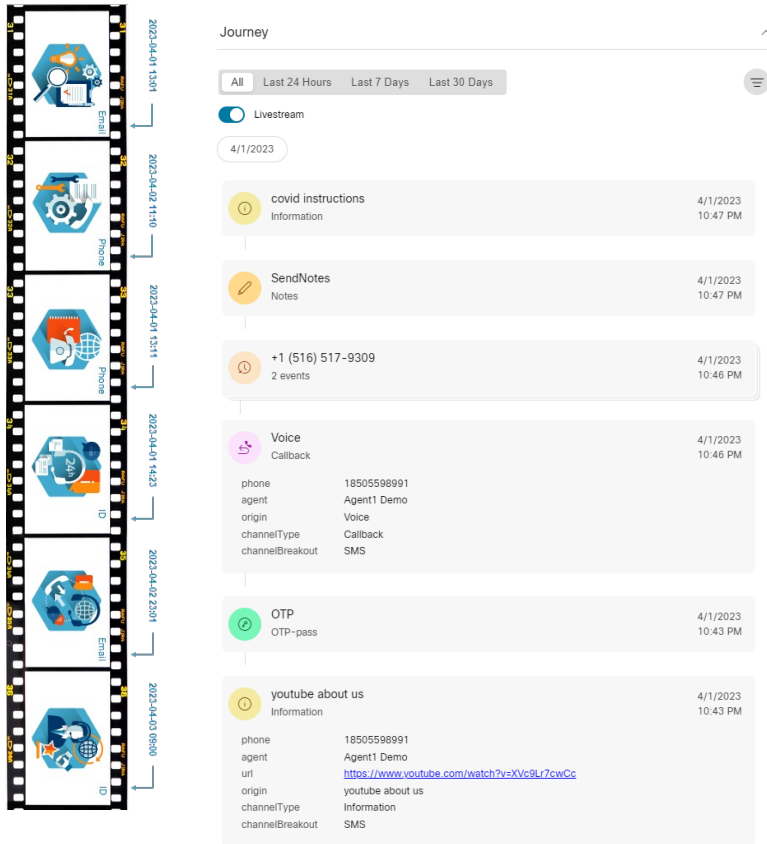
Email: shaun@gmail.com
shaurobi@cisco.com

CustomerID: 2266445



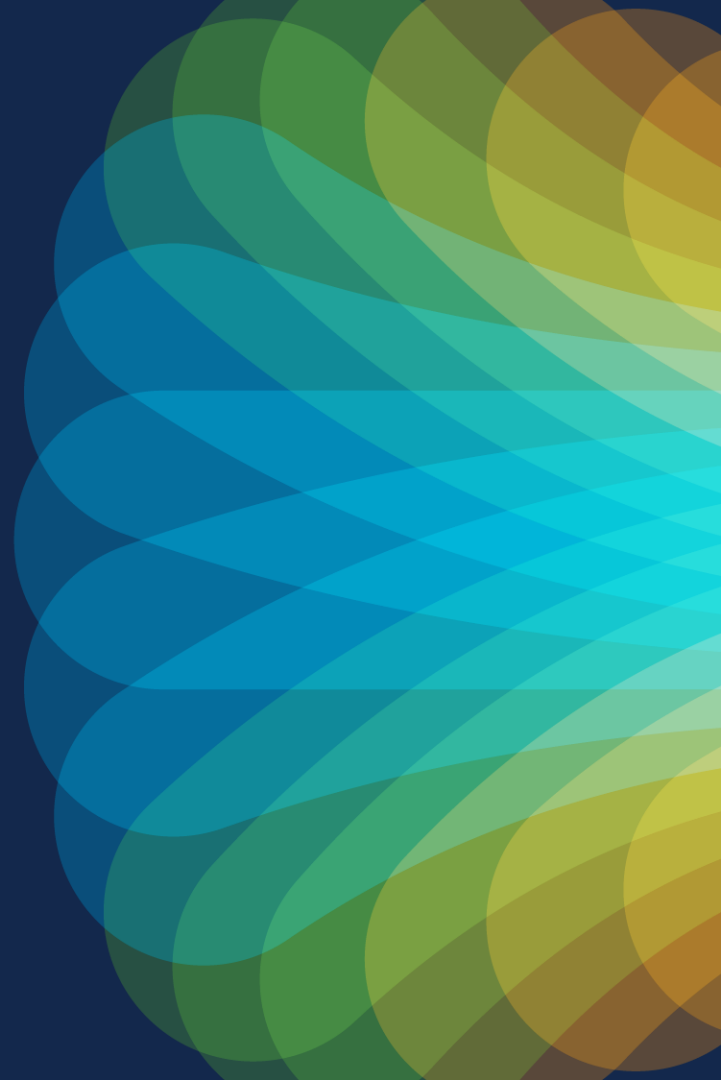
Identity and Event Feed

Journey Data Service
BRKCCT-2029
Rue Green



- Chronological journey
- Customizable data fields
- Clickable URL's
- Custom Icons and Colors
- Insert events from any platform

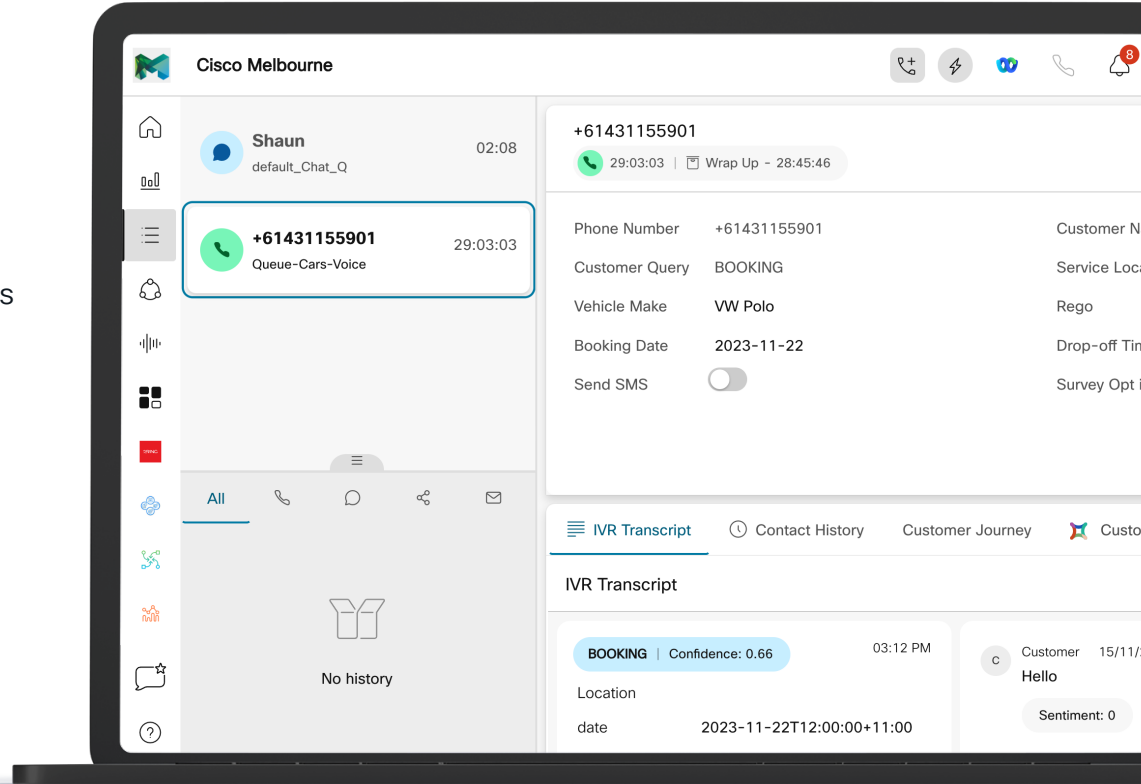
Make your
agents and
supervisors
more effective



Webex Contact Center Agent Desktop

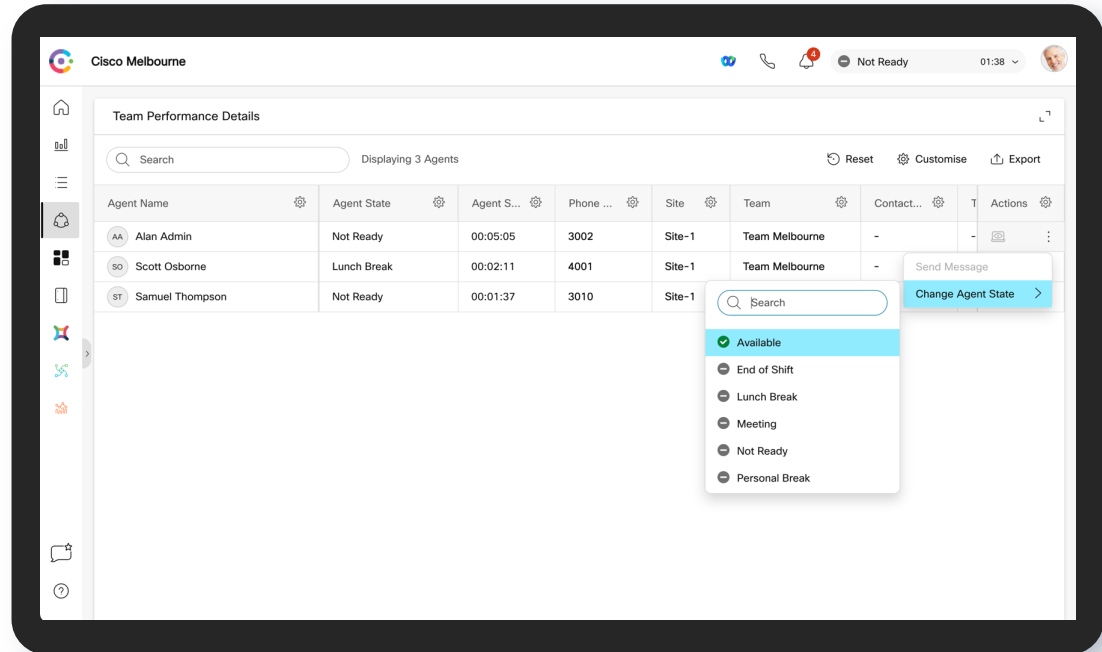
A fresh, modern experience that empowers your agents

- Extensible via widgets and JavaScript SDK
- Agent and SME Collaboration
- Omni-channel User Experience
 - Voice, Email & Chat
 - Facebook Messenger, SMS & WhatsApp
- Localization – 29 languages



Provide team visibility to your supervisors

- Priority dashboard for a quick view of what's most important
- Automated supervisor functions allowing time to focus on the customer experience
- Agent performance management



Provide journey visibility to the agents

- JDS provides a widget for agent visibility
- Allows the agent to view historical and live events

The screenshot displays the Cisco JDS (Journey Development Studio) interface for an agent named Shaun. The interface is divided into several sections:

- Header:** Shows the agent's name "Shaun" and a status "Engaged".
- Left Panel:** Contains a list of contacts. The top contact is "Shaun" with a status of "default_Chat_Q" and a time of "05:46". Below it is a contact with a phone number "+61431155901" and a status of "Queue-Cars-Voice" with a time of "29:06:42".
- Center Panel:** Displays a chat history for the selected contact. It shows a series of messages and system events, including a "Bot interaction" and a "Vehicle Finance" message. The messages are timestamped "11/16/2023, 8:12 PM" and "11/16/2023, 8:13 PM".
- Right Panel:** Features a "Customer Journey Widget" showing a timeline of events. The events include "Payment Successful" (new WhatsApp, 16/11/2023, 20:19), "Payment link sent" (new WhatsApp, 16/11/2023, 20:18), and "shaurobi@cisco.com" (4 events, 16/11/2023, 20:13). The widget also shows a "Livestream" toggle and a "Journey" section.



Getting the most out of Agent Desktop



Embed the right tools



Present Digital Channels to the right agents



Empower your supervisors

Agent Desktop Best
Practices
BRKCCT-2690
Prasanna Arjunan

Digital Channels Auto-responses

Auto responses look for answers to customer questions in an organization's knowledge base repository. If a relevant entry is found, it uses that entry to generate a reply to the customer's question.

Agents can review and edit the generated reply as needed before sending it.

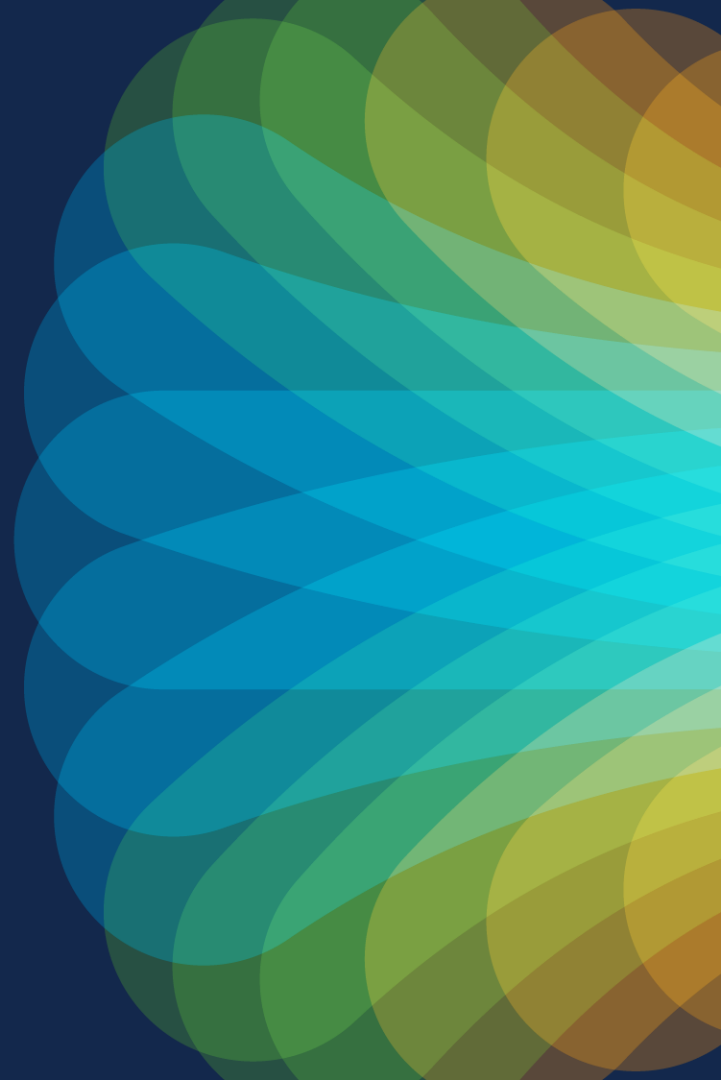
The screenshot shows a chat window titled "Michael Littlefoot" with a timer at 00:01. At the top are buttons for "Transfer", "Conference", and "End". The chat history shows:

- Agent (11:24 AM): "Hello, thank you for contacting Cisco. How can I assist you today?"
- James Littlefoot (11:24 AM): "I'm having trouble logging in. I can't remember my username and password."
- Agent (11:25 AM): "Understood, I can help you with that. Let's start by figuring out your username."
- James Littlefoot (11:25 AM): "Actually I remember that now, it's james@gmaes.com I just need to know how to reset my password."

Below the chat history is a text box containing an auto-generated response: "To reset your password, visit [this page](#). Check your email and spam folder to be on the safe side, then click the link that appears in your email. Choose a secure password, entering it twice on the page, then you're all set to log back in. Is there anything else I can help with today?" At the bottom of the text box are icons for editing and deleting, followed by "Refresh reply" and "Send" buttons.

Subject to change, early access December, target March 2024

Make the
business more
agile and
efficient

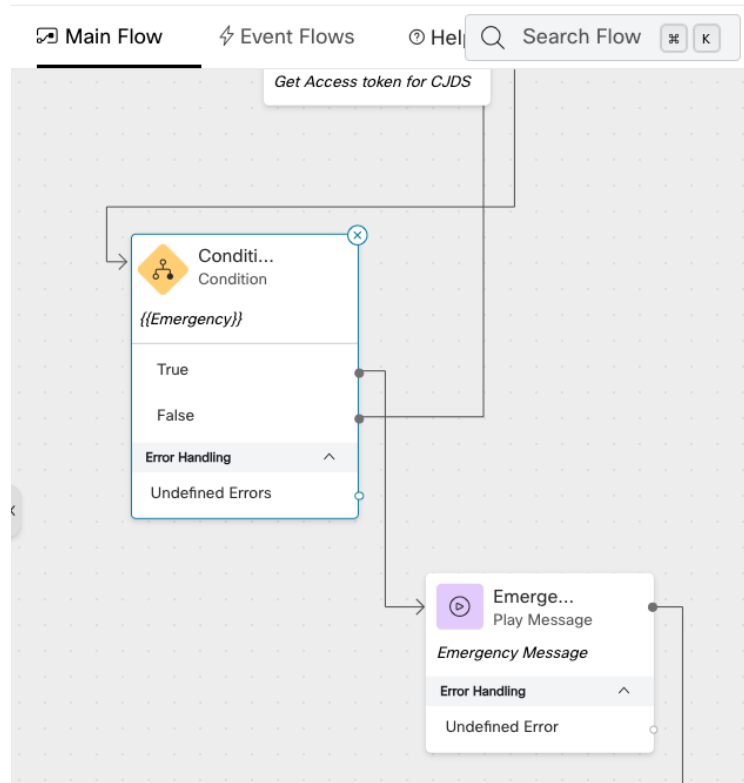


Global Variables

Put the control in your supervisors' hands by allowing them to trigger changes in flows

Exposed via API for extra agility

<https://developer.webex-cx.com/documentation/global-variables>





API integrations

Workflow Triggers

- Webex Connect workflows
- Callback events

Configuration

- Global Variable State
- CC Configuration

Data access

- Search API
- Estimated Wait Time

Desktop Integrations

- Agent Desktop widgets
- REST API for Agents

<https://developer.webex-cx.com/>

Cisco CRM Connector Capabilities



IVR Data Dips

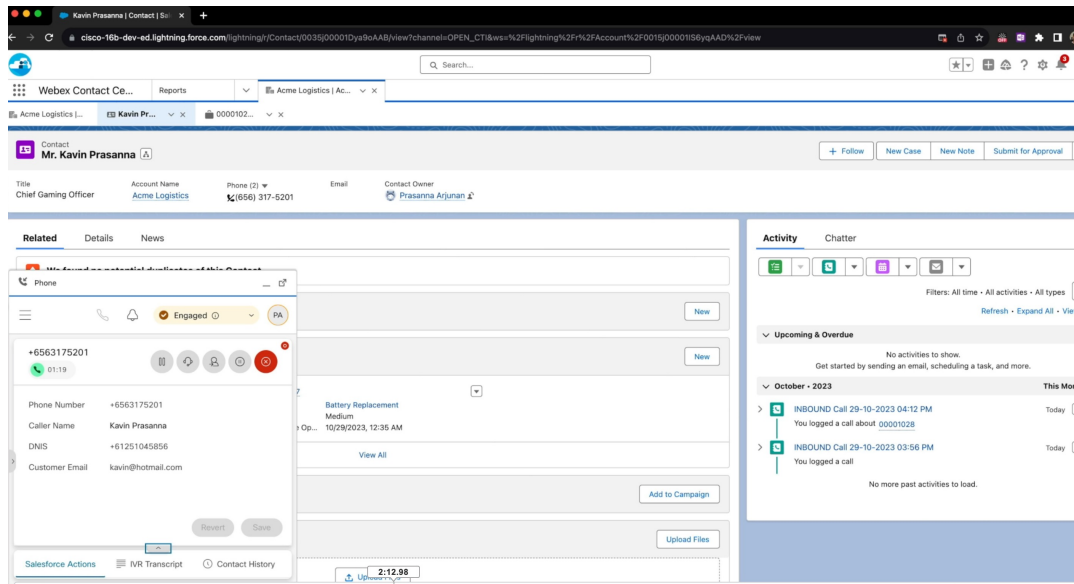
Dynamic Menus that maintain customer context through data lookups from the CRM inside Flow.

Intelligent Routing

Contact Routing inside flow leveraging HTTP Requests from the CRM.

Integrated Desktop

Contact Centre controls within the CRM – Unified single pane of glass for the agents.



Screen Pops

Upon call answer and transfers, agent receives relevant context with the customer record from the CRM.

Post call Activity

Post call activities posted into the CRM after the interaction.

Click-to-Call

Instant Outdial calls from the CRM via Webex Contact Center's Outdial capability.

Webex Contact Center Licensing

	Standard Agent Features	Premium Agent Features
Features	<ul style="list-style-type: none">Inbound voiceIVR portPreview outboundChat & email (agent assisted)Journey Data ServicesWebex Connect (self-service channels)CRM Connectors	<ul style="list-style-type: none">All in Standard plusSMS, WhatsApp, FBM (agent assisted)Progressive DialerSupervisor featuresSmart Audio (BabbleLabs)

We can definitely meet these requirements

Enhance the
customer experience



Make agents and
supervisors more
effective



Make the business
more agile and
efficient



Customer Experience this week at Cisco Live



Webex CE Architecture Overview

BRKCCT-1685

Shaun Robinson

Tuesday 2pm



Next-gen Voice Automation

BRKCCT-2686

Scott Osborne

Wednesday 8:30am



Digital Interaction Automation

BRKCCT-2687

Avinab Nanda

Wednesday 1pm



Agent Desktop Best Practices

BRKCCT-2690

Prasanna Arjunan

Wednesday 2:40pm



Journey Data Services

BRKCCT-2029

Rue Green

Wednesday 4pm

Session Surveys

We would love to know your feedback on this session!

- Complete a minimum of four session surveys and the overall event surveys to claim a Cisco Live T-Shirt





The bridge to possible

Thank you

CISCO *Live!*

#CiscoLiveAPJC

The background is a vibrant, abstract graphic featuring a spectrum of colors from red and orange on the left to blue and green on the right. The colors are arranged in a series of overlapping, wavy bands that create a sense of movement and depth. A bright, white, starburst-like light source is positioned on the right side, from which rays of light emanate across the entire scene, enhancing the dynamic feel of the design.

cisco *Live!*

Let's go

#CiscoLiveAPJC