Let's go

The bridge to possible

Next-gen Voice Automation

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BRKCCT-2686

Cisco Webex App

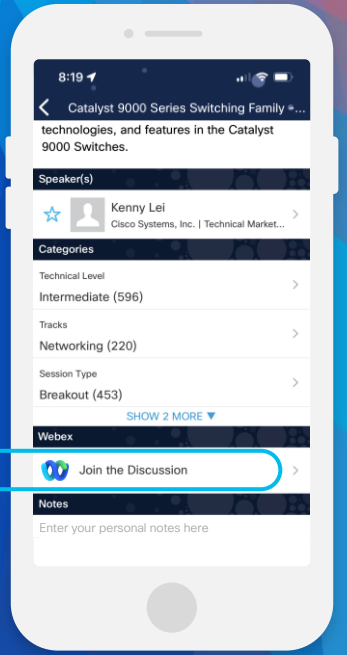
Questions?

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-2686

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About me...

And why you care.

Lazy → Efficiency driven

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About me...

And why you care.

O.C.D. → **Customer Obsessed**

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About me...

And why you care.

Pragmatic → R.O.I.

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About me...

And why you care.

- Efficiency driven
- Customer Obsessed
- **R.O.I.**

What's wrong?

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Agenda

- Introduction
- Next Gen voice architecture
- Voice treatment toolset
- Delivering Outcomes
- Administration Updates
- Conclusion

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Cisco contact center portfolio

Cloud

Webex
Contact Center

Webex Contact Center (Multi-tenant Cloud)

Webex Contact Center Enterprise
(Dedicated Instance Cloud)

On-Premises

Contact Center

Express: SMB-midsize, up to 400 agents

Enterprise: Large enterprise, up to 36,000 agents

Digital interactions and journey orchestration

Artificial Intelligence

Workforce Optimization

Analytics and Insights

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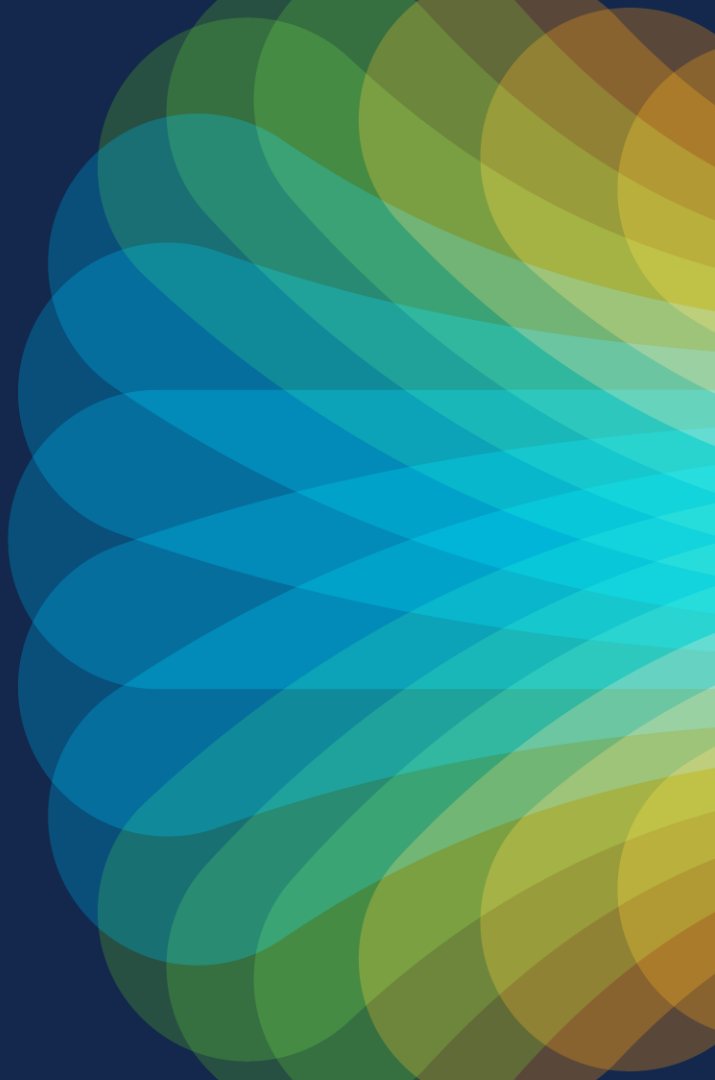
Next Gen Voice Architecture



Why Next Generation?

1. Faster deployment & expansion / time to market
2. Auto scaling (up & down) / cost effective
3. Additional media services and features
4. Enhance logging, analytics, troubleshooting
5. Increased global footprint with Regional Media

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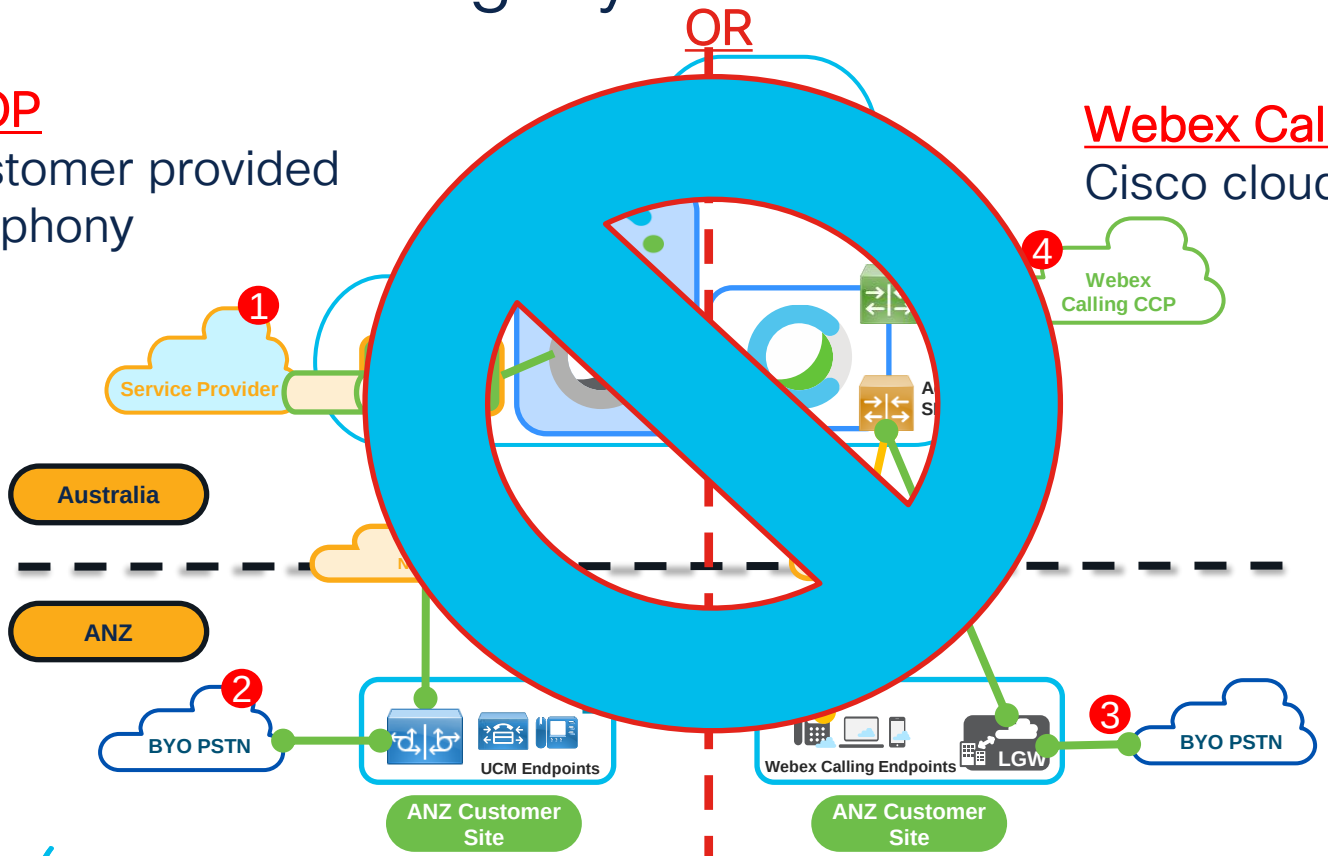
Cisco Webex – Legacy PSTN Architecture

vPOP
Customer provided telephony

OR

Webex Calling
Cisco cloud telephony



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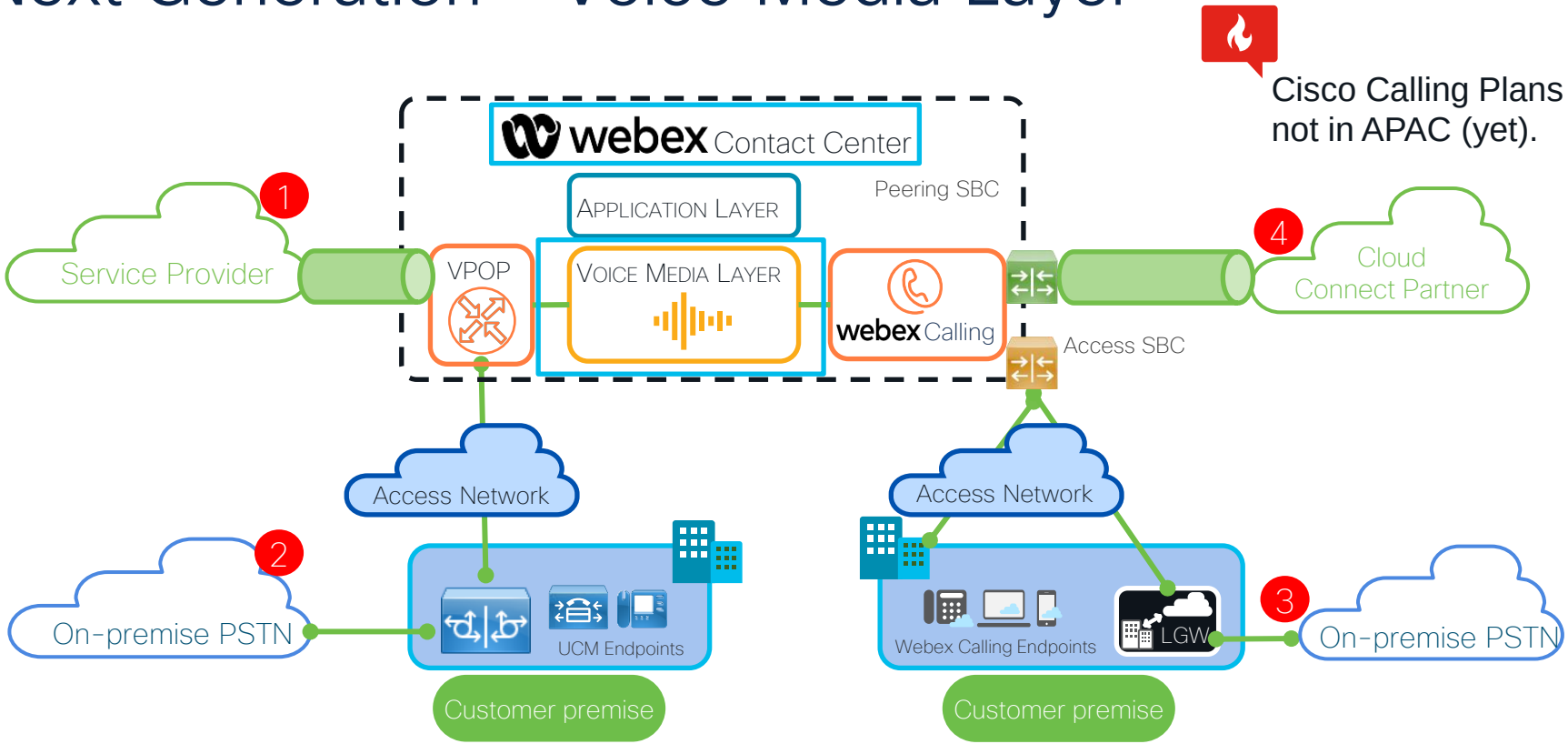
Next Generation – Voice Media Layer



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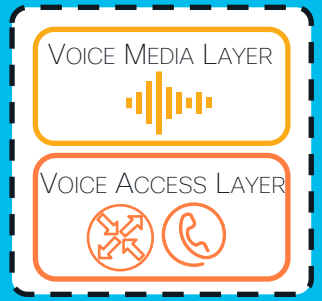
Introducing... WxCC PSTN Region



- Also known as **Remote Region** or **Remote PSTN Region**
- **Archors media in-region** during IVR and agent call legs
- **Records** calls in-region
- **Forks media** to ancillary services
- Communicates with Home region for call routing decisions
- Only has Voice Media Layer and Voice Access Layer
- Does NOT contain application layer components

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Multiple Voice Media Layers per tenant

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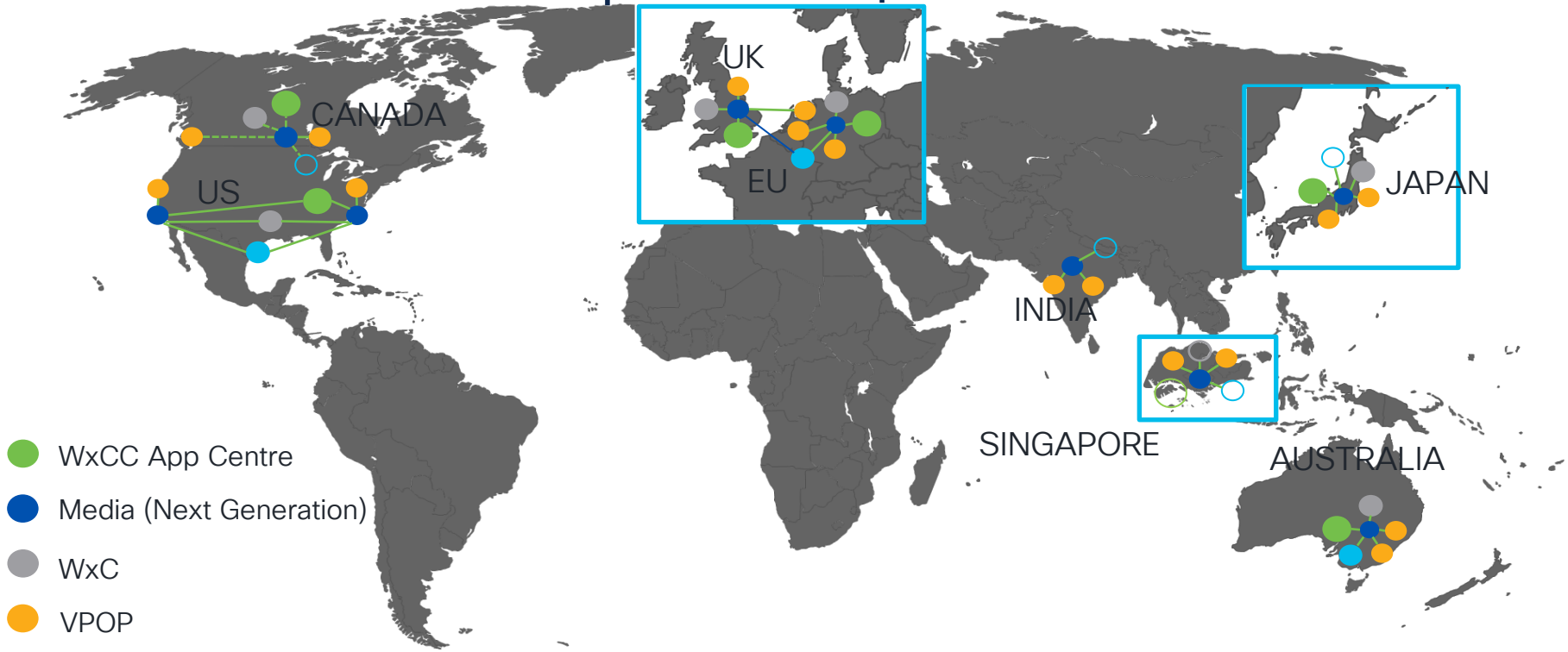
Worldwide WxCC points of presence



- WxCC App Centre
- Media (Next Generation)
- WxC
- VPOP
- WebRTC

- **Regional media** allows the creation of global contact centre managed from a single centralised tenant in the home region

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Feature Dependencies on Next Generation Media

- **Regional Media** for voice access layer
- Virtual Agent capabilities with Google **Dialogflow CX**:
- **Background Noise Removal** for Premium agents
- **WebRTC** (Web Real-Time Communication) support for Agent Desktop
- Experience Manager: Contact centers can understand the voice of customers with digital surveys and **Interactive Voice Response Post Call surveys** (IVR PCS).

Reference link:
https://help.webex.com/en-us/article/560kt8/Next-Generation-media-platform

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Next Generation Media Roadmap

- **Transition to Next Gen** for existing customers
- **SIP header extraction**
- **AI/ML/NLP enhancements** with new AI Universal Harness
  - Multiple NLP engine support
  - Agent Assist
  - Regional Media for NLP
  - Live transcription
  - Voice Biometrics

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Summary

- Next Generation Media enables **global deployments**, **even more flexibility** and **new feature velocity**
- Traffic between points of presence is **carried on the Webex backbone**
- This is a **differentiator**, no other CCaaS provider has this reach or reliability
- **Position WxCalling** as a starting point

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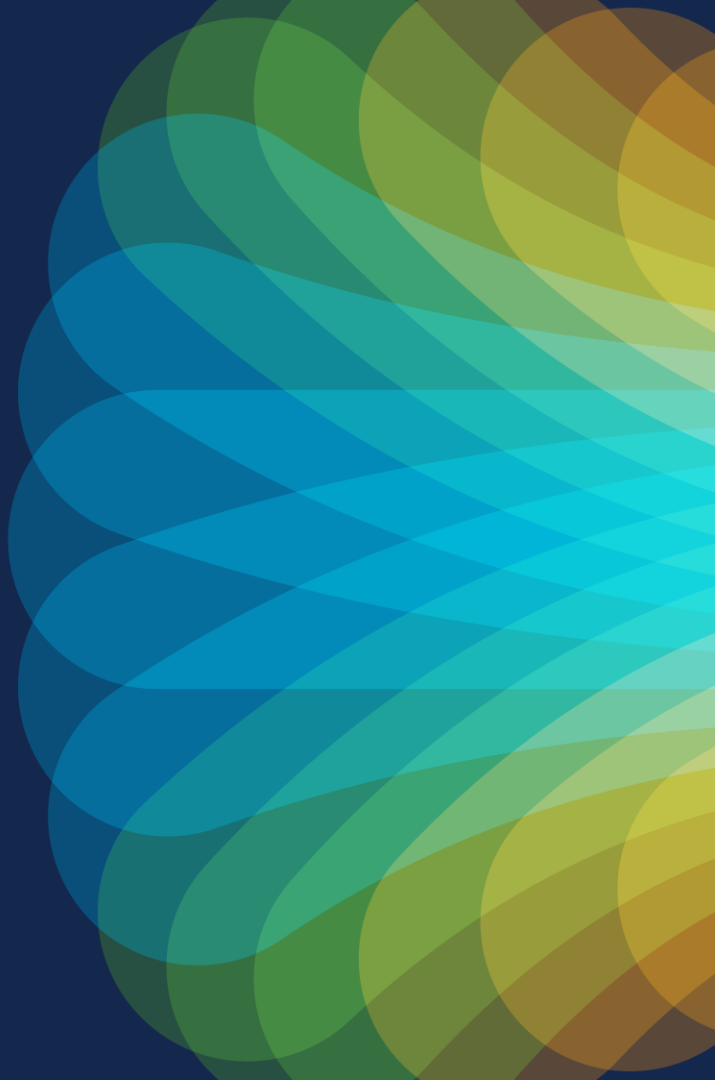
Voice toolset

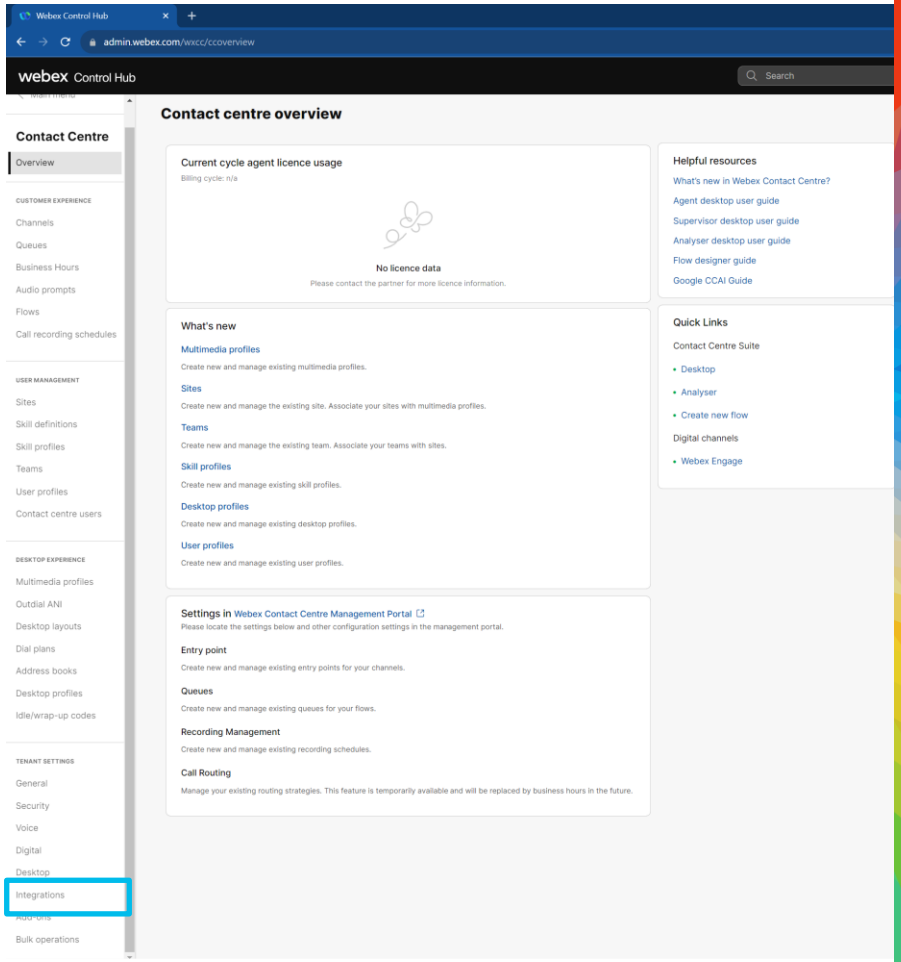


Integrations

- Integration connectors
- Goggle CCAI
  - Text to Speech (TTS)
  - Google Dialogflow (GDF)
- Salesforce (SFDC)

Coming soon to APAC:

- Webex Experience Management (WxM)
  WxM Next or Post Interaction **Surveys**



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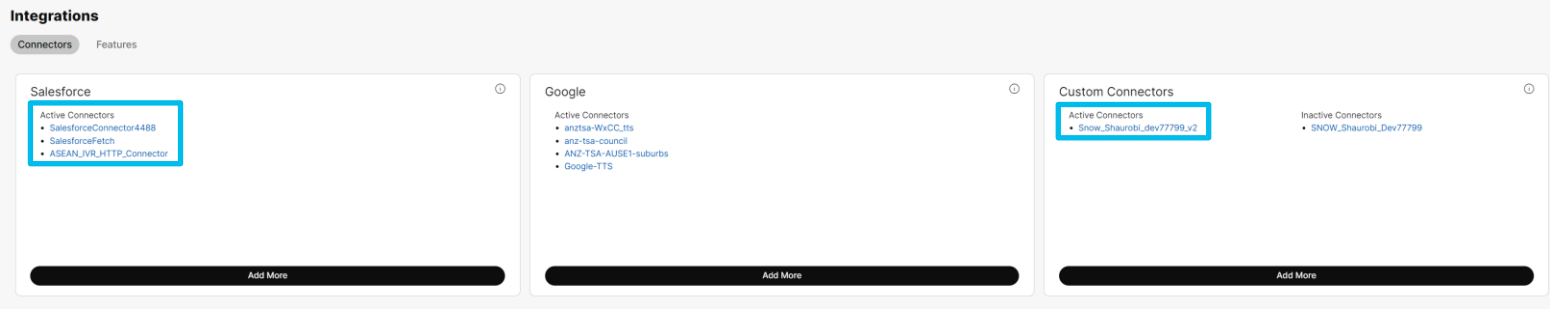
Connectors



- Configured connectors are available as **drop down menus in the flow editor**
- **Multiple datasources** are supported for different use cases or departments

No cost from Cisco!
Included in standard agent license

Reference: https://help.webex.com/en-us/article/n2re5jy/Webex-Contact-Center-Documentation

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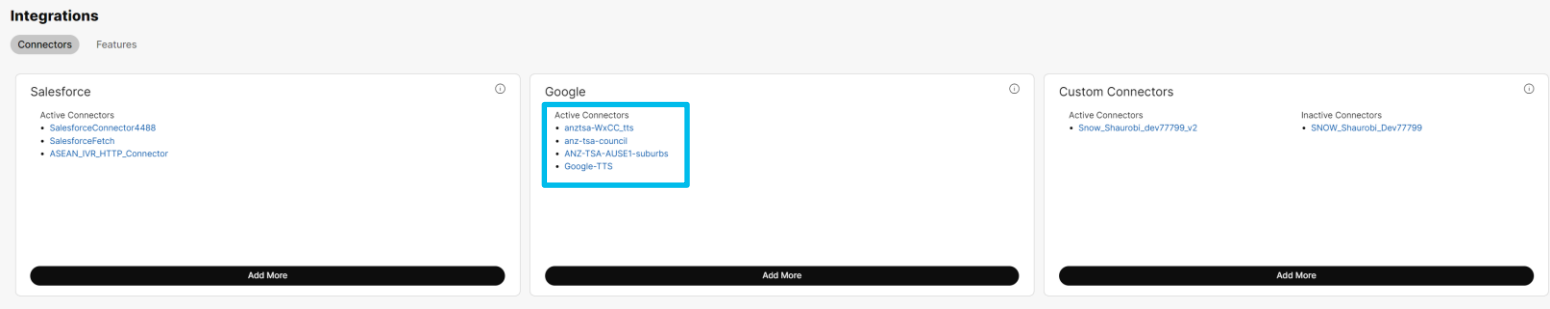
Connectors



- Configured connectors are available as **drop down menus in the flow editor**
- **Multiple datasources** are supported for different use cases or departments
- **Google** services relate to **TTS connector** (not GDF).

Native Cisco TTS is coming!
Watch the What's New/Coming Soon page…
https://help.webex.com/en-us/article/a1gx3h/What's-New-in-Webex-Contact-Center

Partners the Contact Center Progress Report is now included in the quarterly **Cisco Collaboration Roadmap for Partners**…
https://salesconnect.cisco.com/sc/s/learning-activity-detail-standard?ltui__urlRecordId=a0n8c00000Mf2uEAAR

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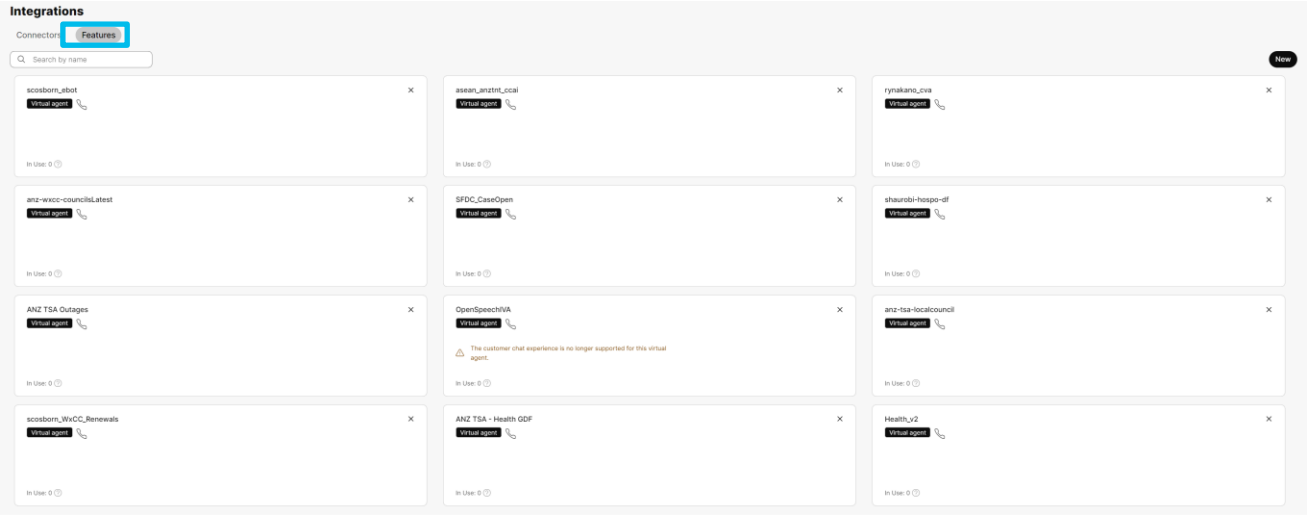
Features



- Access to **GDF Virtual Agents** (BOTs)

GDF services are provisioned and charged via Cisco

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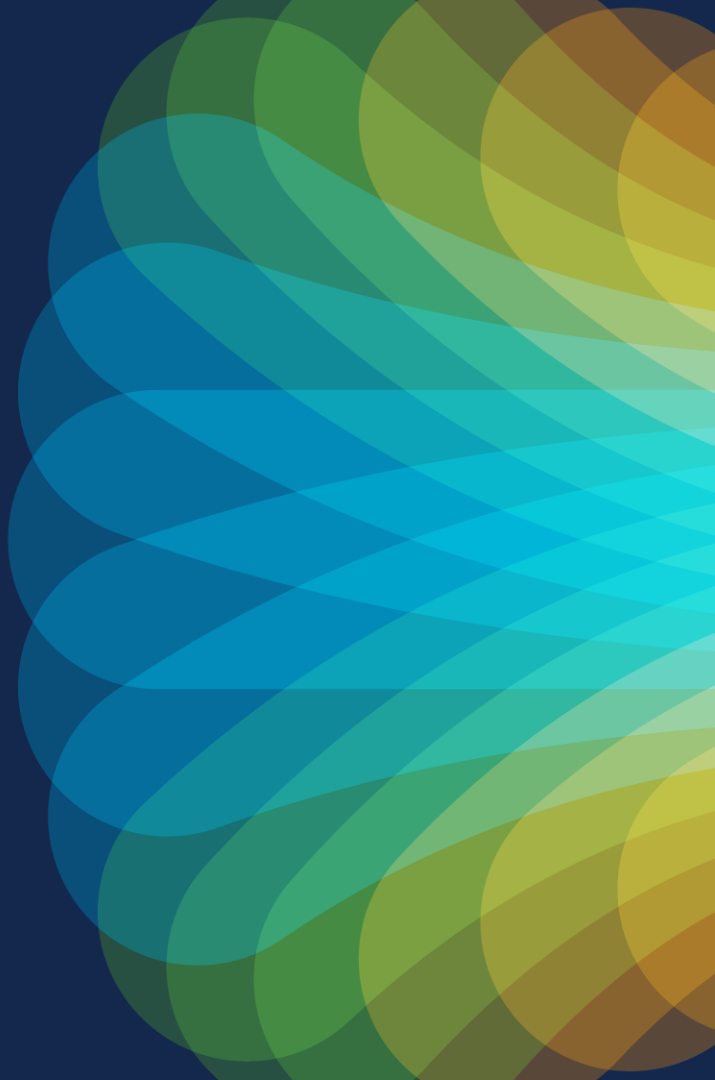
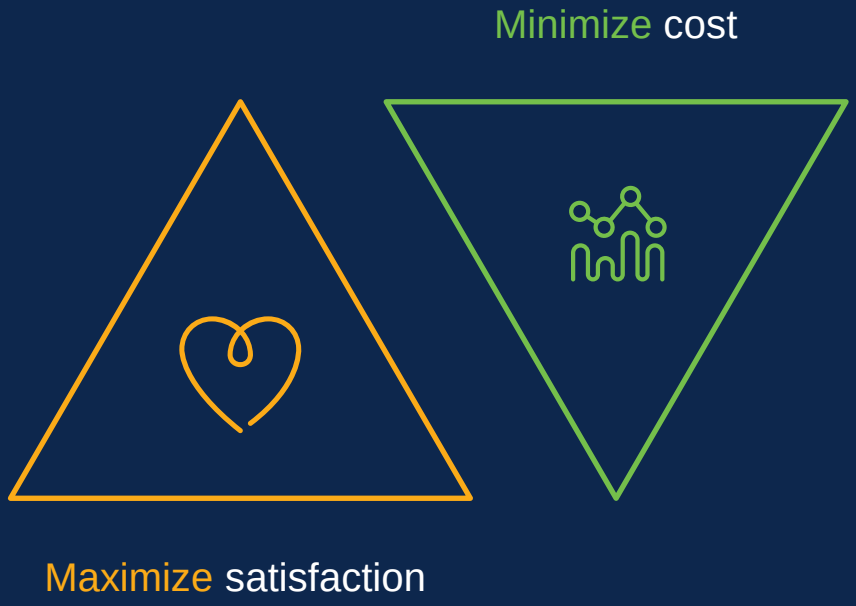
Why?



The customer experience imperative



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Customer Expectations

Proactive
communications

Fast and easy
self-service

Empathetic
human engagement

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1 in 3

customers will abandon a brand
after a single negative experience

Source: PWC Study, “Experience is Everything. Here’s how to get it right”

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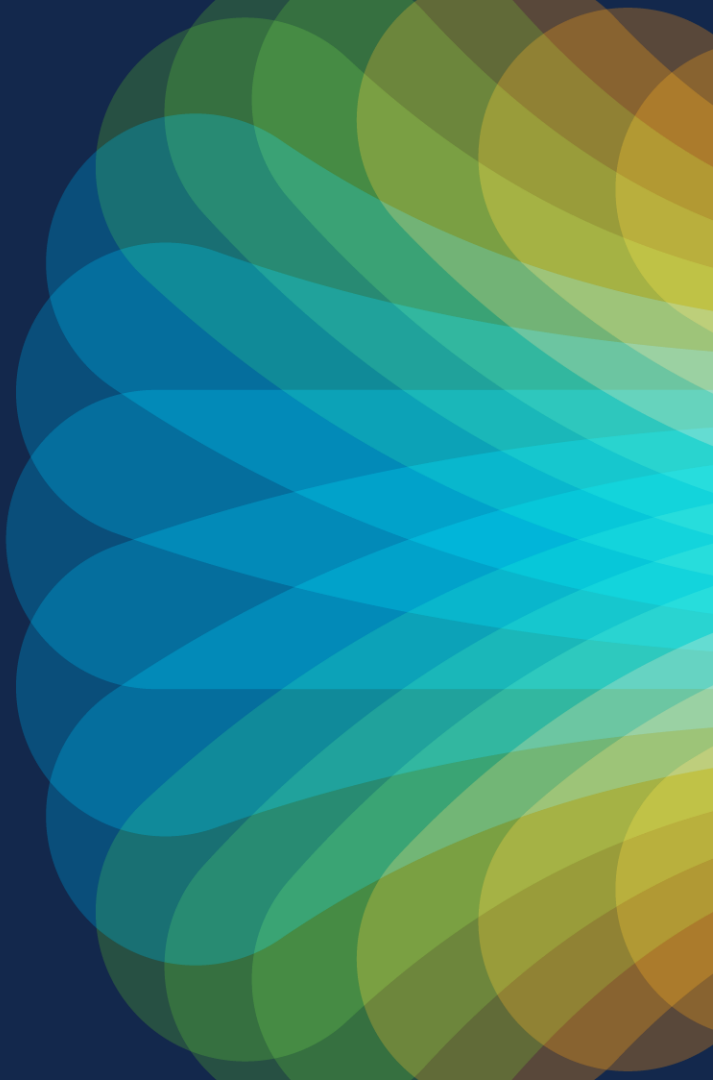
Scenario 1
Personalisation and Self-Service



The all-new Webex Contact Center

DEMO

Known Customer – Voice Based Customer Experience

- A known customer or repeat caller receives a personalised experience

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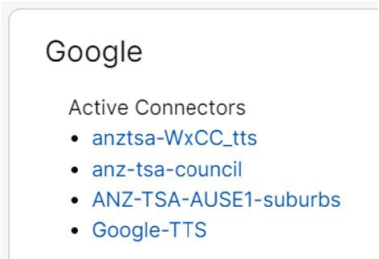
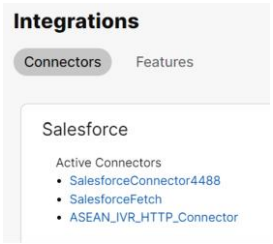
Cisco Cars Ingredients

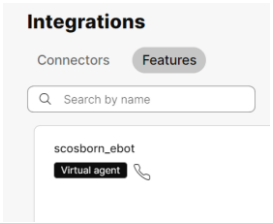
Personalisation



Context



Automation



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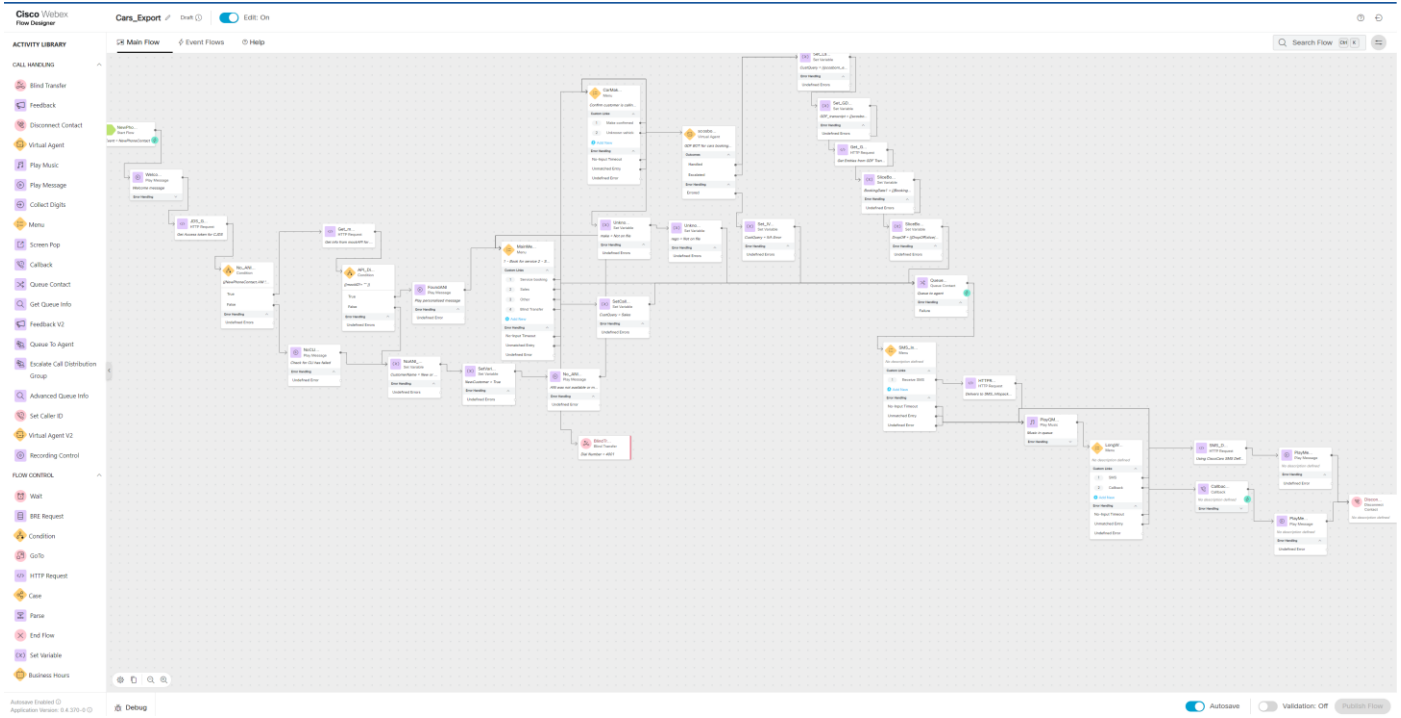
Cisco Cars – Voice Flow Designer



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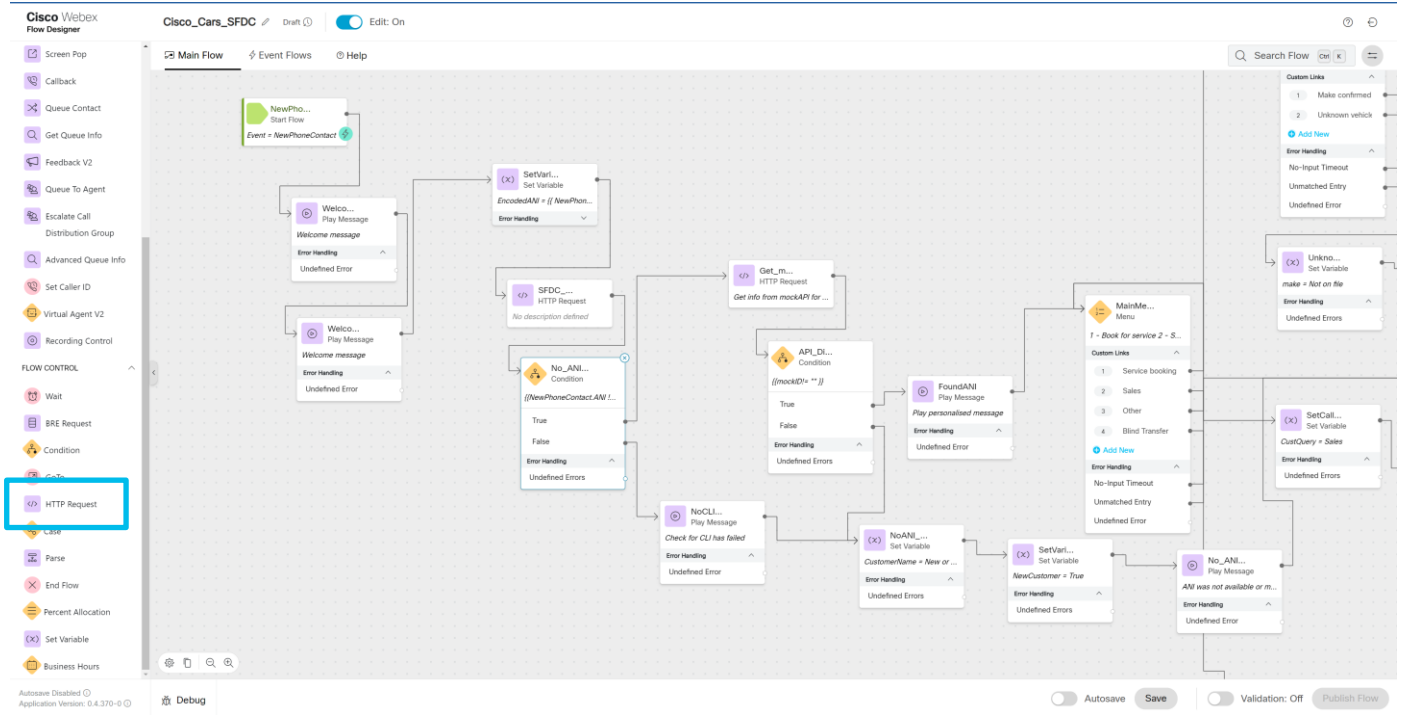
Flow Designer – Data



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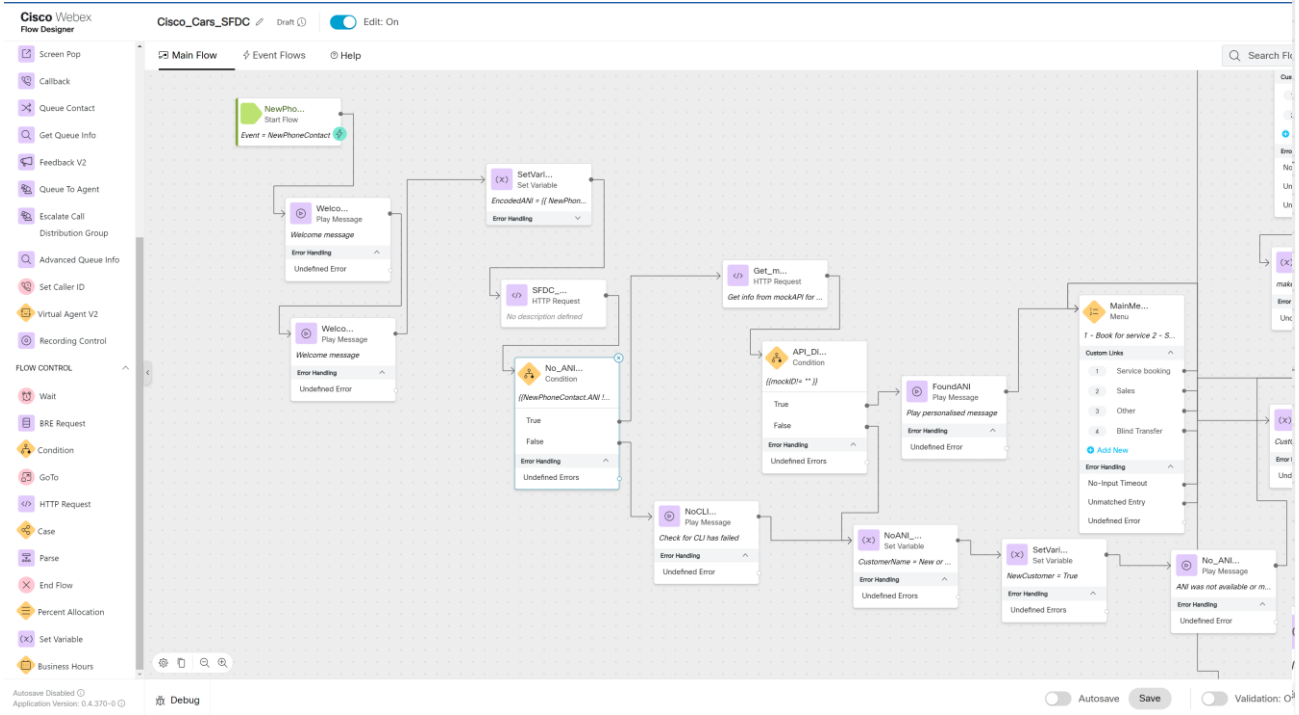
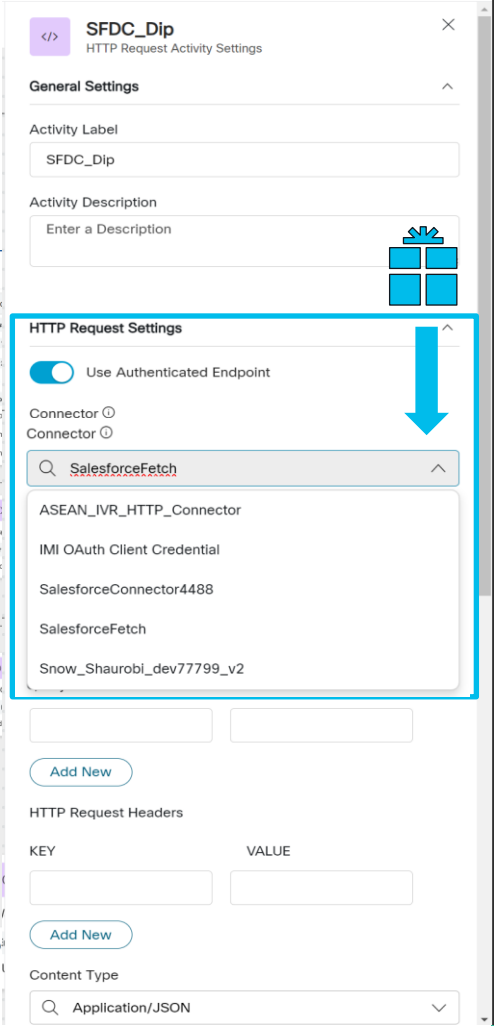
Flow Designer – Data Connectors





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Flow Designer – Data Connectors

- Request Syntax will vary depending on the datasource
- Trim or encode the calling number variable
  e.g. {{NewPhoneContact.ANI|slice(1)}}
- Salesforce e.g.
  /services/data/v51.0/query/?q=SELECT+Id,LastName,FirstName,LeadSource,MailingCity,MailingPostalCode+from+Contact+WHERE+Phone='{{ EncodedANI }}'+LIMIT+1

Reference:
https://developer.salesforce.com/docs/atlas.en-us.soql_sosl.meta/soql_sosl/sforce_api_calls_soql_select.htm

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Flow Designer – Data Variables

Local (Flow) Variables

Configurable variables of different data types that you can use throughout the flow.

Types:
- String
- Integer
- Date Time
- Boolean
- Decimal
- JSON

Default Value = YES
Agent Viewable = YES
Agent Editable = YES
Reportable = NO
Secure = YES

Global Variables

Custom variables that are defined in the Provisioning module and accessible throughout a flow.

Types:
- String
- Integer
- Date Time
- Boolean
- Decimal

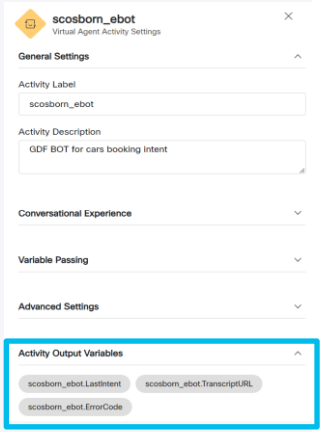
Default Value = YES
Agent Viewable = YES
Agent Editable = YES
Reportable = YES

max 30 variables per flow
max 100 variables for reporting

Output Variables

Store the data captured from activities.

Types:
- String
- Integer



Default Value = NO
Agent Viewable = NO
Agent Editable = NO
Reportable = NO

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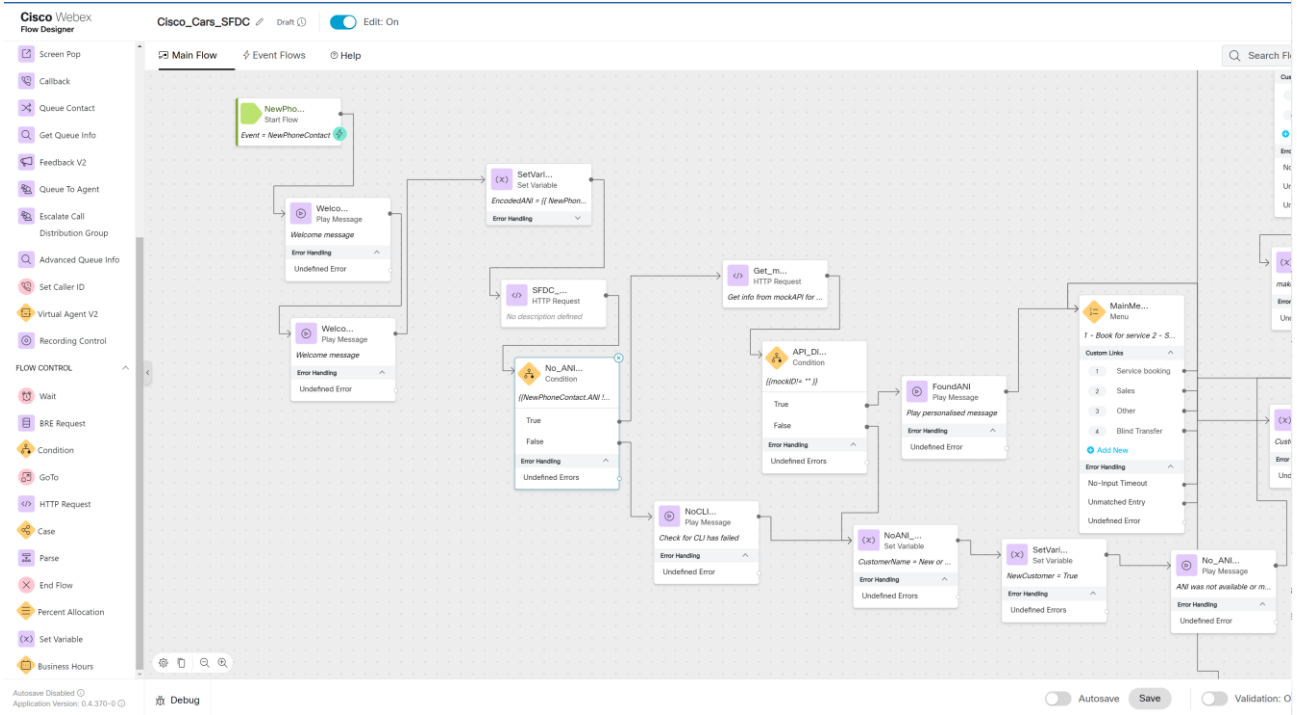
Flow Designer – Data Variables



SFDC_Dip
HTTP Request Activity Settings

Parse Settings

Content Type: JSON

Output Variable: CustomerName
Path Expression: $.[0].name

Output Variable: mockID
Path Expression: $.[0].id

Output Variable: make
Path Expression: $.[0].make

Output Variable: rego
Path Expression: $.[0].rego

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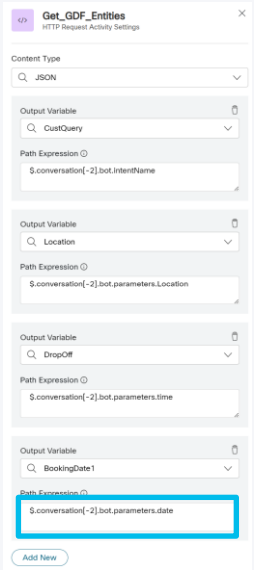
Flow Designer – Data

Manipulate Data

Through JSONPath syntax the returned data can be filtered or manipulated to the customer's scenario.

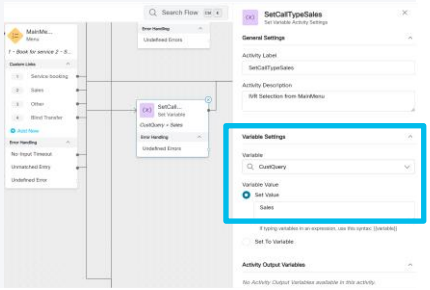


Using Data

The data stored in variables can be used in the script to make conditional personalised interactions.

Common Nodes:

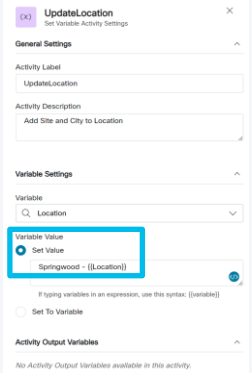
- Set Variable
- Play Message
- Case
- Condition
- Screen Pop



Advanced Manipulation

Variable Expression Parser uses Pebble Templating Engine to allow you to manipulate data.

- All Pebble expressions (e.g., split(), join(), min(),max(), filter, | and more)
- Variables can be chained and appended or updated



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Flow Designer – Testing Syntax

Reference: https://pebbletemplates.io/

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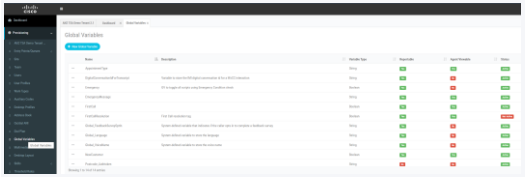
Flow Designer – Variable configuration

Global Variables

Through Admin Portal > Provisioning and are available system wide.

Values can be defaulted, changed via portal or updated via API to change call flow behaviour.

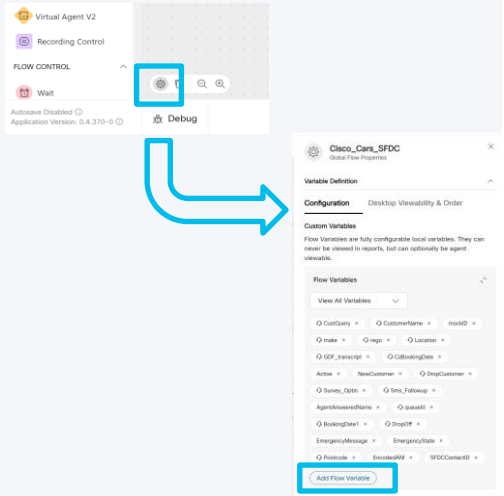
These will soon be migrated to Control Hub for configuration.



Flow Variables

Created within the Flow Editor > Global Flow Properties

These will soon become persistent across scripts.

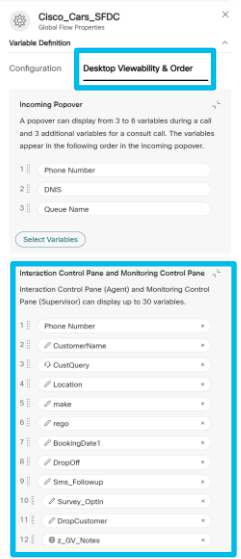


Agent Desktop Display

Desktop presentation configured in Flow Editor

Configuration can vary per Flow

10 is the magic number



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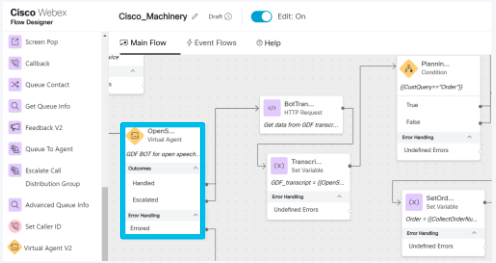
Flow Designer – Virtual Agent

Google Dialogflow

Configured through Control Hub > Integration > Features and available as drop list in the Virtual Agent node.

Try to keep “agents” defined for their specific task or purpose.

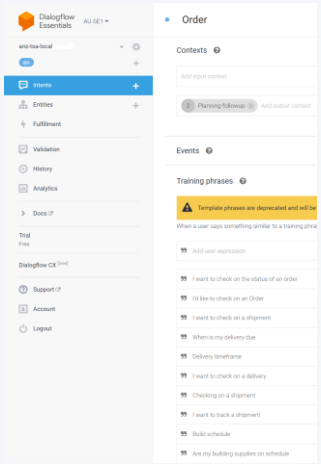
Return a Handled or Escalated outcome.



Virtual Agent (GDF)

Can also be used for Knowledge or FAQ scenarios and supports different languages.

GDF ES and CX are supported, but align the version to your needs.



SSML tagging

Use the SSML tagging to present data in an easy to understand format.

Order numbers, dates, speed of information can be managed to make it user friendly.

Text-to-Speech Message

```
1 <speak>The system is showing your order number
<say-as interpret-as="verbatim">{{Order}}</say-
as> has a status of {{OrderStatus}}.  The order date
was <say-as interpret-as="date"
format="yyyymmdd" detail="1">{{OrderDate}}</say-
as>. The expected shipping date is <say-as
interpret-as="date" format="yyyymmdd" detail="1">
{{ShipDate}}</say-as>.
</speak>
```

Reference:

https://cloud.google.com/text-to-speech/docs/ssml

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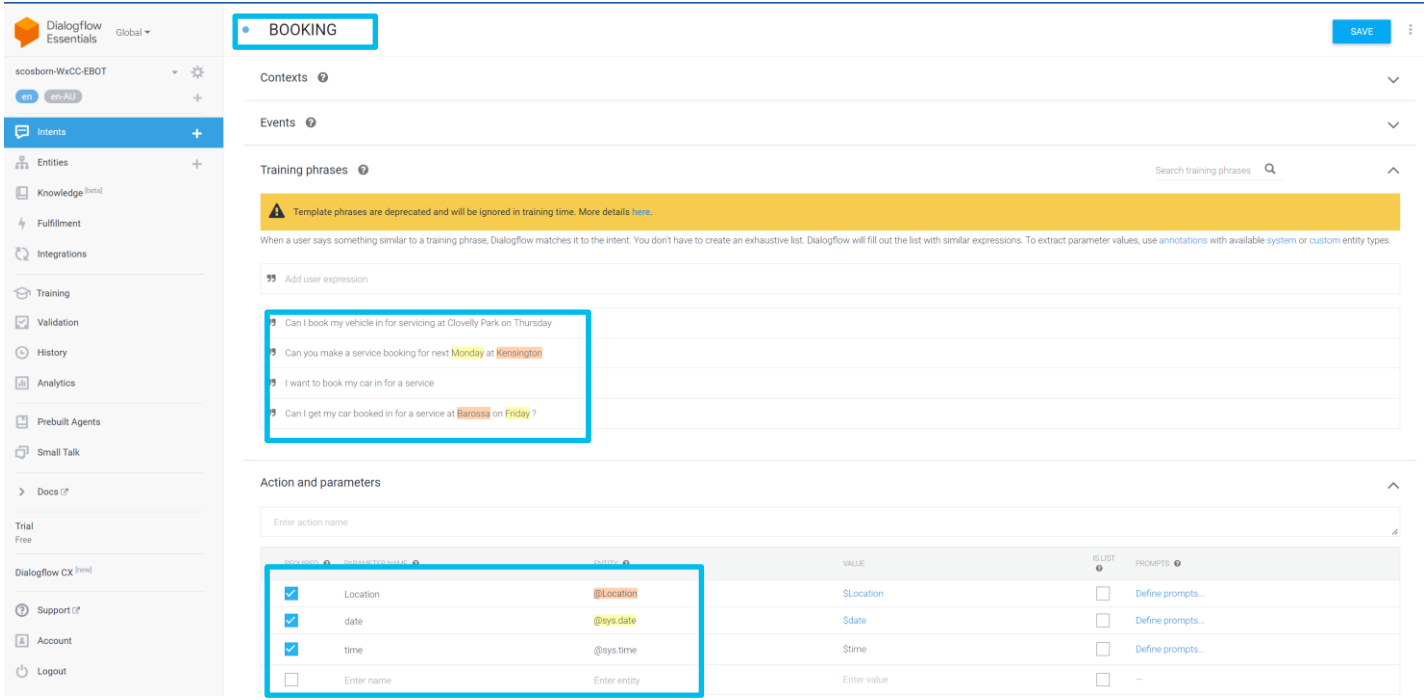
Flow Designer – Google Dialogflow



Reference: https://dialogflow.cloud.google.com/

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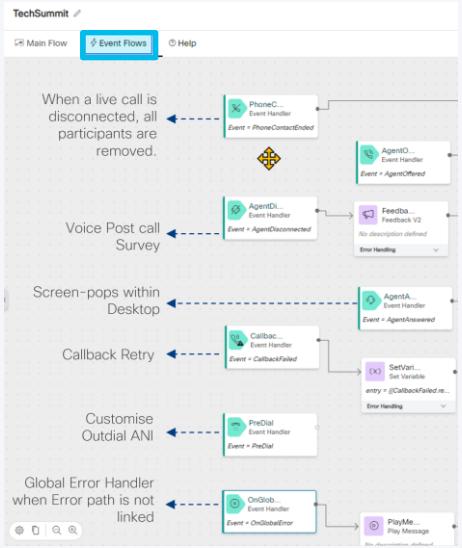
Flow Designer – Agent Experience

Event Flows

Second tab in Flow Designer has event nodes to trigger workflows on call events.

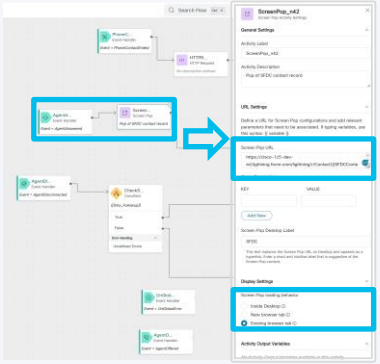


Screenpop

Screenpop from the Agent Answered event to present the customer record CRM to the agent.

Make conditional based on attached variable data to present different or multiple platforms.

Can be embedded or external.

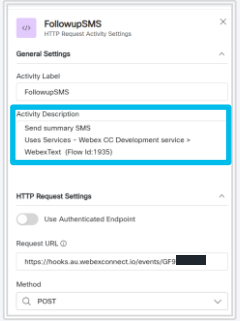


Data Management

Variables that are updated can be written to source system.

- PhoneContactEnded or AgentDisconnected events
- Use conditions to manage updates

Document link to WxConnect



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Summary

- Use data to **contextualise** the interaction, multiple connectors are available
- Be **proactive** and **automate** where possible
- **Use digital** to continue a journey
- Don’t forget the **agent experience**
- **Start** small, but start

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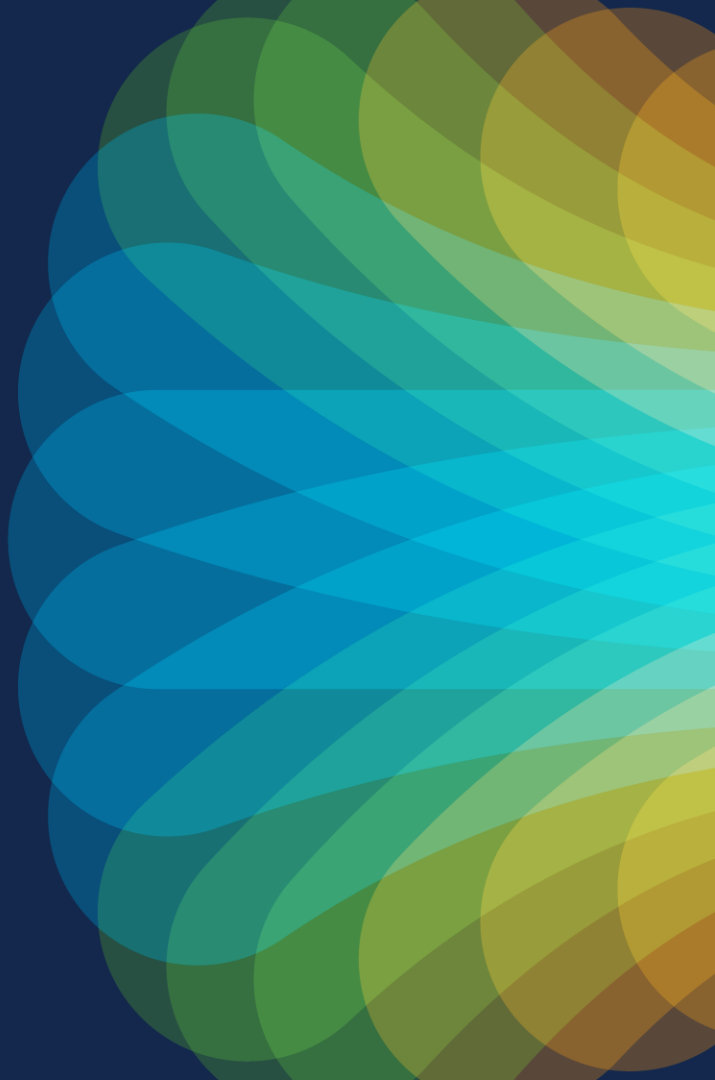
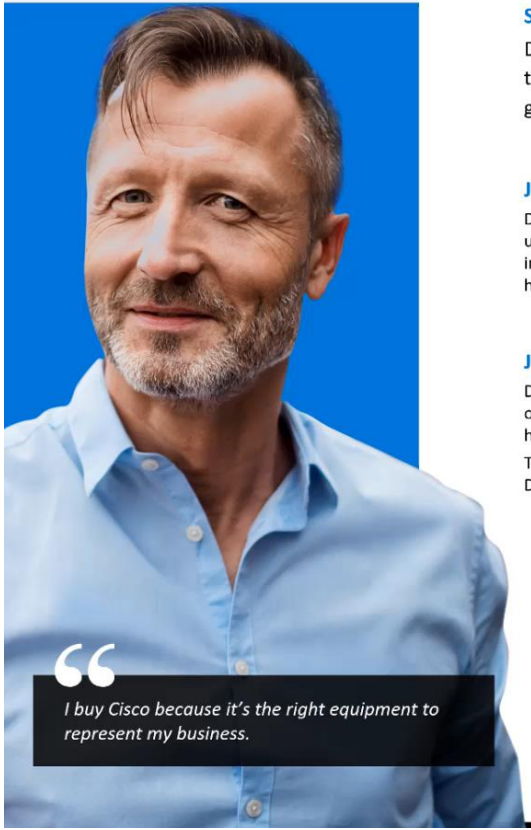
Scenario 2
Automation and Digital Adoption



Danny O'Conner

EXPANDING BUSINESS OWNER

Male | 41 years | Sunshine Coast



SCENARIO

Danny's got COVID and is working while in isolation. He can see in the portal that the new 428 Loader he bought is due for delivery this week. He might still be in iso, and the mobile phone reception here is terrible, he wants to make sure the delivery and handover goes smoothly.

JOURNEY - Part 1: DANNY CALLS TO CHECK ON THE DELIVERY

Danny uses the landline to call in to check on the delivery time, he'll need to make sure someone else is there to cover him. As he is calling from an unrecognised number the system, doesn't know who he is. He uses the open speech menu to ask about his order, and the system authenticates him, before informing him the unit is in transit and due for delivery on Wednesday. He will need to speak to his "legend" Ron in the Sunshine Coast Branch to sort out the handover. The system offers him the option to patch him straight through to Ron's mobile.

JOURNEY - Part 2: OH NO!!! THIS NEVER HAPPENS

Danny's in the office, when one of his site managers calls to report the 428 Loader has shut down with a CID 110-03 warning code. He calls Ron's mobile, but it is out of range. This is terrible, he needs that machine running to finish the job this week or things go very bad. He calls the service line. The system recognises him and already knows that the loader has an alarm. He is offered the option to connect directly to an Earthmoving specialist.

The expert sends Danny the Error Code manual for his loader and advises that his coolant temperature is above normal. He sets up a Webex meeting to show Danny the video of what causes this alarm, how to safely clear it to keep operating until the mechanic can attend.

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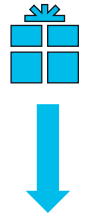
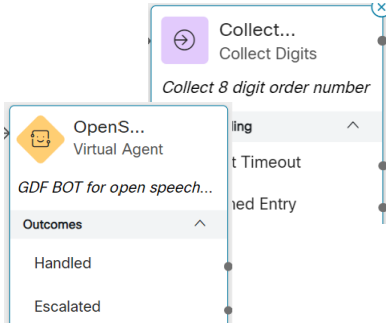
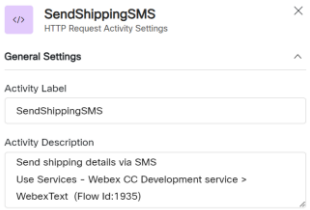
Machinery Ingredients



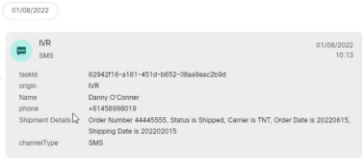
Personalisation



Adoption



Context



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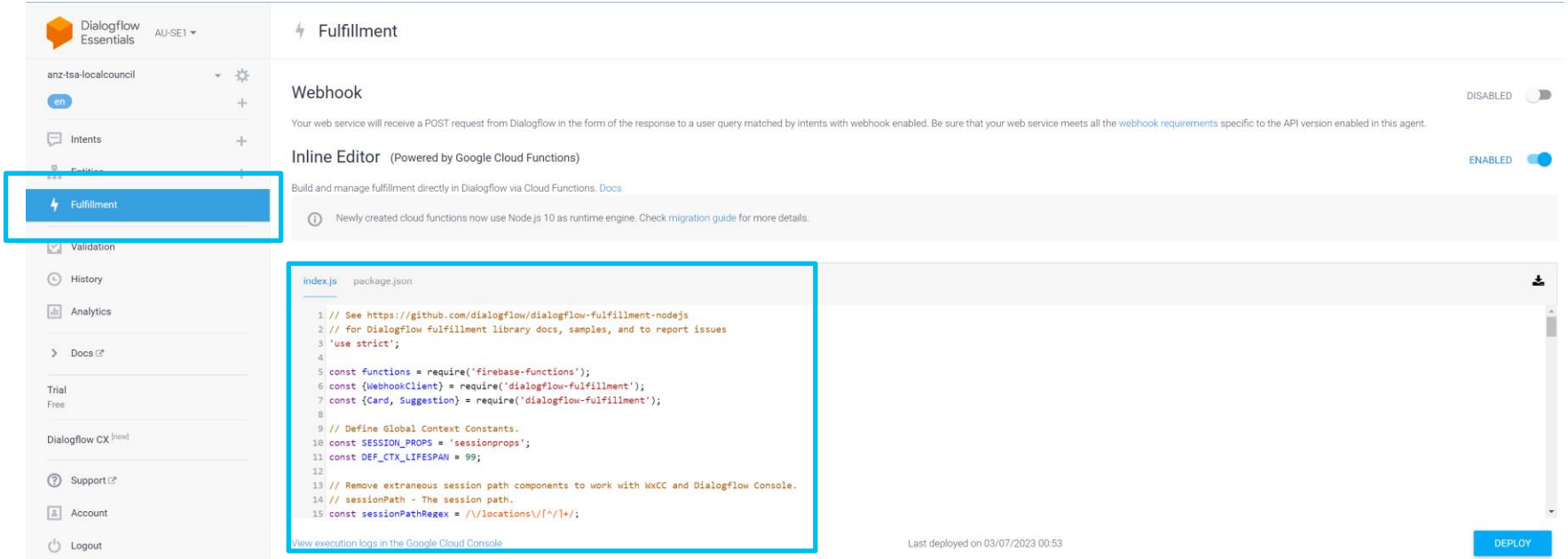
Flow Designer – Google Dialogflow



Reference: https://github.com/dialogflow/dialogflow-fulfillment-nodejs

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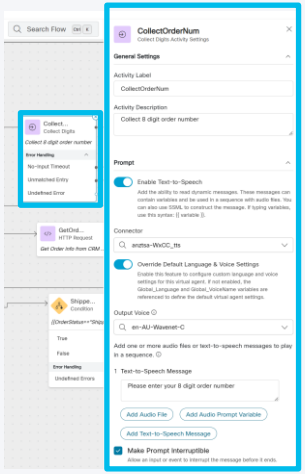
Flow Designer – Virtual Agent

Collect Digits

Configured through Flow editor.

Collect identifiers to source info from business systems.

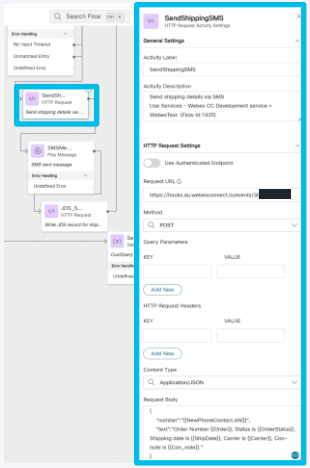
Numeric (DTMF) is still king.



Webhook to SMS

Send information to WxConnect webhook to send SMS.

Payload can include all necessary info or identifiers for WxConnect to source info in its flow execution.

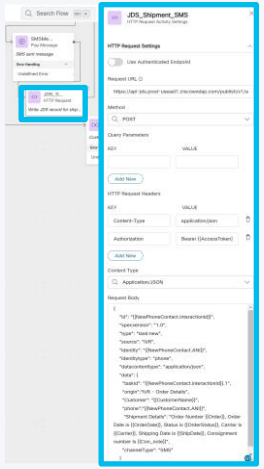


Write JDS event

Default events do not include outcomes. Write key events.

Get token early in script and use a variable to simplify use.

Duplicate is your friend.



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Summary

- **Collect info** to understand context if data isn't available
- Use **multiple** data sources
- Use AI/BOTS **when appropriate**
- **Provide visibility** of key events by writing automated or outcome events to CJDS

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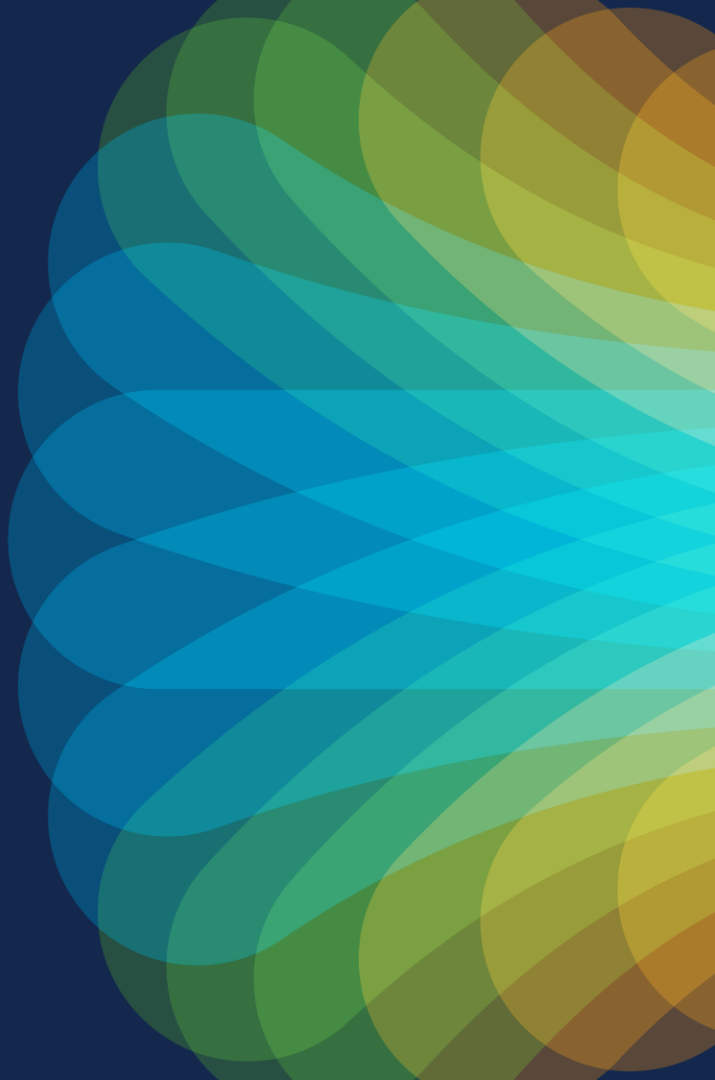
Scenario 3
Proactive Engagement



Webex Contact Centre

ServiceNow Integration

Digital-first
Delightful customer experiences

Intelligent
Super Agents

Contextual
Customer experience management

Flexible
Customizable platform

Collaborative
Contact Centre

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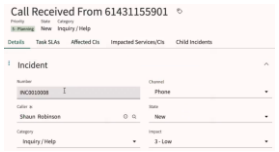
webex

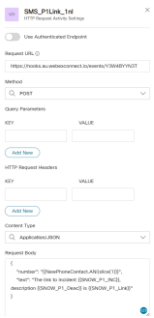
SNOW Ingredients

Personalisation



Context

Adoption



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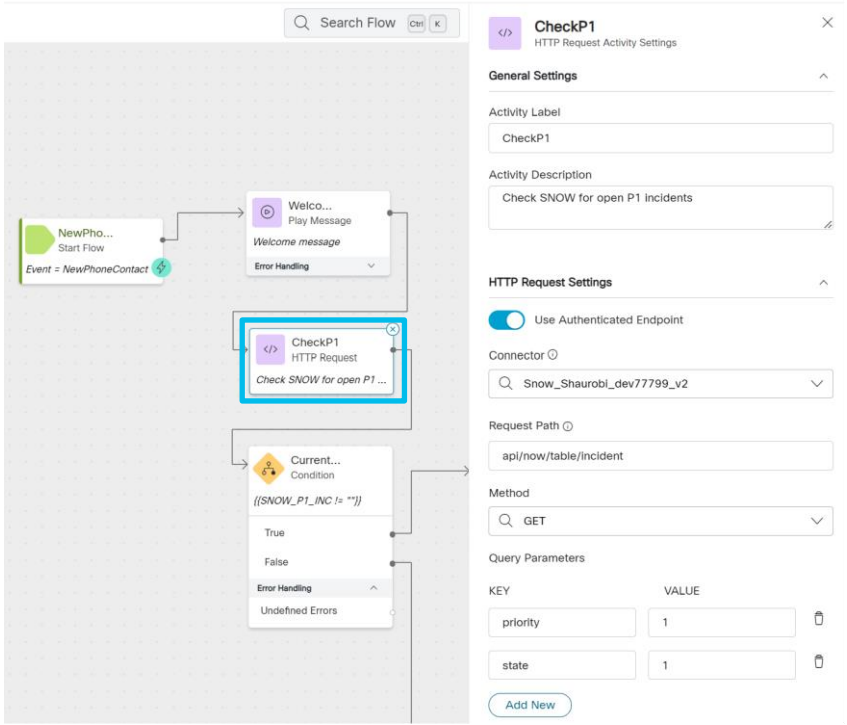
Flow Designer – SNOW Connector

Flow nodes

The **HTTP Request** node is used to source data from ServiceNow.



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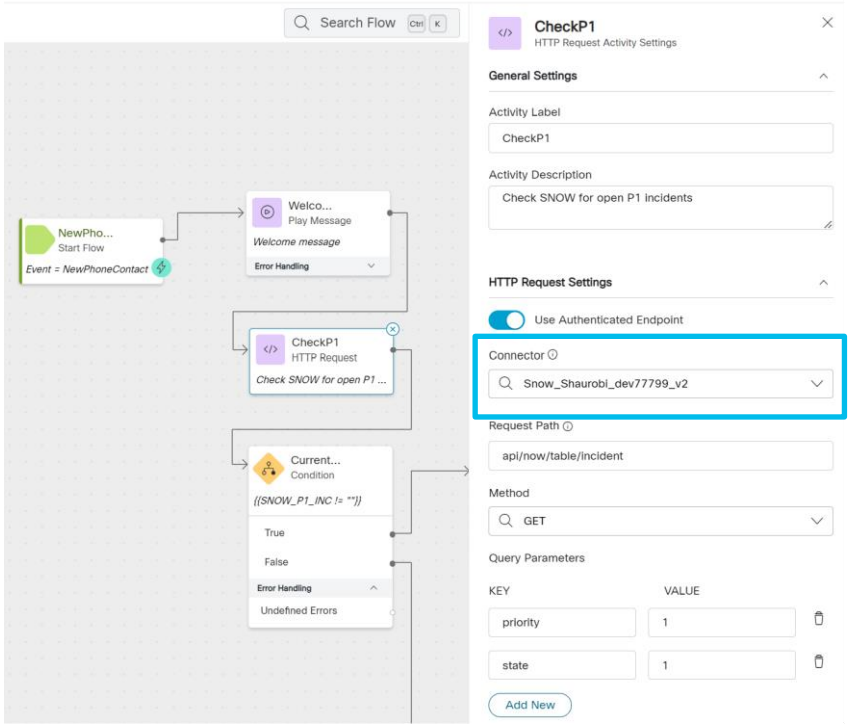
Flow Designer – SNOW Connector

Flow nodes

The HTTP Request node is used to source data from ServiceNow.

A **connector** is selected for the service query.



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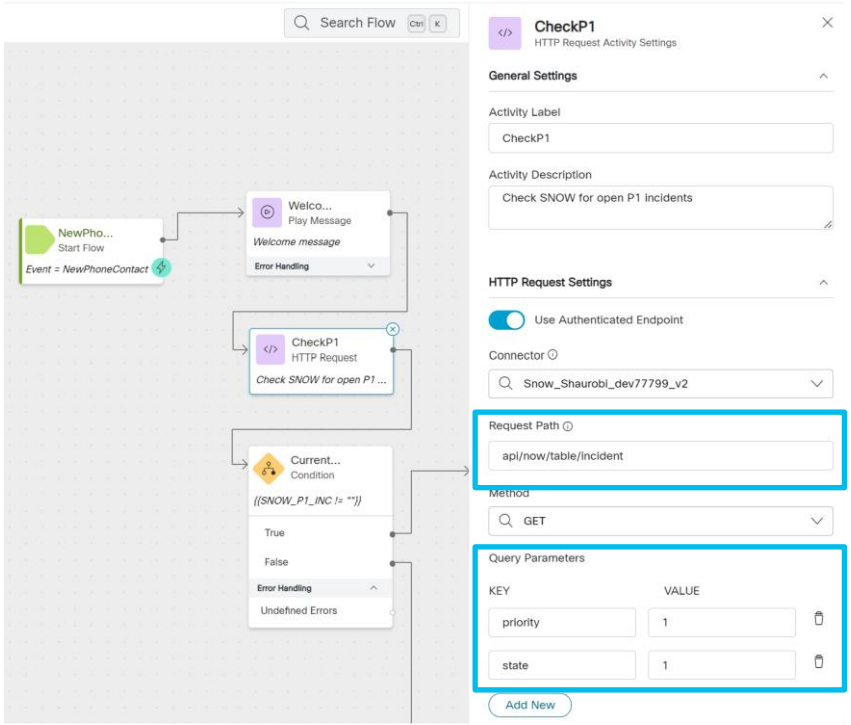
Flow Designer – SNOW Connector

Flow nodes

The HTTP Request node is used to source data from ServiceNow.

A connector is selected for the service query.

The **Request Path** and **Query Parameters** are defined to select the required data from the API.



Reference:
https://developer.servicenow.com/dev.do#!/reference/api/sandiego/rest/c_TableAPI#table-GET

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Flow Designer – SNOW Connector

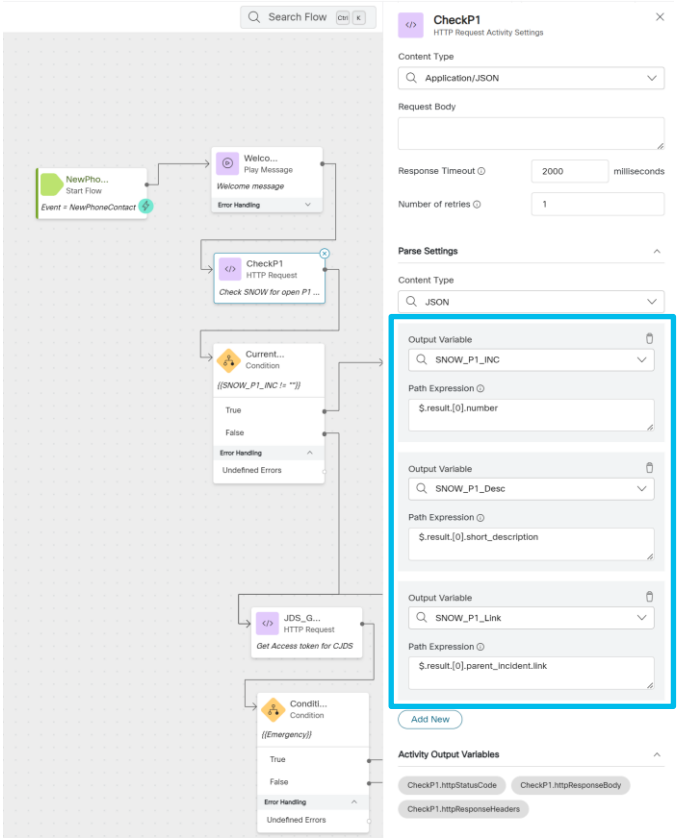
Flow nodes

The HTTP Request node is used to source data from ServiceNow.

A connector is selected for the service query.

The Request Path and Query Parameters are defined to select the required data from the API.

Returned data is **Parsed** and mapped to **Flow Variables.**



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Flow Designer – Decisioning

Flow nodes

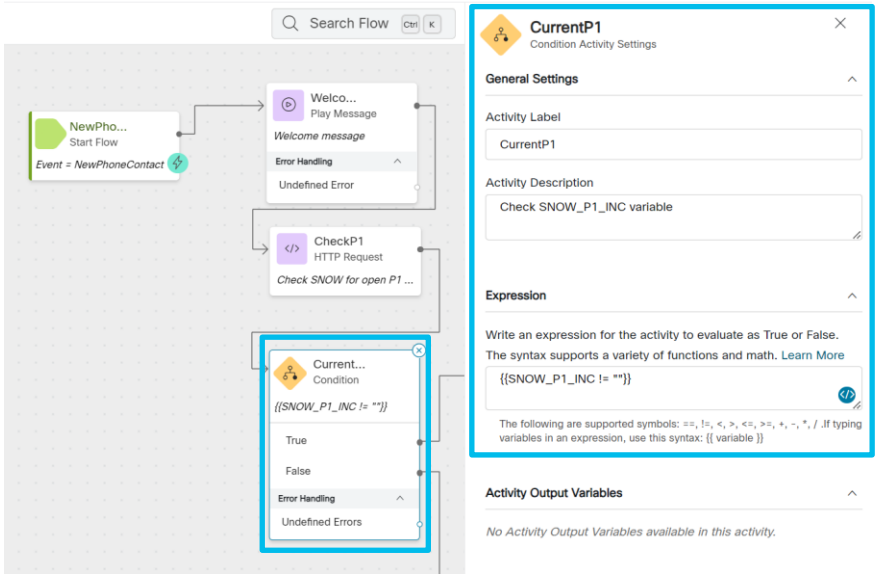
The HTTP Request node is used to source data from ServiceNow.

A connector is selected for the service query.

The Request Path and Query Parameters are defined to select the required data from the API.

Returned data is Parsed and mapped to Flow Variables.

Condition and **Case** nodes are used to conditionally route the contact based on the data.



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Flow Designer – Digital Engagement

Flow nodes

The HTTP Request node is used to source data from ServiceNow.

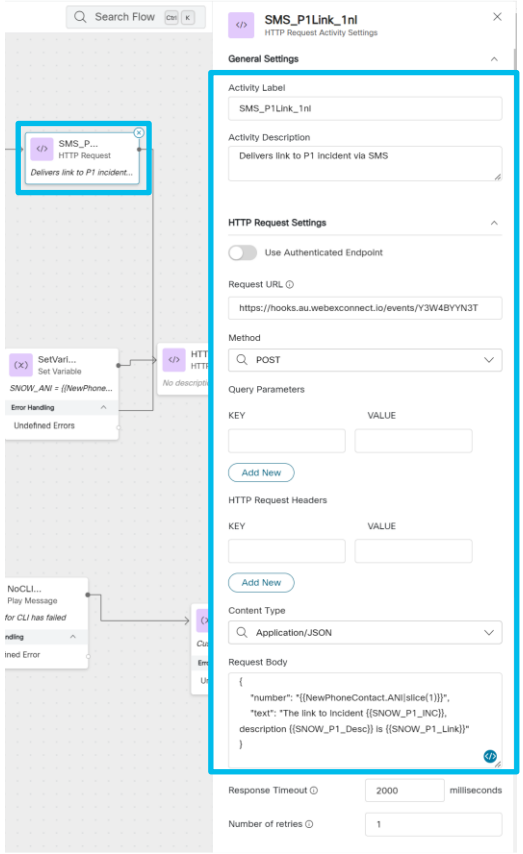
A connector is selected for the service query.

The Request Path and Query Parameters are defined to select the required data from the API.

Returned data is Parsed and mapped to Flow Variables.

Condition and Case nodes are used to conditionally route the contact based on the data.

The **HTTP Request** node is used to **send link via SMS**



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Summary

- **Multiple connectors can be used** depending on the type of query
- Use data to provide **context** and **automate proactively** informing callers
- Encourage self-service on digital channels by making it **easy for the user to adopt**
- **Start** small, but start

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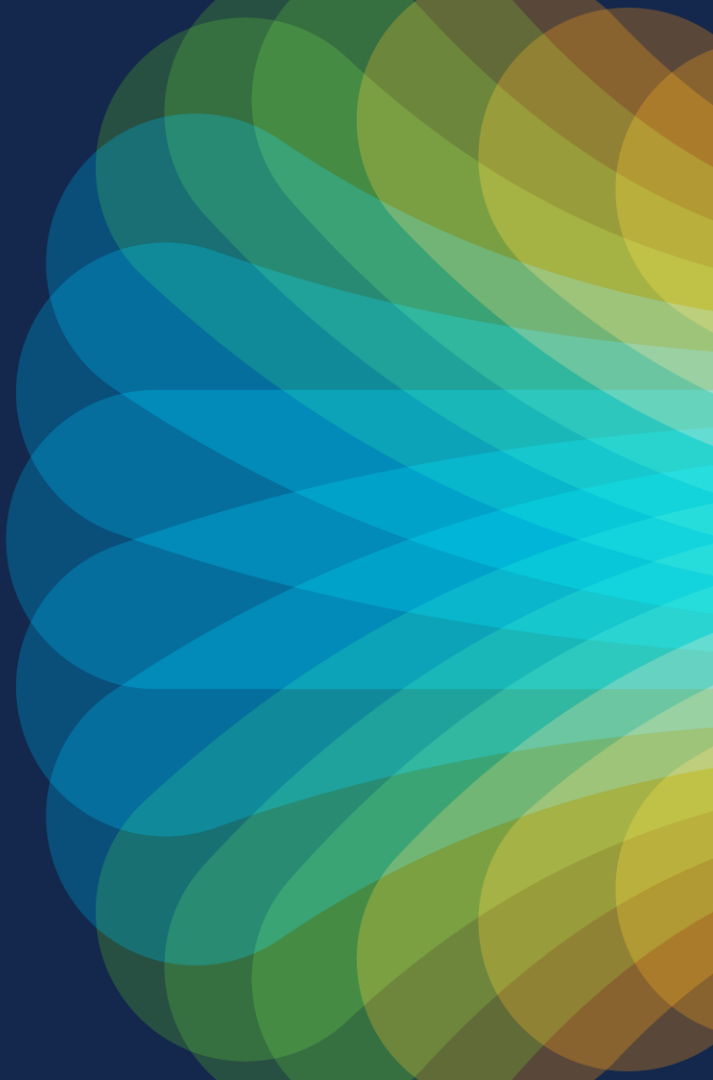
Administration Updates



Flow Designer – New Stuff

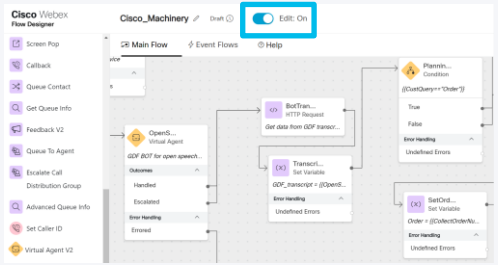
Edit Mode

Can be used to safely review script without the risk of changes.

The configuration pane will be “greyed out” with Edit: Off

Only **one administrator** can be in **edit mode** on a flow.

Edit mode will time out and revert on inactivity.

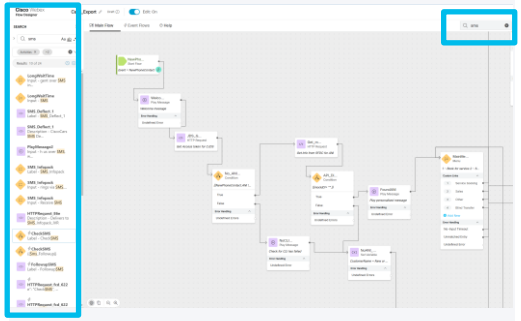


Search

Find references to specific keywords anywhere in the flow.

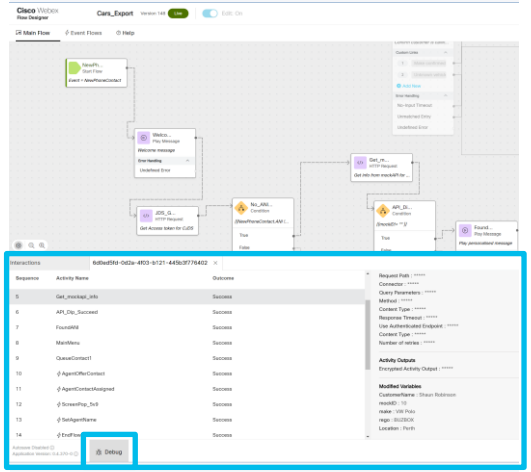
Encompasses node names, descriptions and configuration info.

Results hyperlink to node.



Debug

Trace call flows and node outcomes.



Reference:
https://app.vidcast.io/share/4a9d3514-28e4-4dc4-b044-93acbbdd63d3

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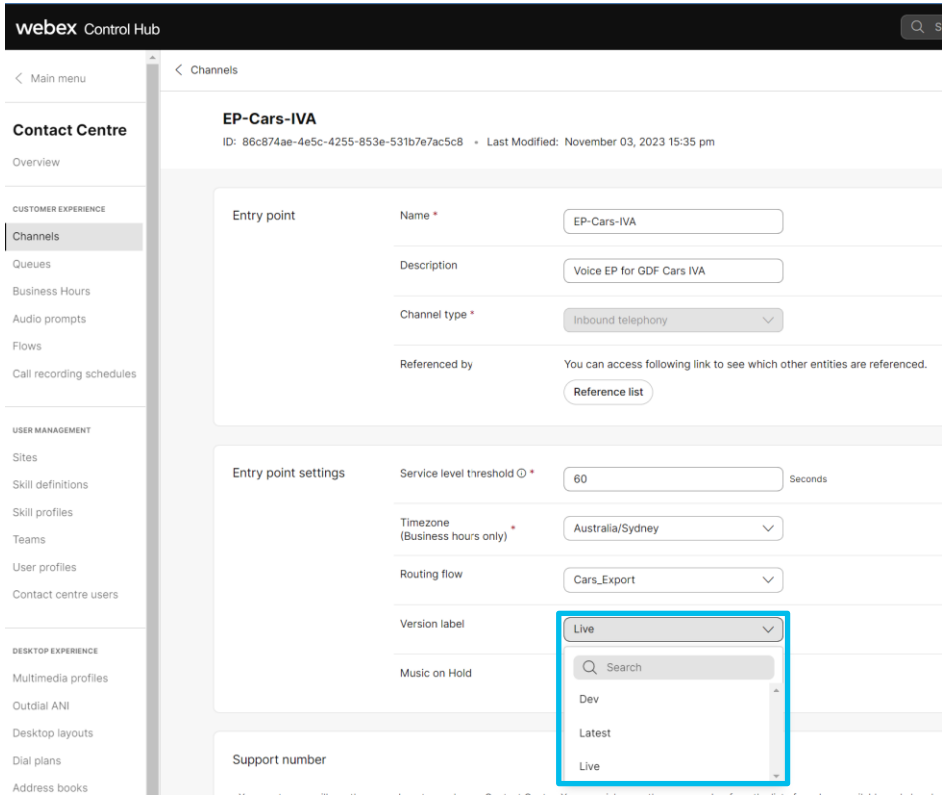
Flow Designer – New Stuff

Versioning

The “Revert” button no longer exists.

Replaced by versioning which has Dev, Test, Live and Latest tags.

Entry Points now have a **Version Label** associated with the flow.



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Flow Designer – New Stuff

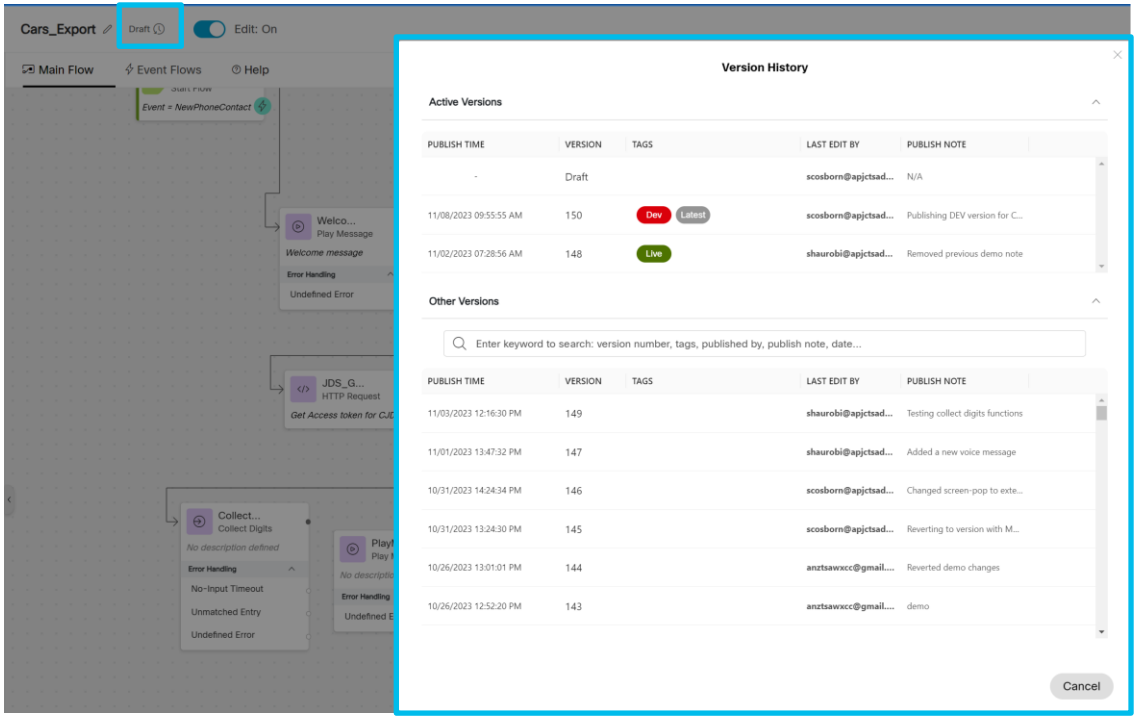
Versioning

The “Revert” button no longer exists.

Replaced by versioning which has Dev, Test, Live and Latest tags.

Entry Points now have a Version Label associated with the flow.

Access versions by clicking on the **Draft button**.



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Flow Designer – New Stuff

Versioning

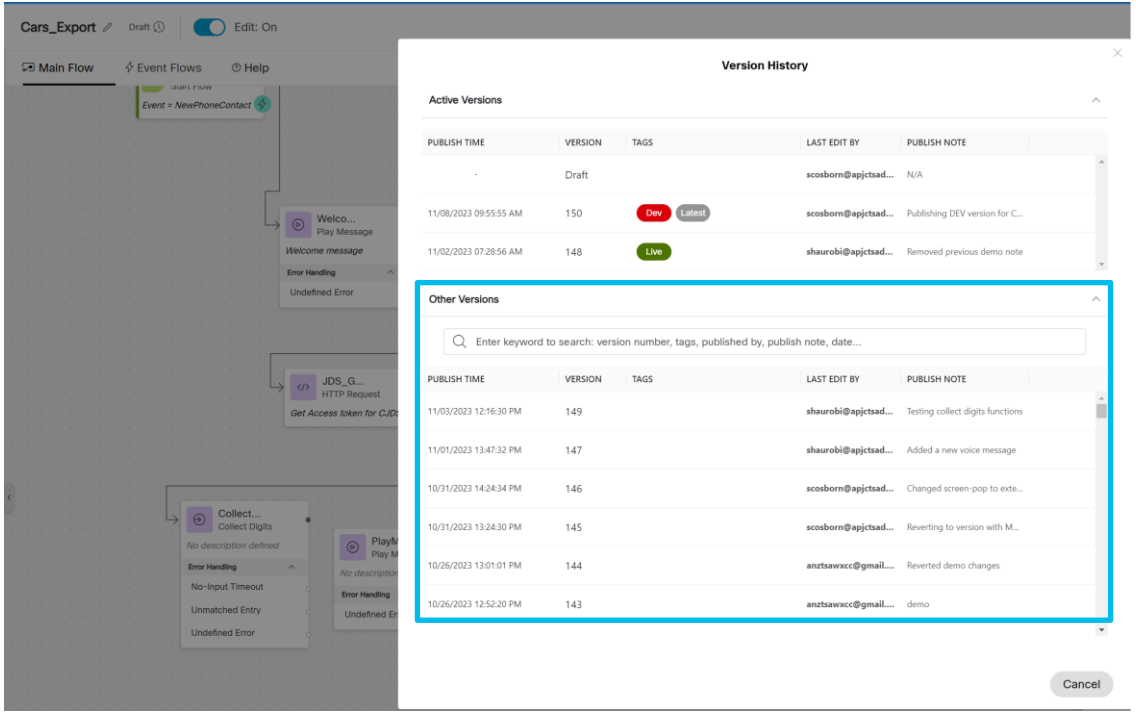
The “Revert” button no longer exists.

Replaced by versioning which has Dev, Test, Live and Latest tags.

Entry Points now have a Version Label associated with the flow.

Access versions by clicking on the Draft button.

Maintains the most recent **100 versions** of the script.



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Flow Designer – New Stuff

Versioning

The “Revert” button no longer exists.

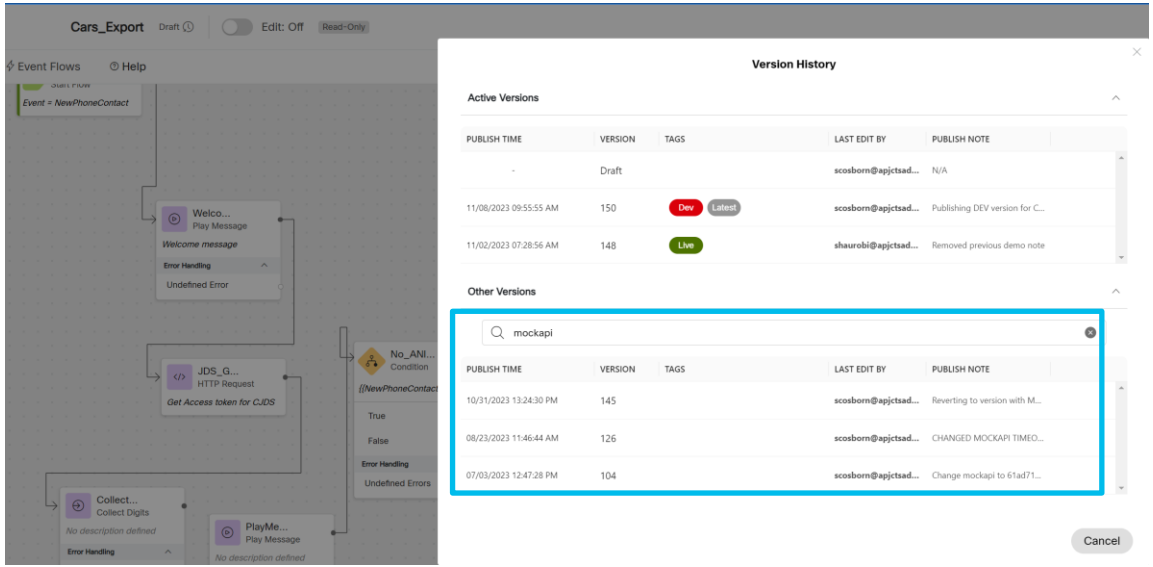
Replaced by versioning which has Dev, Test, Live and Latest tags.

Entry Points now have a Version Label associated with the flow.

Access versions by clicking on the Draft button.

Maintains the most recent **100 versions** of the script.

Search function can be used to refine results based on the **notes**



Reference: https://app.vidcast.io/share/ddc78795-5f95-445b-a1f4-516739591f13

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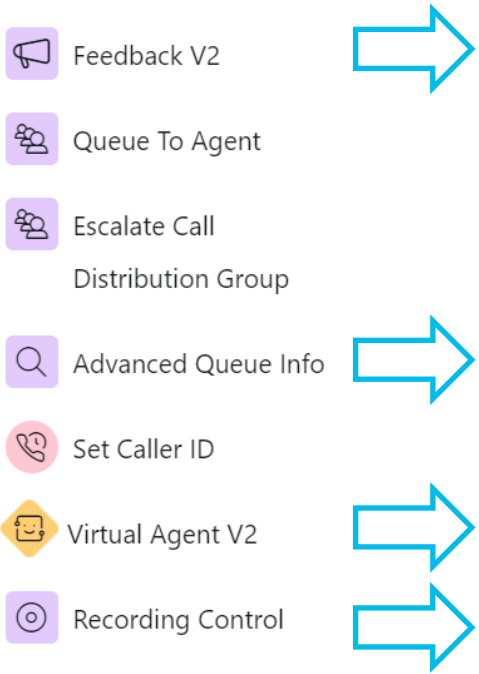
Flow Designer – New Stuff

New Call Handling Nodes



Use with new surveys feature

Use with skills based routing

Use with Dialogflow CX

Opt in or out of recording

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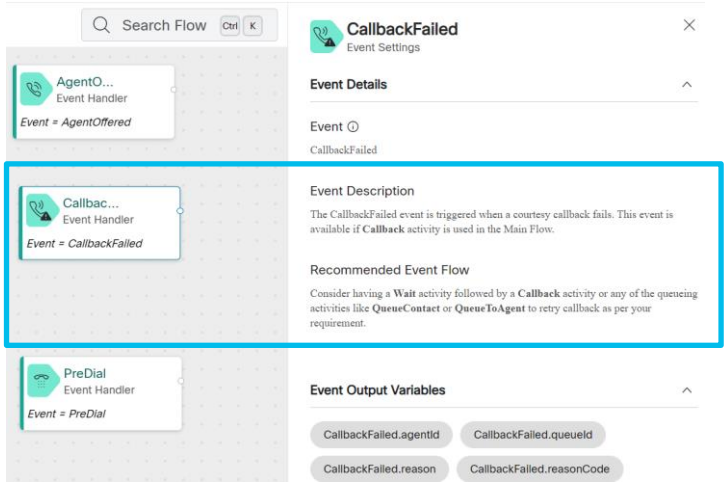
Flow Designer – New Stuff

New Call Handling Nodes



Distribute calls across targets

Conditional control of the call treatment

Reference: https://app.vidcast.io/playlists/f1c3647a-9196-400f-a337-3a3db4d7a053

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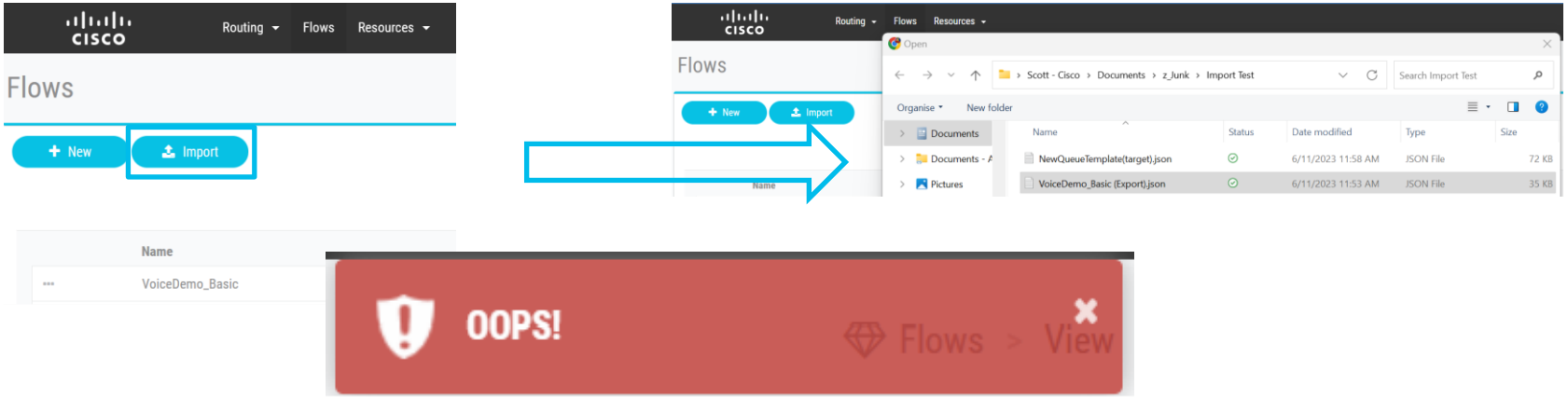
Flow Designer – Import/Export

Design once and reuse it



Import validates format and data!

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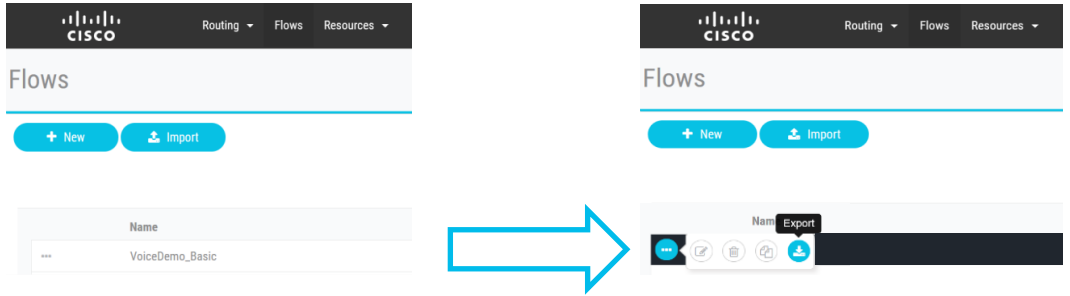
Flow Designer – Import steps

Source the data

Access the **source** system and identify the **connectors** in use.
Export the script.

Access the **target** system and create/copy a basic script with the **same type of connectors**
Export the script.



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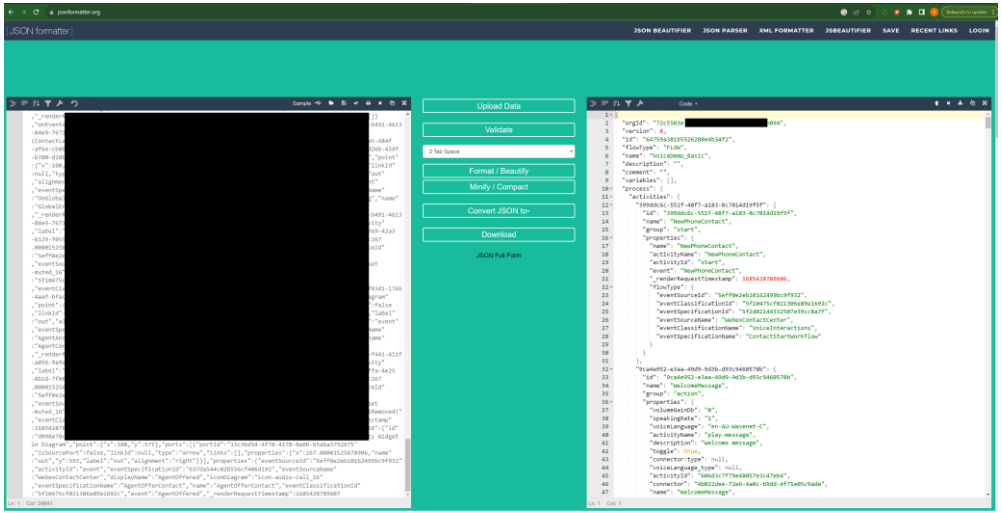
Flow Designer – Import steps

Make it readable

Open both files in text editor (Notepad++)

Use https://jsonformatter.org/ to beautify them



Before (redacted)

After

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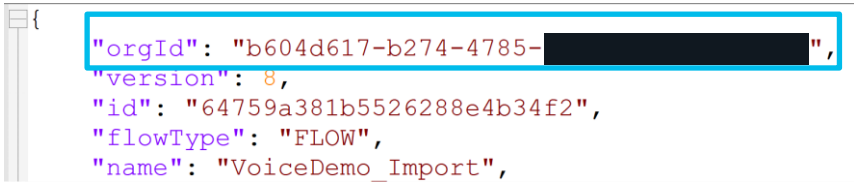
Flow Designer – Import steps

Replace the ordId

Open both files in text editor (Notepad++)

Use https://jsonformatter.org/ to beautify them

Update the **"orgId"** with information from the target system



1 occurrence at the start of file

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Flow Designer – Import steps

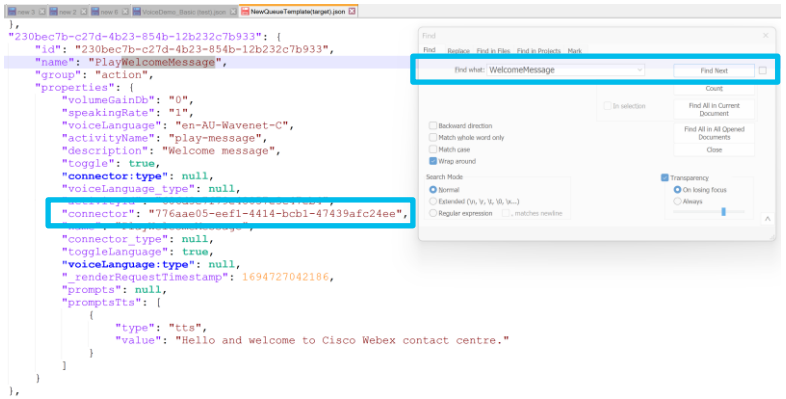
Source the connector

Open both files in text editor (Notepad++)

Use https://jsonformatter.org/ to beautify them

Update the "orgId" with information from the target system

In the **source** file, find the TTS **connector** id. Hint: search a node name (e.g.PlayWelcomeMessage)



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Flow Designer – Import steps

Replace the connector

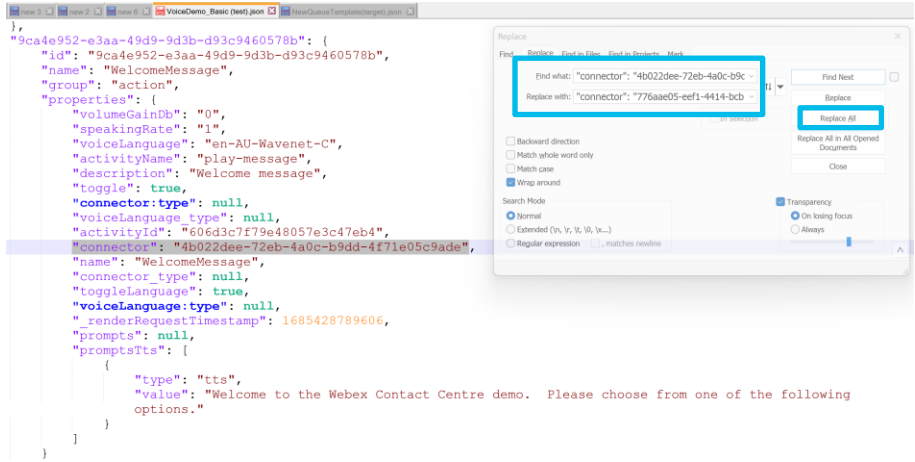
Open both files in text editor (Notepad++)

Use https://jsonformatter.org/ to beautify them

Update the "orgId" with information from the target system

In the source file, find the TTS “connector” id, search a node name (e.g.PlayWelcomeMessage)

In the **target** file, find/replace the TTS “connector” id.



Multiple occurrences for each node that uses the connector (Find/Replace)

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Flow Designer – Import steps

Import the configuration

Open both files in text editor (Notepad++)

Use https://jsonformatter.org/ to beautify them

Update the "orgId" with information from the target system

In the source file, find the TTS “connector” id, search a node name (e.g.PlayWelcomeMessage)

In the target file, find/replace the TTS “connector” id.

Save and **import** your file

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Flow Designer – Import steps

Validate configuration

Open both files in text editor (Notepad++)

Use https://jsonformatter.org/ to beautify them

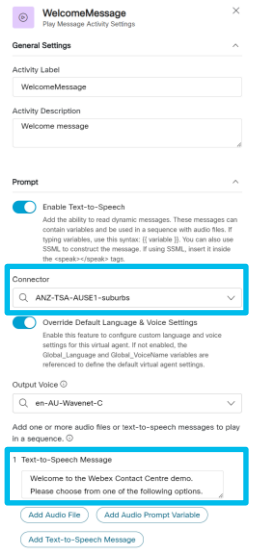
Update the "orgId" with information from the target system

In the source file, find the TTS “connector” id, search a node name (e.g.PlayWelcomeMessage)

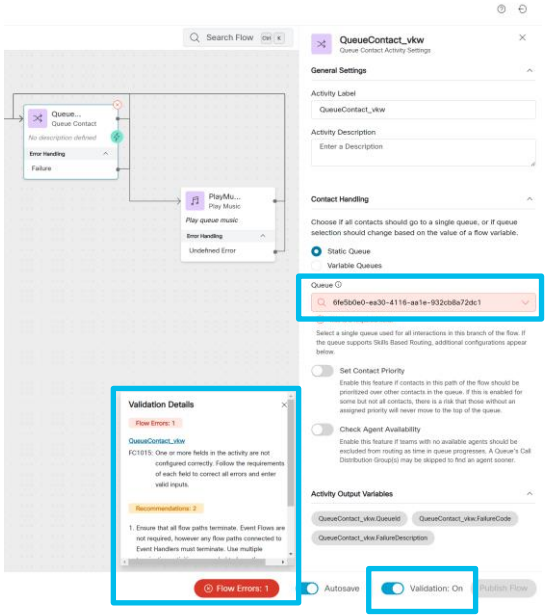
In the target file, find/replace the TTS “connector” id.

Save and import your file

Validate



Merged configuration



Validate to isolate and fix other identifier configuration

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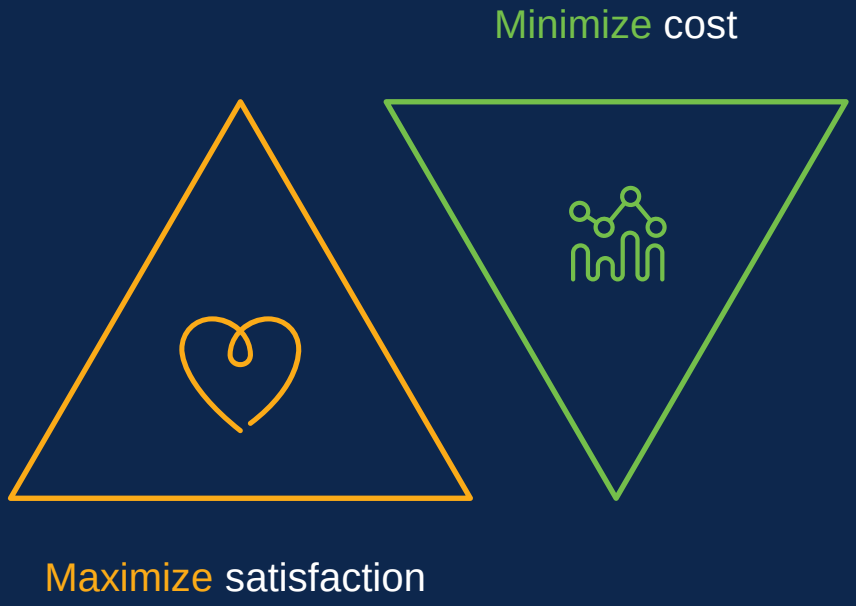
The customer experience imperative



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Customer Experience Basic and Essentials

Webex Customer Experience

Basic

Webex Suite/Webex Calling

Voice queues
Skills-based routing
Multi-line
Multi Call window
Audio intelligence
Call queue analytics

Included in Webex Suite via A-FLEX-3

Essentials

Webex Suite/Webex Calling

Webex Customer Experience Basic +
Supervisor experience
Agent Screen pops
Operational reports
Voice at launch,
Omnichannel (H2 CY24)
Webex Calling Professional License

Coming soon!

Standard & Premium

Webex Contact Center

Omnichannel
Agent & Supervisor desktop app
AI capabilities
Automation & virtual agents
Customer journey data
Robust reporting & analytics

Available now via A-FLEX-3-CC

Webex Platform

Security, AI, Manageability, Sustainability

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Customer Experience Essentials and Agents

Better together

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Benefits

Customer Experience

Employee Experience

Extended Reach

Work From Anywhere

Reporting Visibility

Administration Simplicity

Reduced Licensing $$$

Increased Revenue **$$$$**

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Summary

- Tools are being simplified and consolidated into **Control Hub** as a central location for all configuration.
- Lots of features and functions are being released. Watch the **partner spaces** for updates.
- Configuration is **reusable**, build a library of assets and reuse them.
- We have the tools to **change** the business
- **Start** small, but start

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Customer Engagement sessions 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

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Thursday	**9:30am – 4:00pm**
Friday	**10:30am – 1:30pm**

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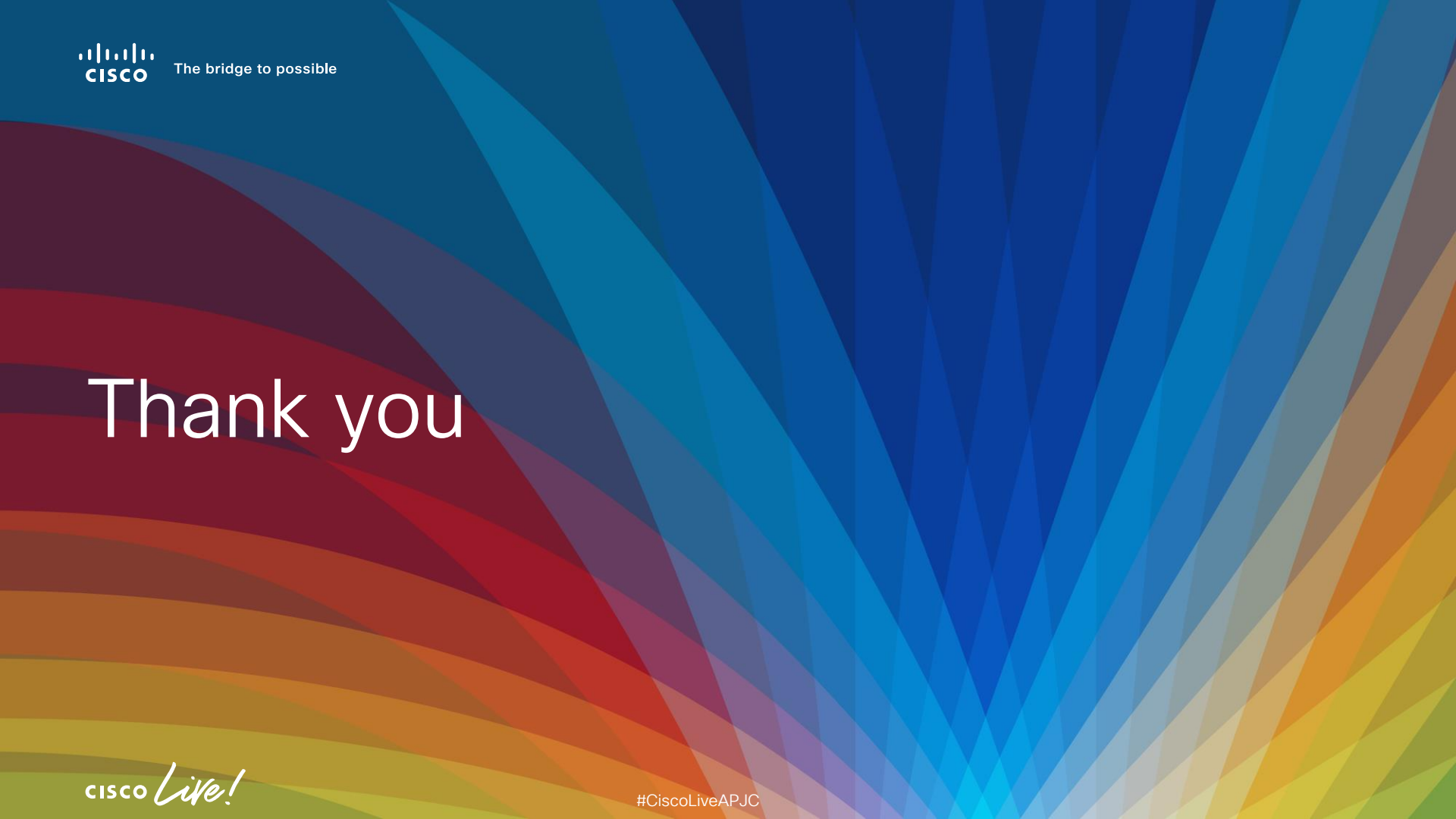
cisco
The bridge to possible
Thank you
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Let's go
#CiscoLiveAPJC