

The Cisco Live! logo, featuring the word "CISCO" in a dark blue, sans-serif font, followed by "Live!" in a dark blue, cursive script font.

CISCO *Live!*

The text "Let's go" in a large, dark blue, sans-serif font, positioned to the left of a bright, multi-colored sunburst graphic that radiates from the right side of the image.

Let's go

#CiscoLiveAPJC



The bridge to possible

Implementing Digital Interaction Automation with Webex Connect

Avinab Nanda,
Leader, System Engineering, CPaaS, APJC

BRKCCT-2687

cisco *Live!*

#CiscoLiveAPJC

Cisco Webex App

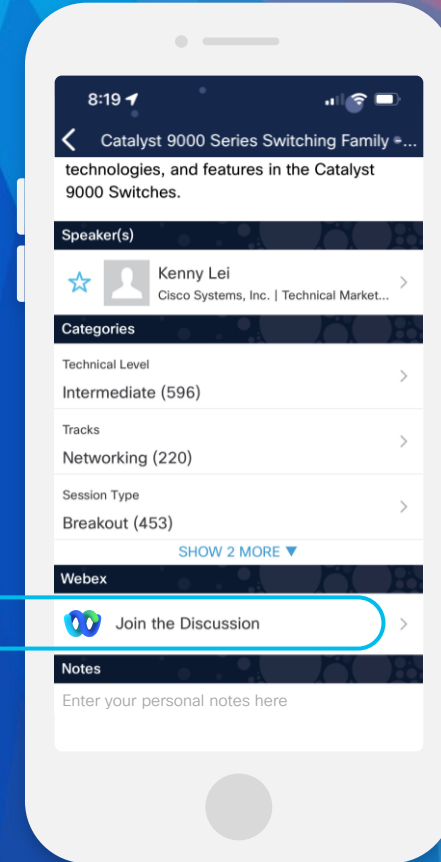
Questions?

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-2687>



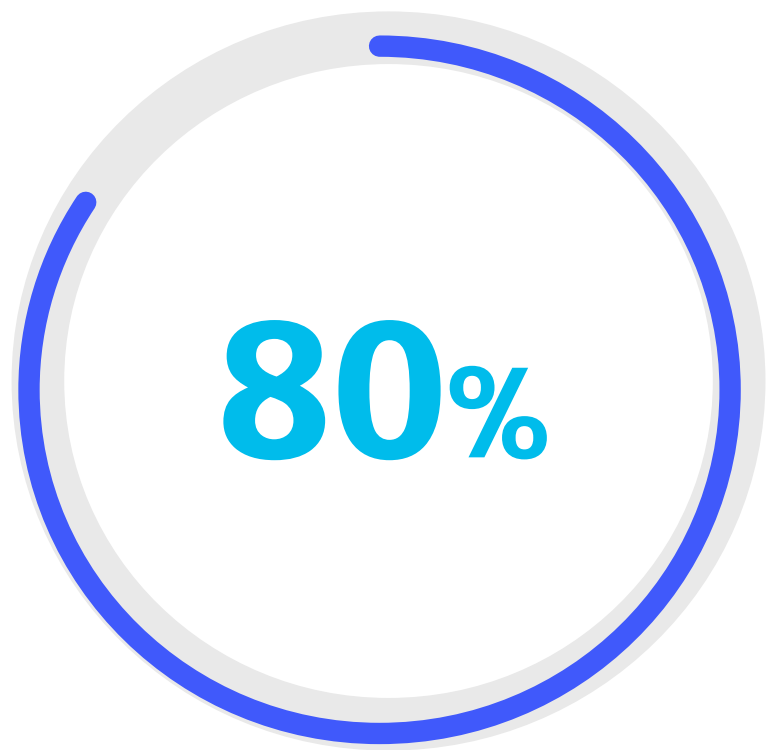
Why are we here today???



COMMUNICATION

Are you reaching out to customers on their desired channel?





of businesses believe they
deliver a superior experience...



of their customers
agreed

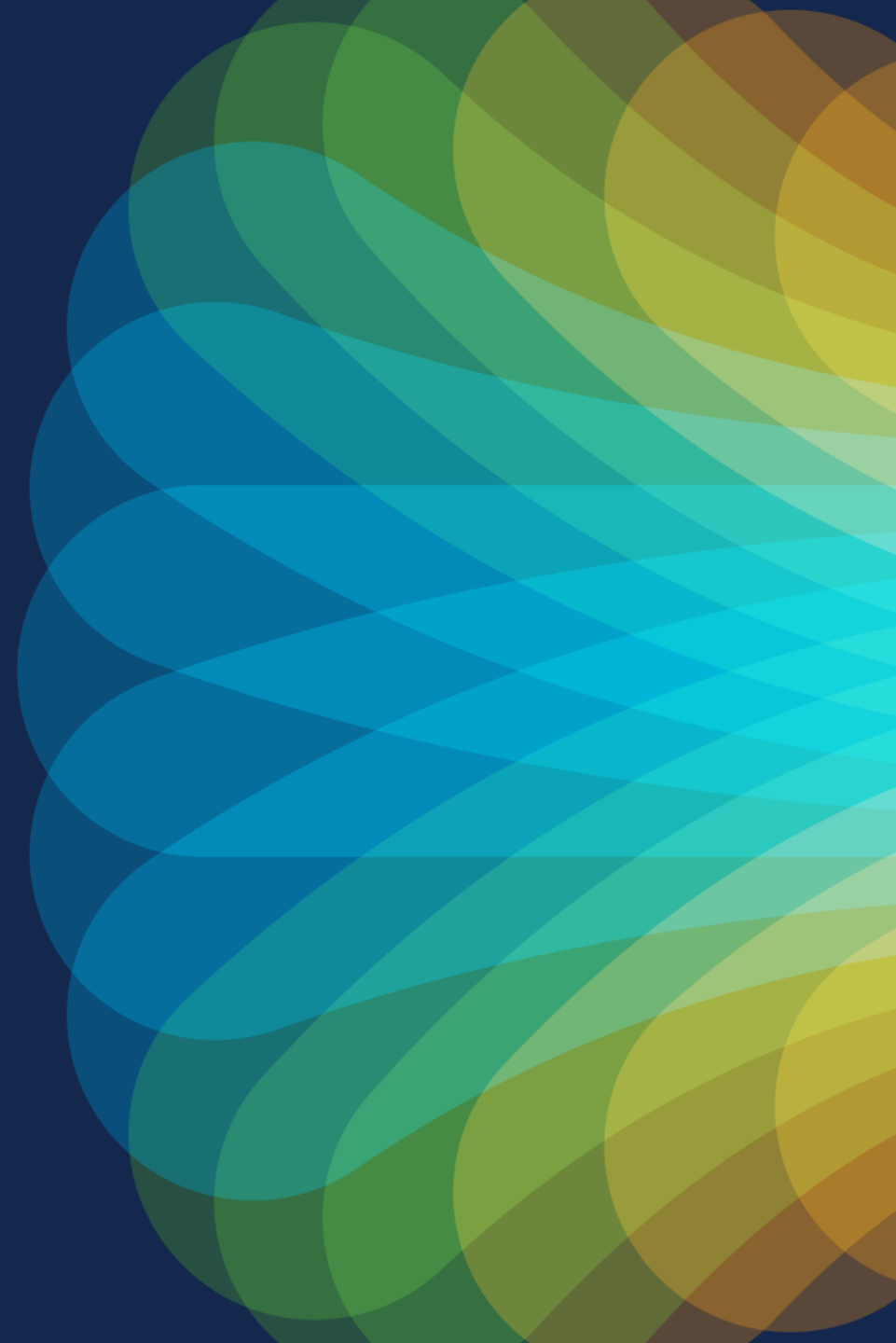
Source: Bain & Company

Are your communications automated?

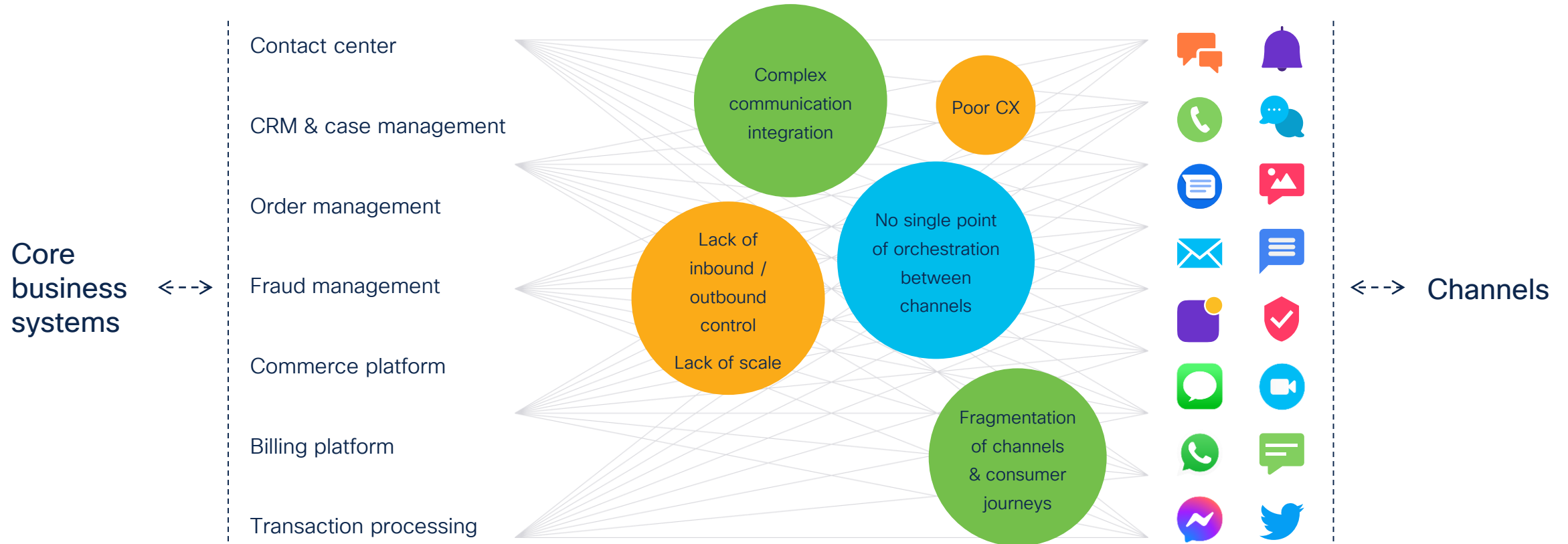


CISCO CPaaS

Automated Digital Interaction Leveraging CISCO
CPaaS

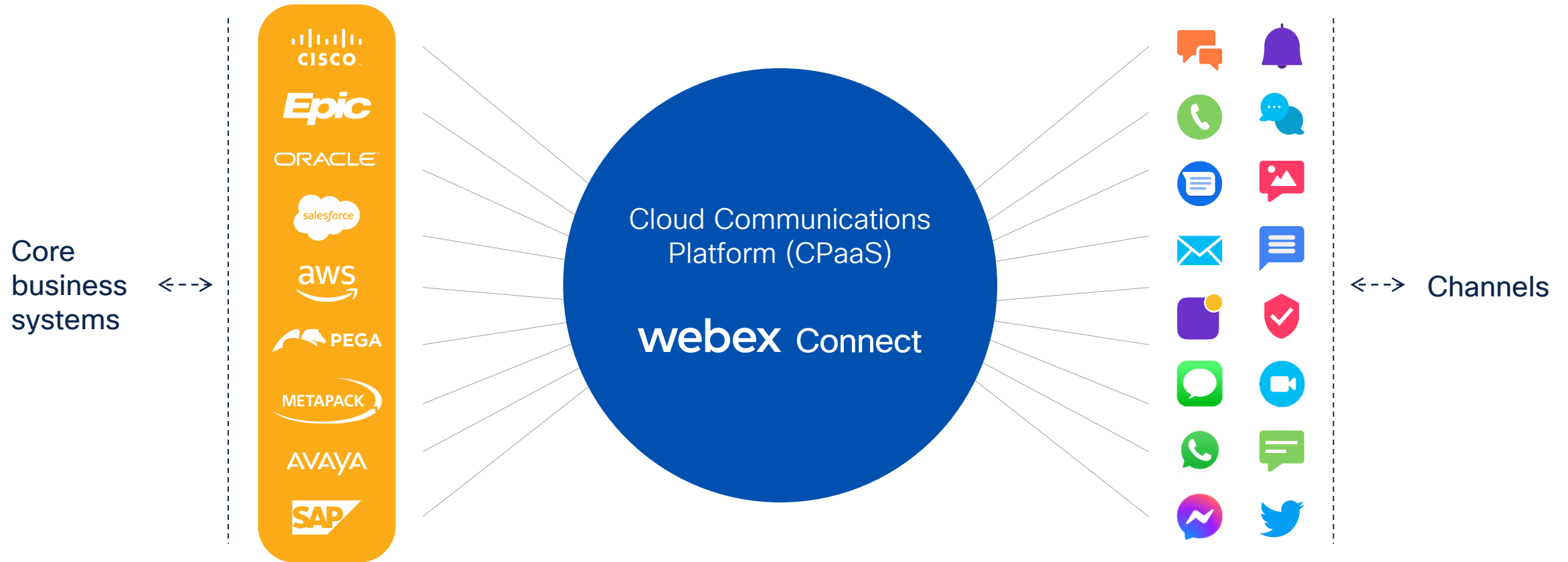


How do you simplify the complexity in creating a delightful customer experience...



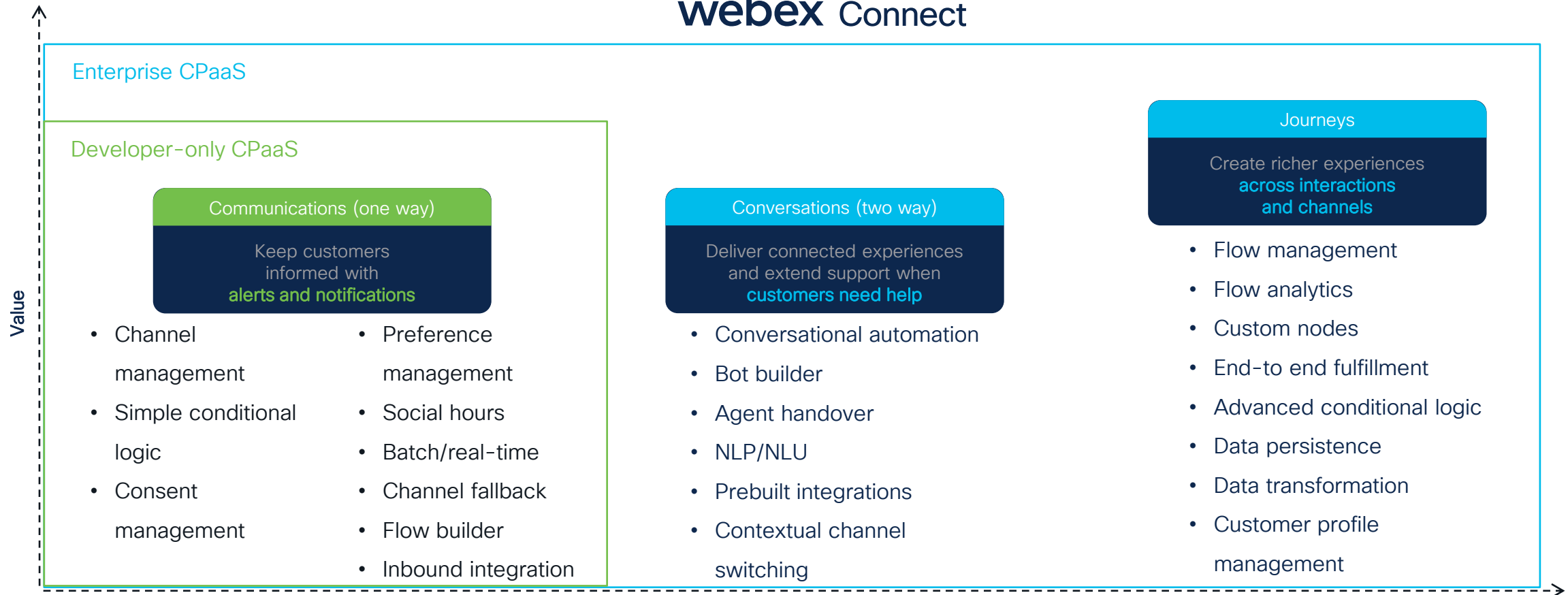
We help simplify the complexity in creating a delightful customer experience...

Webex Connect: A single, centralized cloud communications platform helps simplify the complexity



Capabilities across the CX spectrum

webex Connect



Gartner Magic Quadrant have recognized CISCO as a Visionary in CPaaS Industry

Strengths

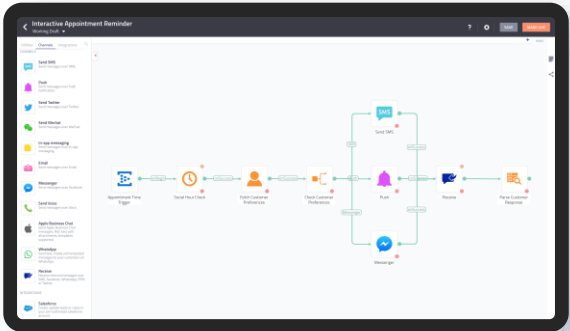
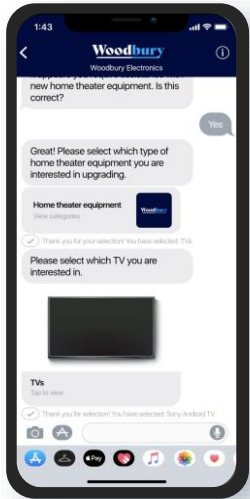
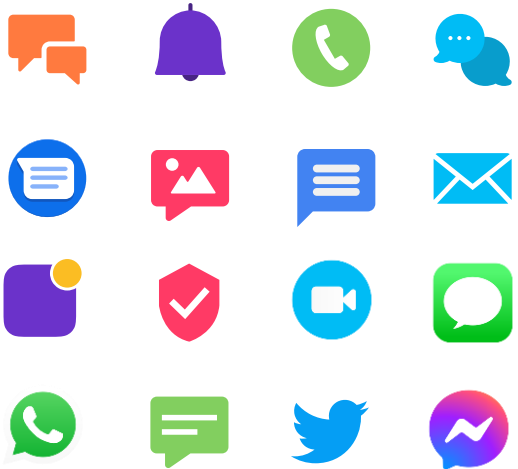
- Webex Connect has a **good visual builder**, viewed favorably by its customer base, for defining **business use cases** like **campaign marketing, customer conversations and e-commerce**.
- The solution offers a **rich set of APIs** across a broad base of **cloud applications**, spanning **contact centers, CRM and campaign marketing**.
- The offering supports a **wide variety of channels**, spanning **voice, video, email and messaging apps (including Tier 1 messaging aggregation)**. In addition, it has experience enabling customers' success across all these channels as well.

Magic Quadrant

Figure 1: Magic Quadrant for Communications Platform as a Service



Automate customer journeys end-to-end



The flow of data

The process

The conversation

Across 16+ channels



Integrations setup & management



Business logic & flow orchestration

NLP, NLU & AI powered conversation automation



Communication channel management

Integrations Set-up & Management

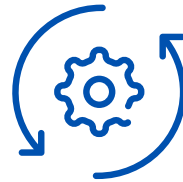
Integration Expectation

Easy interoperability
with existing systems
and applications.

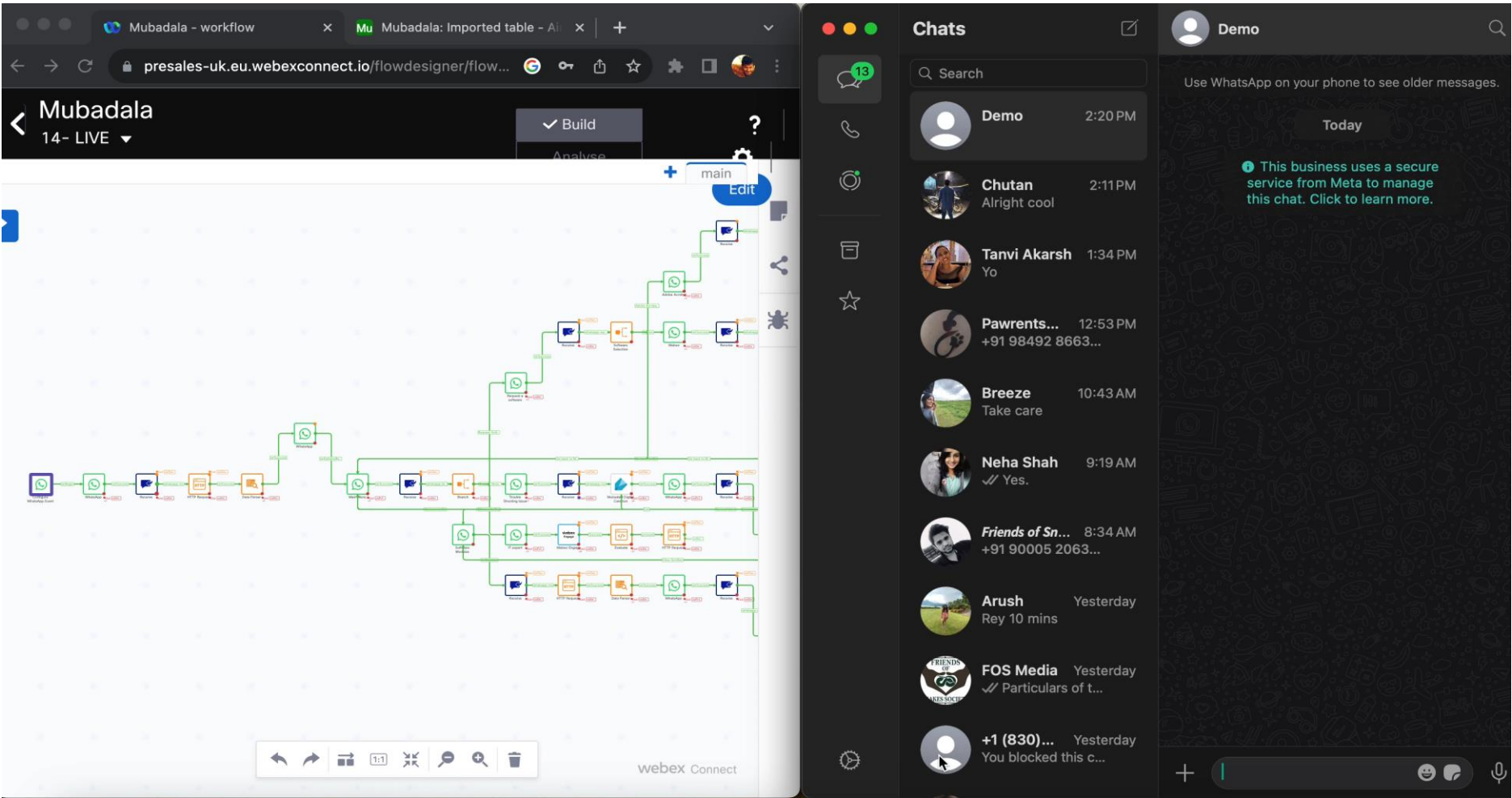
Trigger customer interactions
based on data or actions in
business systems.

Flexibility in creating
bi-directional integrations
across different technologies
and formats.

Reducing overall integration
effort across different
interactions.



Let's Experience Live Integration



Seamlessly integrate with your existing systems and applications

Leverage existing systems and data

Use information and actions/events in disparate business systems to trigger communication flows.

Flexible integration options

Integrate over multiple interfaces REST/SOAP APIs, Webhooks, secure FTP and message queues.
Consume events via webhooks. Parse and transform data from JSON or XML.

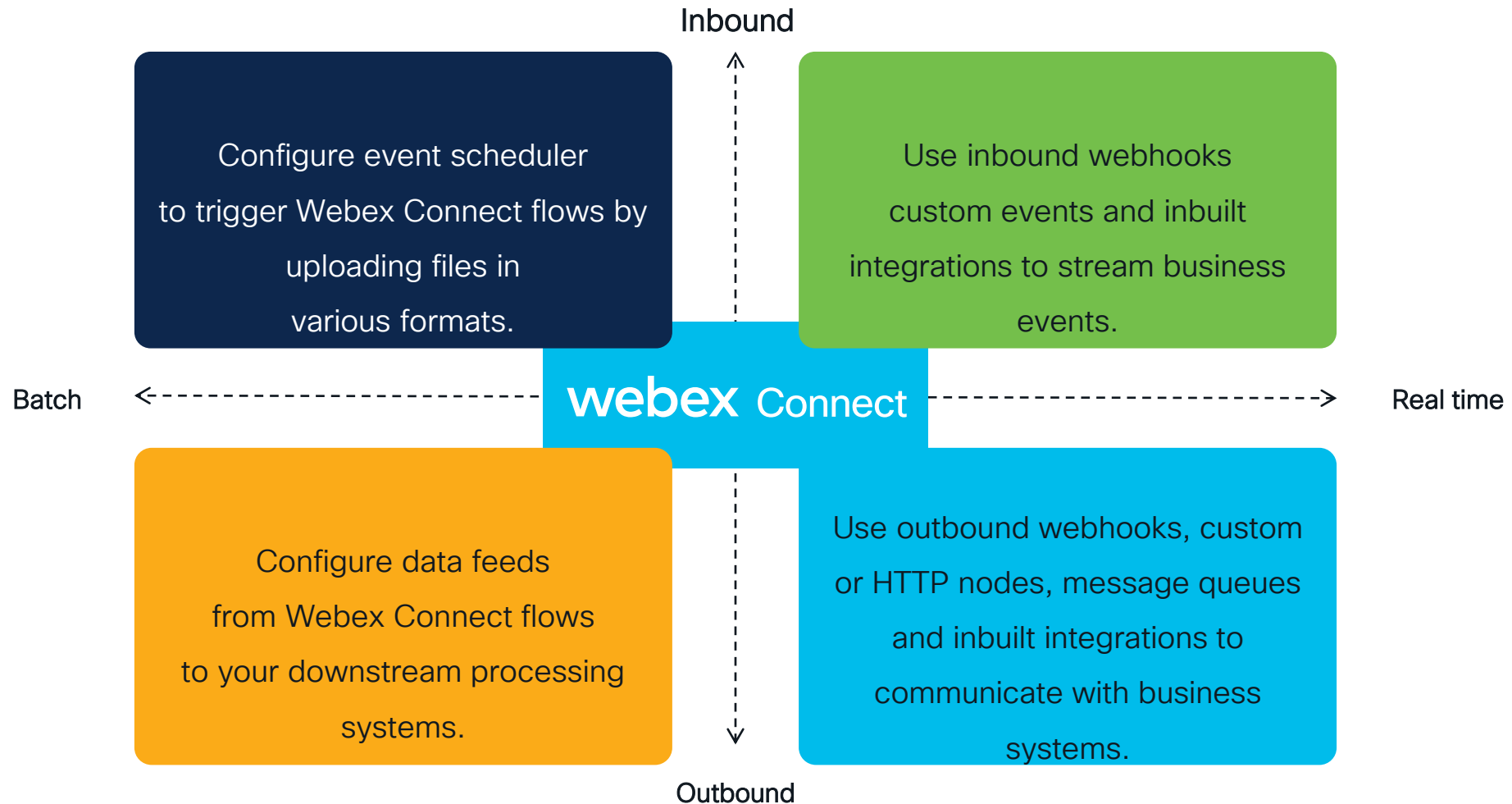
Integrate once and reuse across interactions

Reduce coding effort by configuring and managing integrations centrally and using them across different flows with ease.

Scheduling and automation

Trigger one-off or recurring communication flows based on data uploaded in a file without requiring any re-engineering.

Unlock powerful automation with inbound and outbound integrations



Configure custom integrations and reuse across interactions

- **Integrate with proprietary** or third-party systems and make them available as reusable integrations.
- **Reduce redundant integration** effort by setting up REST / SOAP API as a custom integration.
- **Field validations and response** data processing are handled inline without additional code.

The screenshot shows the 'Manage Custom Node' configuration page. At the top, there's a title '< Manage Custom Node' and a subtitle 'Use custom node to integrate with your REST/SOAP API service. These are available as nodes in workflow.' Below this is a search bar and an '+ Add Method' button. A list of methods is shown, with 'POST Book Flight' selected. The configuration form is divided into two tabs: 'SETTINGS' (active) and 'NODE UI'. The 'Request Details' section includes fields for 'REQUEST NAME' (Book Flight), 'REQUEST TIMEOUT (MS)' (50000), 'CONNECTION TIMEOUT (MS)' (50000), 'TYPE' (POST), and 'RESOURCE URL' (https://get.sandbox/book-a-flight). The 'Authorization' section has a 'TYPE' dropdown set to 'No Auth'. The 'Security Configuration' section has a toggle switch labeled 'Disabled'. The 'Throttling' section has a note: 'On enabling, an additional outcome throttleLimitReached" will be available with this custom node.' It includes 'Rate Limit' and 'Concurrency Limit' sections, both with toggle switches labeled 'Disabled'. At the bottom, there are 'TEST' and 'SAVE' buttons.

Outbound

Record custom data feeds during each flow run

Compliance: User consent acquired via channels is shipped periodically to audit system.

Downstream processing: Customer responses to communications is submitted periodically to billing system for further processing.

Analytics: Customer responses to surveys is recorded and analyzed in business intelligence tools.

< Manage Logbook

Define the data points, along with the file rotation & file shipping policies. Logbooks can periodically be shipped to F SFTP or AWS S3 locations.

✓ Basic Details
SurveyResults

✓ Custom Attributes
3 Attributes

✓ File Settings
CSV File(.csv)
Prefix : mmdd_survey
Delimiter : Comma

✓ Rotation Policy
Duration : Interval
Records/file : 100
Destination : Local

Custom Attributes

Add attributes to log values during flow runtime.

ATTRIBUTES NAMES

RespondentID

▼ ▲ ✕

ReponseQ1

▼ ▲ ✕

ResponseQ2

▼ ▲ ✕

+

Add Attribute

File Settings

Select file type and enter file name prefix. Files are saved to the location specified in

FILE TYPE

CSV File(.csv) ▼

FILE NAME PREFIX

mmdd_survey

Select a Delimiter

Delimiter helps you to separate your data based on characters such as commas or ta

Business Logic & Flow Orchestration

Business logic and journey orchestration expectations

Orchestration ability to quickly
automate communication
processes and journeys

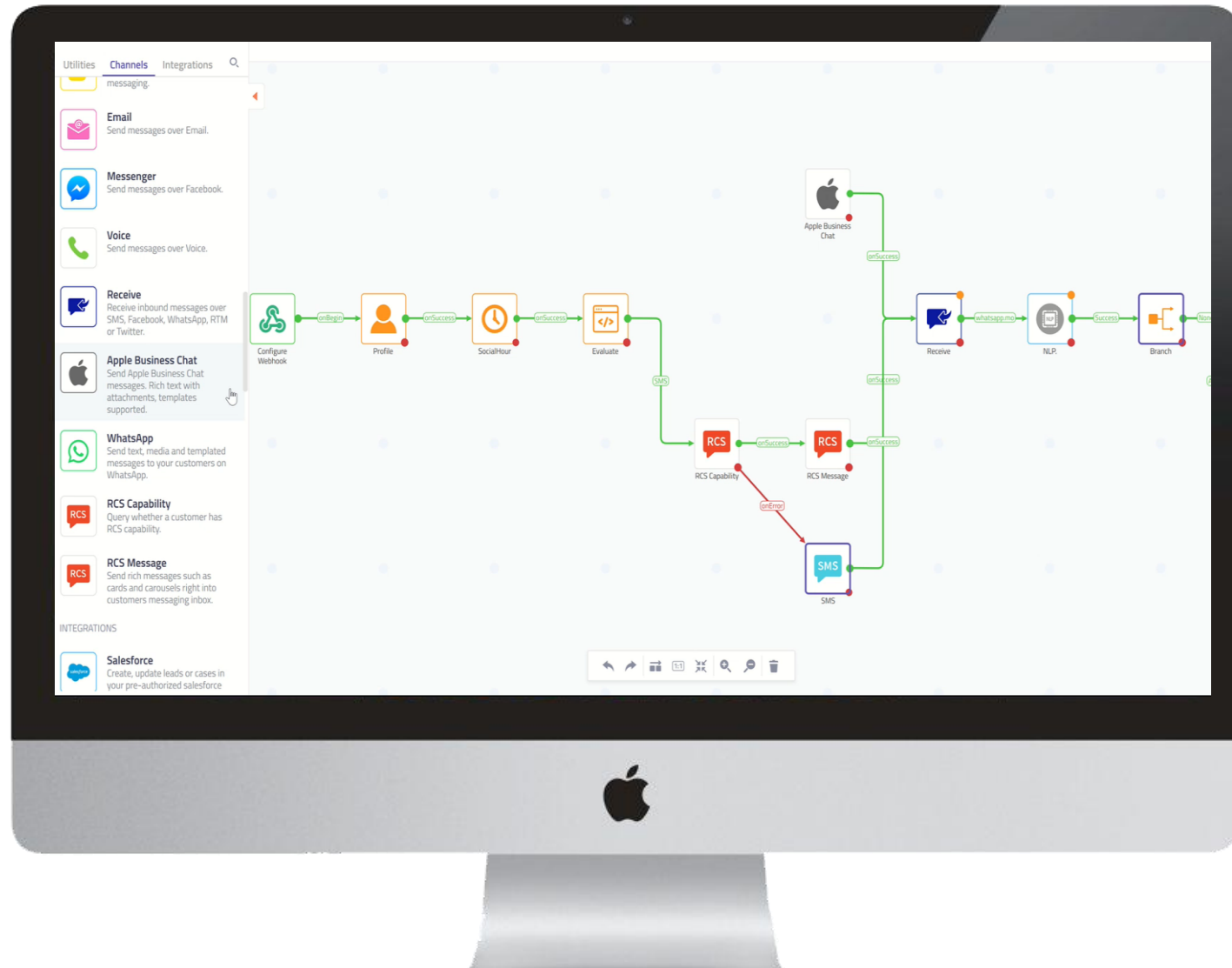
Prebuilt modules to easily
configure custom logic and
multiple system integrations

Agility to respond to changing
business requirements by
iterating and launching new
journeys

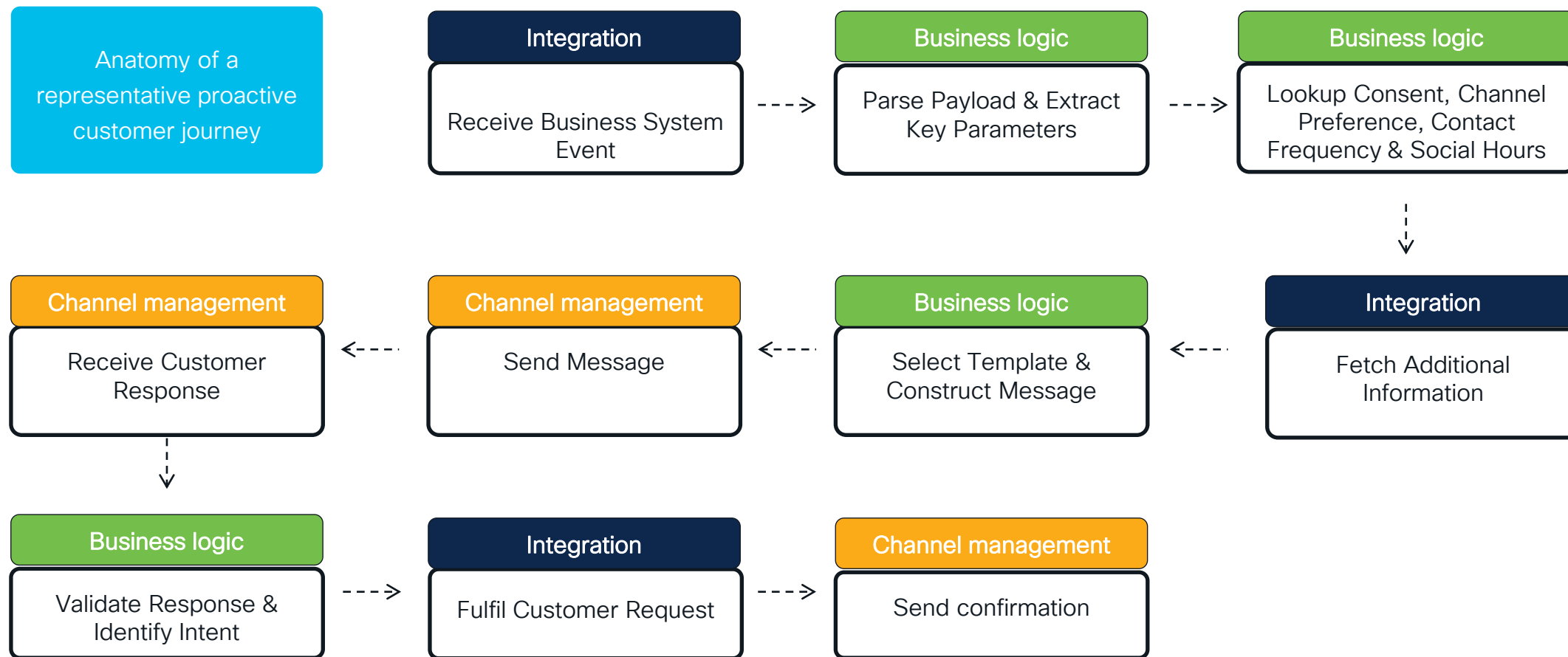
Understand and optimize
customer journey
performance
at every step



Webex Connect Flow Builder

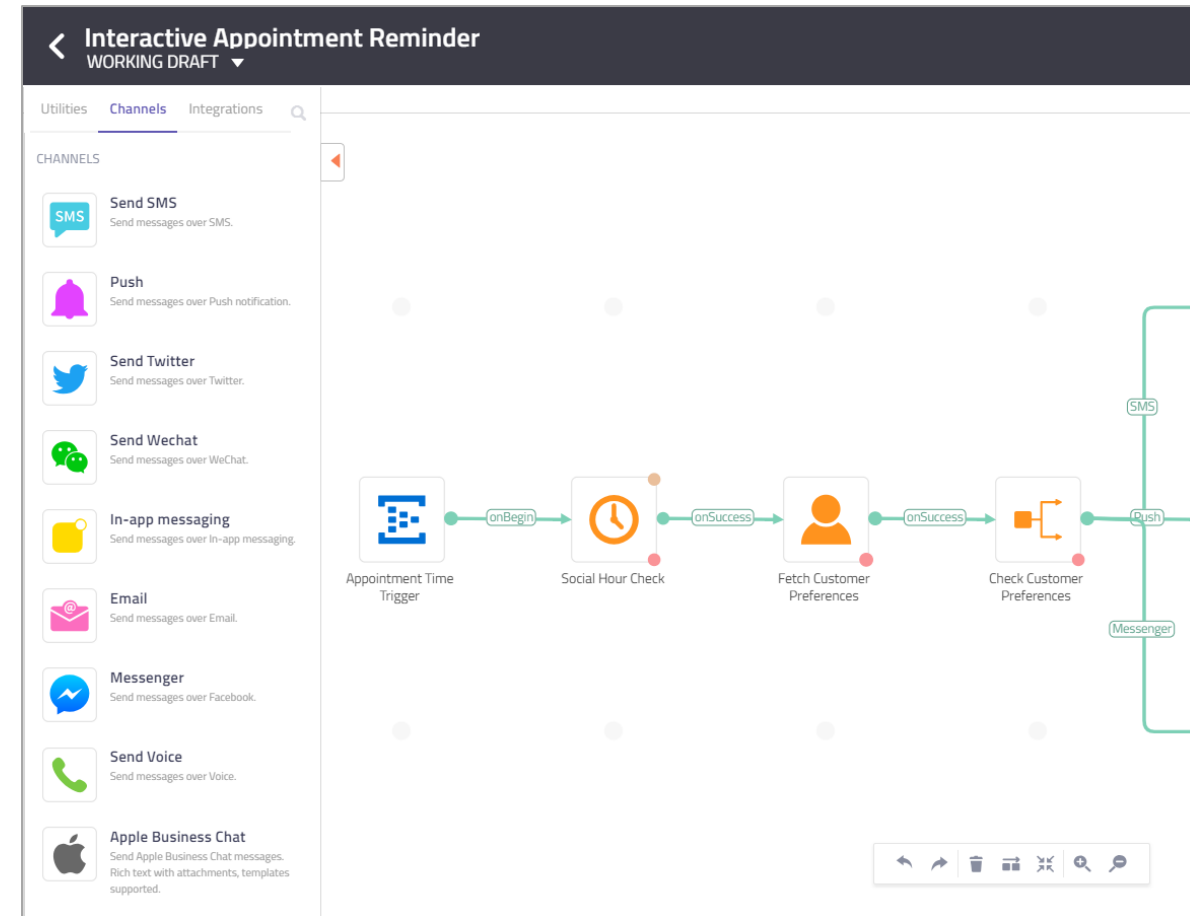


Capabilities across the customer journey



Rapidly build interactive journeys with a low-code flow builder

- Drag-and-drop pre-built nodes onto the canvas
- Connect nodes to create a logical sequence
- Create multi-level flows using conditional branching
- Add your own code to implement custom logic
- Reuse flows across different journeys



Building blocks to quickly configure business logic

Custom business logic

Add custom code using the Evaluate node.

Variables

Store information and share between flow nodes using variables.

HTTP node

Make HTTP requests to external API services and process the response.

	Evaluate Run custom java script to branch flow based on code outcome.		Profile Apply operations on master / application profile attribute values.
	Branch Run custom Java script and branch flow based on decisions.		Generate OTP Generate One Time PIN.
	HTTP request Make a HTTP request to your server and process the response.		Validate OTP Verify if OTP is valid. Optionally initiate a re-generate process.
	Delay Pause the flow for a preset duration or until a fixed date-time.		SocialHour Verify if request falls within a configurable time of day window.
	Data Parser Extract key-values from XML / JSON.		Cryptographic Hash Generate one-way hash of any string using SHA-1, SHA-256, SHA-512 or MD5.
	Data Transform Convert data using Apache VTL.		Decryption Decrypt cypher text using AWS-KMS service.
	Call workflow Run another published workflow within current flow.		Encryption Encrypt plain text data using AWS KMS.
	Page connector Link nodes spread across pages in complex flows.		Database Select or update values in your personal SQL Database instance

Multi-factor authentication

Generate and validate one-time passwords using OTP nodes.

Social Hour node

Configure working hours for your business, holidays, special days, and set exceptions.

Database

Read or write contextual information in a database.

Launch and run in a serverless environment

- **Configure flow outcomes** and set up logging
- **Trigger flow execution** using rules, event scheduler, or API
- **Test and deploy** flows with a **single click**
- Deploy flows in a **serverless environment**
- **Identify issues** by **querying transaction logs** from the debug console
- **Troubleshoot flows** using detailed execution logs

Debug Console

Identify and troubleshoot issues by querying transaction logs.

Query by Transaction ID

Transaction IDs are returned in the response body of Messaging API requests. Logs are stored for a maximum period of 30 days.

Enter Transaction ID

Search

Query by Destination ID

You can query all the messages sent to a customer on a particular channel (MSISDN, Email ID etc) or across all channels using Customer ID.

Select Channel

SMS

Enter MSISDN

Search

Query Historical Logs

Search for all incoming and outgoing messages on a channel in a specific time period.

Select Channel

Select Channel

Select Date Range

Select Date Range

Search

Note - Logs of latest transactions may take 30-60 seconds to show up in search results.

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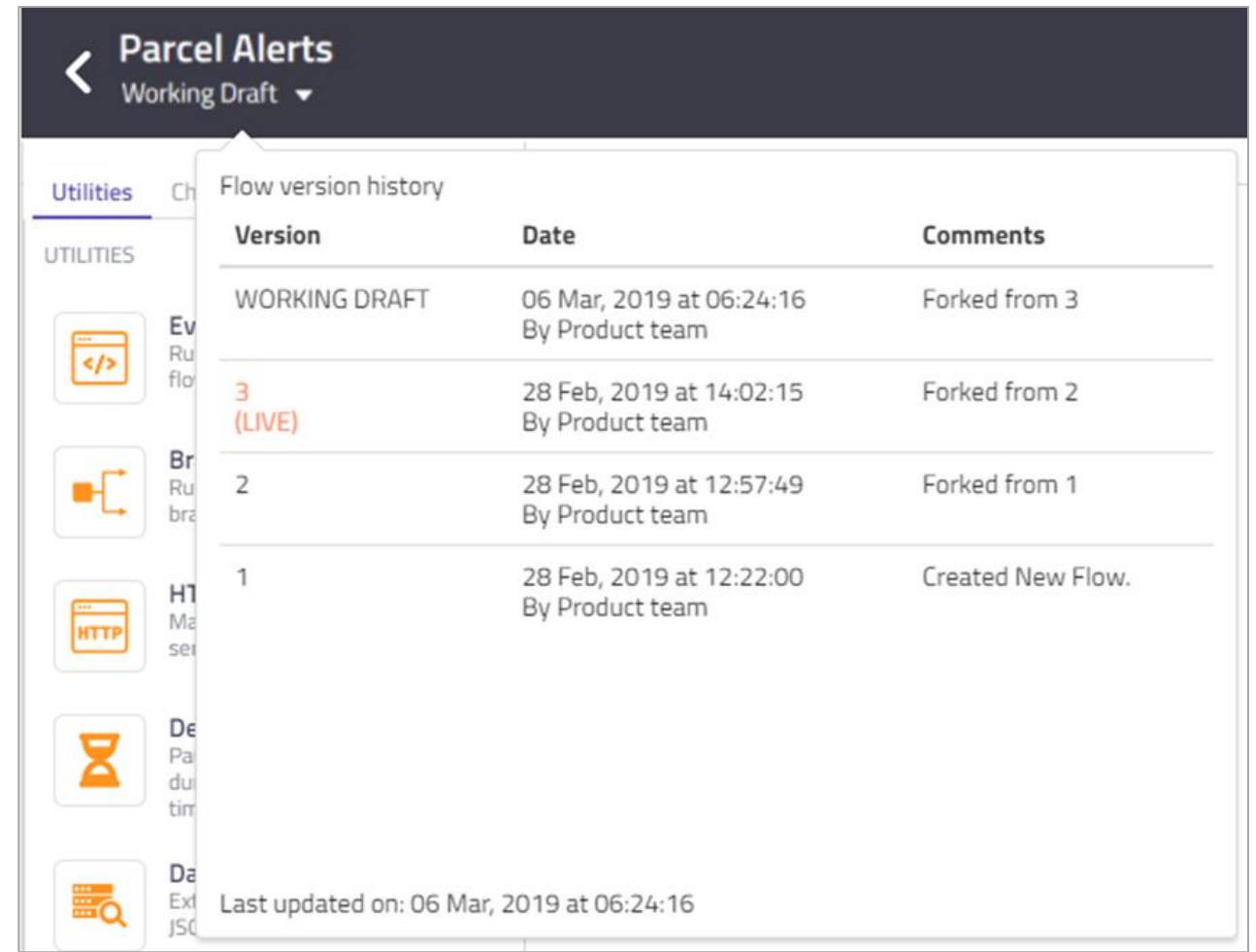
BRKCCT-2687

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Collaborate and iterate easily

- **Make changes to draft versions** without impacting live flows
- **Maintain history** of every change made to a flow
- **Rollback** to any of the previous flow versions
- **Annotate and share flows** with other users



Parcel Alerts
Working Draft ▾

Utilities

Flow version history

Version	Date	Comments
WORKING DRAFT	06 Mar, 2019 at 06:24:16 By Product team	Forked from 3
3 (LIVE)	28 Feb, 2019 at 14:02:15 By Product team	Forked from 2
2	28 Feb, 2019 at 12:57:49 By Product team	Forked from 1
1	28 Feb, 2019 at 12:22:00 By Product team	Created New Flow.

Last updated on: 06 Mar, 2019 at 06:24:16

NLP, NLU & AI Powered Conversational Automation

Pre-defined message templates expectations

Access to best-in-class
NLP and NLU capabilities to
power conversational
customer interactions.

Self-service automation
that also offers a seamless
escalation path.

Accelerate the development,
deployment, testing, and
training of conversational bots.

Cater to a wide spectrum of
natural language interactions
with varying conversation
complexity.



Let's Experience a Bot Demo

Overview

Webex Connect Platf...

connect

Bot builder

webexbotbuilder.com/static/core/bot/64fac02526ea2374d3a...

Relaunch to update

Gmail

YouTube

Maps

connect - Presale...

connect - UK

connect - dcloud

All Bookmarks

Bangkok Bank

Last Updated at 7 Nov, 23 by Bhargav Atluri

Search for articles

Analytics

DASHBOARD

Settings

Articles

Testing

Curation

Sessions

History

Knowledge base

Trained

NLU Engine: Swiftmatch

Make Live

Create and edit articles which the bot can recognise and respond back.

Articles

Custom synonyms

All articles

Last updated

Create new article

Card Fees

4 variant s

MasterCard Platinum Travel Credit Card

Benefits of using Platinum travel credit card

4 variant s

MasterCard Platinum Travel Credit Card

Contact Information

4 variant s

Bangkok Bank Mastercard Credit Card

Types of mastercard credit cards for Bangkok Bank

4 variant s

Bangkok Bank Mastercard Credit Card

Showing 1 to 10 of 76 items

Filter categories

Search

Unassigned

Default

Smalltalk

Net banking intr

Change atm pin

Change passwo

Password not w

Net banking req

Security concern

Filter

Bot builder

web...

Relaunch to update

Gmail

YouTube

Maps

All Bookmarks

Bangkok Bank

Welcome to Bangkok Bank's web chat! This is a AI powered chatbot so please type your query or keyword and we would respond back with the relevant responses

3:45 PM

Type a message

Unlock the power of conversational automation with wide-ranging AI capabilities

Conversational AI Nodes

Atomic functions
available as drag & drop
components

Bot Builder

Low-code tools to create
bots of varying
conversation complexity

Unlock the power of conversational automation with a wide spectrum of capabilities

Pre-built functions for conversational automation

Enable seamless self-service by identifying customer intent and providing contextual response with inbuilt NLP and NLU functions.

Reduce coding effort with NLP pipeline

Build pipelines for different business needs with an ever-expanding library of state-of-the-art intelligence modules.

Seamless agent handovers

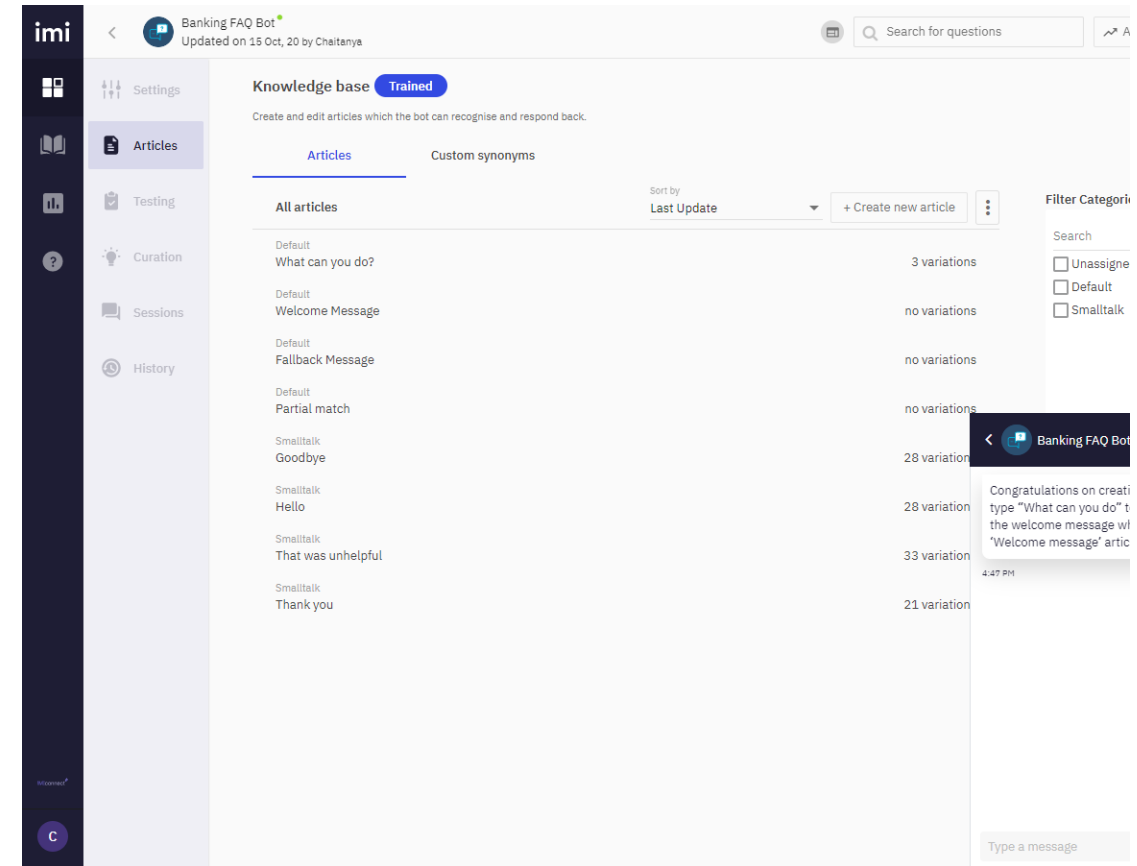
Transition from bot-led interactions to live agents while retaining context and the conversation history.

INBUILT NLP & NLU FUNCTIONS

- + Spell Check
- + Units Recognition
- + Numbers Recognition
- + Date & Time Recognition
- + Word Tokenization
- + Sentence Tokenization
- + Lemmatization
- + Parts-Of-Speech
- + Tagging
- + Sentiment Analysis
- + Generic Entity Recognition
- + Question Detection
- + Language Translation
- + Profanity Filter
- + NLP Pipeline

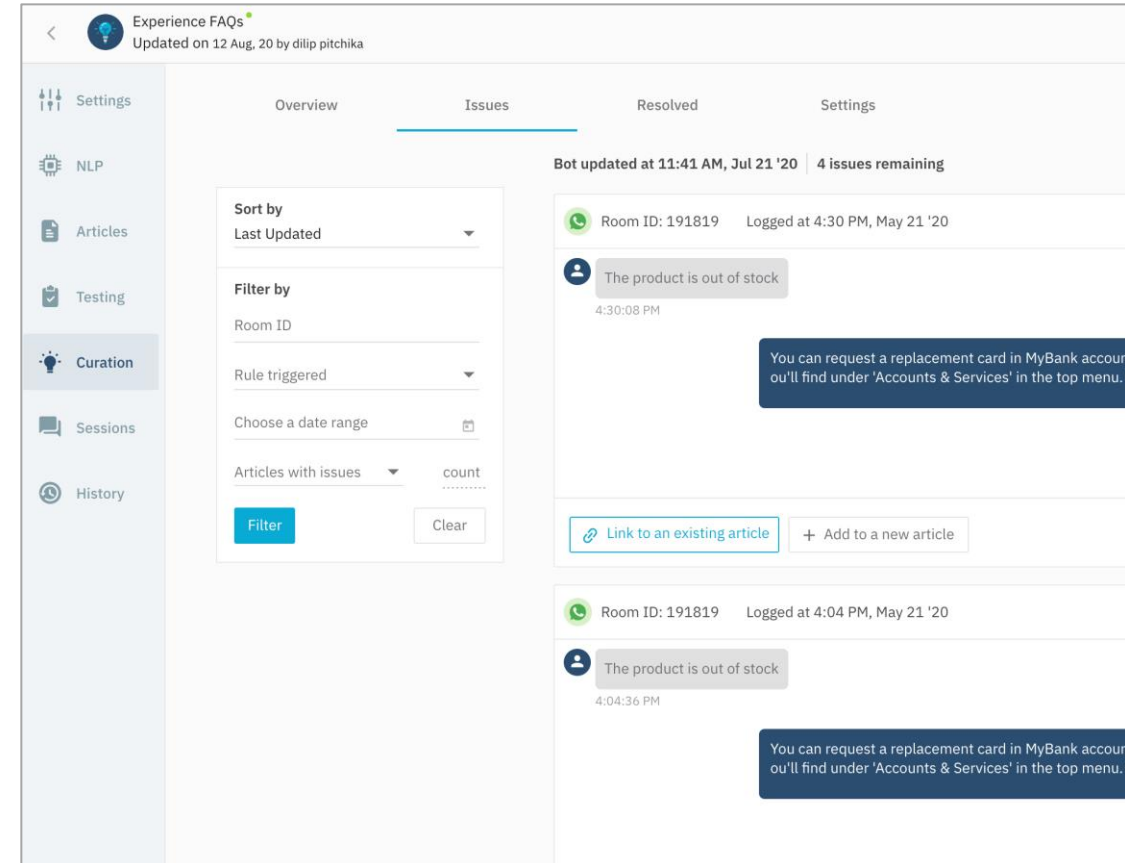
Automate routine, high-frequency interactions

- Accelerate conversational automation with a **no-code FAQ bot builder**
- Progress from **point-and-click interfaces** to **AI-powered chatbots**.
- Deliver exceptional customer self-service across multiple channels using **conversational AI**



Rapidly create and manage intelligent chatbots

- Build even **complex chatbots** using a **low-code toolset** including **template designer, one-click testing**, and more.
- Using our **curation console**, analysts can help **improve the bot's performance over time**.
- Easily integrate with other chatbot providers such as **IBM Watson, Amazon Lex, and Google Contact Center AI**.



Communication Channel Management

Communication Channel Management Expectations

Build

Rapidly build and iterate customer interactions across any touchpoint or channel

Insulate

Insulate business systems from underlying channel complexities

Enable

Enable contextual customer experience in a channel agnostic, yet channel aware manner.

Evolve

Flexibility to add new channels and keep pace with evolving interaction models.

One platform to interact with customers on any channel



Reach customers over any channel

- SMS, Voice, Email, Push and In-App Messaging, Apple Messages for Business, Messenger, RCS, Twitter DM, WhatsApp, and WeChat.
- Bi-directional communication across all channels.

Choose the right channel mix

- Intelligently route communications to optimal channels based on objectives like communication costs or customer engagement.
- Automatically fallback to other channels when the intended channel is unavailable.

Centrally manage channel assets

- Buy numbers – short codes, phone numbers, sender ID – to send and receive SMS and voice calls.
- Configure and manage all your mobile apps, email settings, and social messaging apps.

Let's Experience A Live Multi Channel Demo

Overview

Webex Connect Platform

connect

ABC Bank KYC Journey - w

presales-uk.eu.webexconnect.io/flowdesigner/flow/v3/flowView?flowid=23053

Relaunch to update

Gmail

YouTube

Maps

connect - Presale...

connect - UK

connect - dcloud

All Opps 2023 Sh...

All Bookmarks

ABC Bank KYC Journey

6- Live

Build

Analyse

?

Settings

Edit

main

Configure WhatsApp Event

WhatsApp

Receive

User Choice - Ind/Corp

KYC - Corpor

Receive

User input - ID/DOC/Face

Doc Verifica

webex Connect

09:41

Cisco Demo

Textlocal Test

Today

This business works with other companies to manage this chat. Tap to learn more.

+ |

q w e r t y u i o p

a s d f g h j k l

z x c v b n m

123

space

return

🌐

🎤

Key Digital Channel Insight

Feature / Channel					
					
Message Types	Text + Attachments + Pickers + Payment + Auth	Text + Attachments + Cards	Text + Attachments + Cards + Carousels + Suggestions	Text + Attachments + Cards + Carousels + Suggestions	Text + Attachments + Cards + Carousels + Suggestions
Initiation	Customer Initiated	No restrictions for pre-approved templates	Customer Initiated	No restrictions	Customer Initiated
Adoption	>90% of iOS user base	100% smartphone users	~60% UK	<15% UK	Incredible reach. Covers 75% of user base and entry point through search
Encryption	E2E	E2E	Not E2E	Not E2E	E2E
Agent Support	Mandatory	Optional	Optional	Optional	Mandatory
Opt-in	Mandatory in-channel opt-in for notifications	Mandatory for notifications	Mandatory in-channel opt-in for notifications	Mandatory	Not Applicable
Payments	Native	Custom	Custom	Custom	Custom

Insulate your business systems and applications

Minimal IT burden

Easily integrate with a configuration-driven approach without having to deal with complex protocols, integrations, and channel-specific changes.

Get the latest channel capabilities

Quick access to newly launched features across channels with APIs that are frequently updated with new channel capabilities.

The screenshot shows a web-based configuration interface for WhatsApp. At the top, there's a header with the WhatsApp logo and the word 'WhatsApp'. Below this, there are two tabs: 'Configuration' (which is active) and 'Transition Actions (optional)'. A 'HELP' link is in the top right corner. The main content area is titled 'Send text, media and templated messages to your customers on WhatsApp'. It contains several form fields: 'DESTINATION TYPE' with a dropdown menu set to 'WA ID', 'DESTINATION' with a text input field containing a placeholder variable '\$(customerMobileNumber)', 'NOTIFICATION TYPE' with a dropdown menu set to 'TEXT', and a 'Message Configuration' section with a 'MESSAGE' text area containing the text 'This is my text message.' Below the message area is a link '+ Add Smart Link' and a checkbox 'ENABLE PREVIEW URL' which is currently unchecked. There is also a 'Parameters (Optional)' section with 'WAIT FOR' set to 'Delivery Report', 'TIME OUT (IN SECS)' set to '300', and 'EXPIRY' set to 'select'. At the bottom left, it shows 'WhatsApp' and 'Node ID: 33'. At the bottom right, there are 'CANCEL' and 'SAVE' buttons.

Leverage the unique capabilities of each channel

Deep configurations for every channel

Get full-featured capabilities for every channel including intelligent IVRs, chatbots, quick replies, buttons, wallets, and more.

Message preview

Ensure a pixel perfect messaging experience by trying different formatting and style options before sending.

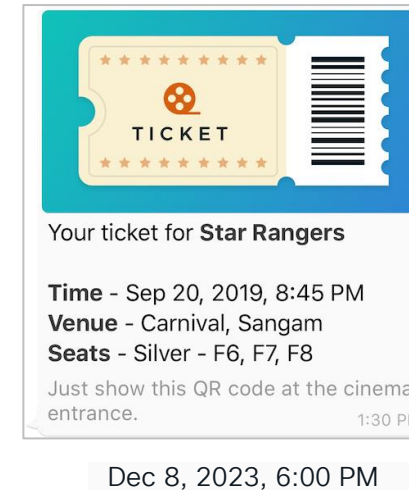
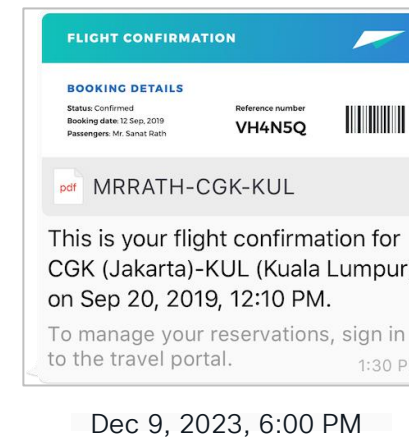
Smart tools for better interactions

Use features like geofences and trackable short URLs to apply context and understand customer behavior.

The image displays two screenshots of the Cisco Connect Email configuration interface. The top screenshot shows the 'Configuration' tab with fields for Destination Type (Email Id), Destination ID (\$n2.inboundWebhook.emailAddress), From Email (noreply), From Name (noreply), ReplyTo Email, CC Recipients, and BCC Recipients. The bottom screenshot shows the 'Configuration' tab with fields for Email Type (Text), Subject (Test Subject), Message (New TEst Email here from Connect), and Attachments (Optional) with radio buttons for Add Attachments and Dynamic Attachments Payload. Both screenshots include a 'Message Source' section at the bottom and a right sidebar with 'Input Variables', 'Output Variables', and 'Node Outcomes'.

Improve experience with multichannel template management

- Create **dynamic templates** for different channels and use them within **flows or messaging APIs**.
- Add **header, footer, media**, and leverage channel-specific features.
- **Non-technical users** can **update template** without requiring code changes.
- **Better API performance** due to smaller payloads.



A screenshot of the "Configure New Template" interface. The title is "< Configure New Template" with a subtitle "Create dynamic templates for different channels and use them within Messaging API calls or flows." The form includes fields for "NAME" (ticket_message), "CHANNEL" (WhatsApp), "CATEGORY" (TICKET_UPDATE), "LANGUAGE" (English), and "WABA ID" (1963751603690379). There is a note: "WhatsApp Message templates cannot be edited after they have been submitted for approval. Click [here](#) to know more about WhatsApp Message Templates." The "HEADER (Optional)" section has a "Media" dropdown. Below this are "Image" and "Document" icons. The "MESSAGE BODY" section contains the text "Your ticket for \$(Movie)" and dynamic content placeholders: "*Time* - \$(Time)", "*Venue* - \$(Venue)", and "*Seat* - \$(Seat1) - \$(Seat2)". The "FOOTER (Optional)" section contains the text "Just show this QR code at the cinema entrance." A "SAVE" button is at the bottom.

Cater to customer preferences

Track and manage consent preferences

Obtain and validate consent over any channel throughout the customers lifecycle. Use porting and deactivation data from carriers to update consent status.

Manage channel preferences

Apply customer channel preferences in your communication flows. Override preferences for critical communications.

Customer profile

Create and manage customer information with various attributes to personalize interactions.

 **Profile**

Configuration

Transition Actions (Optional)

Fetch, create, update or delete customer profiles stored on IMIconnect

ACTION ⓘ	PROFILE TYPE ⓘ
Fetch profile ▼	Master profile
IDENTIFIER TYPE ⓘ	IDENTIFIER VALUE ⓘ
customerId ▼	11769882
Profile Details	
VARIABLE ⓘ	PROFILE ATTRIBUTE ⓘ
contact_email	email
msisdn	msisdn
+ ADD NEW	

Cater to customer preferences

Social hours

Send messages only during pre-set, permissible time range.
Configure working hours for your business, holidays, special days, and set exceptions.

Control communication frequency

Configure policy limits for the number of communications sent by channel and purpose. Enforce limits for promotional messages while enabling key transactional outbound messages.

🕒 SocialHour

Configuration

Transition Actions (Optional)

Configure social hours for each day of a week including holidays. Check if request falls in social hour. You can wait for next social hour.

SOCIAL HOURS POLICY ⓘ

Wait for next available social hours ▾

☐ Add additional delay

Configure social hour time of week or each day of a week.

Monday - Friday

FROM

9:00

TO

18:00

☐ Set social hours exception

Add holidays into list and they are treated as non social hour.

TIME ZONE ⓘ

UTC-08:00 - America/Los_Angeles ▾

Current server time : 17:50:13

Febua

Su	Mo	Tu	We
		1	2
7	8	9	
14	15	16	
21	22	23	
28			

mm/dd/yyyy

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Improve experience with multichannel template management

Multichannel communication API

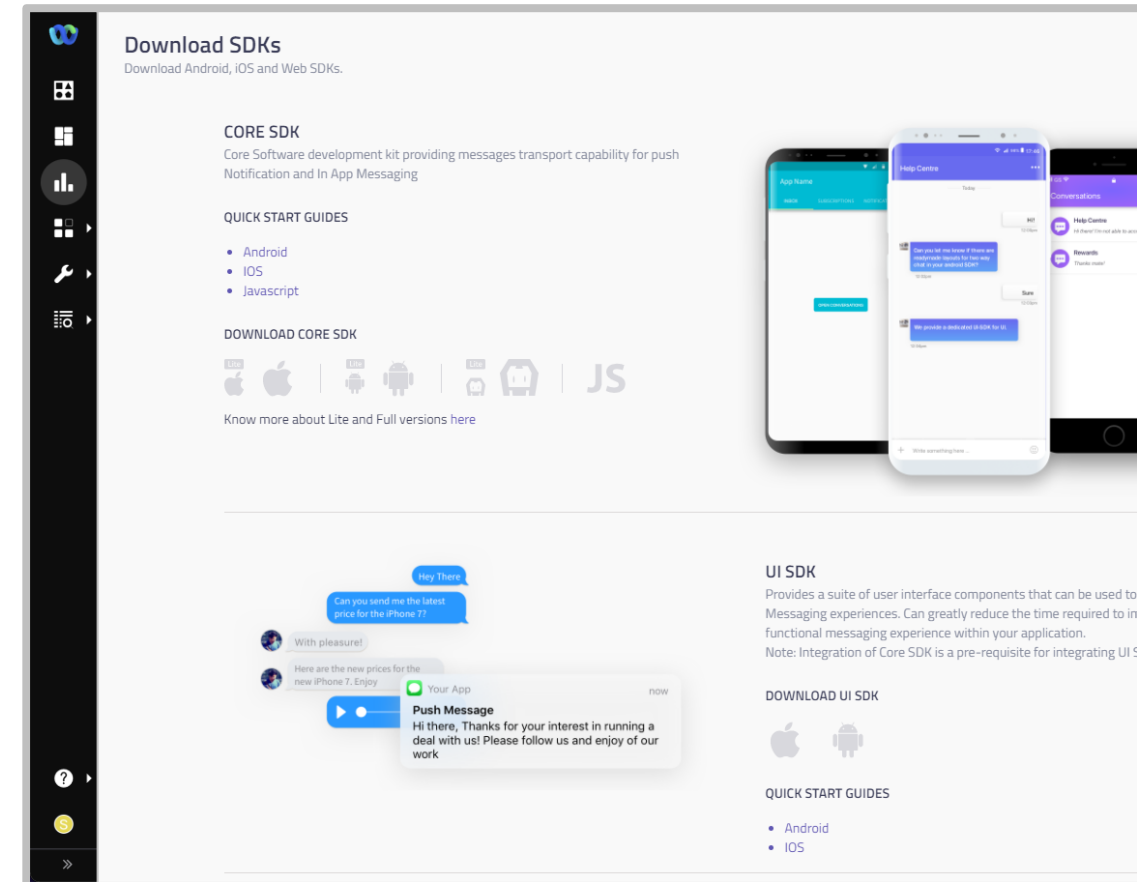
Single, flexible REST interface to integrate any channel in any application or business process.

Cross platform SDKs for Push and In-App

Open a secure two-way messaging channel for your existing mobile and web apps with SDKs for Android, iOS, Cordova and JavaScript.

Flexible architecture

Our technology architecture is designed to support new innovations at individual channel-level and channels of the future.



Build a powerful voice experience

Flexible implementation

Build custom voice calling applications that can be scaled and modified using APIs or the flow builder.

Diverse feature portfolio

Leverage a wide array of capabilities to craft inbound and outbound voice interactions such as answering machine detection, voice alerts, IVR, call recording, call tracking, and more.

Call transfer

Integrate voice into Contact Center with our Call Transfer node to facilitate the seamless handover of calls to agents.

The screenshot displays the 'Call Transfer' configuration window, which is divided into two main tabs: 'Configuration' and 'Transition Actions (Optional)'. The 'Configuration' tab is active, showing instructions to transfer the call via Blind/Warm Transfer. It includes a 'Play Audio' toggle switch and a 'Transfer Settings' section. Under 'Transfer Settings', there is a 'To Number' field with a placeholder 'E.g., \$(msisdn)' and a 'Transfer Type' section with two radio button options: 'Blind Transfer' (selected) and 'Warm Transfer'. On the right side of the window, there is a sidebar with 'Input Variables' (a search bar and a list of variables including 'Custom Variables' with value '[F21639]') and 'Output Variables' (a section for 'Node Outcomes'). At the bottom left, it identifies the node as 'Call Transfer Node ID: 5'. At the bottom right, there are 'Cancel' and 'Save' buttons.

Ensure compliance with regulatory requirements



ISO 270001, ISO 20000 certified environment with regular internal and external audits at regular intervals.



With GDPR, HIPAA and CCPA, and ISO 27001 controls built-in, your security and regulatory compliance needs are met out-of-the-box.



Encrypt customer data and apply cryptographic hash within flows to securely handle sensitive data such as personally identifiable information (PII).

Orchestrate and automate all your customer interactions centrally



Live Demo QR Codes



Logistics use cases over WhatsApp



BFSI use cases over WhatsApp



Standard WA Channel Showcase



Automated Insurance Claim

Automating customer journeys on Webex Connect

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The bridge to possible

Thank you

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The background features a vibrant, multi-colored abstract design. On the left, there are overlapping, 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, radiating lines in various colors, including blue, green, and yellow, creating a sunburst effect.

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Let's go

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