

CISCO *Live!*

GO BEYOND

#CiscoLiveAPJC



# Omnichannel contact center

Enhance customer interactions and maximise business value.

Prasanna Arjunan, Solutions Engineer  
BRKCCT-2526

CISCO *Live!*

#CiscoLiveAPJC

# Cisco Webex App

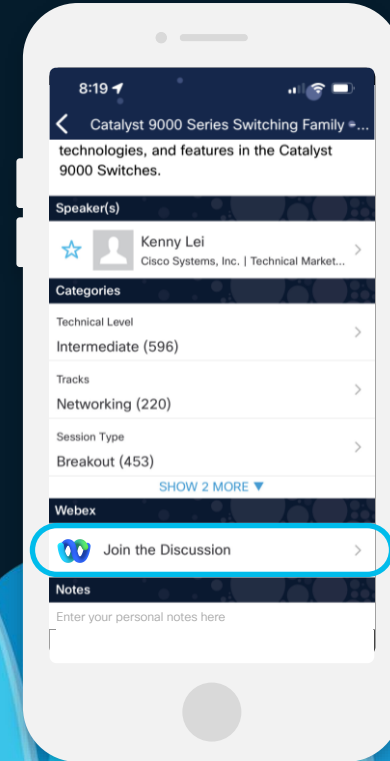
## Questions?

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

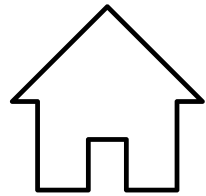
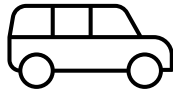
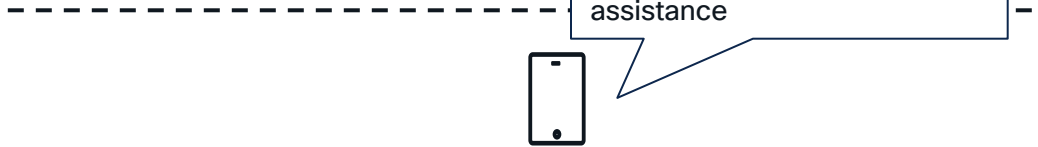
## How

- 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 November 15, 2024.



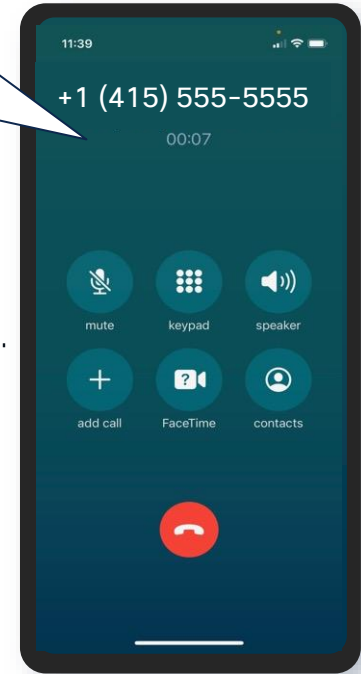
# Imagine this..



Hi Mike  
been c  
advers  
attempt

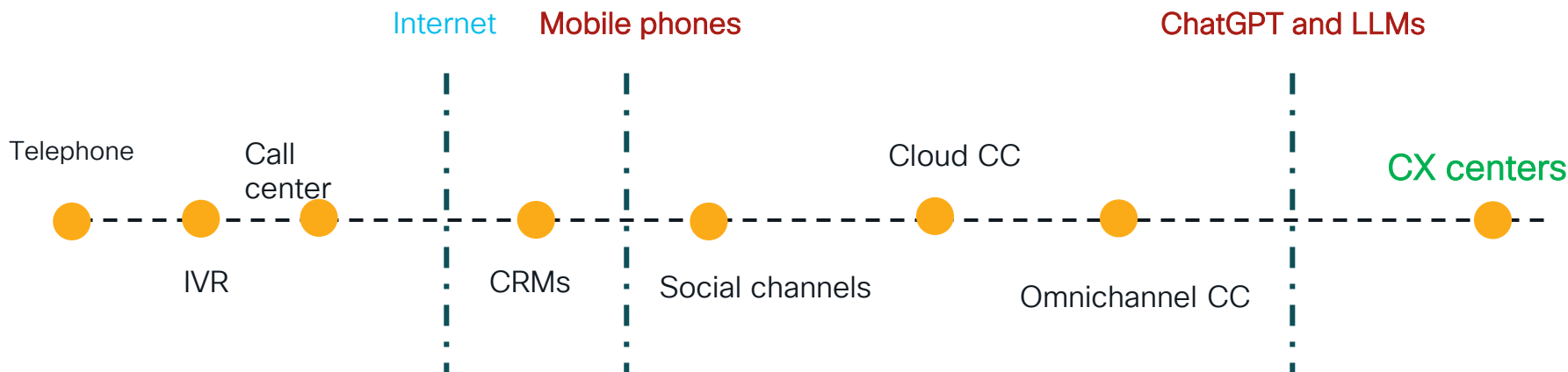
There are **16 people**  
ahead of you. Please  
continue to hold..

**next available flight**  
**automatically.** Please call our  
customer care for further  
assistance



What if this option **doesn't work** for me?

# Evolution of Contact Centers (CC)

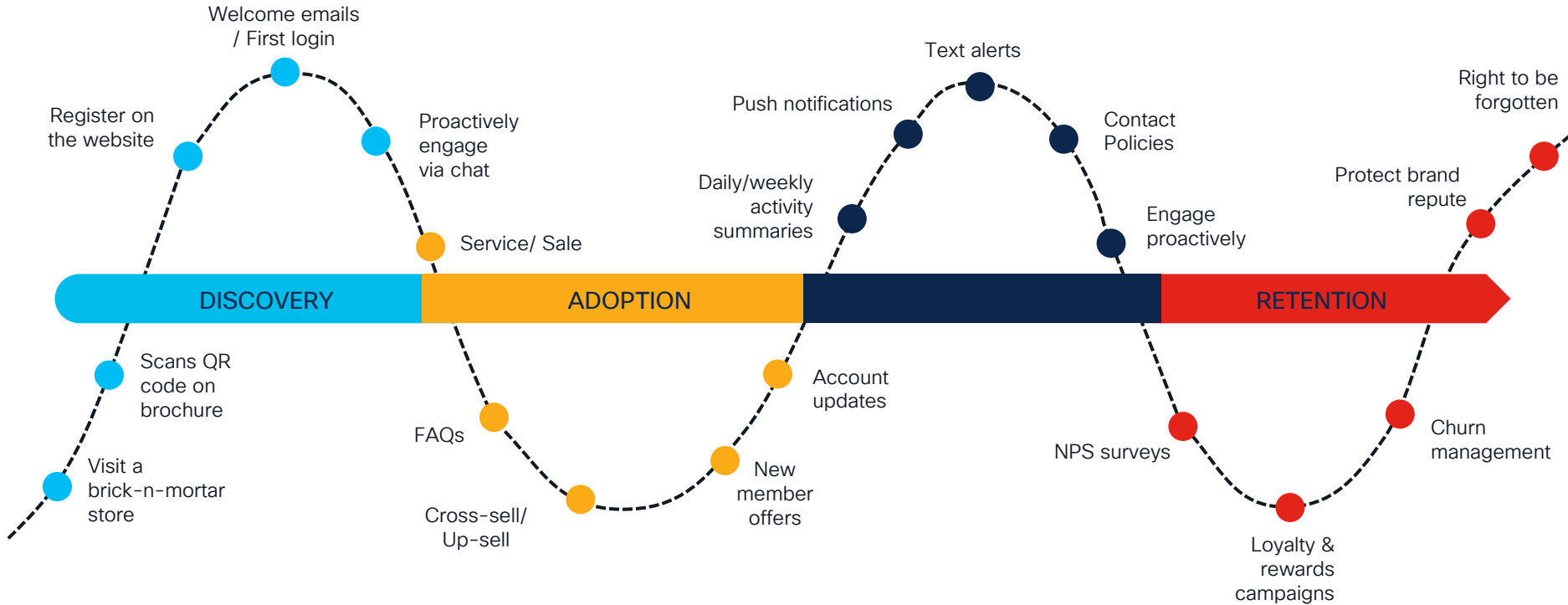


Source: primary research "it's time to solve the customer experience trilemma"

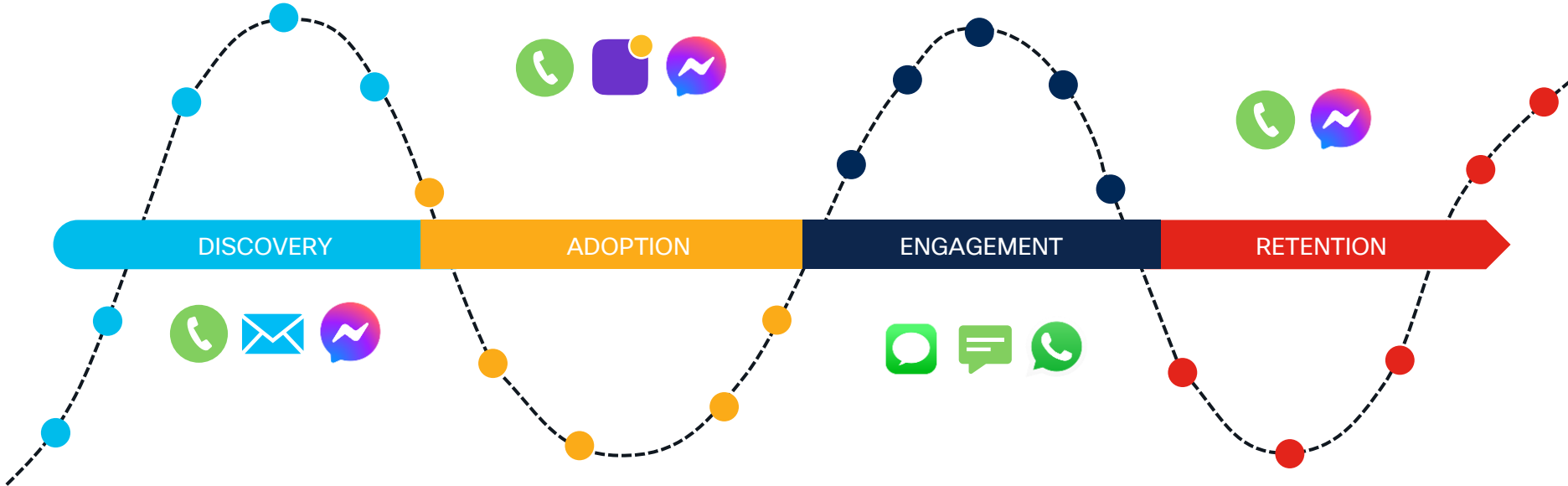


Omnichannel experiences are  
transformational!

# Channel comms across customer lifecycle..



# Channel comms across customer lifecycle..



# Spirit of great CX



# The Swiss army knife!



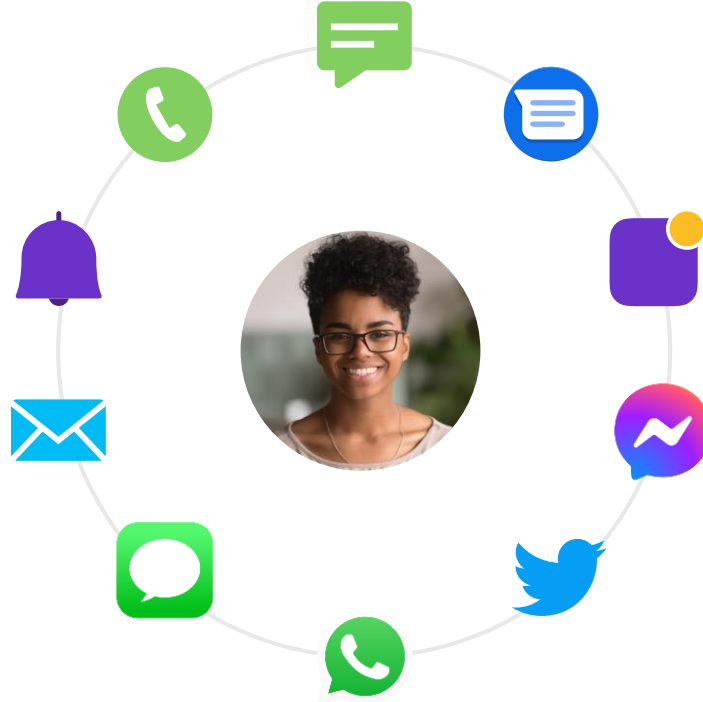
## Traditionally...

- Dial 1 for your account balance
- Dial 2 for the most recent activity
- Dial 3 for investments
- Dial 4 to transfer funds
- Dial 5 to pay your bills
- Dial 6 for loans
- Dial 7 for insurance services
- Dial 8 for mortgage
- Dial 9 to hear these options again
- Dial 0 to speak with one of our agents

# Ever evolving Consumer expectations

“Everything at my fingertips”

“Fast, real-time communications just for me”



“Give me the tools to serve myself”

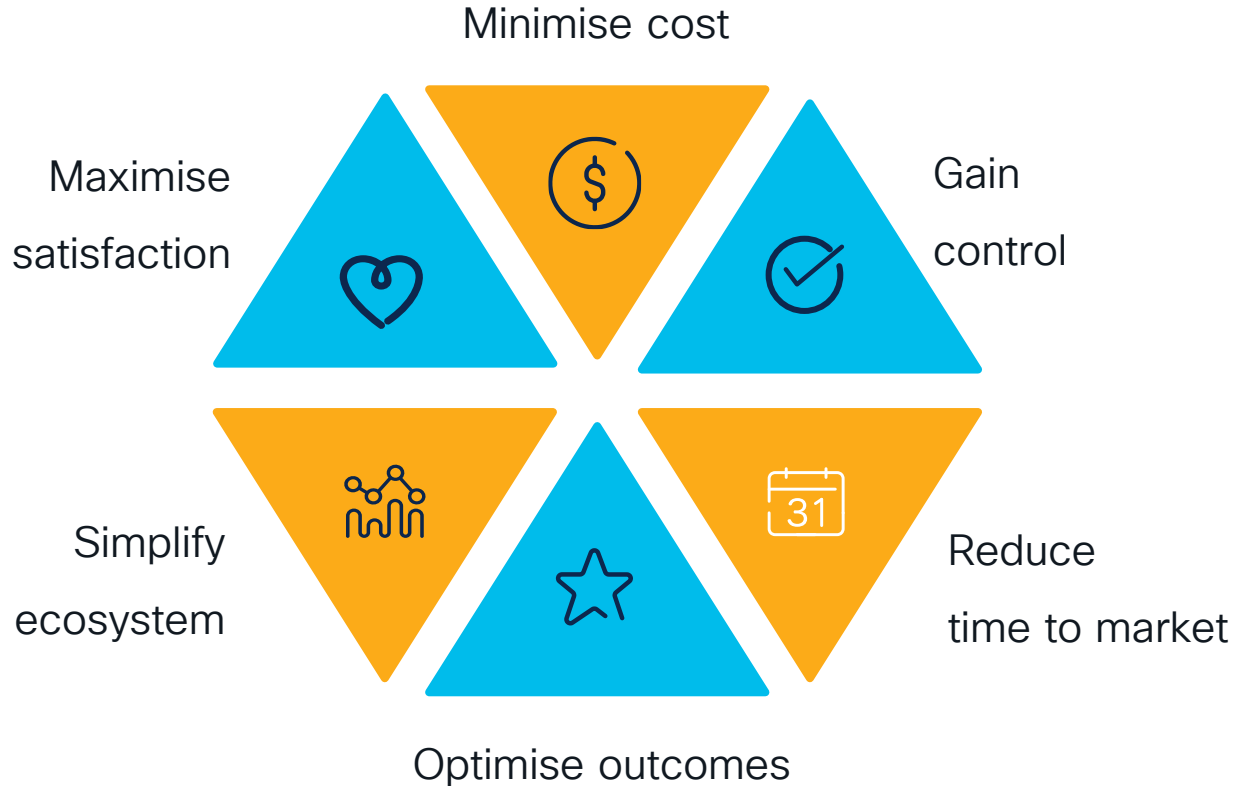
“Resolve my complaint!”

**CISCO** *Live!*



© 2024 Cisco and/or its affiliates. All rights reserved. Cisco Public

# CX mandates many pressures!



# Cisco's Contact Center Offerings



# Product portfolio

Subscription: Flex 3.0

Cloud

**Webex Contact Center**

Webex Contact Center Enterprise

On premise

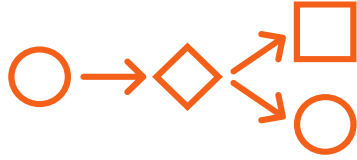
Packaged Contact Center Enterprise

Unified Contact Center Enterprise

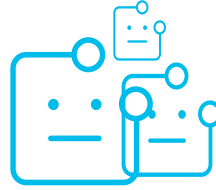
**Webex Connect**

Communications Platform as a Service

# Key capabilities



No code / low code visual flow  
orchestration



Native Bot  
Builder



Cross-channel  
customer journey history



Unified agent desktop



Universal queuing for voice and  
digital channels



Unified reporting

# Webex Contact Center – Voice Flow Builder

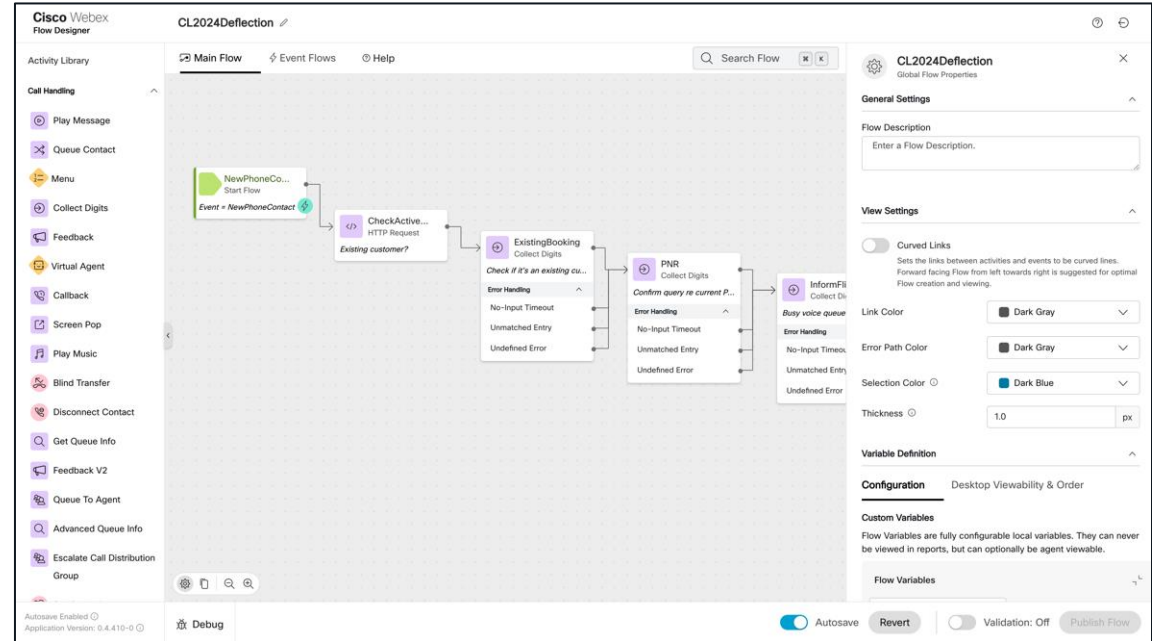
**Voice Flow Builder:**

**Location:**

Accessed via Control Hub

**Utility:**

Used to design IVR flows over voice



# Webex Connect – Digital channels

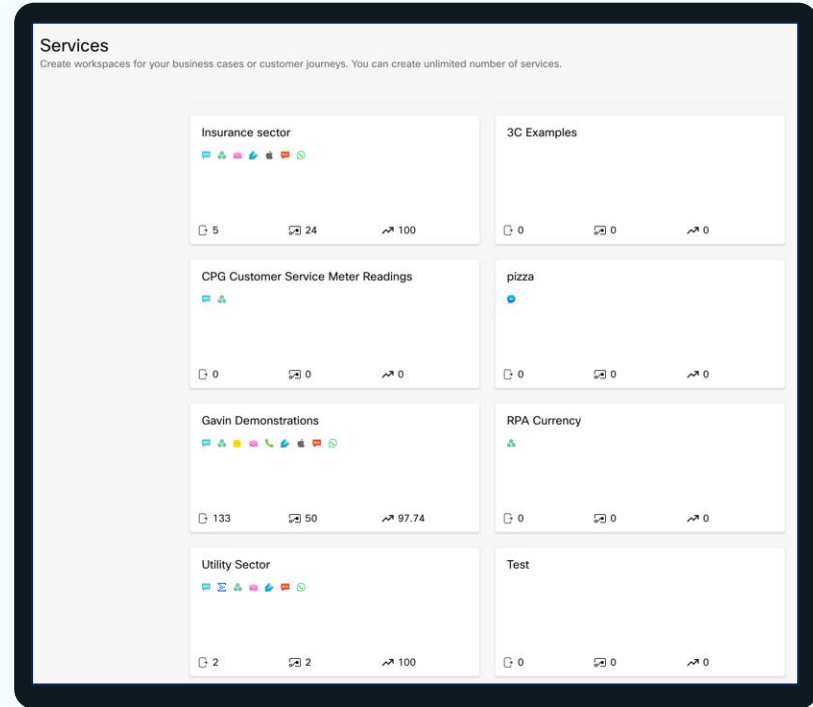
## Webex Connect

### Location:

Accessed via Control Hub > Contact Center > Overview (Quick Links: Digital Channels)

### Utility:

A CPaaS platform allowing you to orchestrate customer journeys over messaging channels



# Webex Connect – Apps

## Webex Connect – Apps / Channel Assets

### Utility:

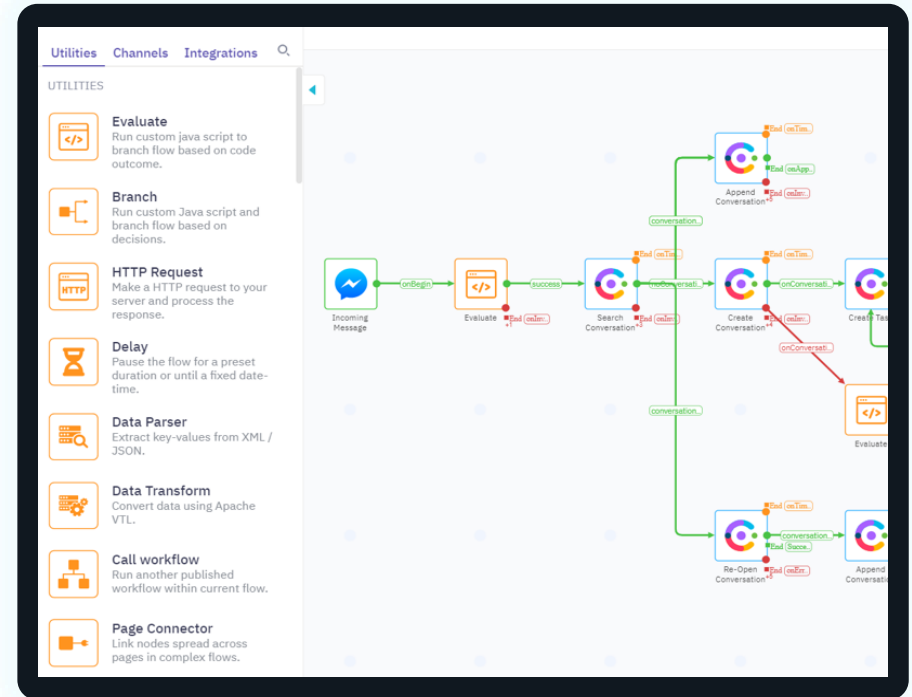
An entity for customers and businesses to reach out to each other:

- SMS Longcode
- Facebook / Messenger account
- Livechat widget
- Email mailbox
- WhatsApp Business Longcode
- Apple Messages for Business Account

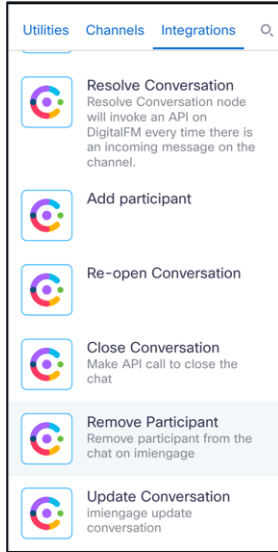
| Channel                                                                             | Apps (5)                                                                                                                                                                                                                                                                 |
|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <div>AcmeAirlinesNotifications <span>PCI</span></div> <div>App ID : a_638416931312460000</div> <div>Service - <a href="#">Cisco Live 2024 EMEA</a> , <a href="#">smstest1</a></div>                                                                                      |
|  | <div>Acme Airlines  <span>PCI</span></div> <div>App ID : a_170504510709942270</div> <div>Service - <a href="#">Cisco Live 2024 EMEA</a> , <a href="#">WxCC WhatsApp Service</a></div> |
|  | <div>WxCCAcmeCorpEmailDemo  <span>PCI</span></div> <div>App ID : a_637801367238680000</div> <div>Service - <a href="#">WxCC Demo Service_DO_NOT_TOUCH</a></div>                       |
|  | <div>WxCC_Acme_Corp_LC_Demo  <span>PCI</span></div> <div>App ID : WX10225444</div> <div>Service - <a href="#">WxCC Bot Demo Service</a> , <a href="#">WxCC Demo Service</a></div>     |

# Orchestrate proactive, personalised customer journeys

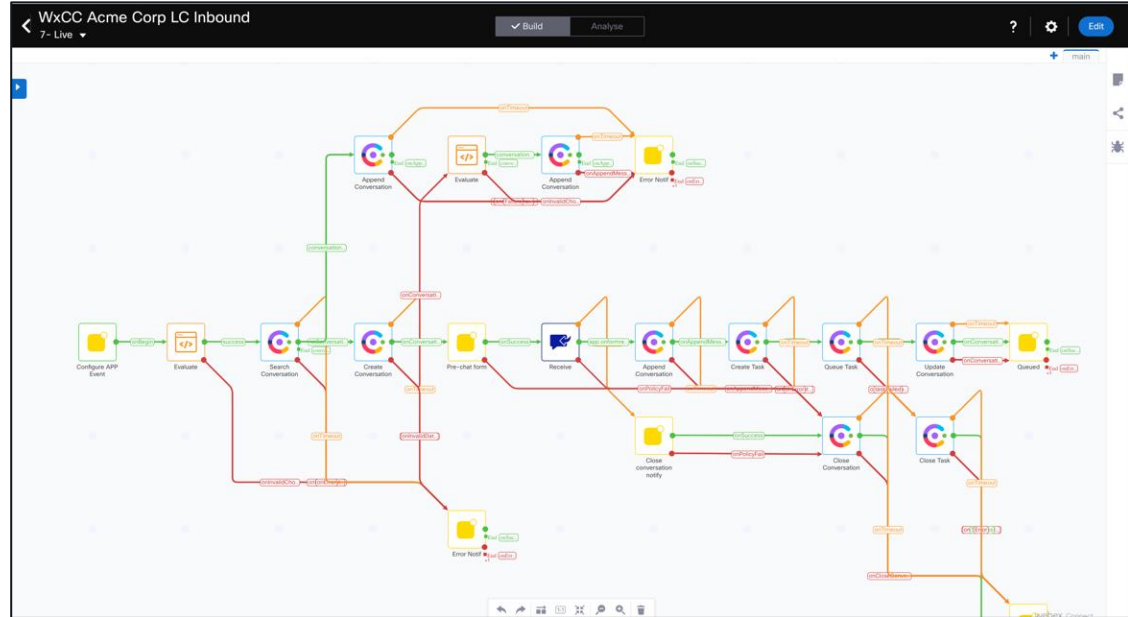
- **Connect communication flows** across digital and human interactions
- **Incorporate content & intelligence** from business systems of record
- **Low-code** so you don't need an army of developers to build everything



# Webex Connect – Flow Builder

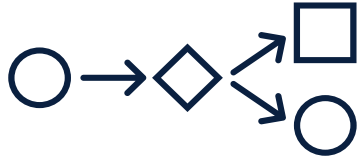


WxCC / Engage  
nodes

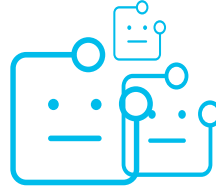


Sample Livechat  
Flow

# Key capabilities



No code / low code visual flow  
orchestration



Native Bot  
Builder



Cross-channel  
customer journey history



Unified agent desktop



Universal queuing for voice and  
digital channels



Unified reporting

# Webex Connect – BOT Builder

## BOT Builder:

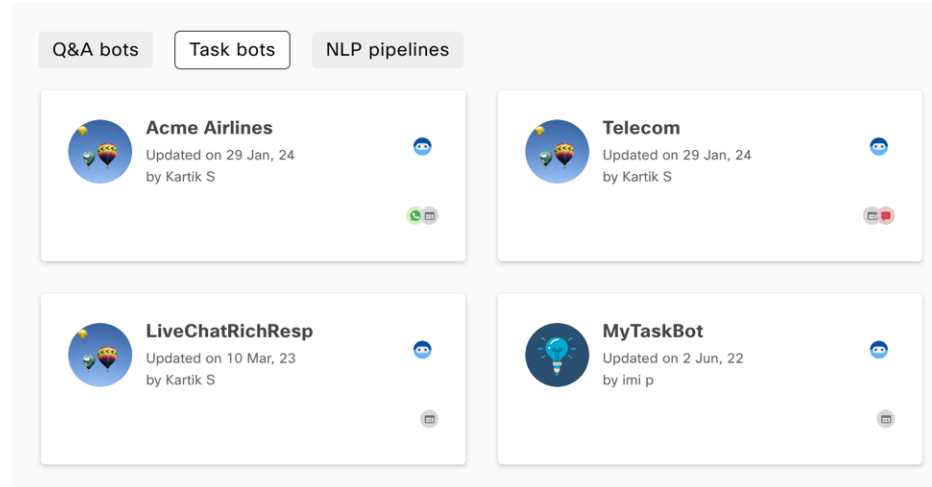
### Location:

Webex Connect > App Tray > BOT Builder

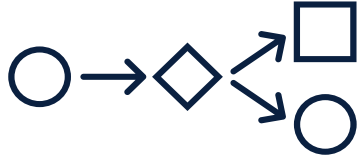
### Utility:

Build omnichannel BOTS that can be leveraged within Connect Flows:

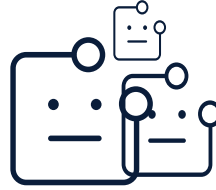
- Q&A BOTS
- Task BOTS
- Pipeline BOTS



# Key capabilities



No code / low code visual flow  
orchestration



Native Bot  
Builder



Cross-channel  
customer journey history



Unified agent desktop



Universal queuing for voice and  
digital channels



Unified reporting

# Cross channel customer journey history

## Customer Journey Data Service:

### Location:

Control Hub / Agent desktop

### Utility:

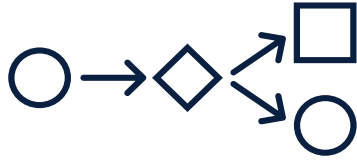
- **Listen:** Integrate with any data source or third-party applications to listen to disparate data sources.
- **Identify:** Create a dynamic customer profile capturing propensity drivers, such as a customer's preferred mode of communication
- **Analyse:** Apply different aggregation techniques to all customer data collected.
- **Act:** Use the data and insights within CJDS to decision within flows

The screenshot displays the 'Customer Journey Widget' interface. At the top, there are tabs for 'Customer Journey' and 'Contact History'. Below the tabs, the widget title 'Customer Journey Widget' is shown. A date filter '27/01/2024' is present. The journey history is a vertical timeline of events for the customer 'mail.miketaylor1@gmail.com'. The events are:

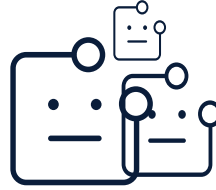
- ended chat** (27/01/2024 19:51): Represented by a blue chat bubble icon.
- Loyalty Reward - Miles** (27/01/2024 19:49): Represented by a blue heart icon. Details: origin 'Loyalty Reward - Miles', description 'Mike was rewarded 2000 Miles for the inconvenience of rescheduling a cancelled flight', channelType 'Loyalty Reward'.
- Acme Airlines - VB174 - Confirmed** (27/01/2024 19:49): Represented by a green envelope icon. Details: origin 'Acme Airlines - VB174 - Confirmed', description 'Mike has been rebooked onto Flight VB828 and VB829 departing from JFK to AMS via LHR', channelType 'Flight Confirmation'.
- Deflection - IVR to WhatsApp** (27/01/2024 19:48): Represented by a green speech bubble icon. Details: origin 'Deflection - IVR to WhatsApp', description 'Mike waited on the IVR line for 10 minutes with a PIQ: 20. Was offered an option to deflect to WhatsApp', channelType 'IVR to WhatsApp'.

The timeline ends with the customer's name and email 'mail.miketaylor1@gmail.com' (27/01/2024 19:47).

# Key capabilities



No code / low code visual flow  
orchestration



Native Bot  
Builder



Cross-channel  
customer journey history



Unified agent desktop

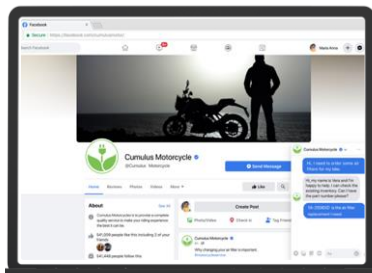
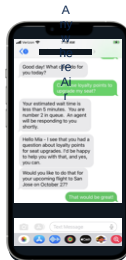
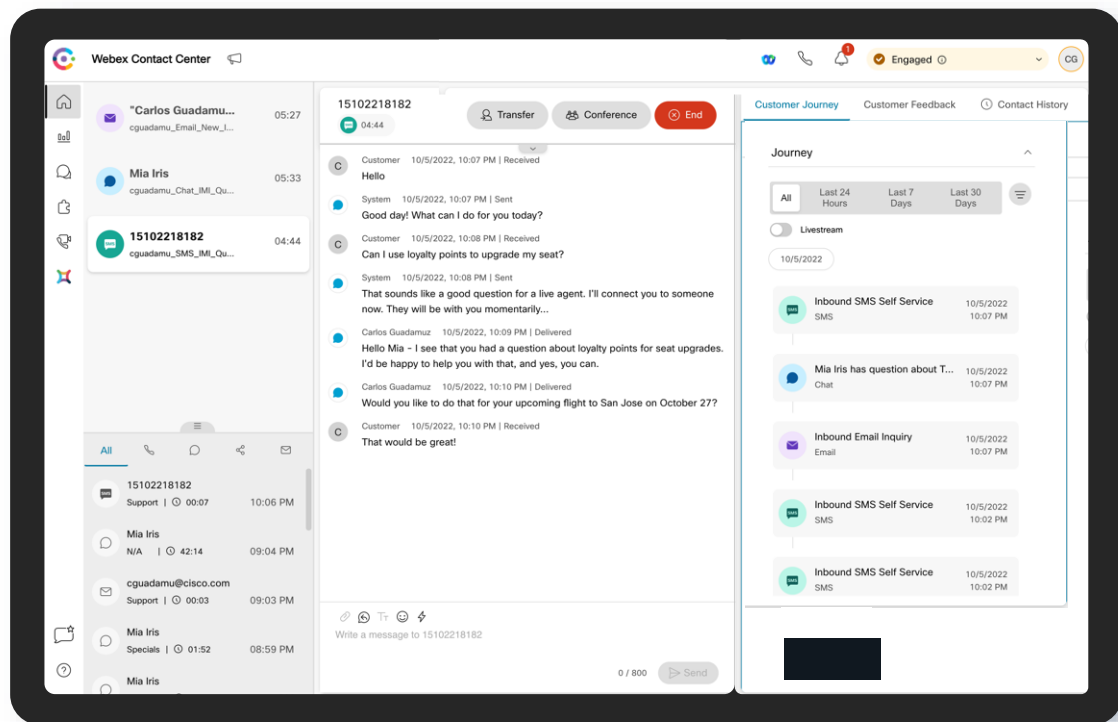


Universal queuing for voice and  
digital channels



Unified reporting

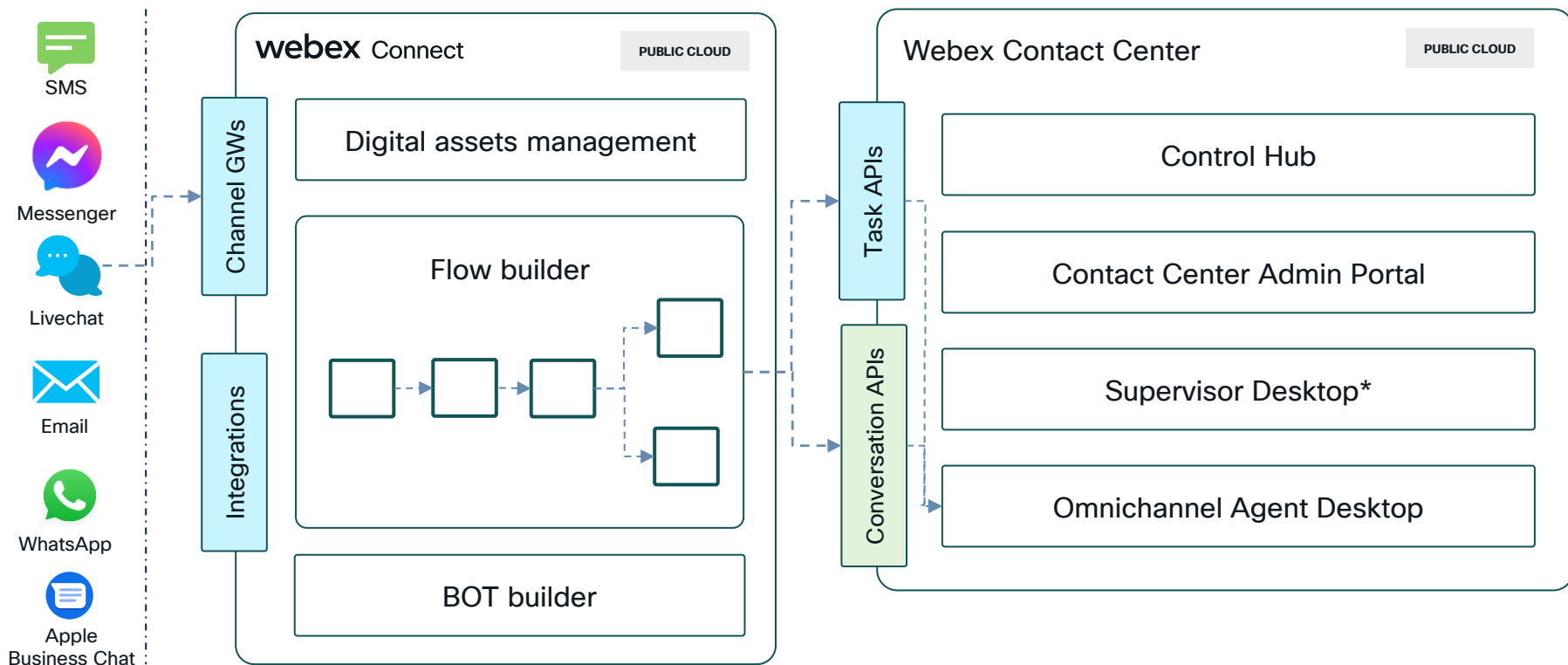
# Connected digital engagement and agent context



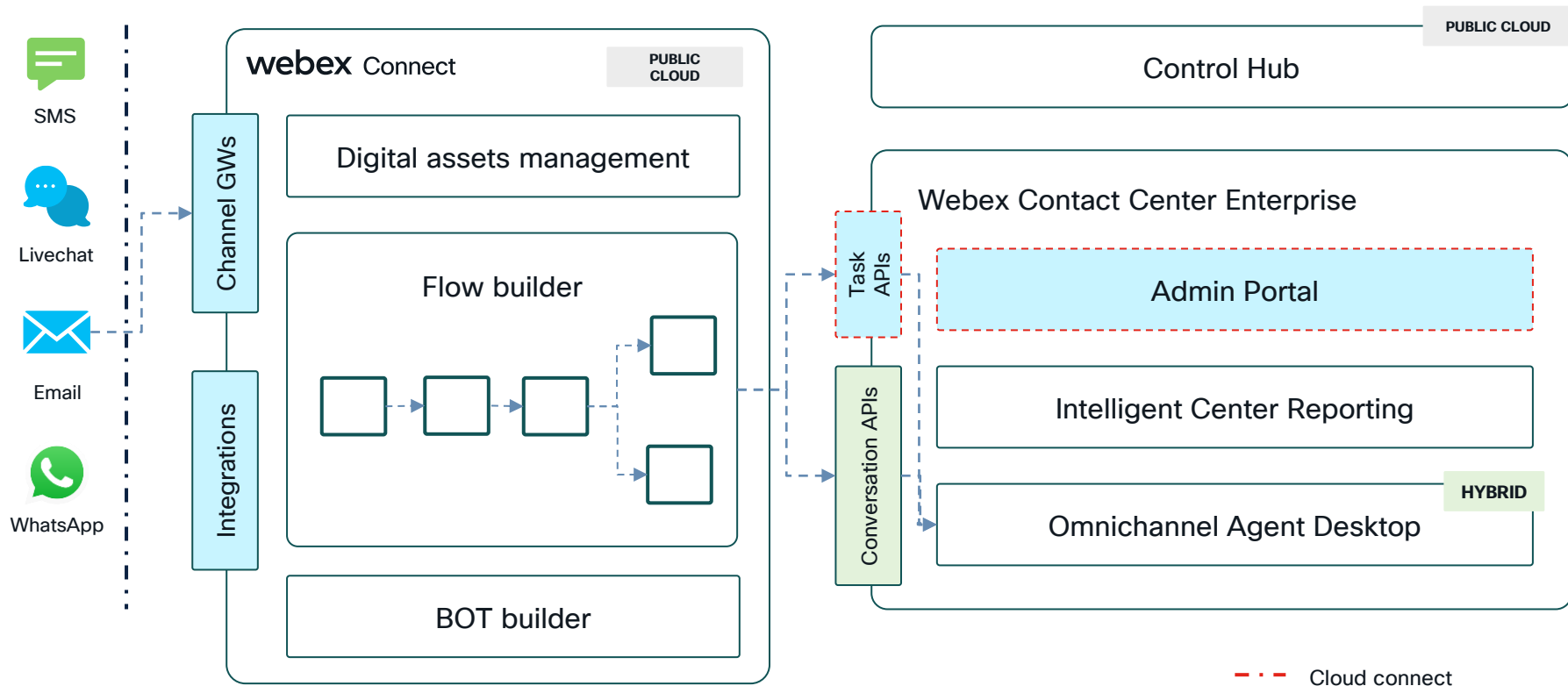
Complete  
interaction history

Customer  
journey data

# Architecture – Webex Contact Center (Cloud)



# Architecture – Contact Center Enterprise (On prem)



Activity time...



# Quick recap..



## What can go wrong?



Delays



Cancellations

Knock-on effect potentially leading to

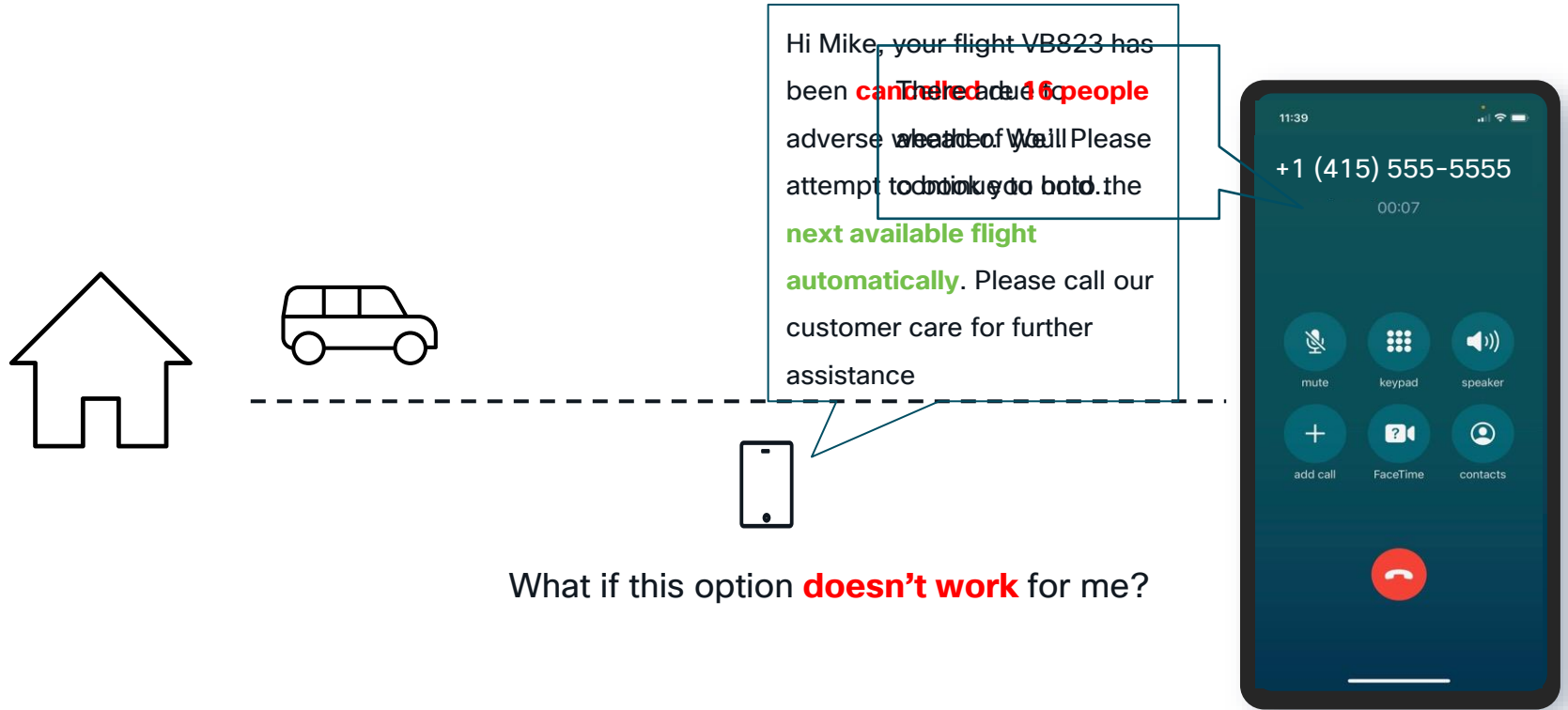


Missed connections



Lost baggage

# Imagine this..



What if this option **doesn't work** for me?

# Or worse?

Last thing you want to check on  
a holiday!

Not secure enough..

**From:** notifications@acme-airlines.com  
**To:** john.doe@gmail.com  
**Subject:** Acme Airlines - VB174 - Cancelled 🙄



## Acme Airlines

Message from Acme Airlines about your flight to London Heathrow

**Booking Reference:** **RJJR8D**

**Flight Status:** **Cancelled** 🙄

Dear John,

Thank you for choosing to fly with Acme Airways. We regret to inform you that your flight has been **Cancelled** today because of Air Traffic Control restrictions due to adverse weather at London Heathrow and across Europe.

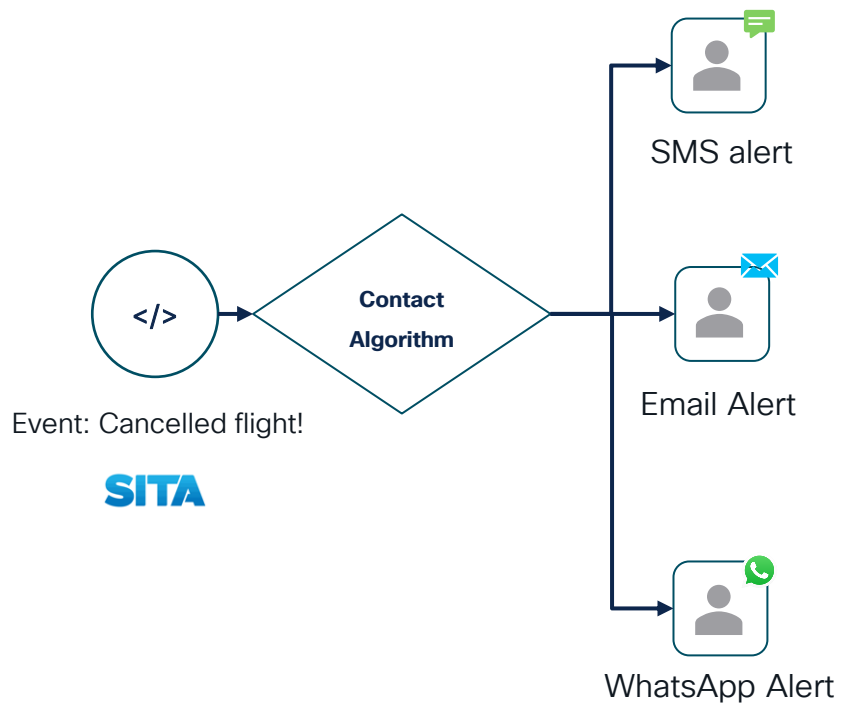
As part of the same ticket, we'll automatically rebook your onward journey on the flight mentioned below along with connecting flights as well. Please check [acme-airlines.com/managemybooking](https://acme-airlines.com/managemybooking) for further details

Keep up to date with your flight by visting our website [acme-airlines.com/travel/flightstatus](https://acme-airlines.com/travel/flightstatus)  
We look forward to welcoming you onboard soon.

➔ **Acme Airlines**



# Designing the notification



## Proactive notification algo:

f( Type of travel,

Customer's channel preference,

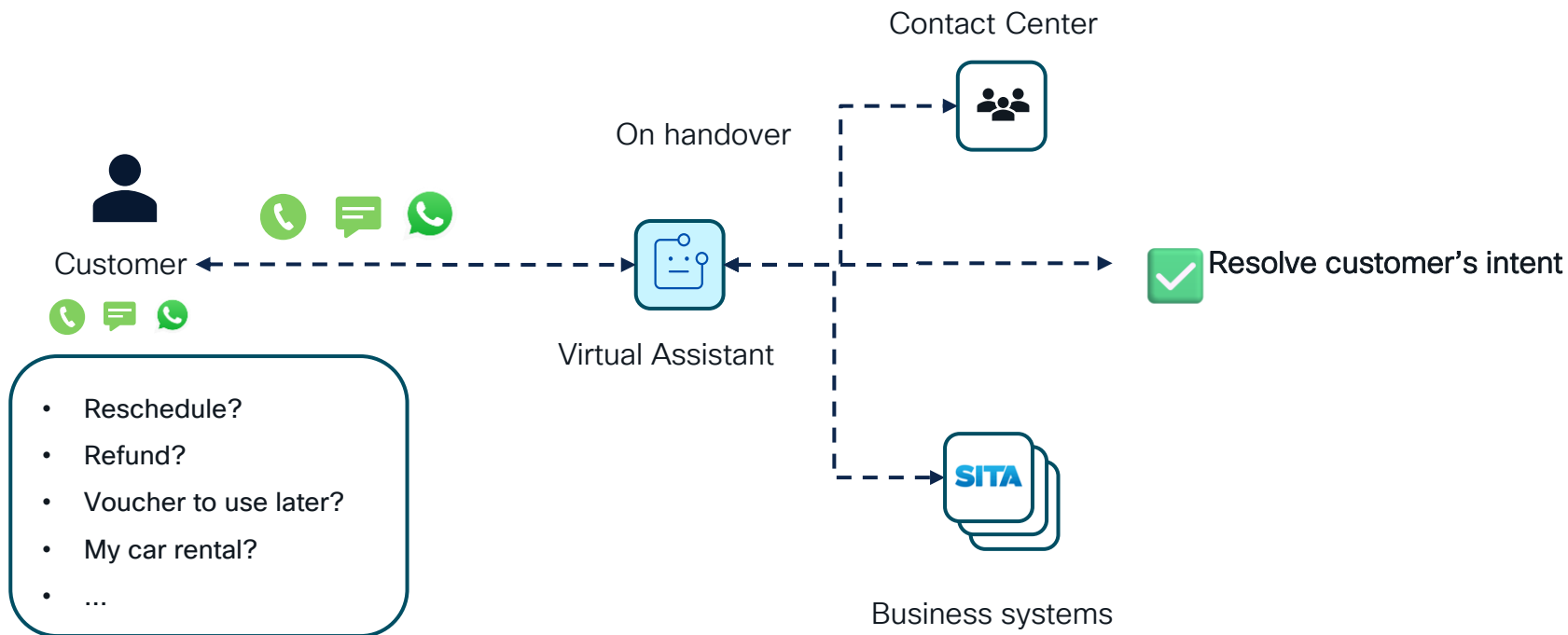
What's the desired action?,

Time left to action,

Self-service?

Fallback notifications )

## Journey contd..



# CX – Guard rails



Honour my contact preferences



Let me action at my convenience



Let me choose my channel



Don't make me wait



Don't make me repeat my case

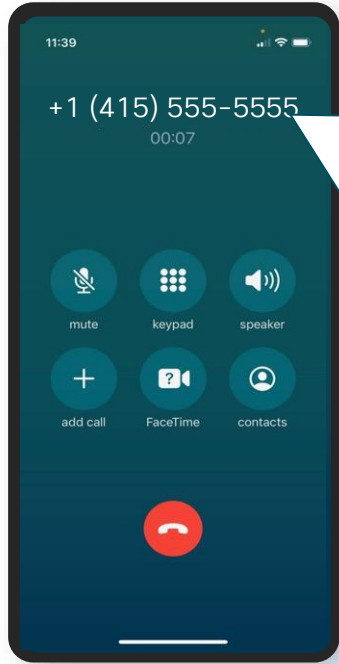
How can we  
deliver?



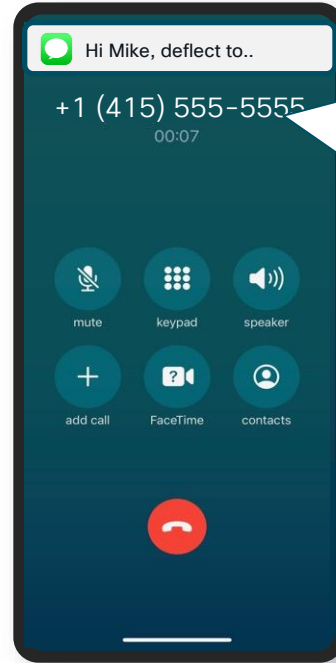
# Solution 1



# Solution 1 – IVR deflection to WhatsApp



We're experiencing unusual traffic through our support lines today. We encourage you to message us instead - we promise our WhatsApp service is faster and easy to use as well! Press 1 to switch channels now..



Thanks. We've sent you a message on your WhatsApp number. Click on it to get started - you can hang up now..

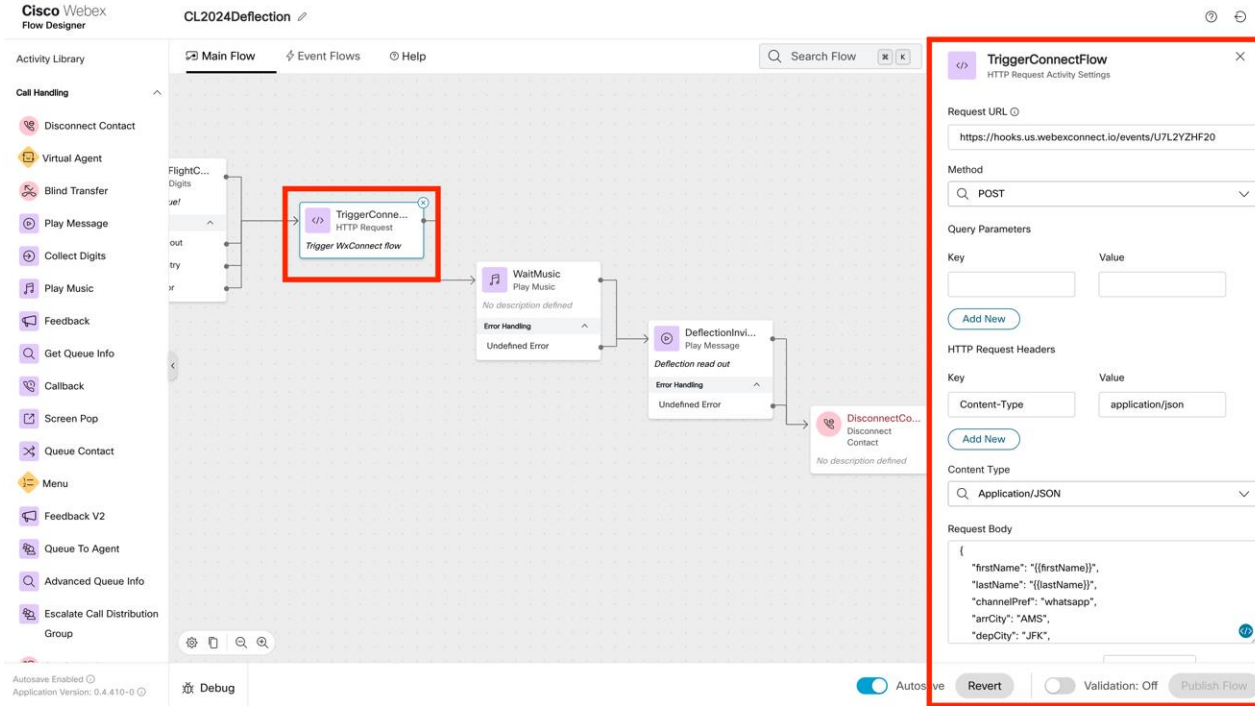
# IVR deflection demo



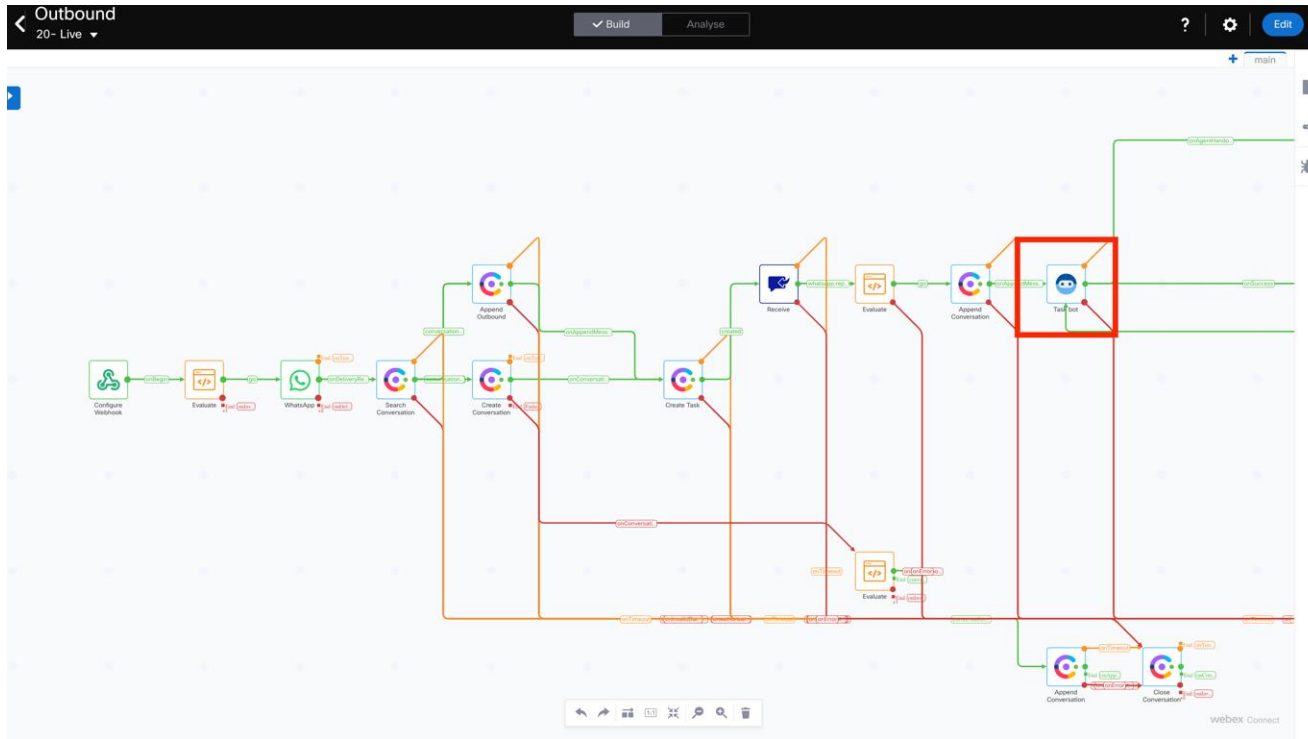
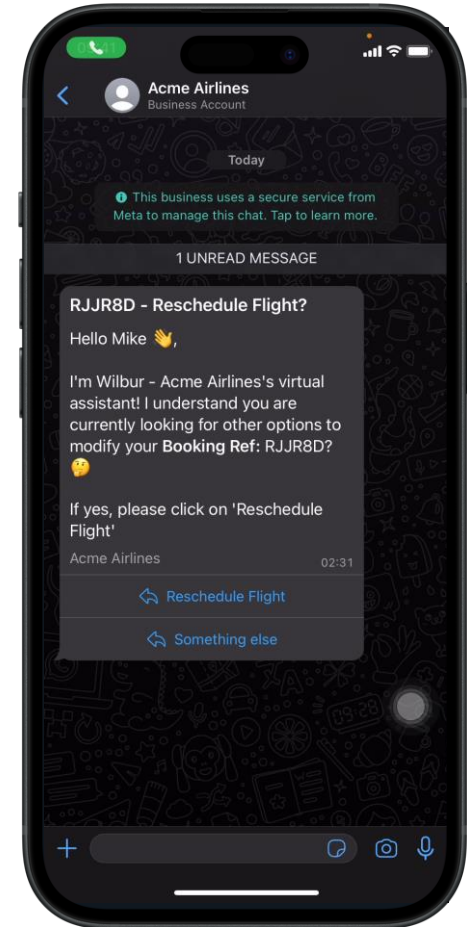
# Pre-requisites

- Channel assets provisioned:
  - Voice number (DID)
  - WhatsApp number w/ Registered templates
- Business APIs
  - Customer Identity
  - Fetching upcoming trips
  - Alternative flight options
  - Booking API

# IVR deflection – Voice call



# IVR deflection – Task BOT



# IVR deflection – Task BOT – explained

- Intents
  - Filling slots
  - Responses
- Responses
  - Text
  - Attachments
  - Rich responses
  - Code

The screenshot shows a web dashboard for configuring a bot named 'Acme Airlines'. The dashboard has a sidebar on the left with navigation options: DASHBOARD, Settings (selected), Training, Responses, Testing, Curation, Sessions, and History. The main content area is titled 'Bot configuration' and includes a sub-header 'Change the bot settings'. There are four tabs: Profile, Management, Handover, and Integrations. The 'Profile' tab is active, showing fields for Bot Name (Acme Airlines), Bot Unique Name (Acme\_Airlines-aOjxywPL), Description (Description), Time zone (Europe/London), URL for Bot Logo/ Brand image (https://us.webexbotbuilder.com/static/assets/im...), Text orientation (Left to right), and Default Platform Error Message (Default Platform Error Message). A blue 'Update bot' button is in the top right corner.

# IVR Deflection – Agent desktop

Demo

# Capture milestone events

## Customer Journey Data Service:



**Listen:** Real-time journey tracking



**Identify:** Dynamic profiling



**Analyse:** Advanced Analytics



**Act:** Powerful orchestration

Customer Journey 🕒 Contact History

---

Customer Journey Widget 🗨

---

27/01/2024

 mail.miketaylor1@gmail.com 27/01/2024 19:51  
ended chat

 Loyalty Reward - Miles 🏆 27/01/2024 19:49  
Loyalty Reward  
origin Loyalty Reward - Miles 🏆  
description Mike was rewarded 2000 Miles for the inconvenience of rescheduling a cancelled flight  
channelType Loyalty Reward

 Acme Airlines - VB174 - Confirmed ✅ 27/01/2024 19:49  
Flight Confirmation  
origin Acme Airlines - VB174 - Confirmed ✅  
description Mike has been rebooked onto Flight VB828 and VB829 departing from JFK to AMS via LHR  
channelType Flight Confirmation

 Deflection ✅ - 📞 IVR to 💬 WhatsApp 27/01/2024 19:48  
IVR to WhatsApp  
origin Deflection ✅ - 📞 IVR to 💬 WhatsApp  
description Mike waited on the IVR line for 10 minutes with a PIQ: 20. Was offered an option to deflect to WhatsApp  
channelType IVR to WhatsApp

 mail.miketaylor1@gmail.com 27/01/2024 19:47  
2 minutes

# Context-aware Livechat invites



# Context aware Livechat invites

Via email:

Pass contextual data via a JWT token

Chat with us

Chat on WhatsApp

Embed invites to messaging channels!

From: notifications@acme-airlines.com  
To: john.doe@gmail.com  
Subject: Acme Airlines - VB174 - Cancelled 🙁

  
**Acme Airlines**  
Message from Acme Airlines about your flight to London Heathrow  
Booking Reference: **RJJR8D**  
Flight Status: **Cancelled** 🙁

Dear John,

Thank you for choosing to fly with Acme Airways. We regret to inform you that your flight has been **Cancelled** today because of Air Traffic Control restrictions due to adverse weather at London Heathrow and across Europe.

As part of the same ticket, we'll automatically rebook your onward journey and reschedule connecting flights as well (if any)

| Flight # | From ➔ To | Departure Date | Departure Time | Arrival Date  | Arrival Time |
|----------|-----------|----------------|----------------|---------------|--------------|
| VB853    | JFK ➔ LHR | 23rd Feb 2024  | 17:20 EST      | 24th Feb 2024 | 03:20 GMT    |
| VB823    | LHR ➔ AMS | 24th Feb 2024  | 06:20 GMT      | 24th Feb 2024 | 13:20 CET    |

*Note: All times indicated in local timezones*

**Need more options? No worries!**

Alternatively, if you'd like to explore other options that may suit your travel plans better, we encourage you to reach out to us via our messaging service by messaging us on WhatsApp here. Click one of the buttons below to get started - we're here at your service!

➔ Acme Airlines 

## Passing context to the widget

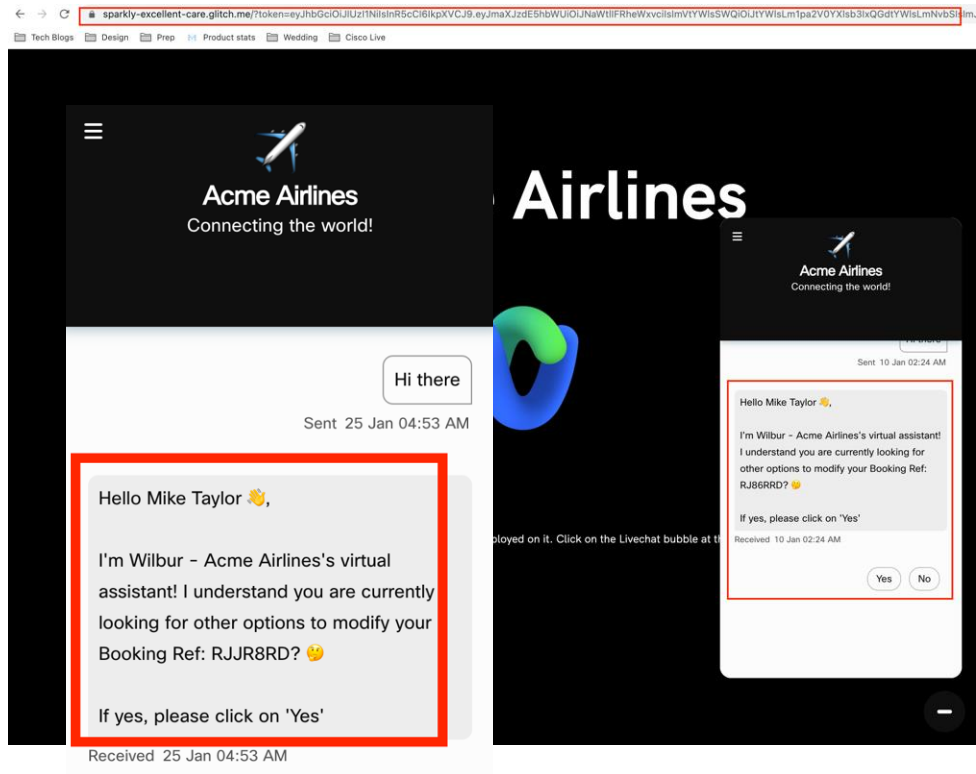
## JWT Token:

[eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJmaXJzdE5hbWUiOiJNaWt1IiwibGFzdE5hbWUiOiJlYUYxIiwiaWF0IjoiMTk5OTQyMDEwMDAwMDA0Iiwicm9zaCI6ImFkbG8iLCJpcyBjb250eS1kaWZlbnNpdjFAZDZ1haWwuY29tIiwiaWF0IjoiMTk5OTQyMDEwMDAwMDA0IiwidmVudCkiOiJJSklI4UkQifQ.jBIJLJBME-8AJCCDgm8EDGe3b9mIiZID koPsep8-A](#)

```
{
  "firstName": "Mike",
  "lastName": "Taylor",
  "fullName": "Mike Taylor",
  "emailId": "mail.miketaylor1@gmail.com",
  "bookingRef": "RJJR8D"
}
```

## JavaScript SDK:

```
imichatwidget.init(token, func(){
  console.log('Updated');
})
```



# Context aware Livechat invites

The screenshot shows the 'Configure Mobile & Web App Event' interface. Under the 'Transition Actions (Optional)' tab, 'Action 1' is configured with a 'Set variable' action. The variable 'message' is set to '\$(n2.inappmessaging.message)'. The variable 'extras' is highlighted with a red box and set to '\$(n2.inappmessaging.message.extras)'. 'Action 2' is configured with a '[Debug] Log a value to transaction log' action, logging the value '1001'.

Parse context token within Connect's Evaluate node (JS)

The screenshot shows the 'Evaluate' node configuration. The 'Transition Actions (Optional)' tab is active, displaying JavaScript code for parsing context tokens. The code defines an empty array, parses the 'extras' token, and extracts 'firstName', 'emailId', and 'bookingRef' from the 'attributes' object. The 'Configure Script Output' section shows the script output set to '1' and the branch name set to 'success'.

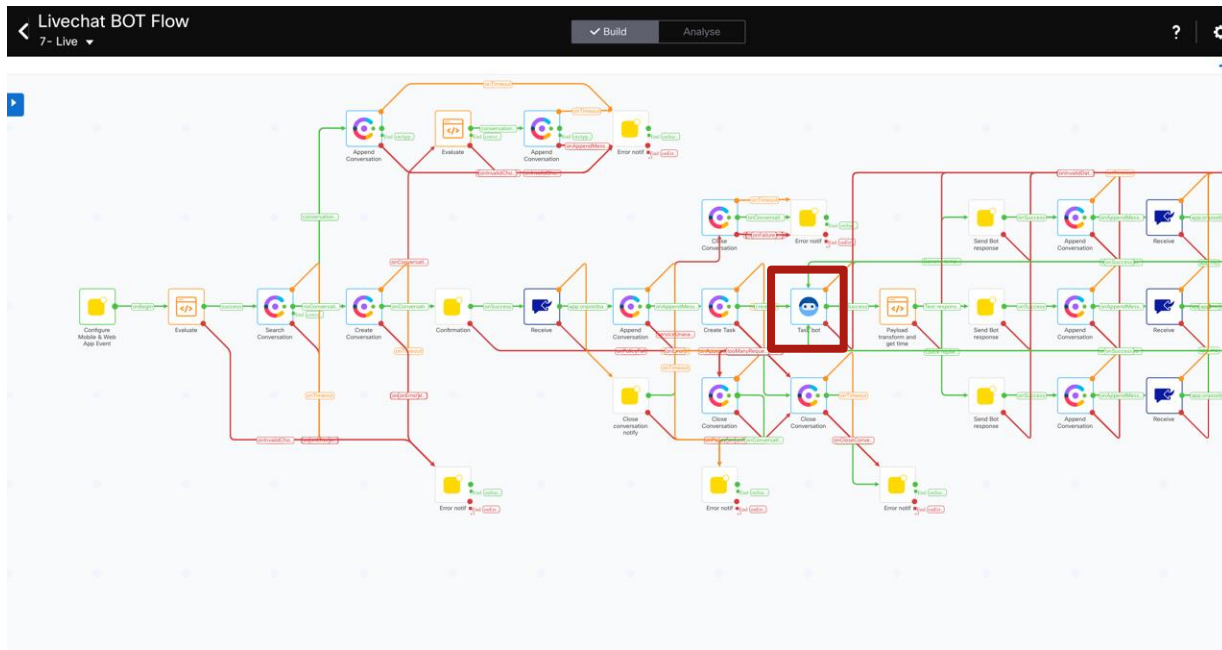
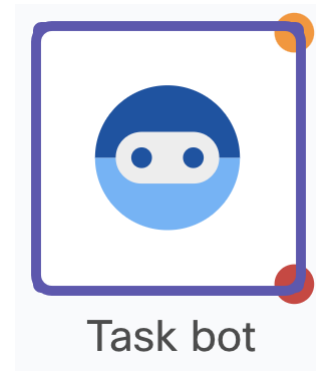
```
80 var emptyArray = [];  
81  
82 parseDataAttachment = JSON.stringify(emptyArray);  
83  
84 }  
85  
86  
87 if (extras !== null && extras !== '' && extras !== 'NA') {  
88   var extrasJson = JSON.parse(extras);  
89   var attributes = JSON.parse(extrasJson.custom_chat_attr);  
90   if (attributes !== null && attributes !== '' && attributes !== 'NA') {  
91     var firstName = attributes.firstName;  
92     var emailId = attributes.emailId;  
93     var bookingRef = attributes.bookingRef;  
94   }
```

Configure Script Output

| Script Output | Branch Name |
|---------------|-------------|
| 1             | success     |

+ Add New

# Context aware Livechat invites



# Context aware Livechat invites

**Task bot**

**Configuration****Transition Actions (Optional)**

Method Name

Process Message

Send message to bots configured via Bot builder and use their responses to take actions

BOT

Acme Airlines

Only the bots accessible for you in the bot builder will appear here. Contact your tenant owner for access to other bots

MESSAGE

\$(questionForBot)

**Customer Details**

CHANNEL

WhatsApp

WA ID

\$(n2.inboundWebhook.msisdn)

**Customer Parameters (Optional)**

| Key        | Value                              |
|------------|------------------------------------|
| firstName  | \$(n2.inboundWebhook.firstName) ✕  |
| lastName   | \$(n2.inboundWebhook.lastName) ✕   |
| emailId    | \$(n2.inboundWebhook.emailId) ✕    |
| bookingRef | \$(n2.inboundWebhook.bookingRef) ✕ |

+ ADD New

**Message Parameters (Optional)**

+ ADD New

Task bot

v1.3

Node ID: 5

TestCancelSave

**Input Variables**

List of variables available as input for this node

Search

Custom Variables

[F35479]

Start

Node ID: 2

WhatsApp

Node ID: 4

Receive

Node ID: 7

Append Conversation

Node ID: 8

WhatsApp

Node ID: 9

Receive

Node ID: 10

Append Conversation

Node ID: 14

Append Conversation

Node ID: 16

Append Conversation

Node ID: 18

Create Conversation

Node ID: 19

Search Conversation

Node ID: 20

Create Task

Node ID: 22

Evaluate

Node ID: 23

Output Variables

Node Outcomes

CISCO *Live!*

#CiscoLiveAPJC

BRKCCT-2526

© 2024 Cisco and/or its affiliates. All rights reserved. Cisco Public

55

# Context aware Livechat invites

The screenshot displays the Cisco Live! context-aware livechat interface for Acme Airlines. The top header shows the company name and a last update timestamp. The left sidebar contains navigation links for Dashboard, Settings, Training, Responses, Testing, Curation, Sessions, and History. The main content area is titled 'Responses' and includes tabs for 'Templates' and 'Workflows'. A list of custom templates is shown on the left, with 'askFlightOptions' selected. The right panel displays the configuration for the 'askFlightOptions' default response, including a code editor with Python code for handling flight data and a carousel rich card for displaying media. A 'Conditional response' dropdown is visible at the top right of the configuration panel.

Acme Airlines  
Last Updated at 8 Jan, 24 by Kartik Subramanian

Analytics Preview

Responses **Live**  
Configure the responses for the recognized intents and entities to complete user flow

Templates Workflows Update

Custom templates  
Anything else  
Goodbye  
Greetings  
Help message  
Not helpful  
Thank you  
askBookingType  
askDepartureCity  
askDepartureDate  
askEmailConfirmation  
askFlightConfirmation  
**askFlightOptions**  
askLoyaltyOptions  
askTravelPurpose  
bookingConfirmation  
selectedMiles

askFlightOptions > Default response Conditional response

Conditions + New  
Default (web) WhatsApp +  
+ Add variant

No conditions added

Code

```
1 # Import requests
2 from datetime import date, datetime, timedelta
3 import calendar
4 import json
5
6 # Accessing dateOfDeparture from entities
7
8 selectedDate = variables['newflightState']['model_state']['entities']
9   ['dateOfDeparture']['value']
```

Carousel Rich Card

Carousel Card  
Media Configure

Default response  
Triggered when no condition is added or fulfilled

# WhatsApp Outbound

## Demo

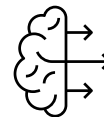
# What did we deliver today?



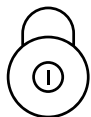
Personalised



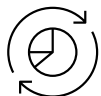
Instant resolution



Context-aware



Secure



Notify proactively

The **right balance** between



Self service



Human touch

Source: primary research "it's time to solve the customer experience trilemma"

# Key takeaways



# Wrap

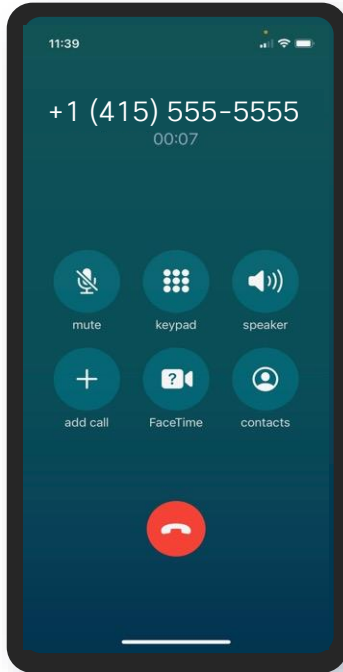
- It pays off great dividends to think of **CX as a whole** and not just siloed channel experiences within a Contact Center
- **Meet your business's customers** where they are – on a **channel** of their **choice**
- Automate point use-cases one at a time using rich interactive messages to deliver great CX
- **Connect** your business systems using Webex Contact Center solution's orchestration capabilities – Never leave them in a silo!



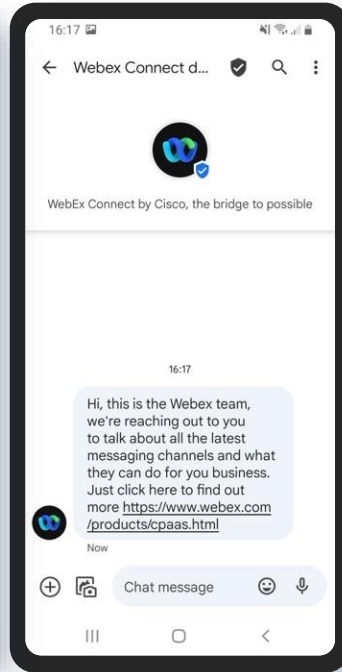
Omnichannel experiences are  
transformational!

# Try out an omnichannel experience today..

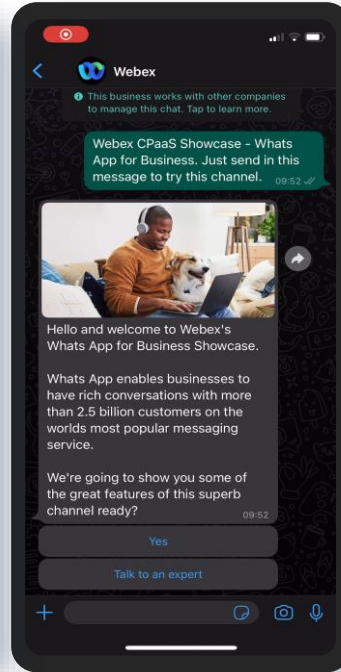
To this



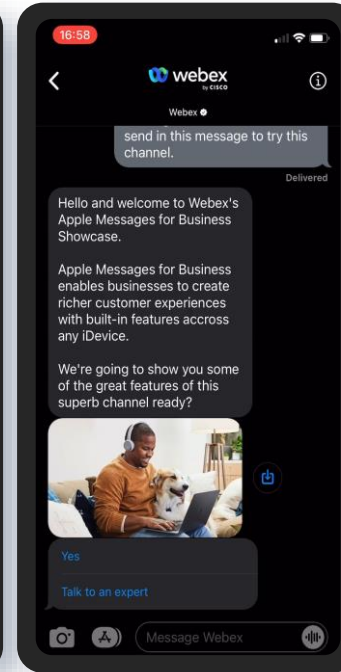
add this



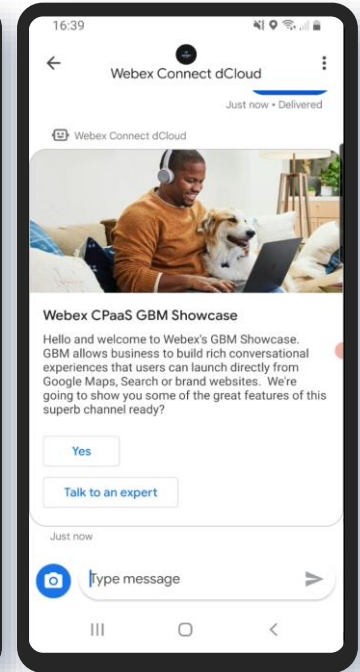
and this



and this



and this



# Keynote Deep Dives

**Wednesday**  
**10:30am – 11:30am**



Experiences Amplified:  
How AI Can Fuel Better Employee and Customer Experiences

**Level 1**  
**Room 106**



Smart, Secure, Seamless:  
Transforming Experiences with Next-Generation Networking

**Level 2**  
**Room 204**



Harness a Bold New Era:  
Transform Data Centre and Service Provider Connectivity

**Level 2**  
**Room 203**



Securing User to Application and Everything in Between

**Level 2**  
**Melbourne Room 2**



Unlocking Digital Resilience through Unified Observability

**The HUB**  
**Centre Stage**

# Complete Your Session Evaluations



Complete a minimum of 4 session surveys and the Overall Event Survey to claim a **Cisco Live T-Shirt**.

---



Complete your surveys in the **Cisco Live mobile app**.

---



# Continue your education



- Visit the Cisco Stand for related demos
- Book your one-on-one Meet the Expert meeting
- Attend the interactive education with DevNet, Capture the Flag, and Walk-in Labs
- Visit the On-Demand Library for more sessions at [www.CiscoLive.com/on-demand](http://www.CiscoLive.com/on-demand)



# Thank you



#CiscoLiveAPJC

CISCO *Live!*

GO BEYOND

#CiscoLiveAPJC