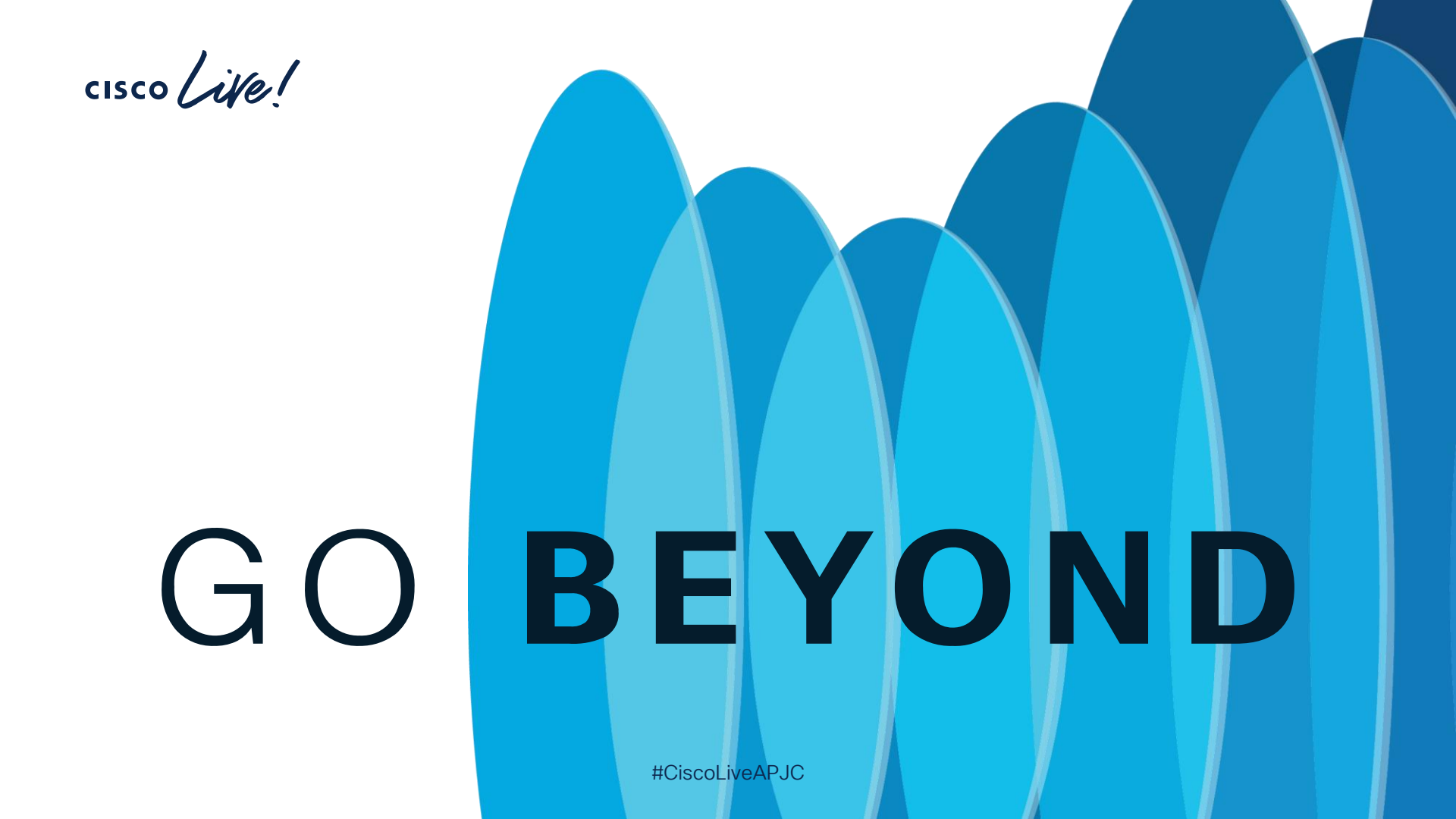

cisco Live!
GO BEYOND
#CiscoLiveAPJC

Omnichannel contact center

Enhance customer interactions and maximise business value.

Prasanna Arjunan, Solutions Engineer

BRKCCT-2526

Cisco Webex App

https://ciscolive.ciscoevents.com/ciscolivebot/#BRKCCT-2526

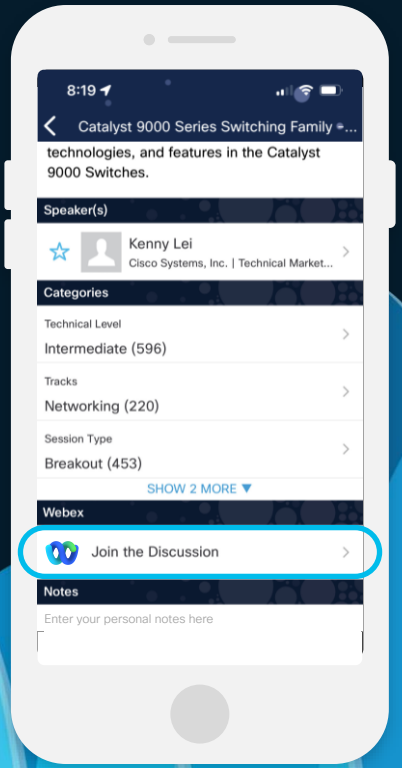
Questions?

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.



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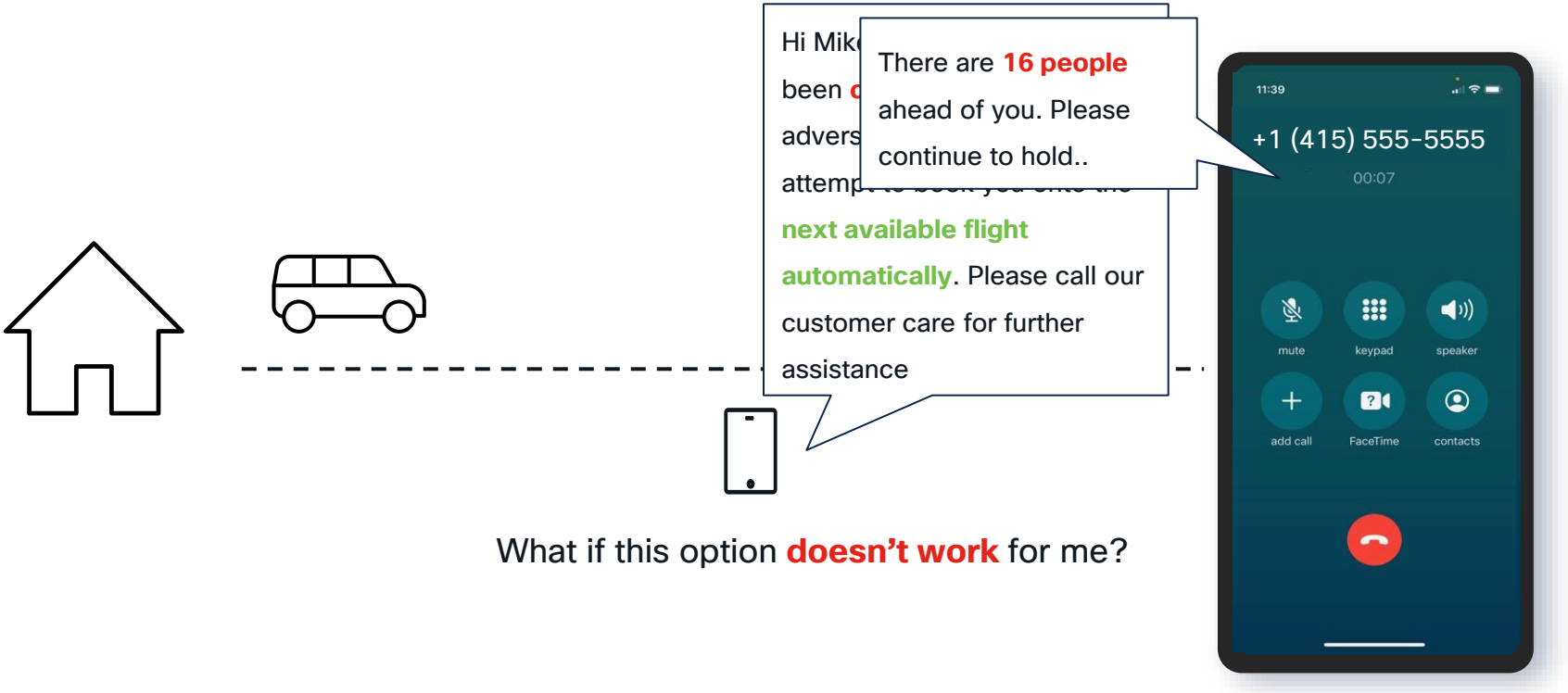
Imagine this..



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

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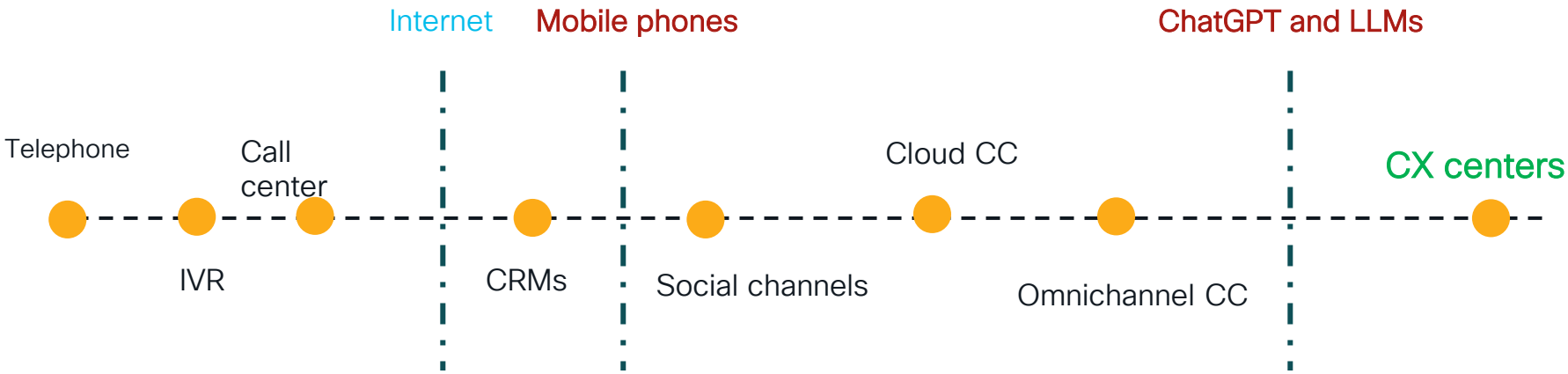
Evolution of Contact Centers (CC)



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

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Omnichannel experiences are transformational!

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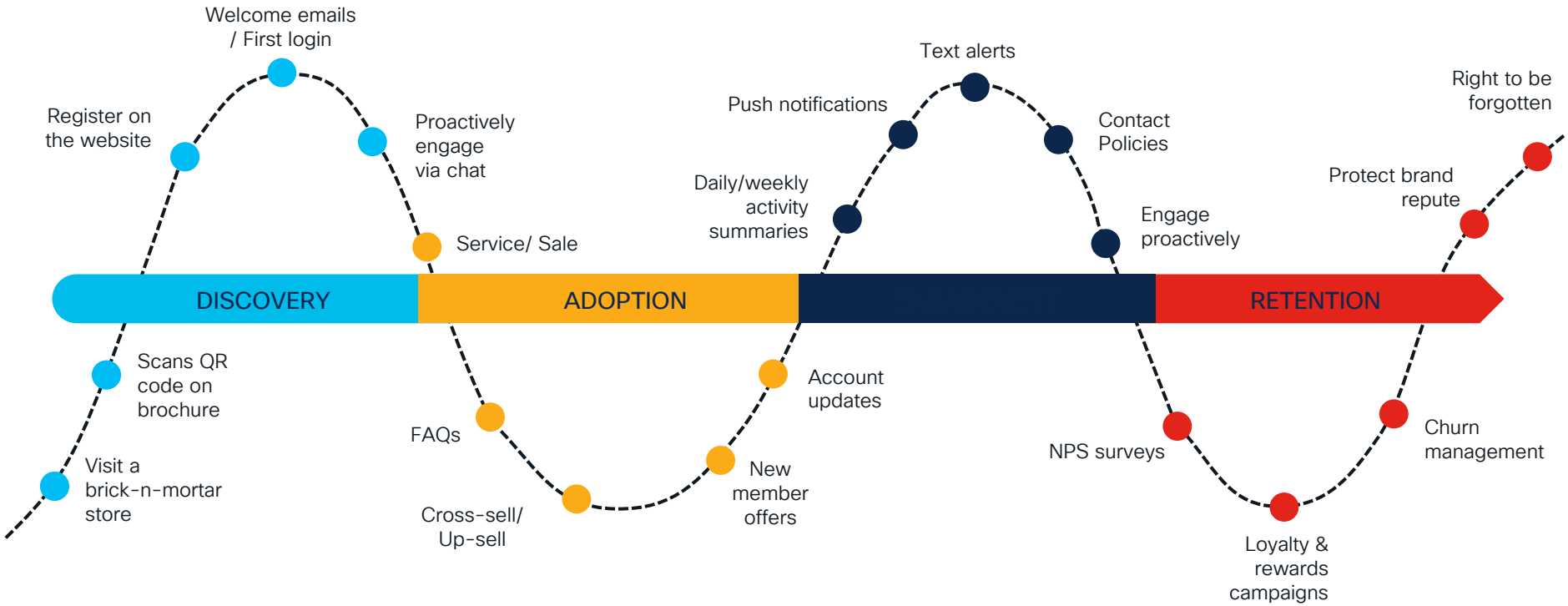
Channel comms across customer lifecycle..



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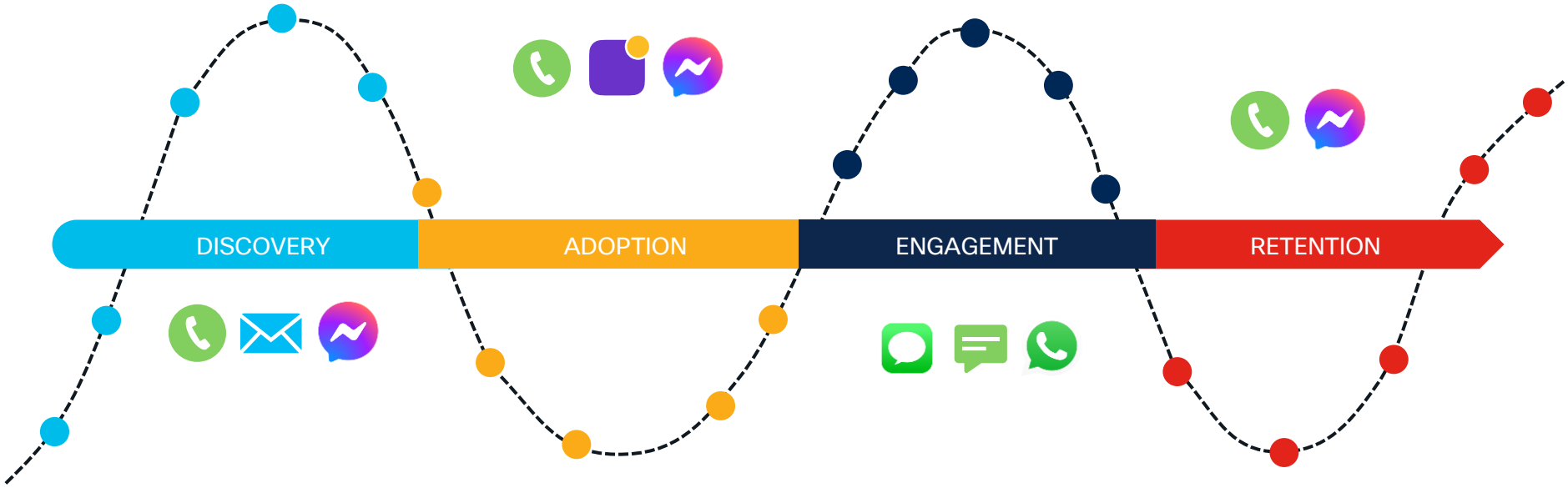
Channel comms across customer lifecycle..



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Spirit of great CX

cisco Live!

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

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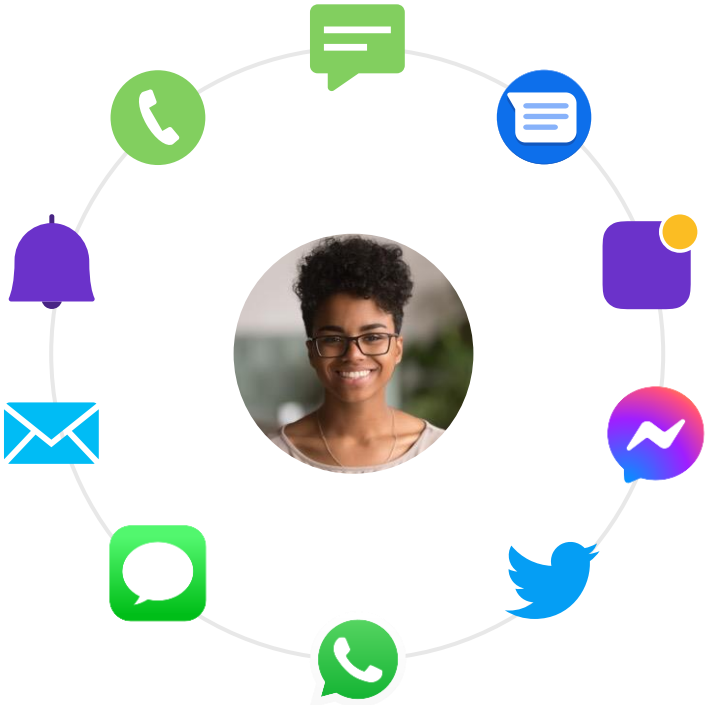
Ever evolving Consumer expectations

“Everything at my fingertips”

“Fast, real-time communications just for me”



“Give me the tools to serve myself”

“Resolve my complaint!”

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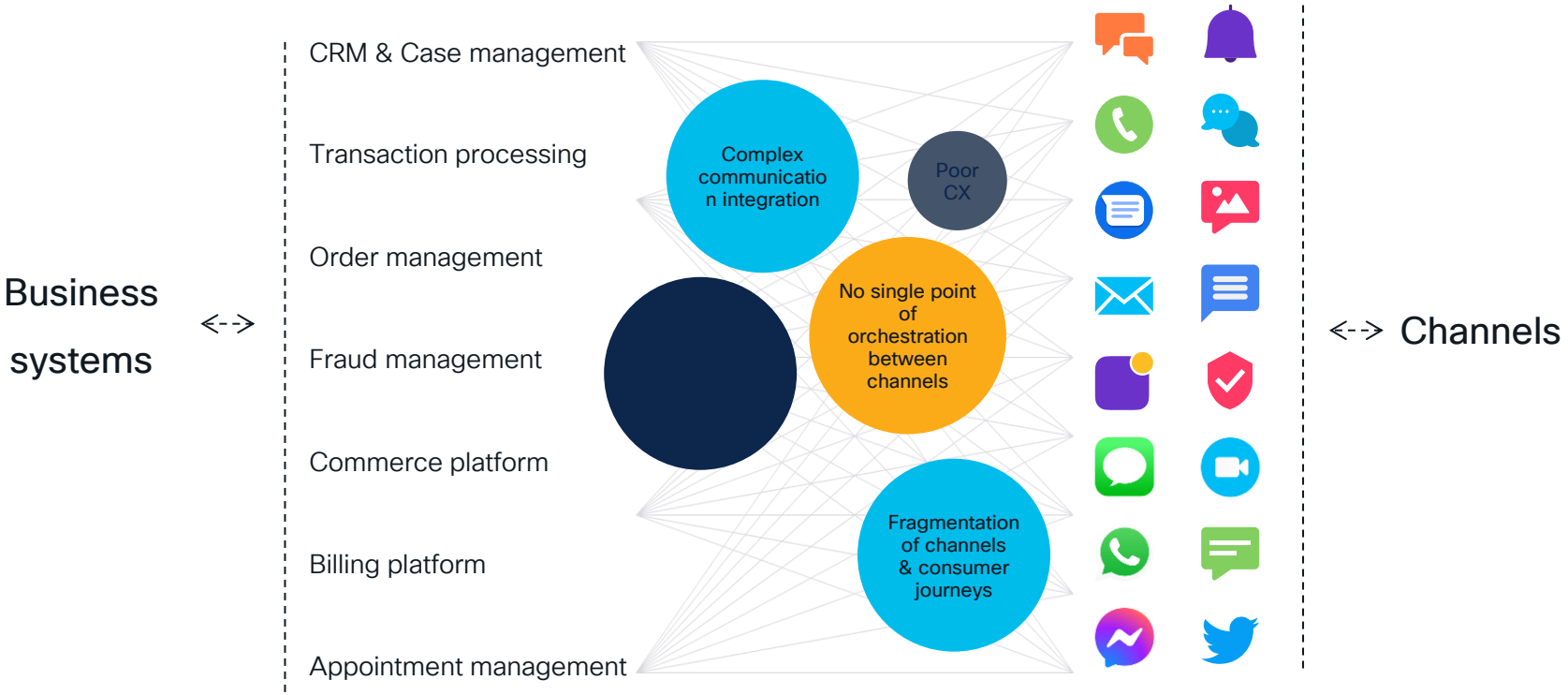
Increasing complexity..



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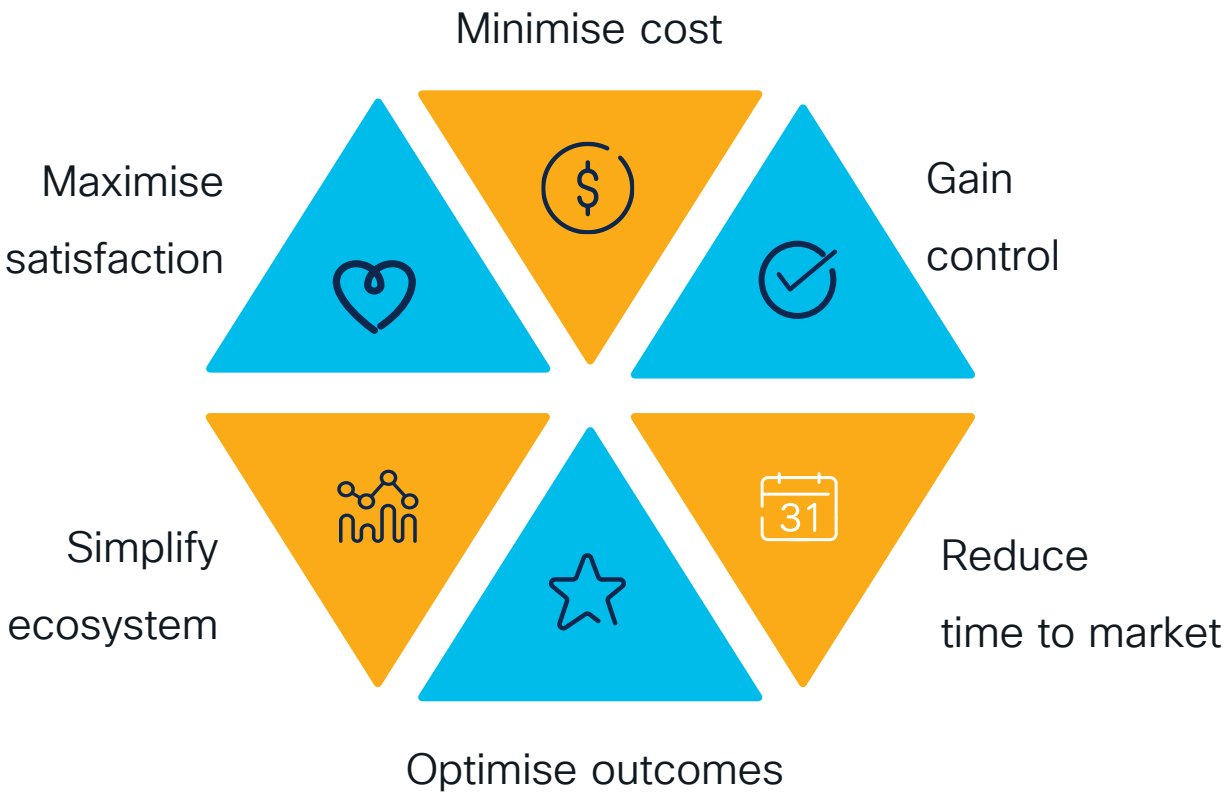
CX mandates many pressures!



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Cisco’s Contact Center Offerings

cisco Live!

Product portfolio

Subscription: Flex 3.0

Cloud	On premise
Webex Contact Center	Packaged Contact Center Enterprise
Webex Contact Center Enterprise	Unified Contact Center Enterprise

Webex Connect

Communications Platform as a Service

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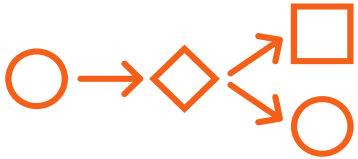
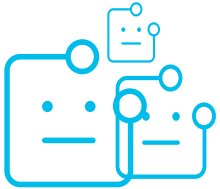
Key capabilities



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

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Webex Contact Center – Voice Flow Builder

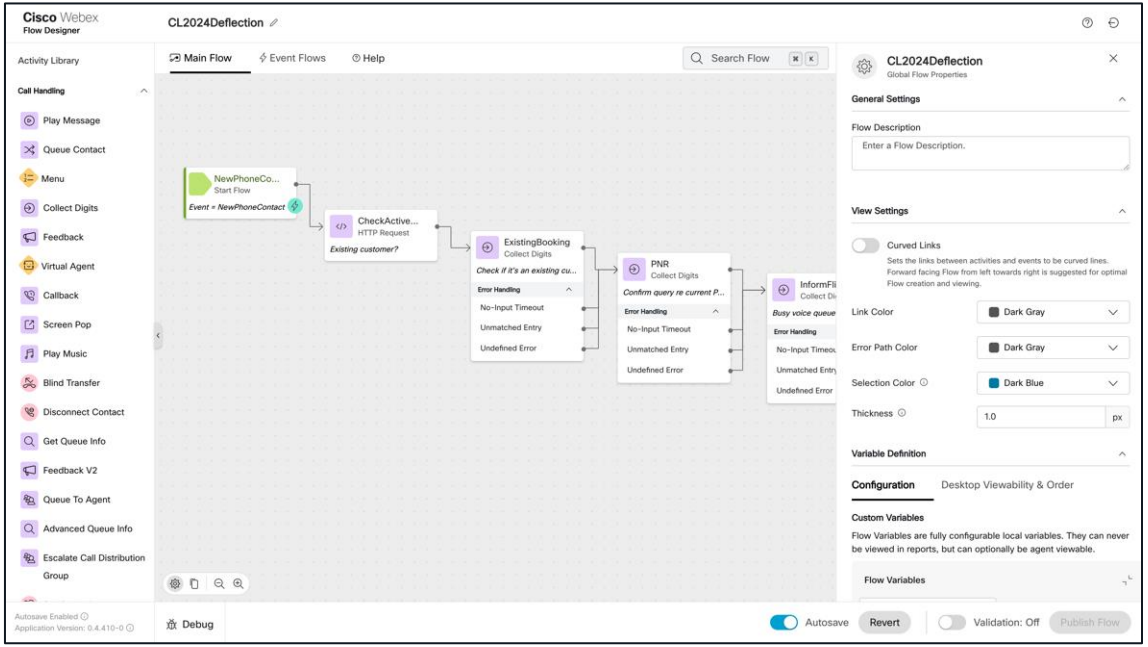
Voice Flow Builder:

Location:

Accessed via Control Hub

Utility:

Used to design IVR flows over voice



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Webex Connect – Digital channels

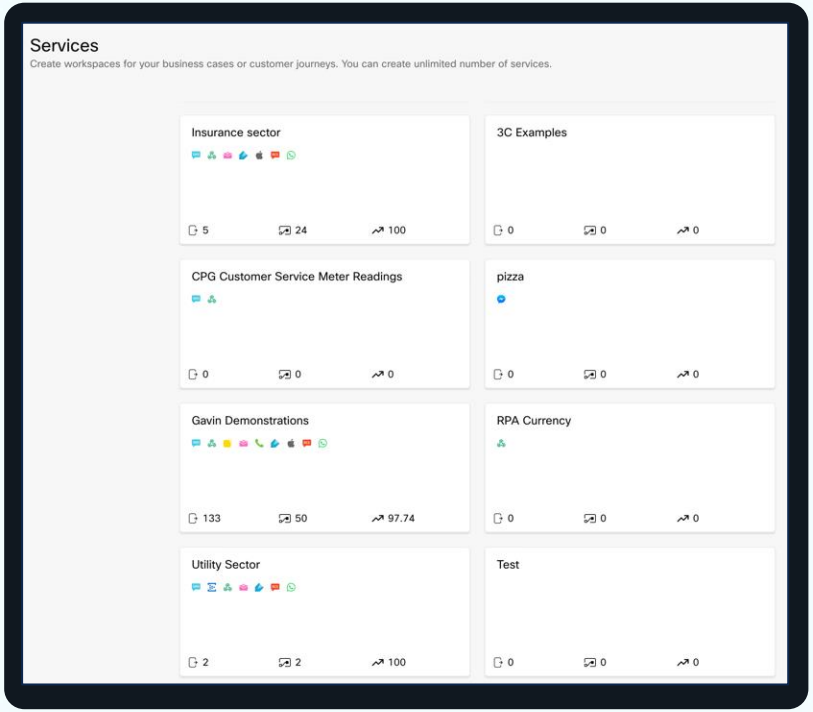
Webex Connect

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



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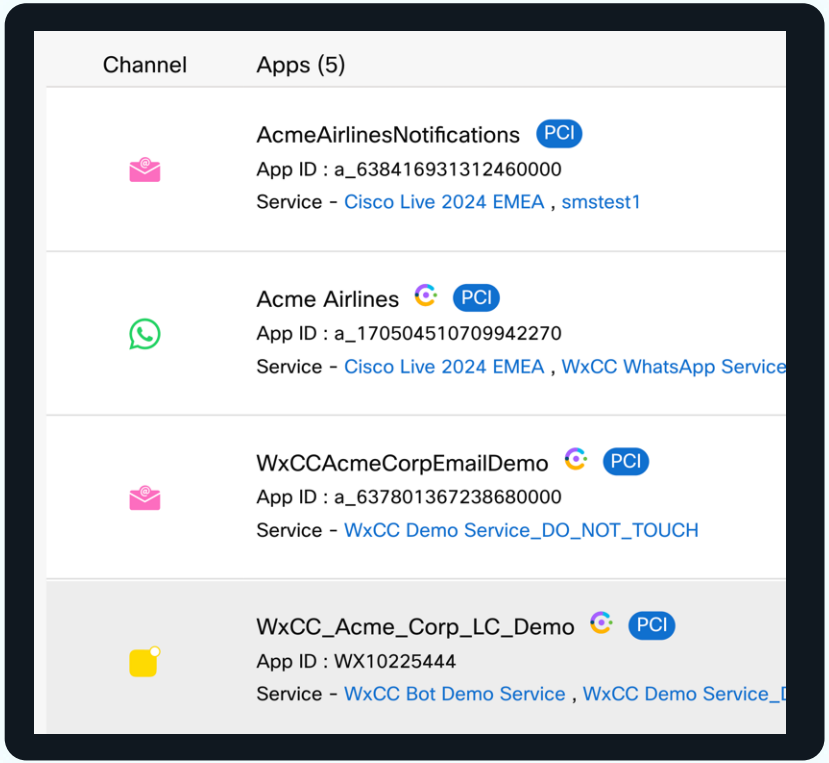
Webex Connect – Apps

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



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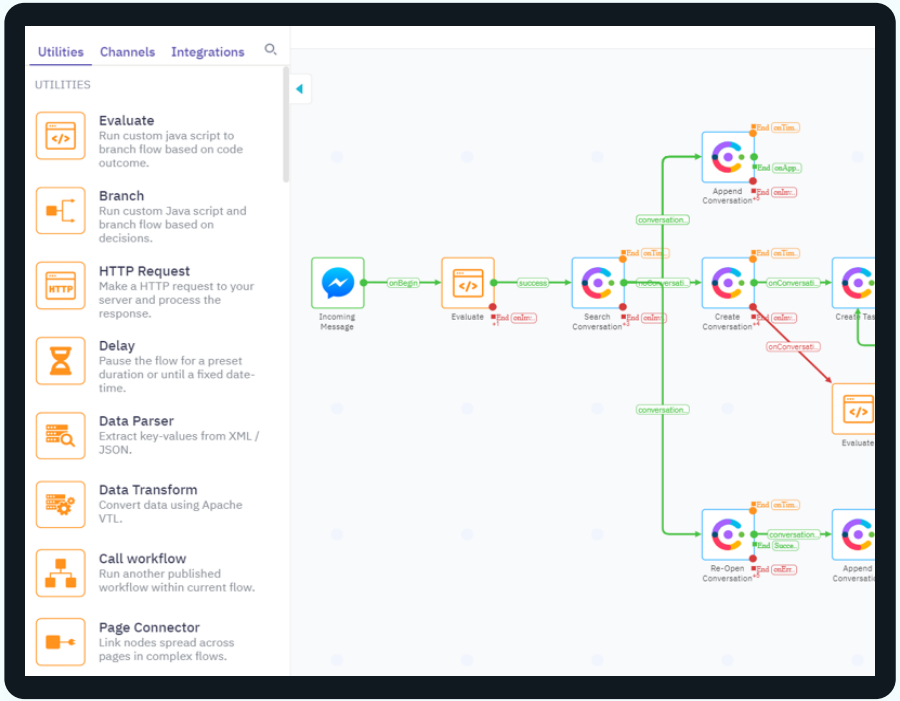
Orchestrate proactive, personalised customer journeys

- 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



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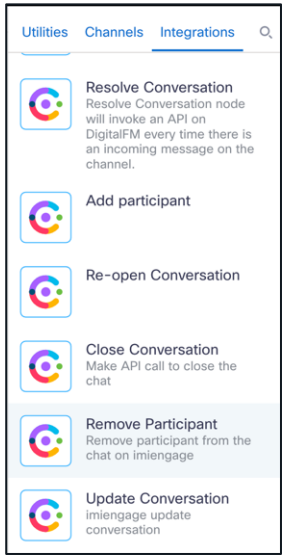
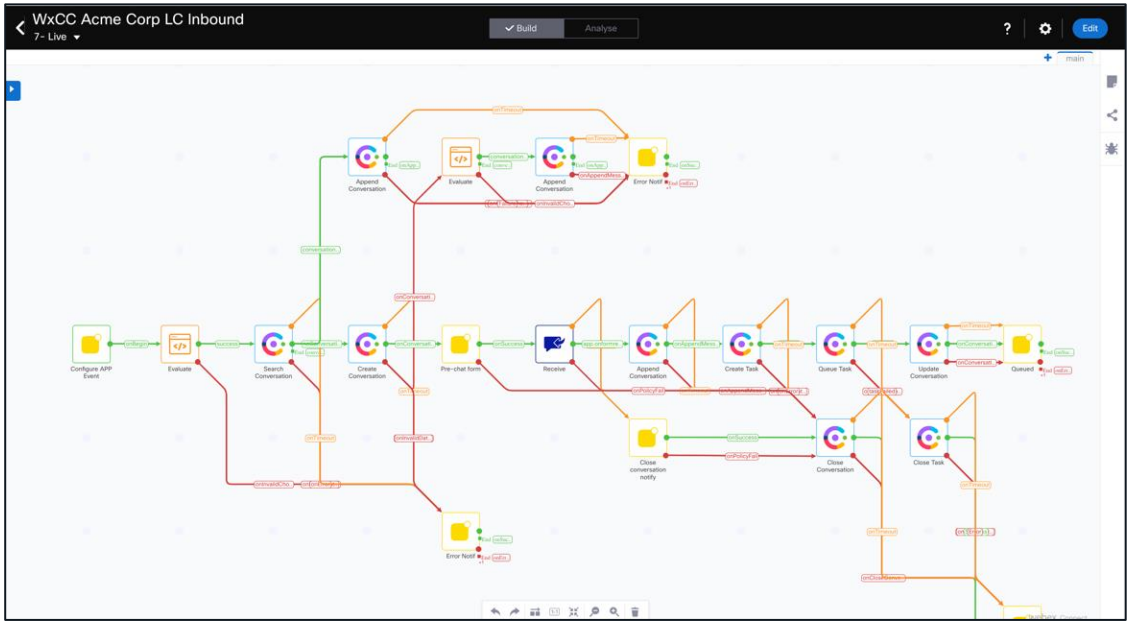
Webex Connect – Flow Builder



WxCC / Engage nodes



Sample Livechat Flow

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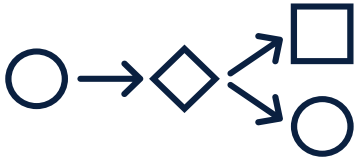
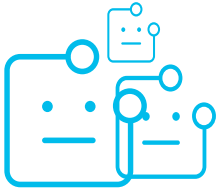
Key capabilities



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

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Webex Connect – BOT Builder

BOT Builder:

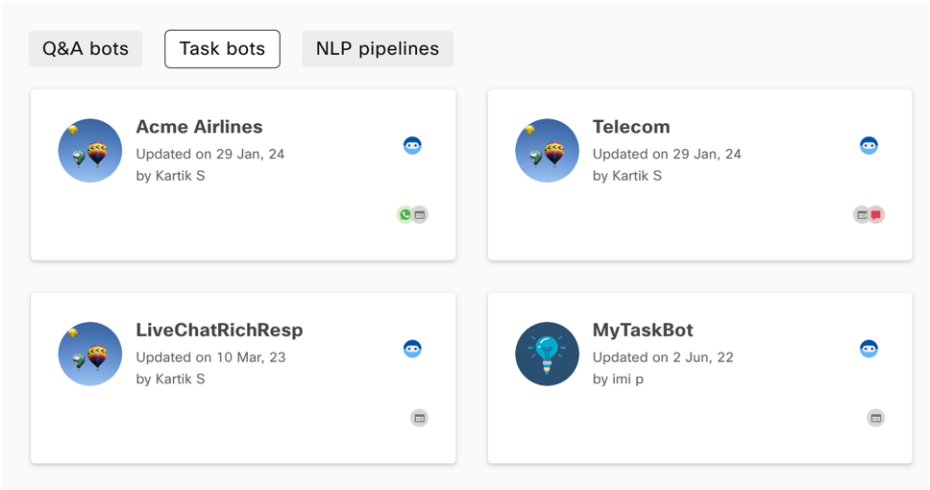
Location:

Webex Connect > App Tray > BOT Builder

Utility:

Build omnichannel BOTS that can be leveraged within Connect Flows:

- Q&A BOTS
- Task BOTS
- Pipeline BOTS



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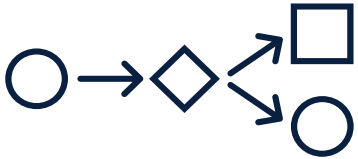

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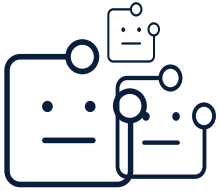

Native Bot Builder

Cross-channel customer journey history

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Universal queuing for voice and digital channels

Unified reporting

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Cross channel customer journey history

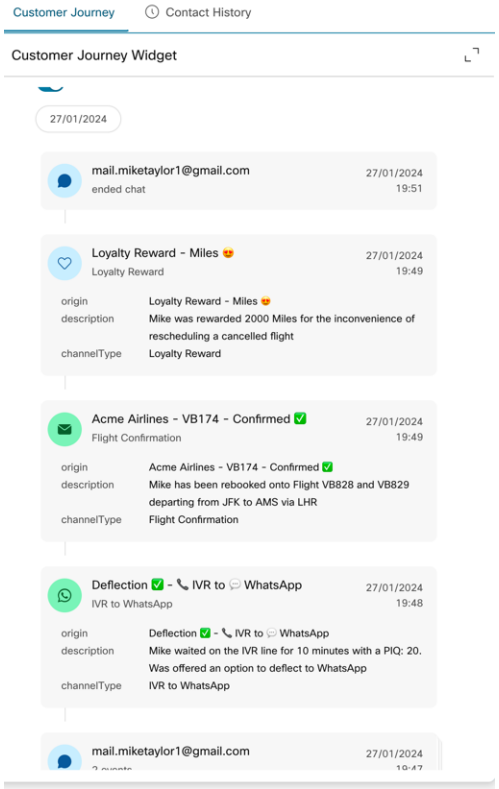
Customer Journey Data Service:

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



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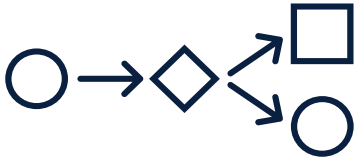
Key capabilities



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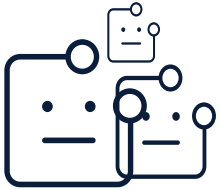

Native Bot Builder

Cross-channel customer journey history

Unified agent desktop

Universal queuing for voice and digital channels

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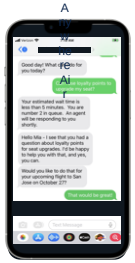
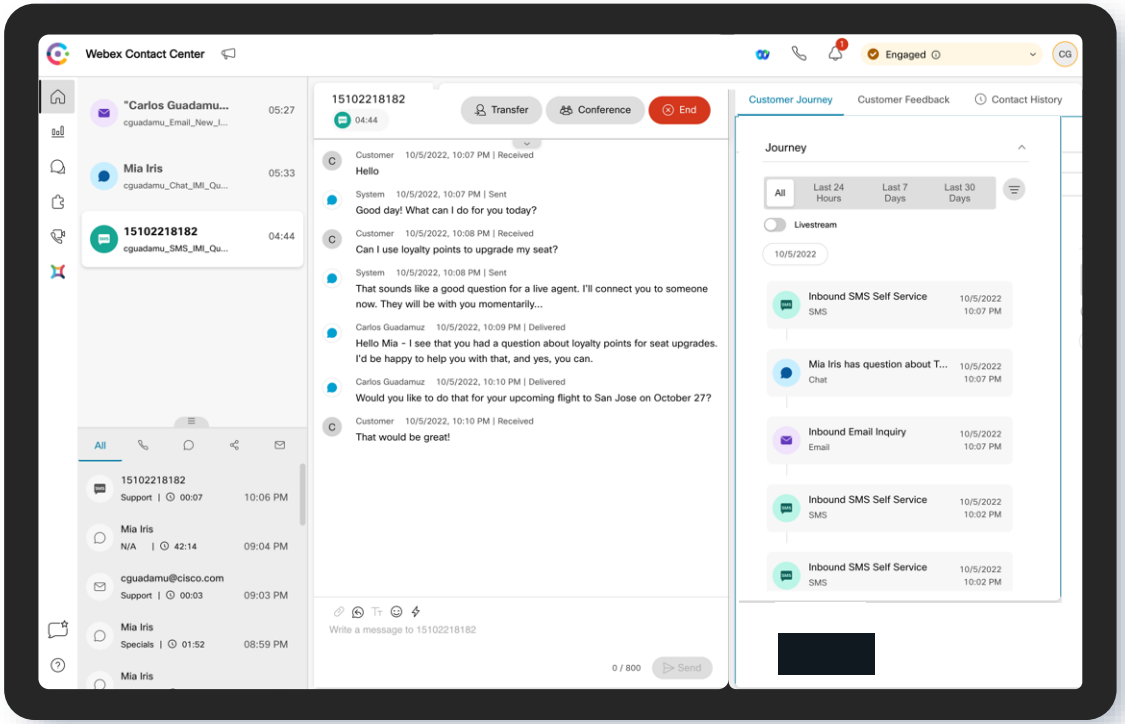
Connected digital engagement and agent context





Complete interaction history

Customer journey data

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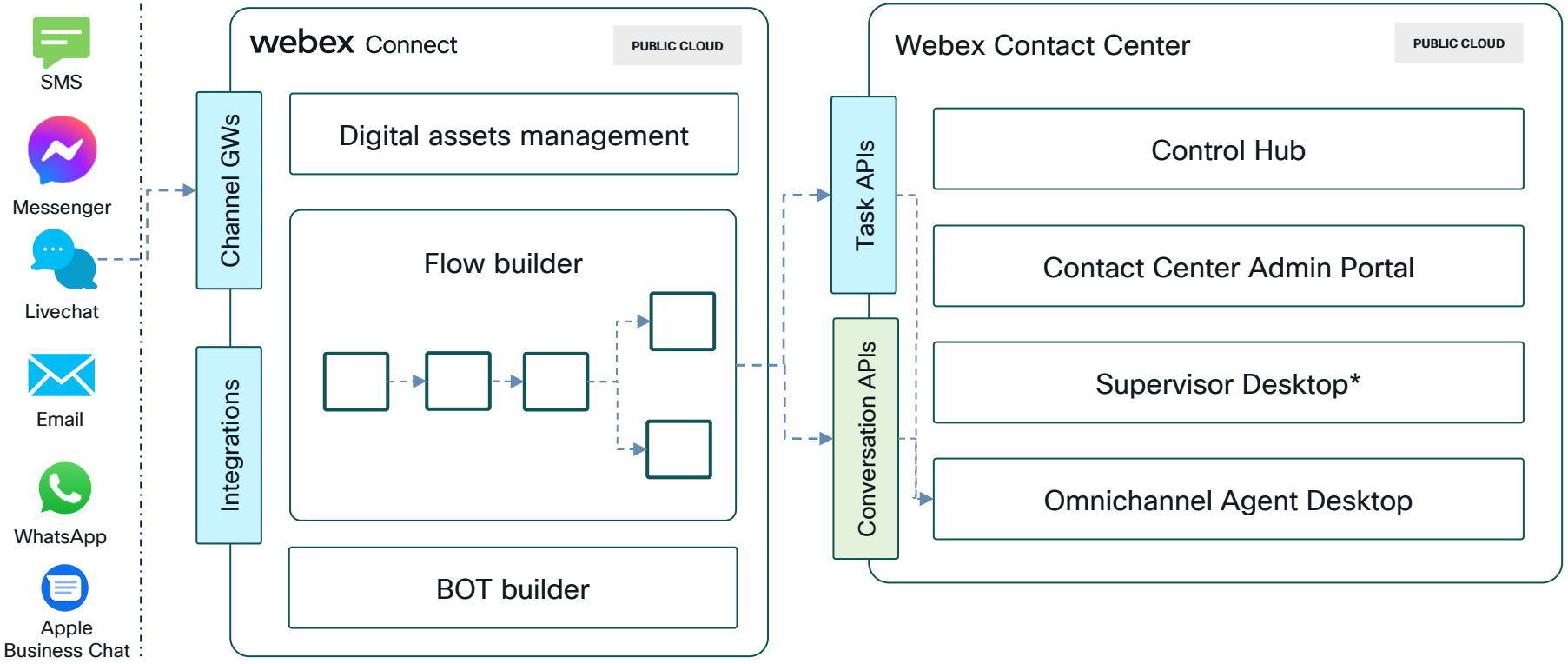
Architecture – Webex Contact Center (Cloud)



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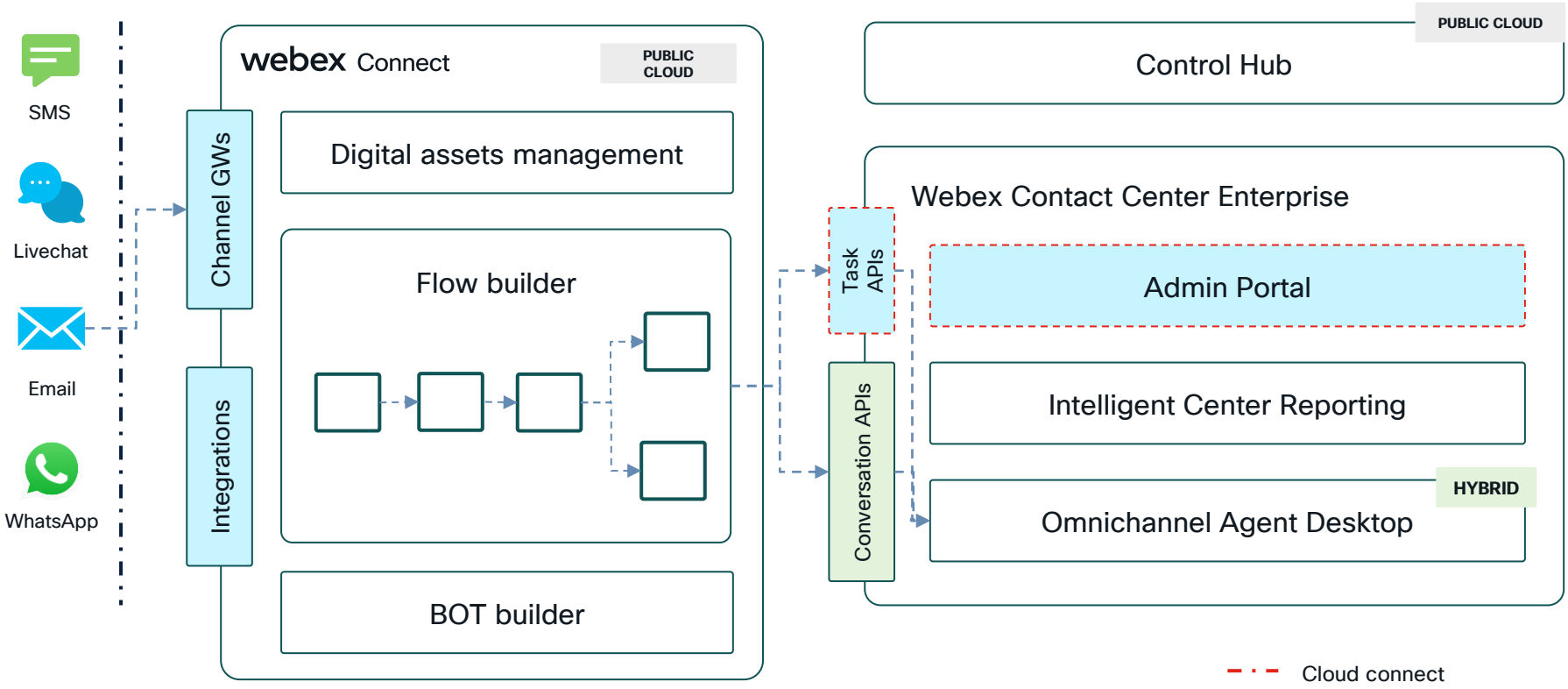
Architecture – Contact Center Enterprise (On prem)



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Activity time...

cisco Live!

Quick recap..

What can go wrong?

- Delays
- Cancellations

Knock-on effect potentially leading to

- Missed connections
- Lost baggage

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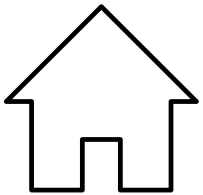
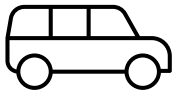
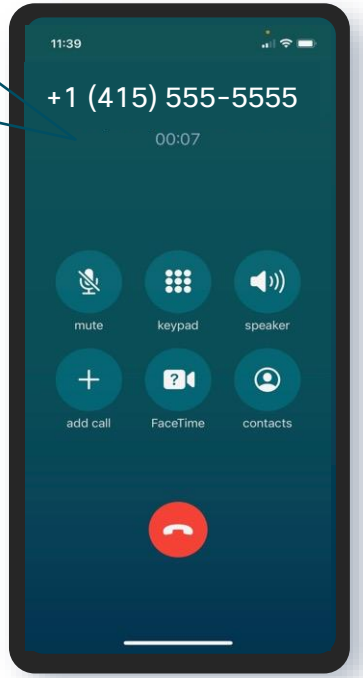
Imagine this..





Hi Mike, your flight VB823 has been **cancelled** due to adverse weather. We'll attempt to book you into the **next available flight automatically**. Please call our customer care for further assistance

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



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

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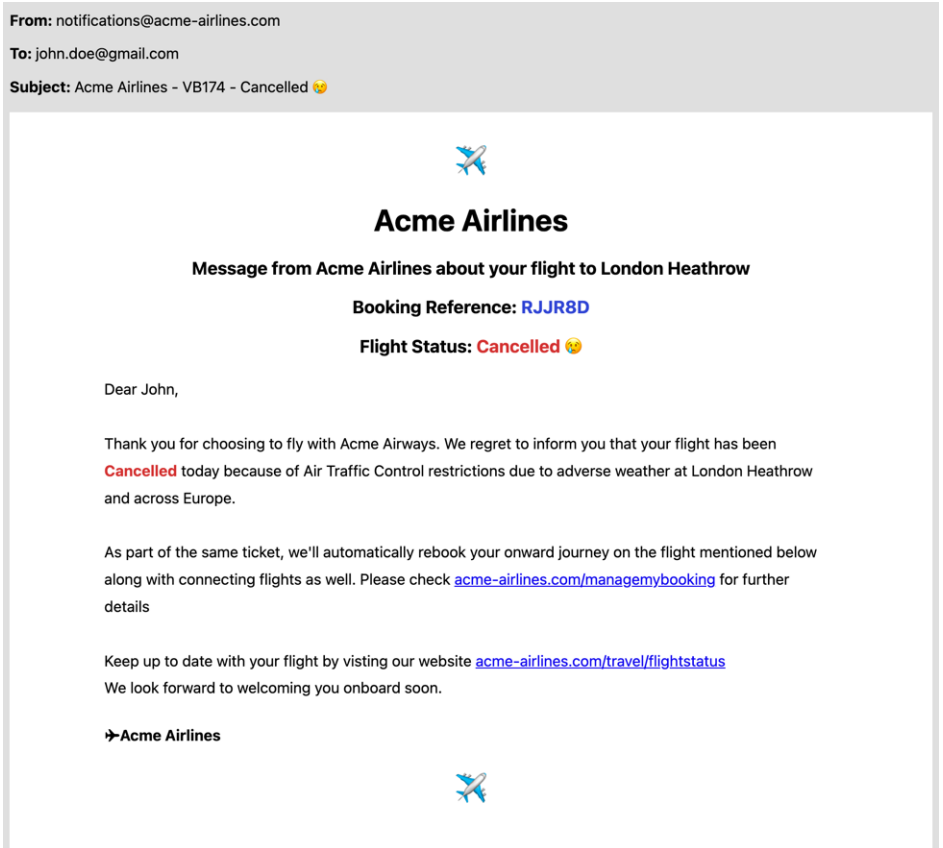
Or worse?

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 for further details

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

✈**Acme Airlines**

✈️

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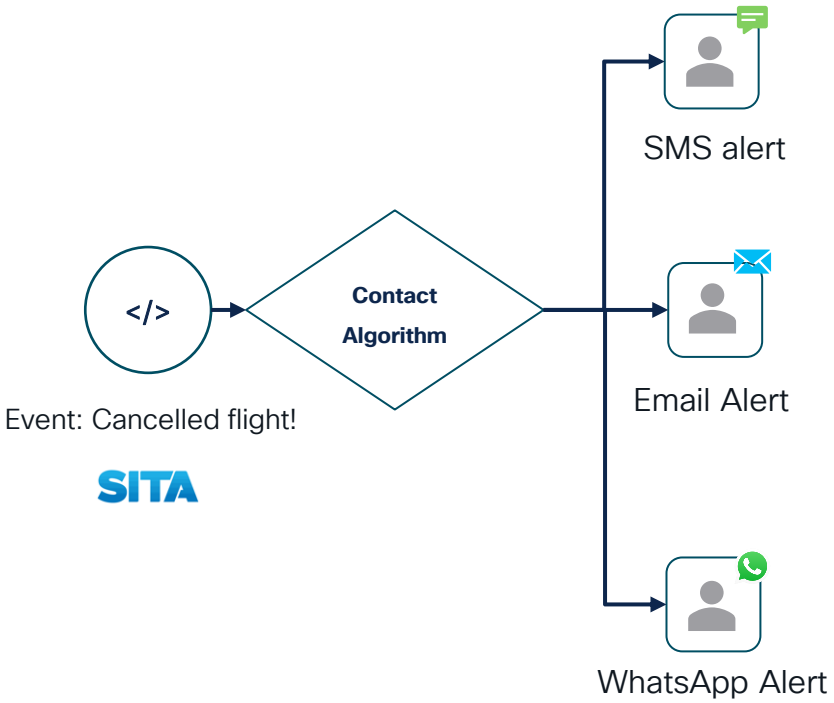
Designing the notification



Proactive notification algo:

f(Type of travel,

Customer's channel preference,

What's the desired action?,

Time left to action,

Self-service?

Fallback notifications)

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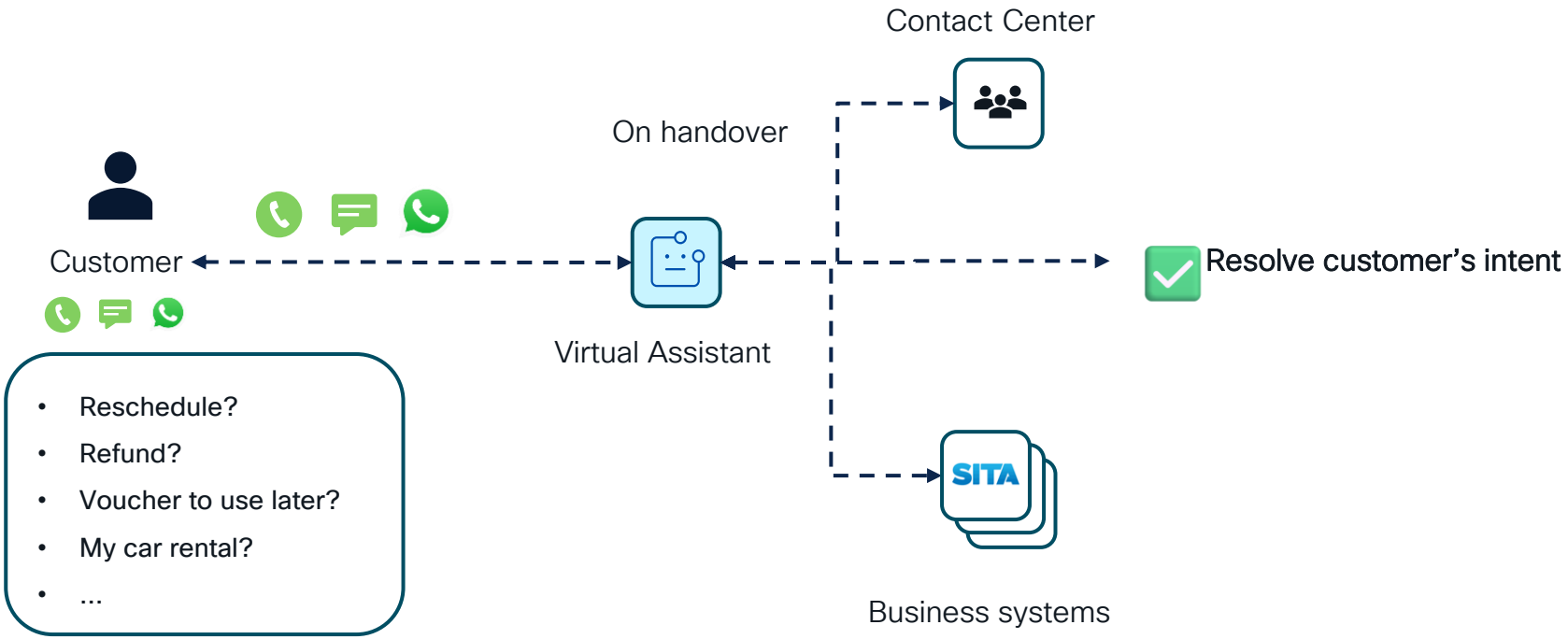
Journey contd..



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CX – Guard rails

👍 Likes

- Honour my contact preferences
- Let me action at my convenience
- Let me choose my channel

👎 Dislikes

- Don’t make me wait
- Don’t make me repeat my case

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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..

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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

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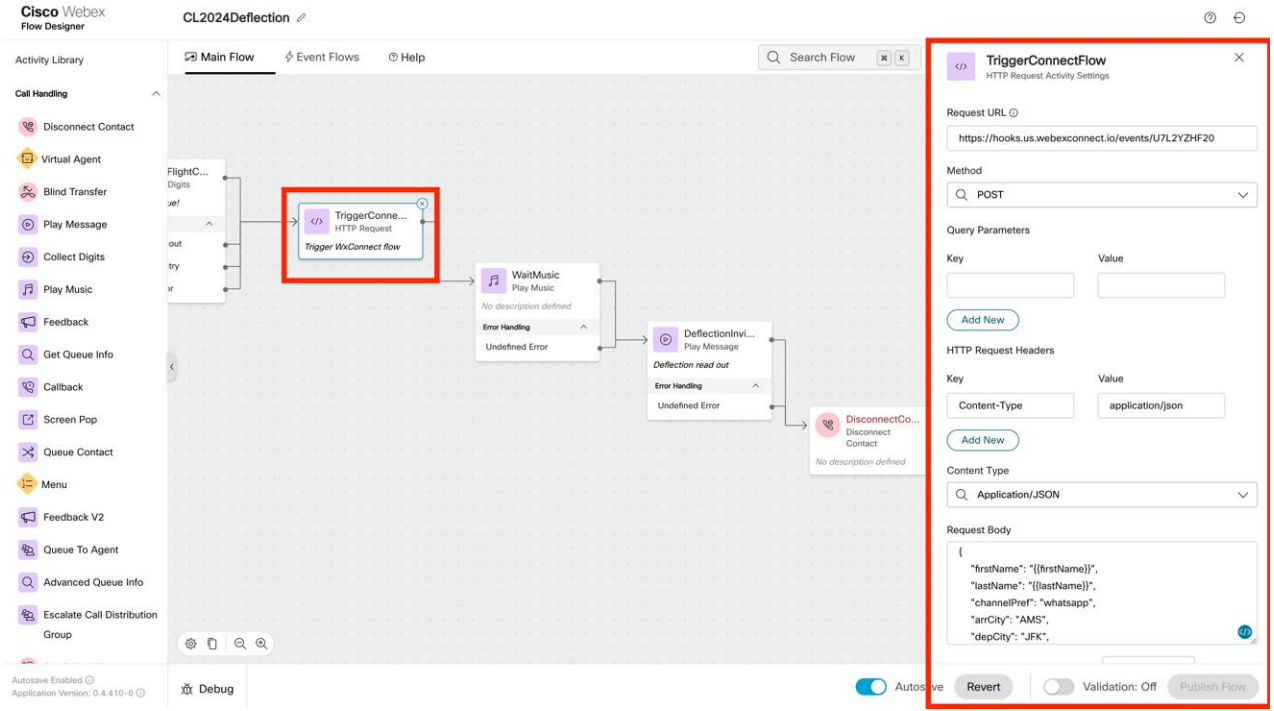
IVR deflection – Voice call



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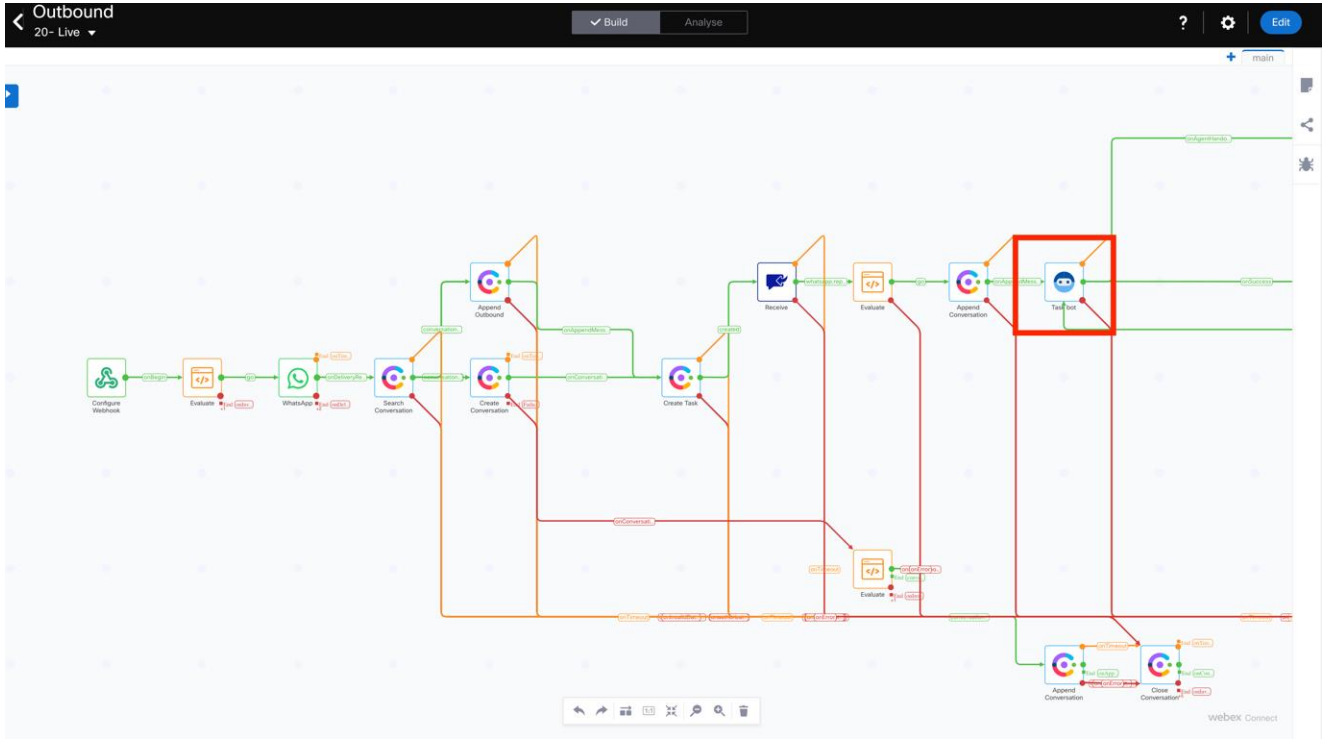
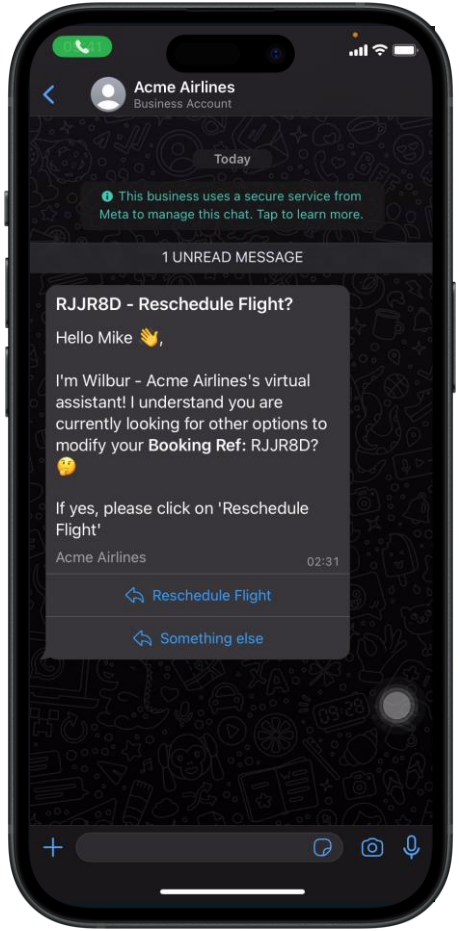
IVR deflection – Task BOT





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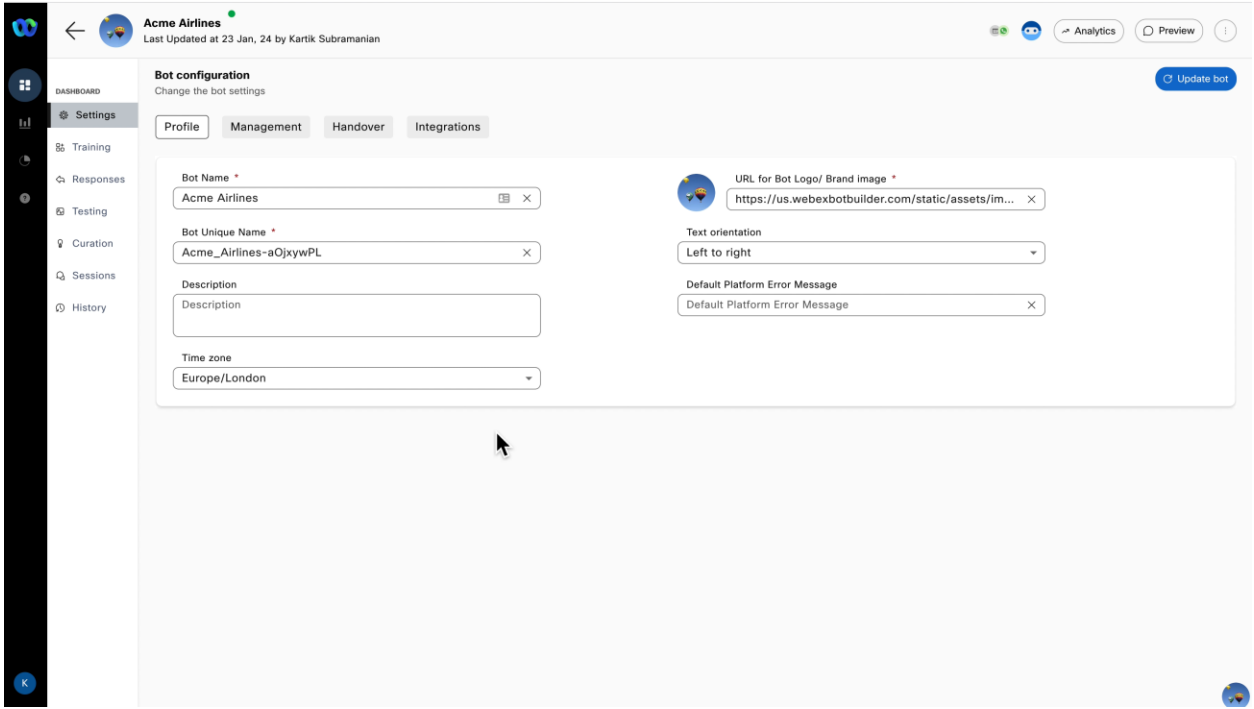
IVR deflection – Task BOT – explained

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



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IVR Deflection – Agent desktop

Demo

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Capture milestone events

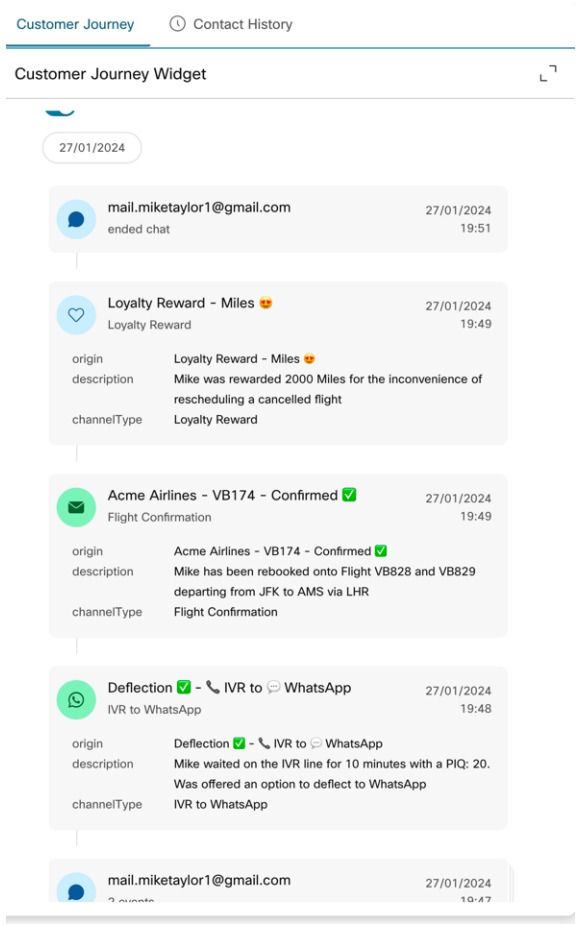
Customer Journey Data Service:

Listen: Real-time journey tracking

Identify: Dynamic profiling

Analyse: Advanced Analytics

Act: Powerful orchestration



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Context-aware Livechat invites

Context aware Livechat invites

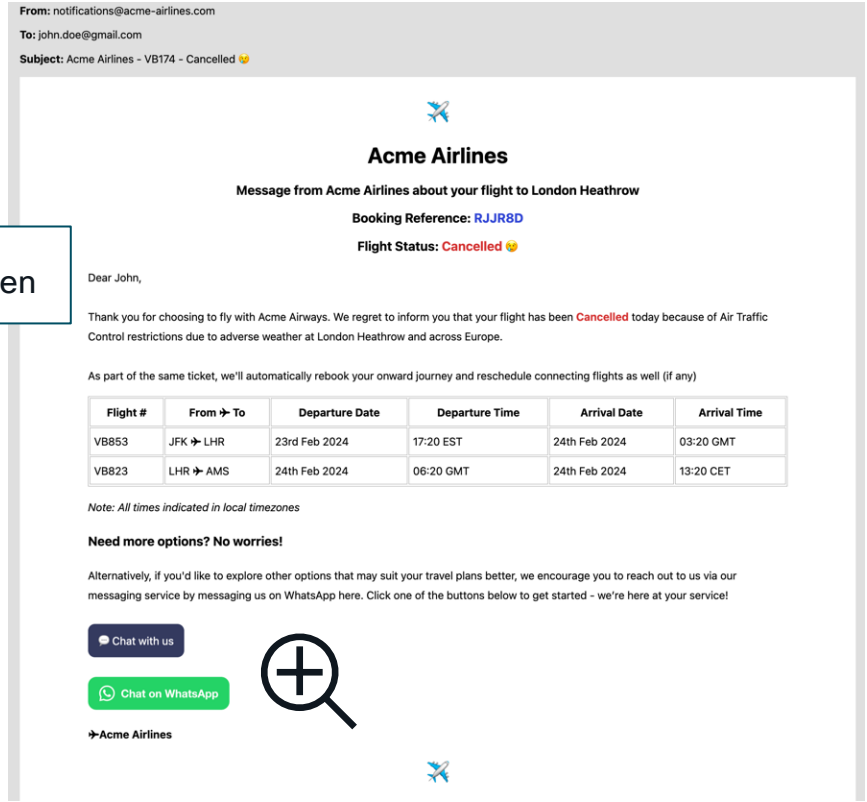
Via email:

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!

Chat with us

Chat on WhatsApp

✈Acme Airlines

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Passing context to the widget

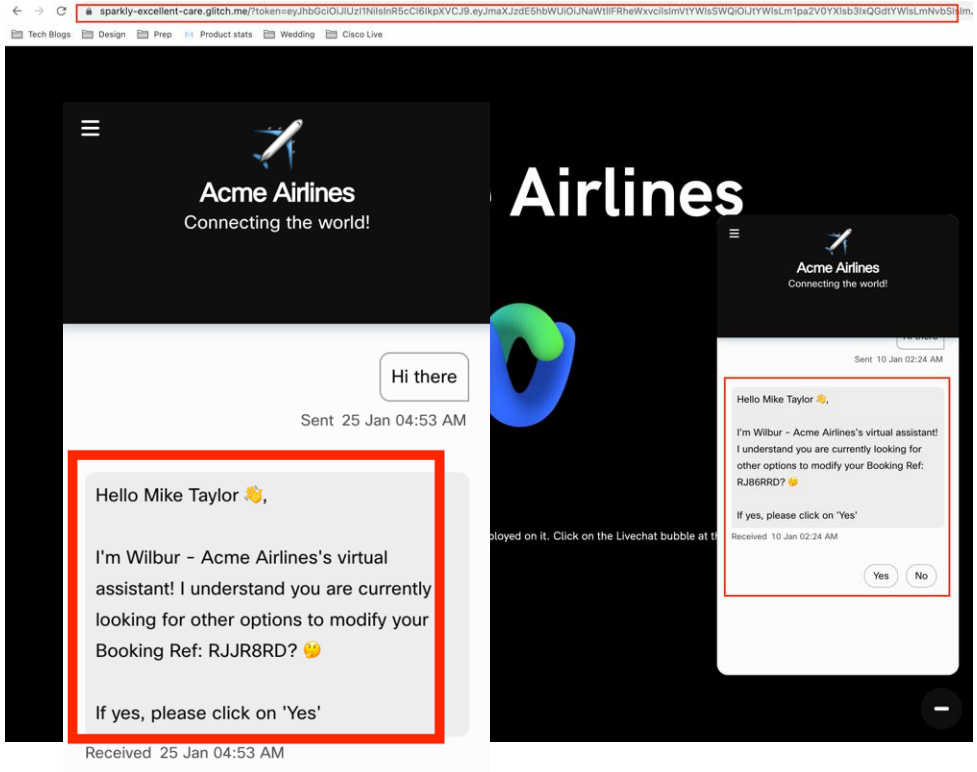
JWT Token:


```
eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.ey
JmaXJzdE5hbWUiOiJNaWtlIiwibGFzdE5hbWUiO
iJUYXlsb3IiLCJmdWxsTmFtZSI6Ik1pa2UgVGF5
bG9yIiwiZW1haWxJZCI6Im1haWwubWlrZXRheWx
vcjFAZ21haWwuY29tIiwiYm9va2luZ1JlZiI6Il
JKSlI4UkQifQ.jBIJLJBMEm-
8AJCCDqm8EDGe3b9mIiZID_koPsep8-A
```


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

JavaSript SDK:

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



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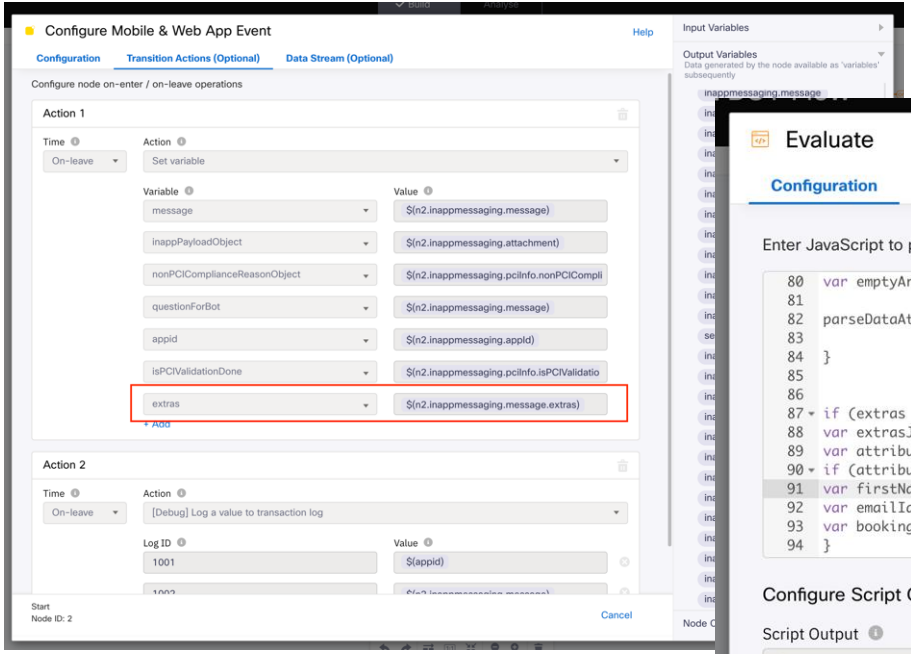
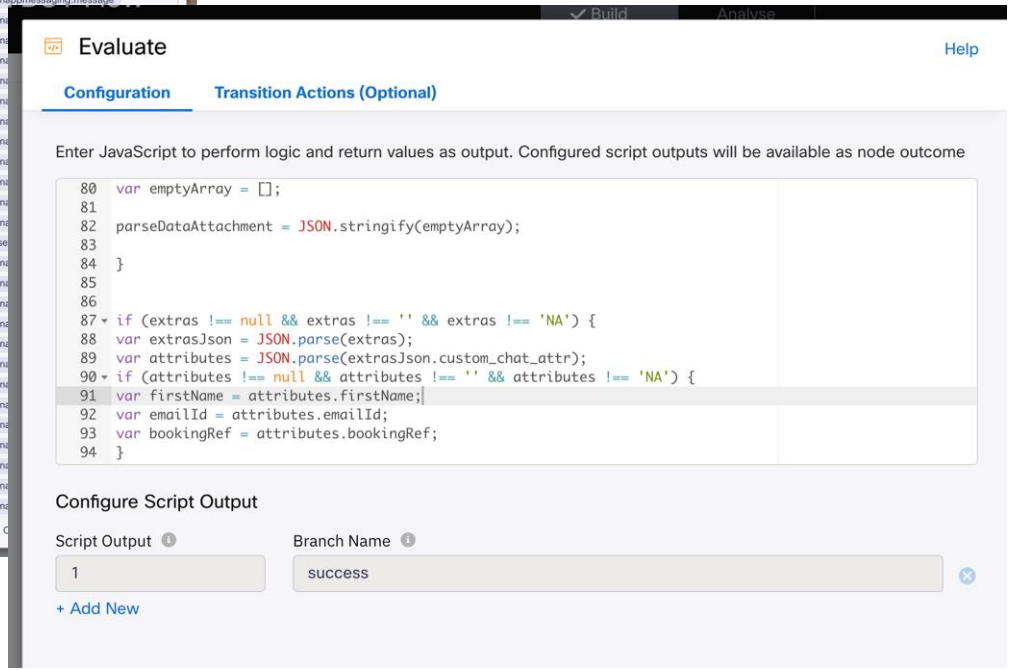


Parse context token within Connect's Evaluate node (JS)



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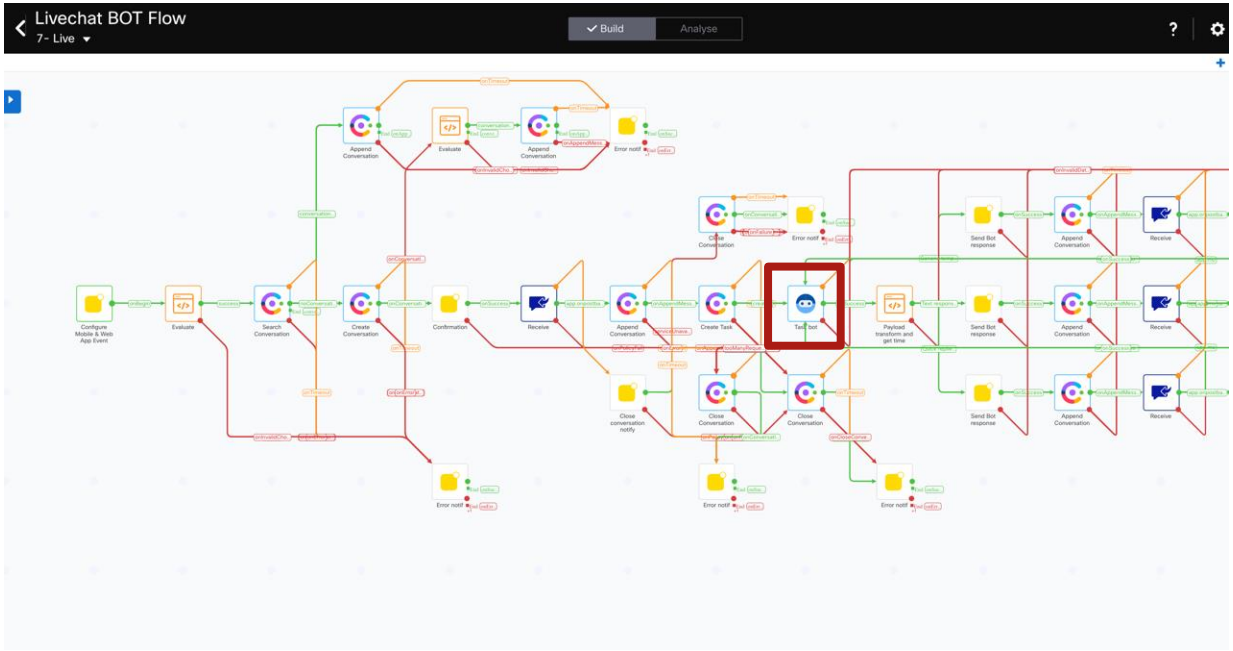
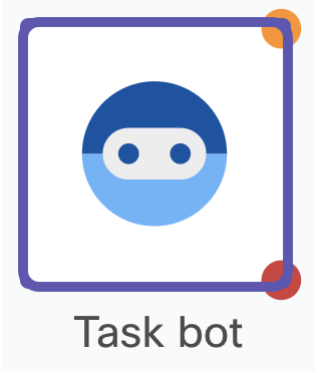
Context aware Livechat invites





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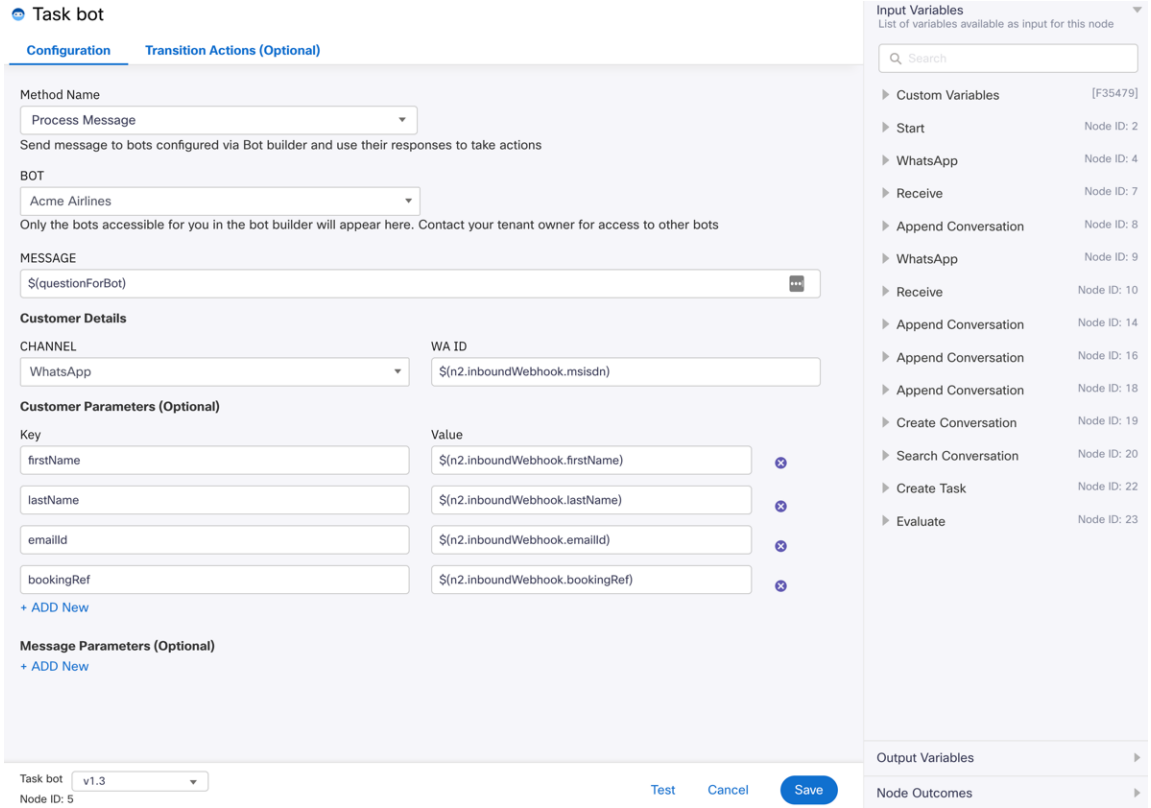

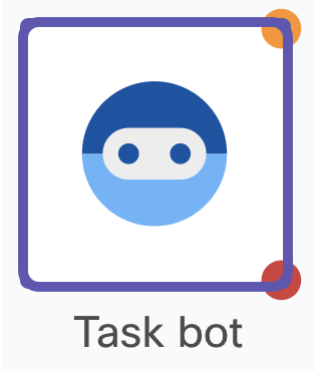

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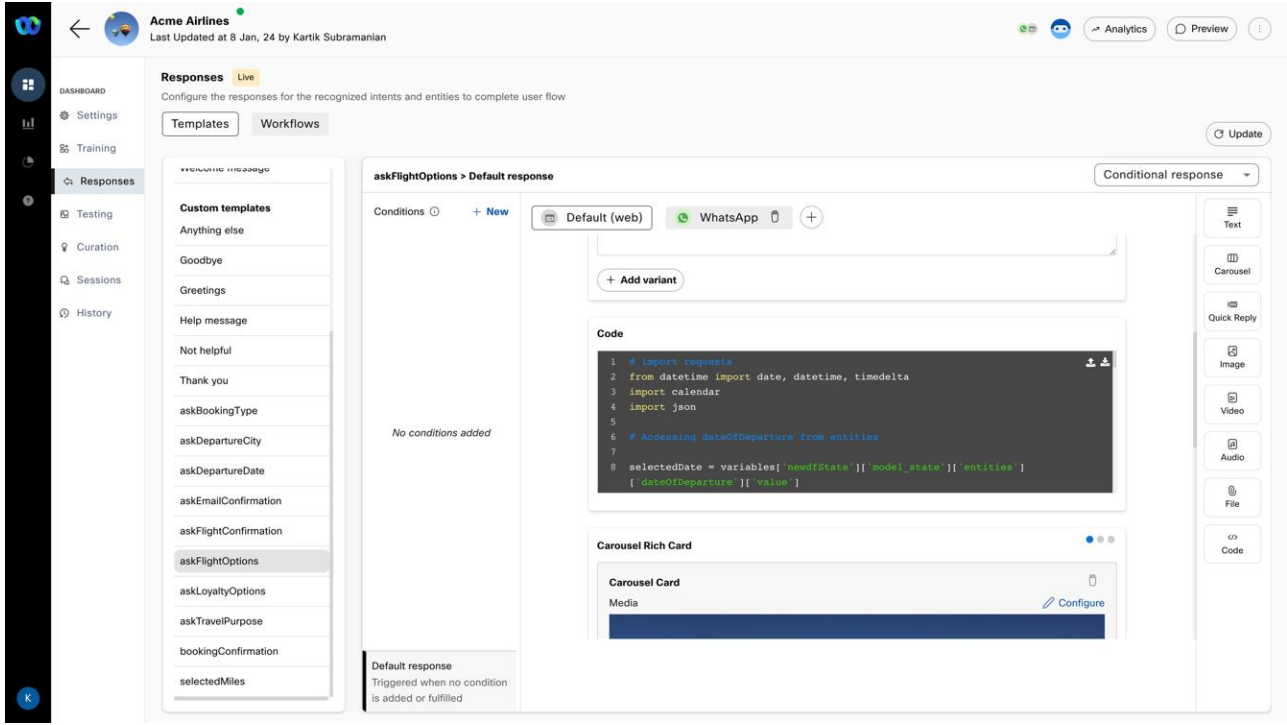
Context aware Livechat invites



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WhatsApp Outbound

Demo

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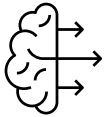
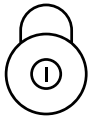
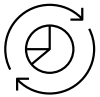
😎 What did we deliver today?

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"

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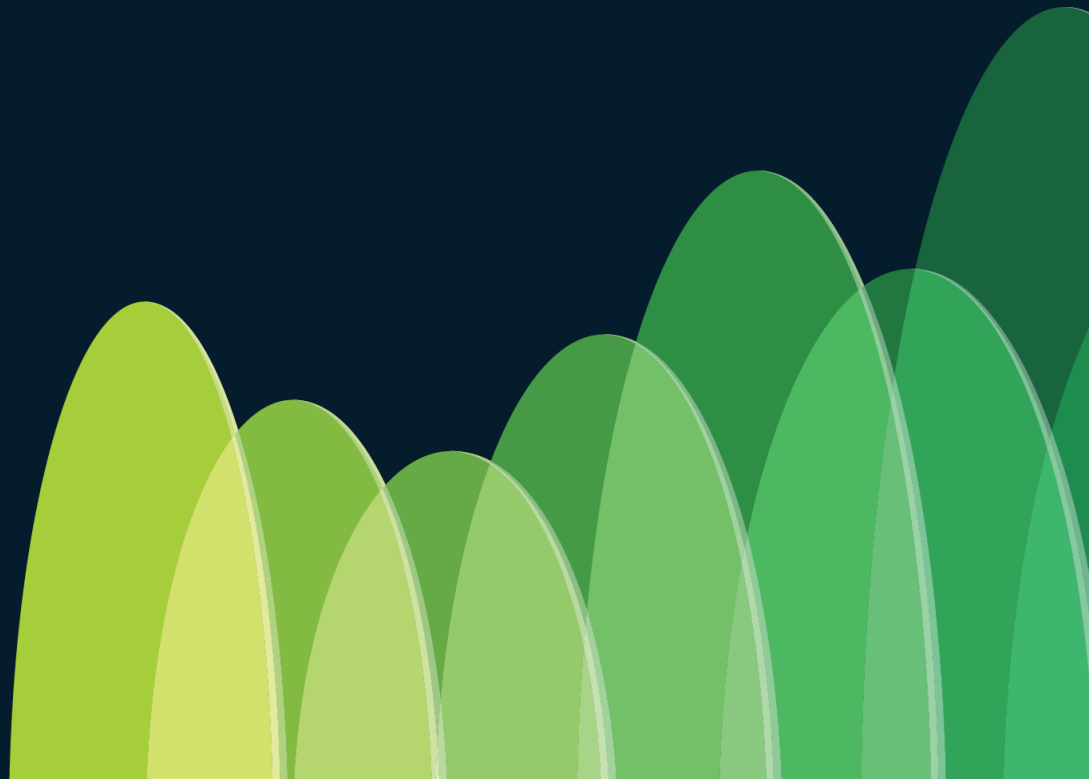
Key takeaways



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!

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Omnichannel experiences are transformational!

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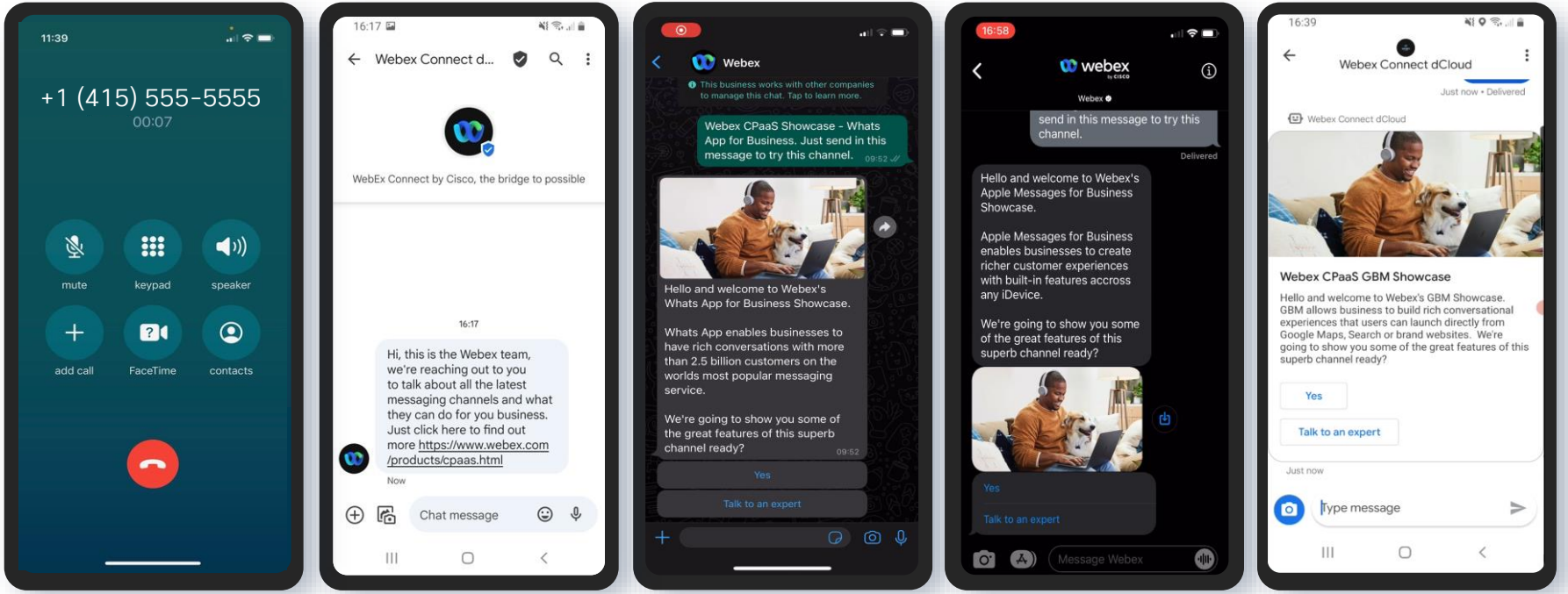
Try out an omnichannel experience today..

To this | add this | and this | and this | and this



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Level 2
Room 203

Securing User to Application and Everything in Between

Level 2
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Unlocking Digital Resilience through Unified Observability

The HUB
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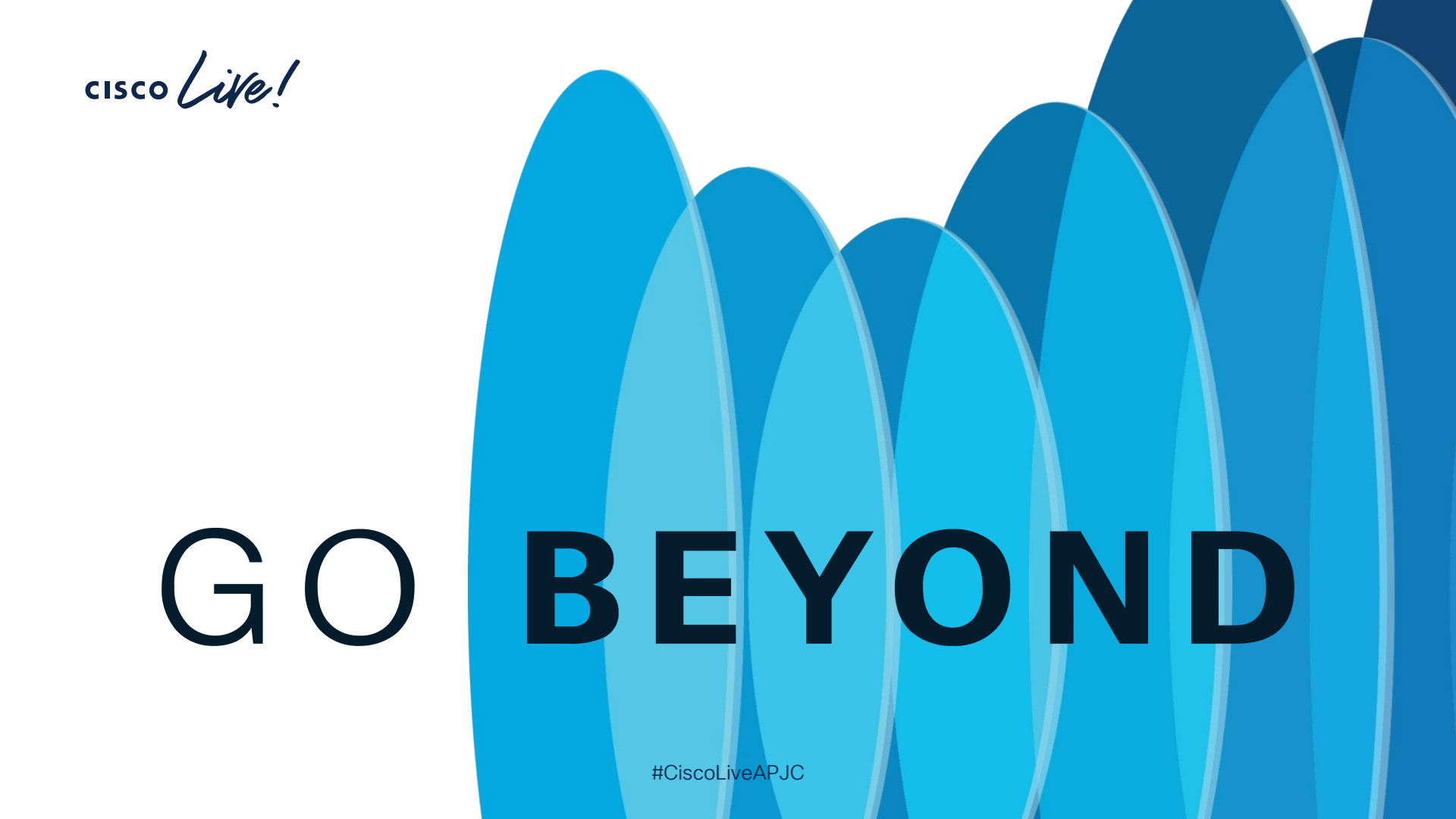
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