

CISCO *Live!*

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#CiscoLiveAPJC





Orchestrating Customer Journeys

from Voice to Choice

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BRKCCT-2532



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.

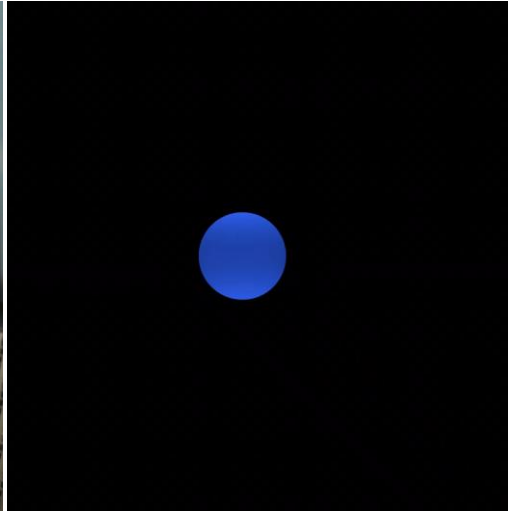


<https://ciscolive.ciscoevents.com/ciscolivebot/#BRKCCT-2532>



Customer Journeys

- Who are you?
- Why are you here?



Agenda

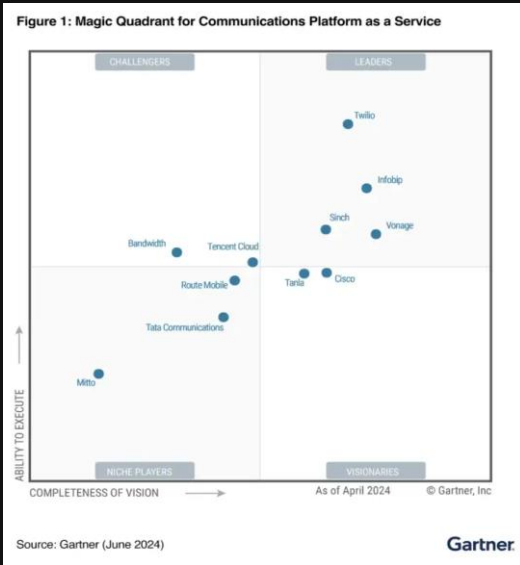
- Introduction
- What's the problem?
- Where's the data?
- Who's the resource?
- What's the solution?
- What's next?

Overview

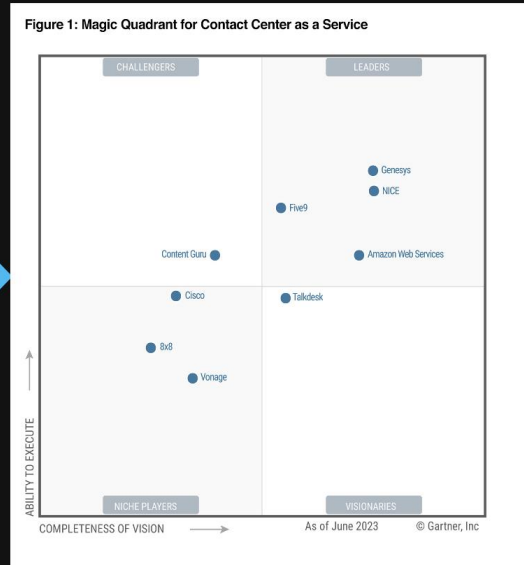
Trusted, Innovative, and Investing

Cisco uniquely operates on all 3 MQ's

CPaaS (Automation)



CCaaS (Contact Center)



UCaaS (Calling)



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Cisco contact center portfolio

Cloud

Webex
Contact Center



Webex Contact Center (Multi-tenant Cloud, up to 4,000 agents)

Webex Contact Center Enterprise
(Dedicated Instance Cloud, up to 36,000 agents)

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

One Cisco



Single Stack



Cloud delivered



Security built in



Reliability



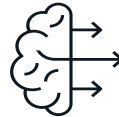
Unparalleled reach



Observability



Partner
delivered



Integrated AI

Cisco Cars Customer Journey



Customer Engagement sessions at Cisco Live

Melbourne | November 11-14, 2024

Overview of the Digital Customer Experience

BRKCCT-2526

Prasanna Arjunan

Monday 3:15pm

Full
Conference

Orchestrating Customer Journeys

BRKCCT-2532

Scott Osborne

Tuesday 8:30am

Full
Conference

Webex Customer Experience Architecture Overview

BRKCCT-2535

Amy Ryan

Tuesday 1pm

Full
Conference

Collaboration AI: From Supervised to Generative

BRKCOL-1661

Keith Griffin

Tuesday 1pm

Full
Conference

Architecting AI-delivered Customer Experiences

BRKCCT-1685

Shaun Robinson

Tuesday 4:15pm

Full
Conference

Walk-in Labs

- Webex Contact Center with Google CCAI [LABCOL-2007]
- Webex Contact Center Digital Channels powered by Webex Connect [LABCCT-1045]
- Webex Contact Center APIs - Understand the different APIs hands-on [LABCCT-2007]

Explorer Pass

Wednesday 13 November – 9:30am – 5:00pm

Thursday 14 November – 10:00am – 1:00pm

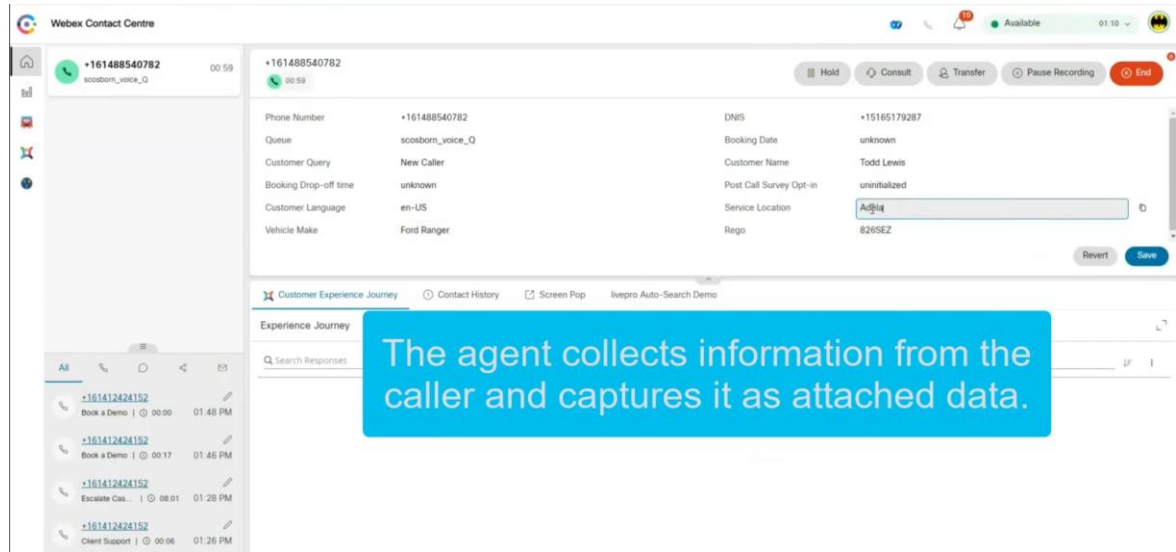
<https://www.ciscolive.com/apjc.html>

Cisco Cars Demo series

Transforming the customer experience

1. New Caller

- Capture and centralise data
- Omnichannel desktop
- Consolidate agent toolset and information



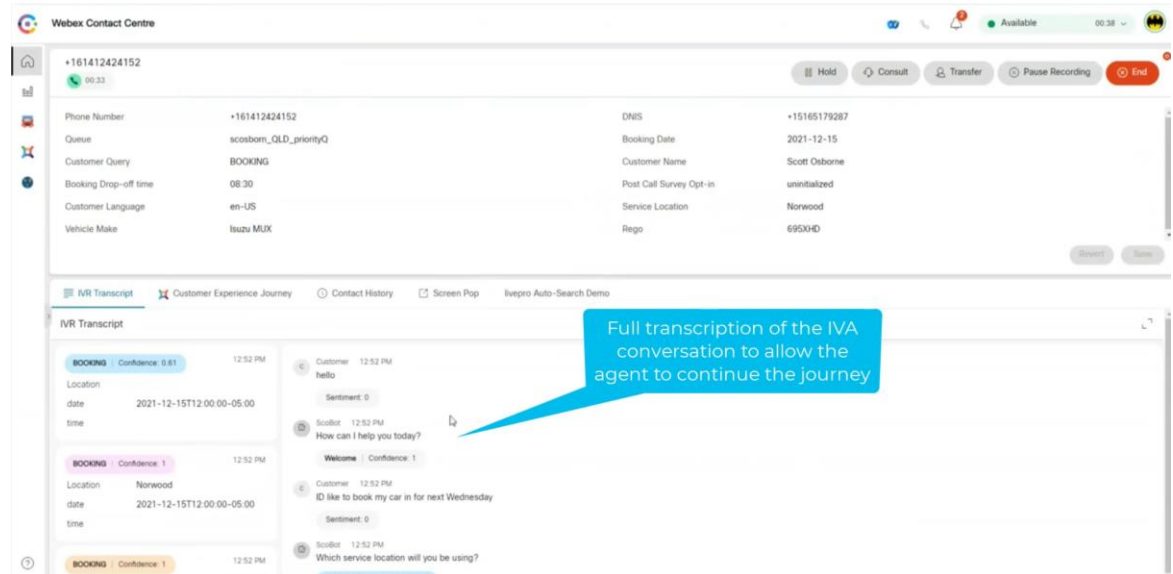
<https://vimeo.com/showcase/10477588>

Cisco Cars Demo series

Transforming the customer experience

2. Known Caller

- Personalised experience
- Proactive offer
- Automated booking
- Seamless escalation



<https://vimeo.com/showcase/10477588>

Cisco Cars Demo series

Transforming the customer experience

3. Proactive Digital Engagement

- Proactive SMS offer
- Consistent automated booking experience
- Seamless escalation



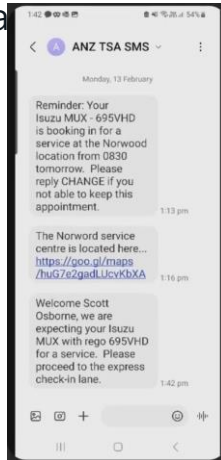
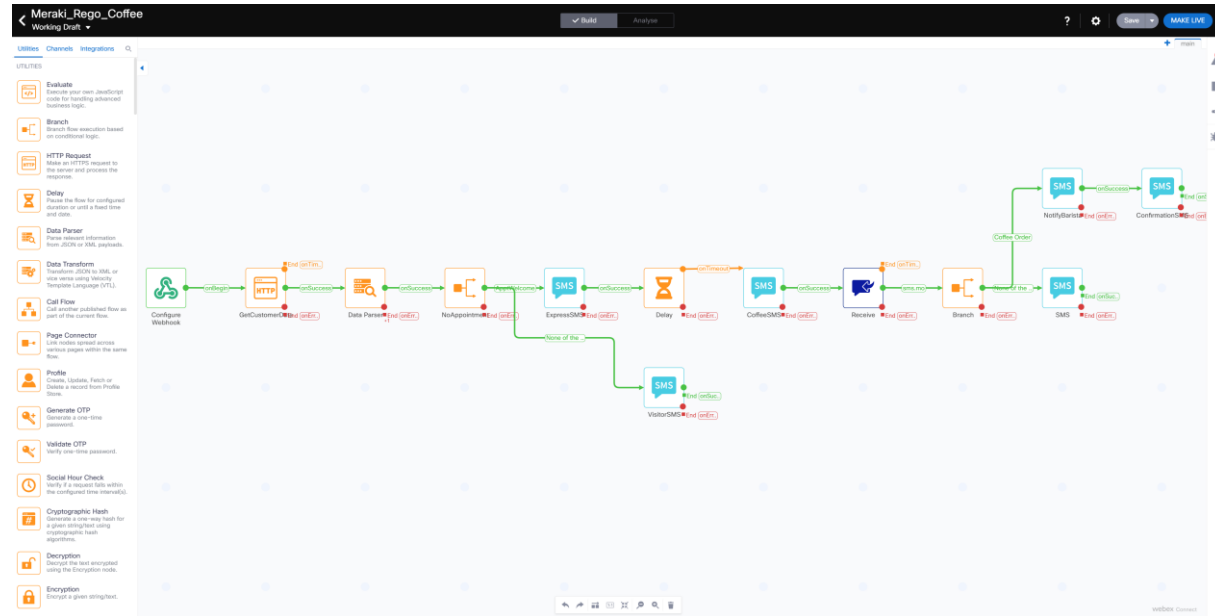
<https://vimeo.com/showcase/10477588>

Cisco Cars Demo series

Transforming the customer experience

4. WOW! Experiences

- Proactive digital reminders
- Contextual guidance
- Orchestration



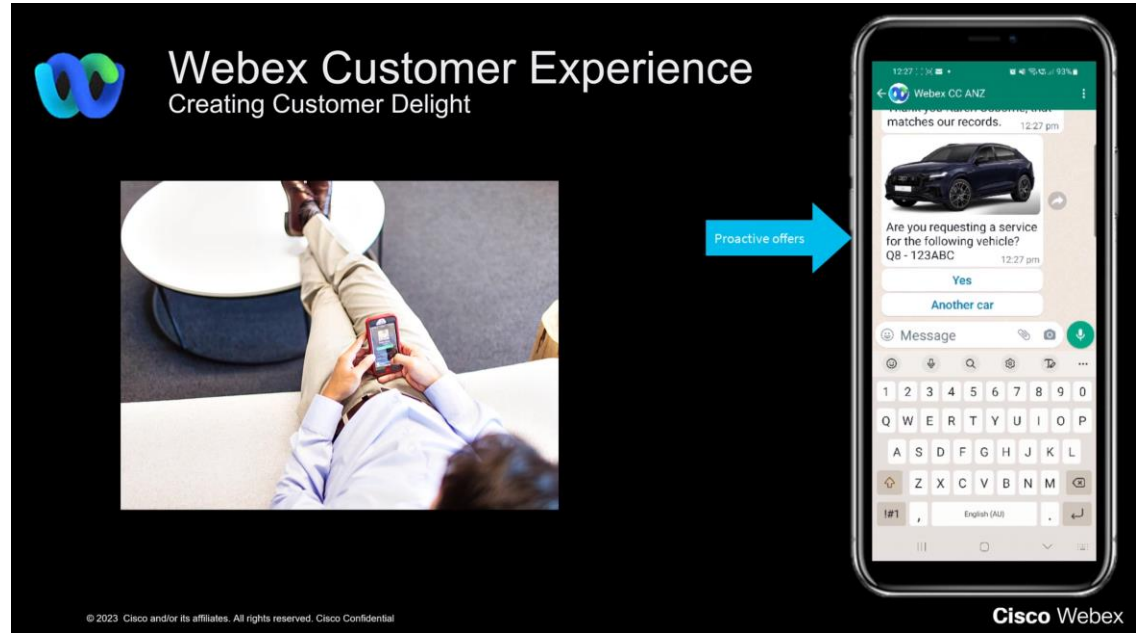
<https://vimeo.com/showcase/10477588>

Cisco Cars Demo series

Transforming the customer experience

5. Ease of use

- QR code to initiate interaction
- Personalised
- Rich media experience



<https://vimeo.com/showcase/10477588>

Cisco Cars Demo series

Transforming the customer experience

Continued....

Cisco Cars Demo series

Transforming the customer experience

Continued....



Cisco Cars Research

Things can appear challenging



Cisco Cars Research

Once a goal is achieved, increment on it



Cisco Cars Research

Engage with your stakeholders,
understanding things won't always go
to plan.



Cisco Cars Research

But you learn and retry



Cisco Cars Research

You will find the balance



Cisco Cars Demo series

Transforming the customer experience

Sometimes you might need a little help



Cisco Cars Demo series

Transforming the customer experience

Or a lot...

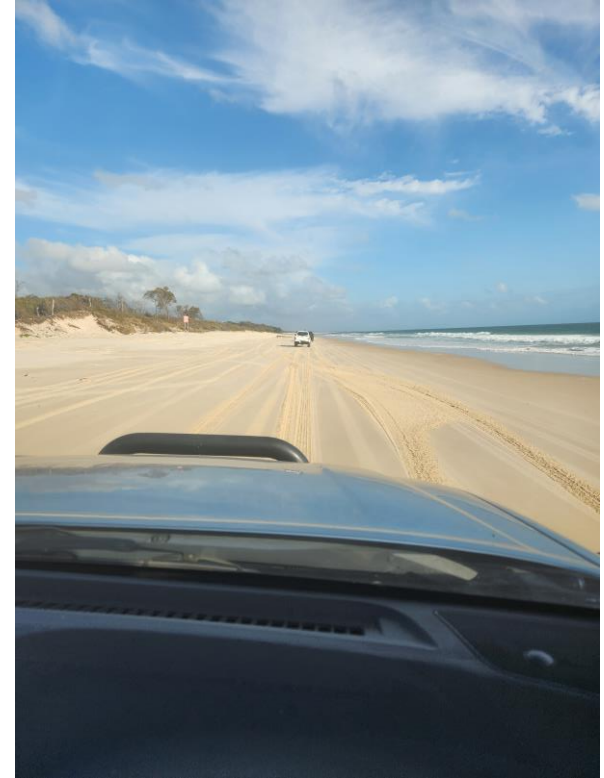
- Setup Assist
- Cisco CX (Advanced Services)
- Success Team



Cisco Cars Demo series

Transforming the customer experience

Work as a team



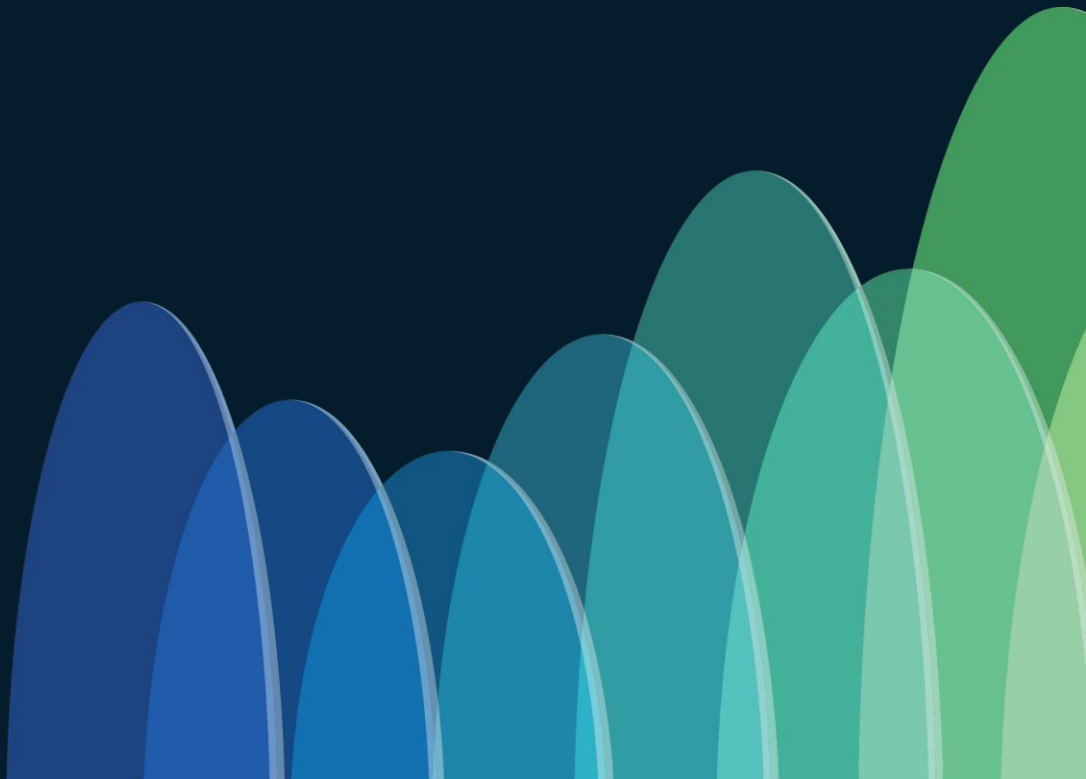
Cisco Cars Demo series

Transforming the customer experience

Get to your goals



Start!!!





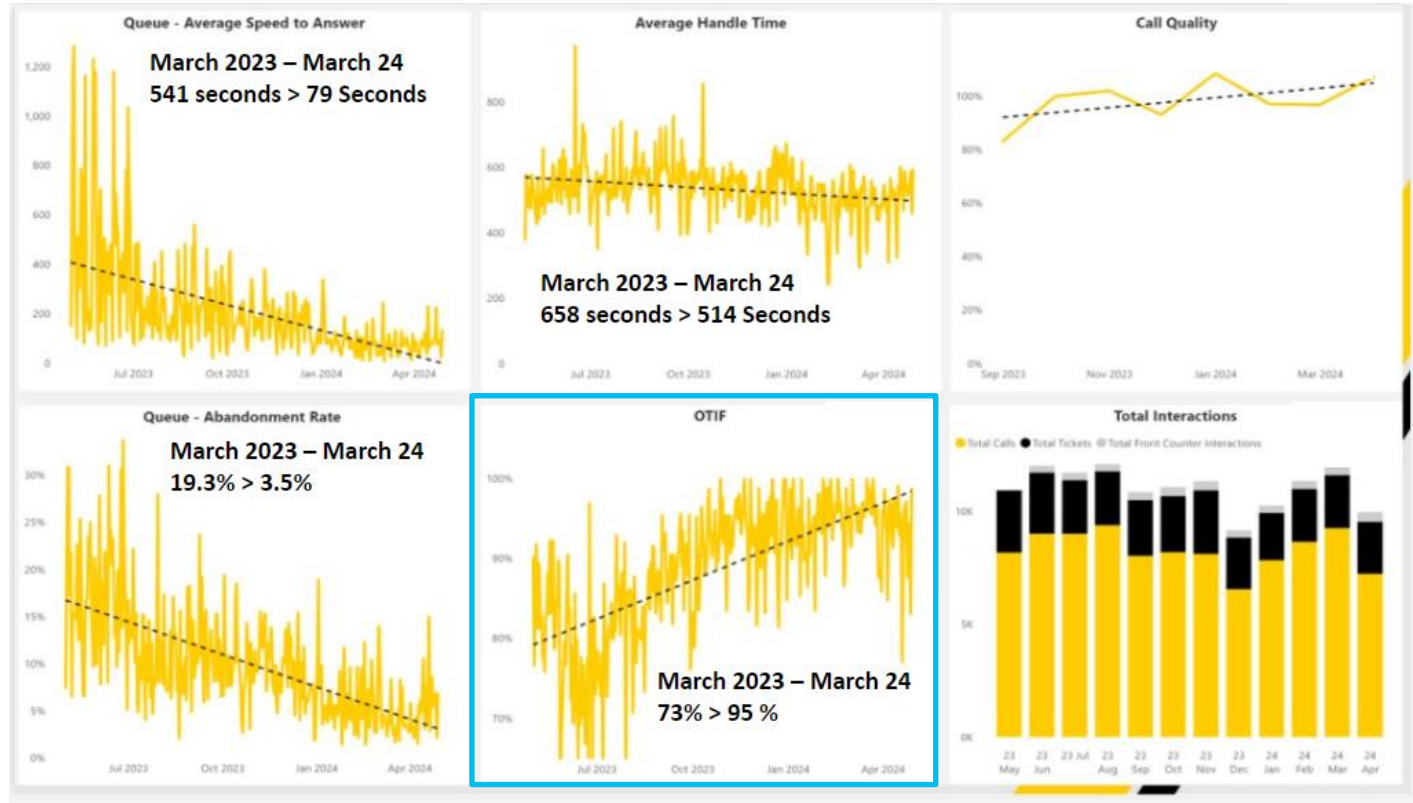
But wait...!

- If you can't measure it,
it doesn't exist



Provide visibility...

- Integrate with BI and Analytics tools



Download sample project from Github

The screenshot shows the GitHub interface for the repository `WebexSamples/webex-contact-center-api-samples`. The left sidebar displays the file tree, with the `reporting-samples` folder selected. The main area shows the commit history for the `reporting-samples` directory. The table below lists the commits:

Name	Last commit message	Last commit date
..		
graphql-powerbi-sample	Update README.md	last month
graphql-sample	Update CLR.md	3 days ago
graphql-wallboard-sample	Bump mongoose in /reporting-samples/graphql-wallboard-sample	last year
wallboard-query-samples	Move samples	last year
README.md	readme updates	last year

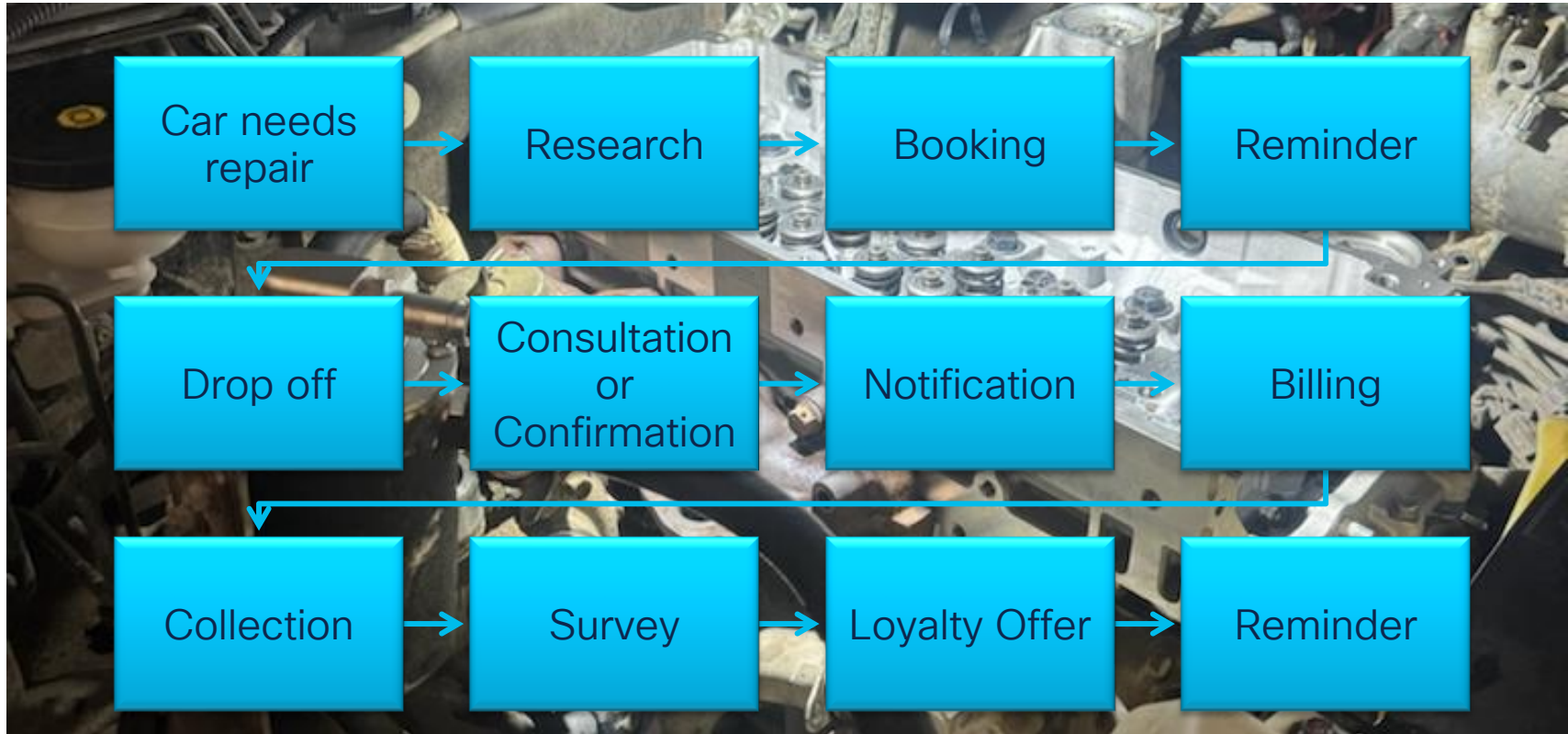
Below the table, the `README.md` content is visible, titled "Accessing Reporting APIs on Webex Contact Center using GraphQL".

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

What's the
problem?



Consider the End to End Customer Journey



Consider the End to End Journey

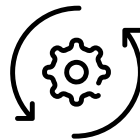
- Use Case(s) – What we are solving for;
- Data Access – Where is the data;
- Data Schema – What data is required;
- Call Flow – What do you want to do with the data;
- Agent Desktop – How is data presented to the agent;
- Event Flows – What tools are used by the agent?
- Reporting and Dashboard requirements;
- Documentation and training materials;
- Go-Live support.

Use Case(s);

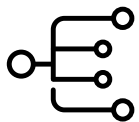
What are we solving for?



Identify the scenario



Partial automation is a win



Start with 80/20 (or less)



Can we change direction



Are there existing services



Success measures

Data Access – Where is the data;

- One or more data sources can be used
- Flow templates have baseline query information

The screenshot displays the webex Control Hub interface. The top navigation bar includes the 'webex Control Hub' logo and a search bar. The left sidebar contains a 'Main Menu' with options like 'Contact Center', 'Overview', 'CUSTOMER EXPERIENCE', 'Channels', 'Queues', 'Business Hours', 'Audio Records', 'Flows', and 'Call Recording Schedules'. The 'Flows' section is highlighted in the sidebar. The main content area shows a table of flows with columns for 'Flow', 'Description', 'Status', and 'Last modified'. A search bar at the top of the table shows 'demo' and 'All' filters. A 'Manage Flows' dropdown menu is visible on the right, with 'Import Flows' and 'Create Flows' options highlighted.

Flow	Description	Status	Last modified
CareHub_Demo	This simple flow plays a message and queues the caller. For ...	Published	September 11, 2024 17:49 PM
CustDemo_LicenseRenew	Demo for Transport - License Renewal	Published	October 04, 2022 17:26 PM
CustDemo_Orders	Order Status WA	Published	October 22, 2024 11:41 AM
CustDemo_PowerOutage	Basic inbound Google CCAI IVR menu	Published	April 09, 2024 12:58 PM
Demo	This simple flow plays a message and queues the caller. For ...	Published	September 25, 2024 13:32 PM

Flow Templates

Create a new flow

Create a new...

Flow Subflow

Choose a method:



Start Fresh

Create a new flow without predefined settings.



Flow Templates

Select and customize a flow template from our library.



Import

Import and build upon your existing flow with this option.

Flow Templates

Create a new flow

Choose a template

Browse our collection of customizable flow templates to find the perfect fit for your needs.
[Learn more.](#)

Search templates

Hello World
by Cisco

Use this template to create a simple inbound voice flow where callers are greeted with a message and then disconnected. Often used during closed hours.

[View Details](#)

Simple Inbound Call to Queue
by Cisco

A simple inbound voice flow where callers are greeted, and queued to an agent, along with hold music while waiting for an agent.

[View Details](#)

Menu Auto Attendant
by Cisco

This Auto Attendant template leverages the capabilities of a menu-driven interaction to automate call routing and handle inbound contact actions efficiently. It is powered by Cisco Text...

[View Details](#)

Business Hours Usage
by Cisco

This flow template is designed to help contact centers manage their business hours efficiently by showcasing an example of using Business Hours in Flows. Callers are greeted with a ...

[View Details](#)

Comprehensive Inbound Contact Flow
by Cisco

This flow demonstrates a comprehensive inbound voice call scenario for Webex Contact Center. It includes handling business hours, holidays, emergency overrides, self-...

[View Details](#)

Percentage Allocation & A/B Distribution
by Cisco

This template demonstrates a flow for distributing customer interactions based on percentage allocation in a Webex Contact Center. It is designed to handle inbound phone contacts and distribute...

[View Details](#)

Dialogflow ES Virtual Agent
by Cisco

This template demonstrates the data flow between Google Dialogflow ES and Webex Contact Center, focusing on how to pass data to and from both platforms during an interaction. It provides a ...

[View Details](#)

Dialogflow CX Virtual Agent
by Cisco

This flow demonstrates the full potential of integrating Google Dialogflow CX with Webex Contact Center, providing enhanced customer interaction with flexible and dynamic data handling. Th...

[View Details](#)

Salesforce HTTP(S) Data Dip
by Cisco

This template demonstrates how to use the HTTP connector in Webex Contact Center to interact with Salesforce, allowing for dynamic routing decisions and information extraction. This is ...

[View Details](#)

ServiceNow HTTP(S) Data Dip
by Cisco

This flow integrates Webex Contact Center with ServiceNow using an HTTP connector for routing decisions and extracting incident details via ServiceNow's REST APIs. It ...

[View Details](#)

Microsoft Dynamics HTTP(S) Data Dip
by Cisco

This template is designed to create an IVR flow in Webex Contact Center that connects with MS Dynamics using an HTTP connector. The flow fetches customer and case details based on t...

[View Details](#)

Zendesk HTTP(S) Data Dip
by Cisco

This template outlines a flow designed to interact with Zendesk via the Webex Contact Center's HTTP connector. The flow enables extracting customer data from Zendesk based on ANI (Automati...

[View Details](#)

Dynamic Variable Support
by Cisco

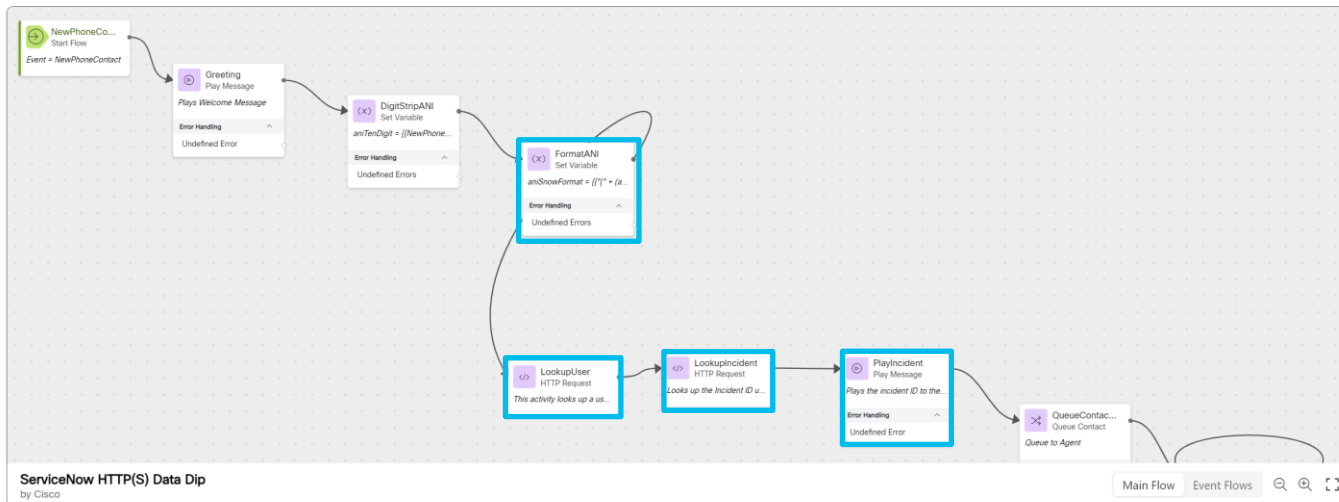
This template provides an advanced, dynamic inbound voice flow that retrieves external settings, setting the #connectable with those settings, and

Webex Instant Connect Video Meeting Integration
by Cisco

This template demonstrates how to set up a simple inbound voice flow that escalates the voice call to a video

Flow Templates

Template Details



ServiceNow HTTP(S) Data Dip
by Cisco

Main Flow Event Flows

Description

This flow integrates Webex Contact Center with ServiceNow using an HTTP connector for routing decisions and extracting incident details via ServiceNow's REST APIs. It demonstrates how to securely retrieve and update incidents and other object types in ServiceNow through Webex Contact Center.

Details

The flow handles an inbound voice call in a contact center and integrates it with ServiceNow to perform an ANI lookup, fetch relevant information, and provide personalized services.

Flow Breakdown

1. A call is received by Webex Contact Center.
2. A welcome message is played to the caller, mentioning their incident details.
3. The system performs a lookup in ServiceNow using the ANI to fetch the caller's sys_id .
4. Based on the sys_id , the system looks up the active incident for the caller.
5. The incident number is played back to the caller.

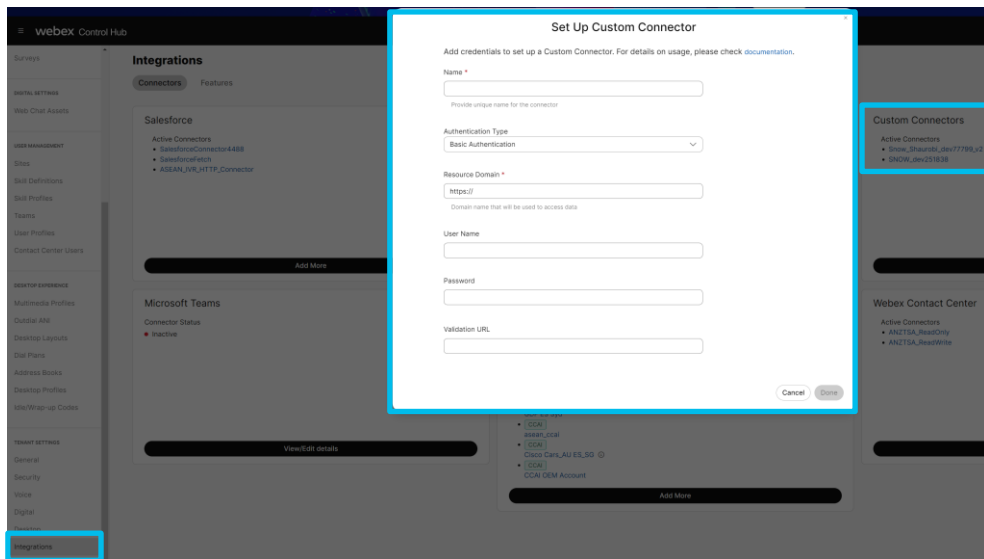
© The call is played for the next available agent, and the call is then transferred to the next available agent.

Close

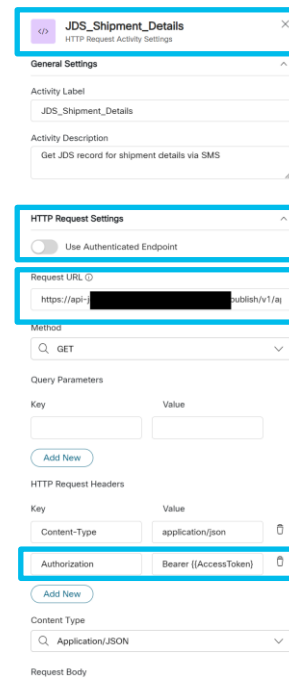
Select template

Custom Connectors

- Set up a custom connector



- Authentication in the HTTP node



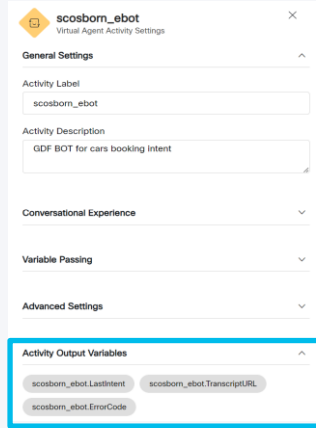
Map the data

Output Variables

Store the data captured from activities.

Types:

- String
- Integer



The screenshot shows the 'scosborn_ebot' Virtual Agent Activity Settings dialog. It has sections for General Settings, Conversational Experience, Variable Passing, and Advanced Settings. The 'Activity Output Variables' section is expanded and highlighted with a blue box, showing three variables: 'scosborn_ebot.LastIntent', 'scosborn_ebot.TranscriptURL', and 'scosborn_ebot.ErrorCode'.

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

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

Local (Flow) Variables

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

Types:

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

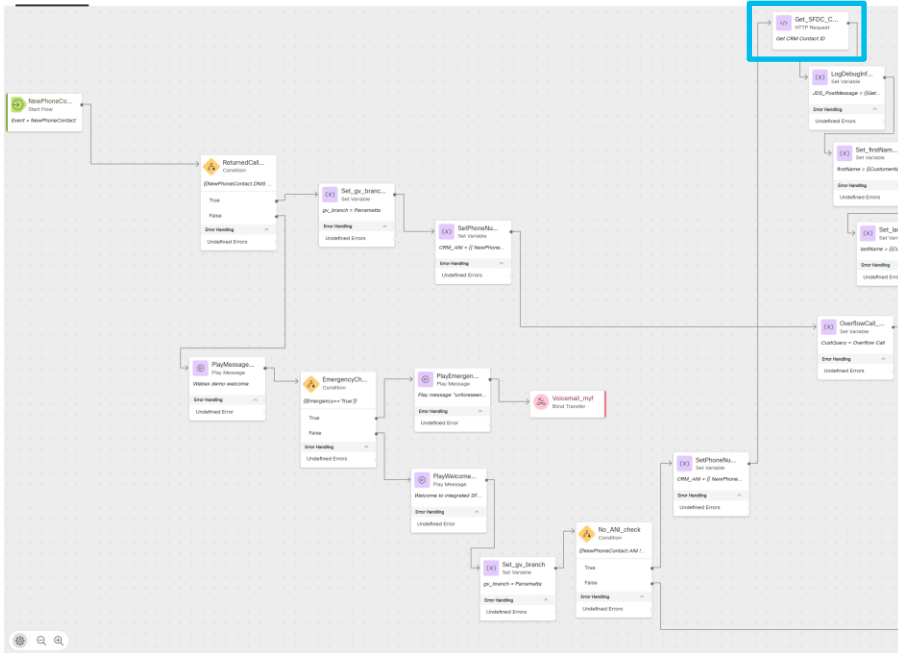
Default Value = YES
Agent Viewable = YES
Agent Editable = YES
Reportable = NO
Secure = YES

Map the data

Cisco Webex
Flow Designer

Essentials_Retail_SFDC_DEV Draft Edit Off Read Only

Main Flow Event Flows Help



Get_SFDC_Case_zuu
HTTP Request Activity Settings

General Settings

Activity Label
Get_SFDC_Case_zuu

Activity Description
Get CRM Case Info

HTTP Request Settings

☒ Use Authenticated Endpoint

Connector
SalesforceFetch

Request Path
/services/data/v53.0/query?q=SELECT+Id,CaseNumber,C

Method
GET

Query Parameters

Key	Value

[Add New](#)

HTTP Request Headers

Key	Value
Accept	application/json

[Add New](#)

Content Type
Application/JSON

Request Body

Get_SFDC_Case_zuu
HTTP Request Activity Settings

Parse Settings

Content Type
JSON

Output Variable
CaseID
Path Expression
\$records[0].Id

Output Variable
CaseNumber
Path Expression
\$records[0].CaseNumber

Output Variable
CaseSubject
Path Expression
\$records[0].Subject

Output Variable
CaseContactID
Path Expression
\$records[0].ContactId

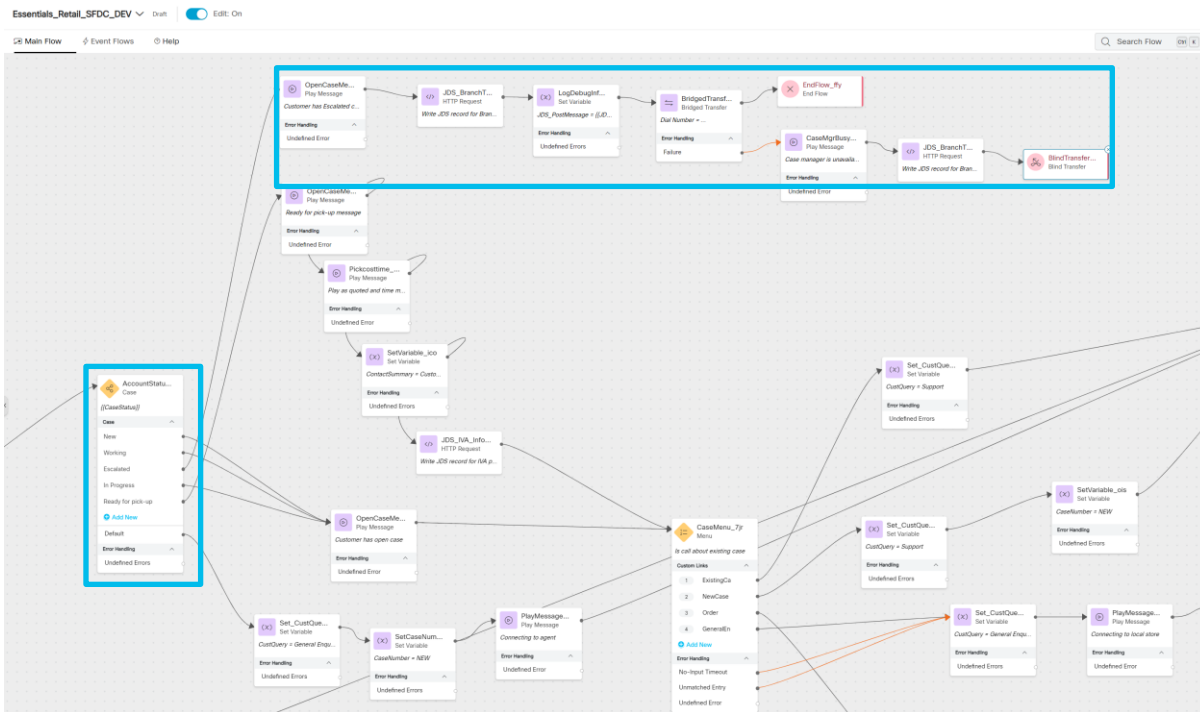
Output Variable
CaseStatus
Path Expression
\$records[0].Status

Output Variable
CaseDescription
Path Expression
\$records[0].Description

[Add New](#)

cisco Live!

Route the call



General Settings

Activity Label

AccountStatus_46k

Activity Description

AccStatus Conditional routing based on open case

Case

Select a variable or build an expression and add all possible cases that it can be matched against. Case statements are evaluated from top to bottom in sequence.

Variable

CaseStatus

Build Expression

LINK DESCRIPTION

New

Working

Escalated

In Progress

Ready for pick-up

Add New

Activity Output Variables

No Activity Output Variables available in this activity.

Who is the best “agent”

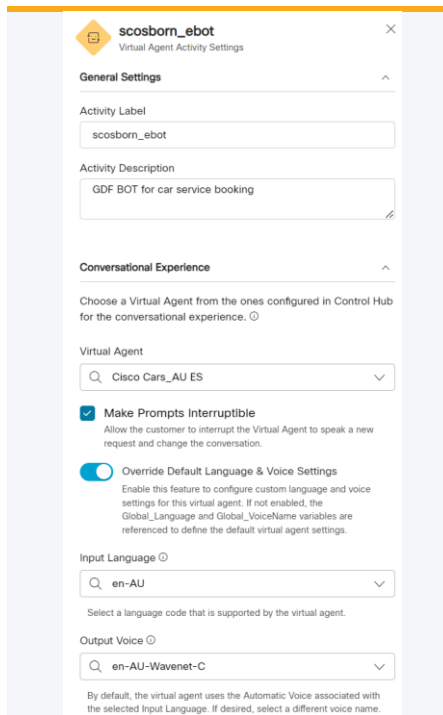
Self-service IVR

The screenshot displays two activity configurations in a software interface. The top configuration, 'ShipmentDetails', includes a 'General Settings' section with 'Activity Label' set to 'ShipmentDetails' and 'Activity Description' set to 'Play shipment details'. It also has a 'Prompt' section with 'Enable Text-to-Speech' checked and a 'Connector' set to 'Cisco Cloud Text-to-Speech'. Below these, a 'Text-to-Speech Message' block contains an XML snippet: `<say>The carrier is {{Carrier}}. The consignment number is <say-as interpret-as="text">{{Con, num}}</say-as>. Please track this shipment on the carriers website.</say>`. The bottom configuration, 'SMSMessage3', has 'Activity Label' set to 'SMSMessage3' and 'Activity Description' set to 'SMS sent message'. It also has 'Enable Text-to-Speech' checked and a 'Connector' set to 'Cisco Cloud Text-to-Speech'. Below these, a 'Text-to-Speech Message' block contains the text: 'The shipment details have been sent to you via SMS'.

- Proactively supply information from CRM
 - Send information on SMS for reference
- Suited to simple, uni-directional use cases
- Opens access to information to a 24 x 7 service
- No agent licensing cost
- Automation and AI costs can be minimised

Who is the best “agent”

Virtual Assistant



The screenshot shows the 'Virtual Agent Activity Settings' window for 'scosborn_ebot'. It includes sections for General Settings (Activity Label: scosborn_ebot, Activity Description: GDF BOT for car service booking), Conversational Experience (Virtual Agent: Cisco Cars_AU ES), and Input/Output Language settings (Input Language: en-AU, Output Voice: en-AU-Wavenet-C). There are also checkboxes for 'Make Prompts Interruptible' and 'Override Default Language & Voice Settings'.

scosborn_ebot
Virtual Agent Activity Settings

General Settings

Activity Label
scosborn_ebot

Activity Description
GDF BOT for car service booking

Conversational Experience

Choose a Virtual Agent from the ones configured in Control Hub for the conversational experience. ⓘ

Virtual Agent
Cisco Cars_AU ES

☒ **Make Prompts Interruptible**
Allow the customer to interrupt the Virtual Agent to speak a new request and change the conversation.

☒ **Override Default Language & Voice Settings**
Enable this feature to configure custom language and voice settings for this virtual agent. If not enabled, the Global_Language and Global_VoiceName variables are referenced to define the default virtual agent settings.

Input Language ⓘ
en-AU

Select a language code that is supported by the virtual agent.

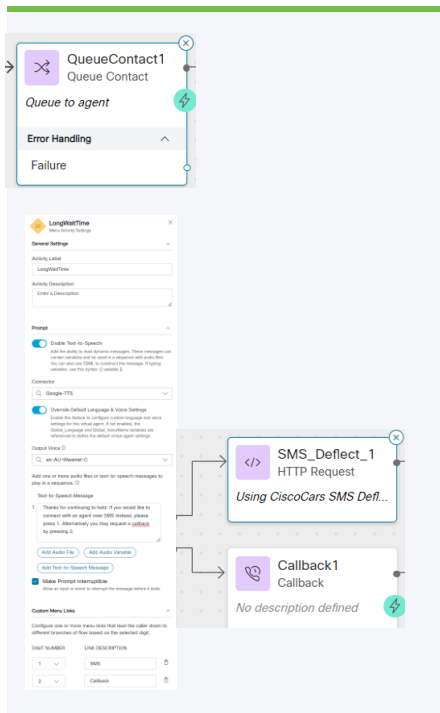
Output Voice ⓘ
en-AU-Wavenet-C

By default, the virtual agent uses the Automatic Voice associated with the selected Input Language. If desired, select a different voice name.

- Can fulfil complex workflows or queries
 - Slot filling for bookings
- Opens access to information to a 24 x 7 service
- No agent licensing cost
- Automation and AI costs on a per transaction basis
 - Build business case based agent AHT and containment rates

Who is the best “agent”

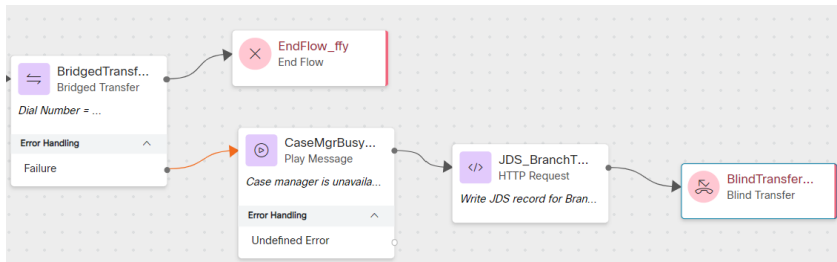
Agent



- Ideal for complex workflows and “moments that matter”
 - Arm with context and information
 - Respect their time
- Use case may justify “escalating by design”
- Partial automation is a viable option
- Provide tools to drive efficiency

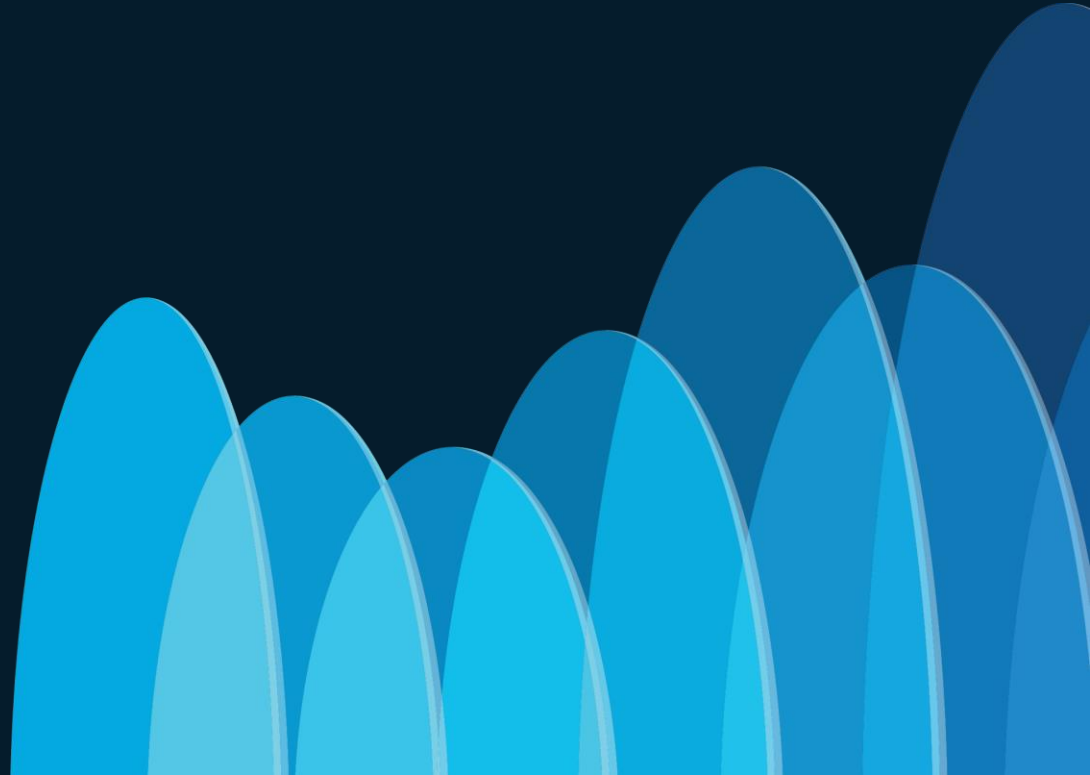
Who is the best “agent”

Knowledge Worker



- May have specialist information or knowledge
 - Not always available
- Reduces AHT and call transfers
- No agent licensing cost

Better together



Different personas have different needs

Front line staff

Reach me when needed



Salespeople, retail assistants, or mobile operators are focused on their KPI's and may not be at a desk. Reach me when relevant and I can assist.

Office workers

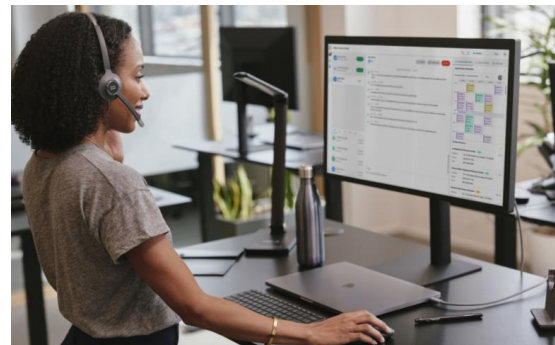
Not always available



Knowledge or back-office workers have daily tasks too. They aren't always available and typically take calls in addition to their normal workloads.

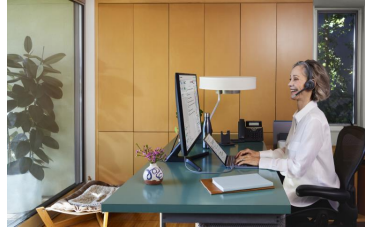
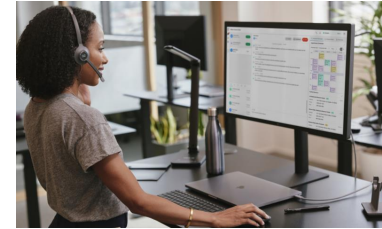
Agent

Empower me to assist, easily.



Agents typically operate in a contact centre, taking calls and interactions full-time. Arm me with a dedicated workspace to make me effective and efficient.

Webex Customer Experience



Webex Customer Experience Basic

Lightweight call center

- Voice queues
- Agent experience
- Skills-based routing
- Mobile workers
- Audio Intelligence
- Call queue analytics

Webex Customer Experience Essentials

For customer-facing teams

Webex Customer Experience Basic plus:

- Supervisor experience
- Agent screen pops
- Operational reports
- Webex Calling Professional License

Webex Customer Experience Standard & Premium

Feature-rich contact centre

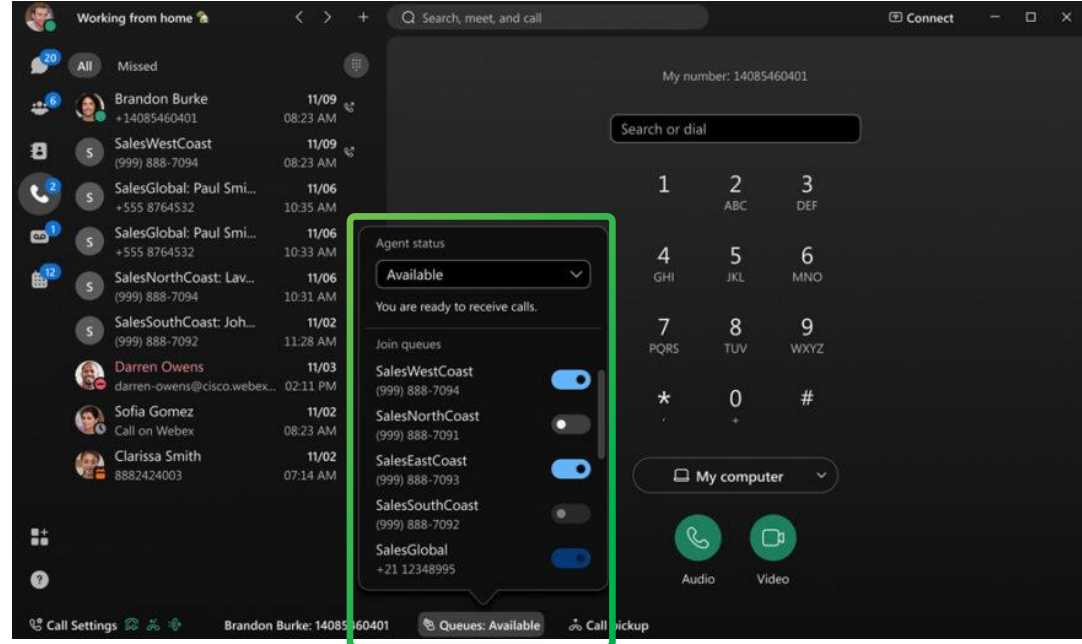
- Omnichannel
- Deep agent & supervisor functionality
- AI capabilities
- Automation & virtual agents
- Customer journey data
- Robust reporting & analytics

Frontline workers



Front Line Worker Experience – Webex App

- Complete enterprise feature set
 - Group Call Management (Hunt groups, queues etc)
 - VPN-Less connectivity
 - Automated Updates
- Geo-redundant data centres around the globe ensure excellent media quality
- Built-in media optimization reducing bandwidth usage and latency
- End-to-end Cisco security

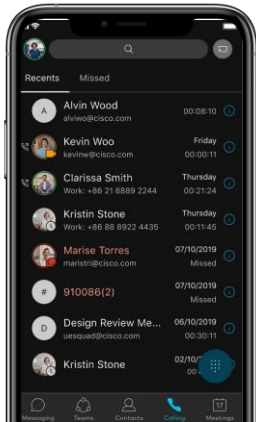


Office workers



Office Worker Experience – Mobile App, PC, Handsets

Answer calls across multiple device options



- Mobile



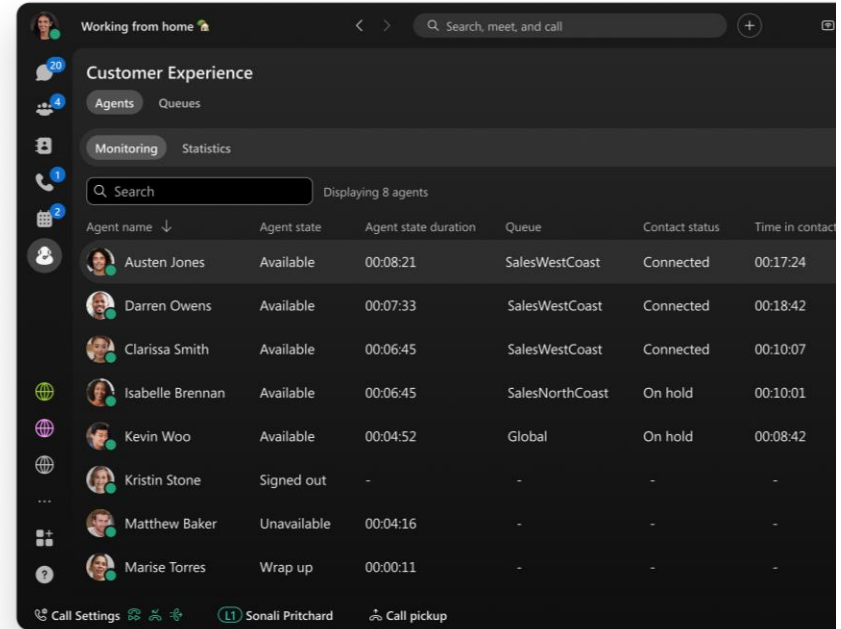
- PC /Softphone



- Physical Handset

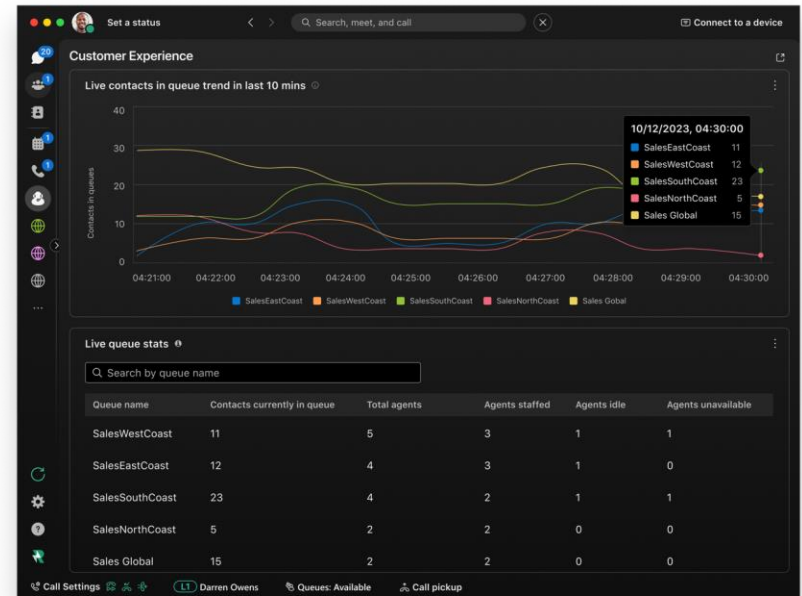
CX Essentials experience

- Manage agents from within the Webex App
- Access to real time and historical data on agents and queues
- Manage availability of agents and join/unjoin status
- Silent monitor agent(s)



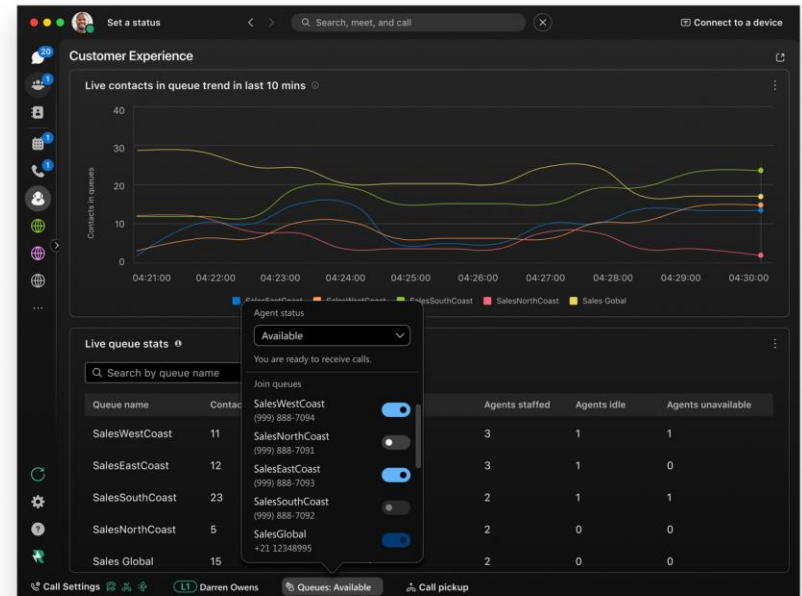
Power User Experience

- Users are empowered with real-time visibility into queues
 - Number of calls in queue
 - Users available for answering calls in queue
- Make join/unjoin decisions in real time to improve the customer experience



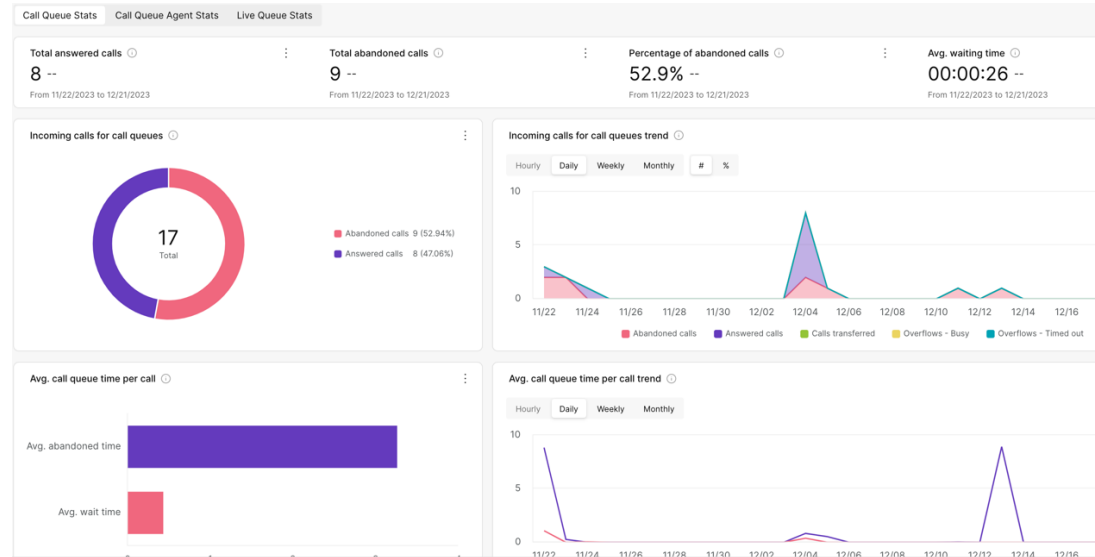
Queue control

- Join/Unjoin from call queue(s)
- React based on the real time analytics
- Available on both desktop and mobile



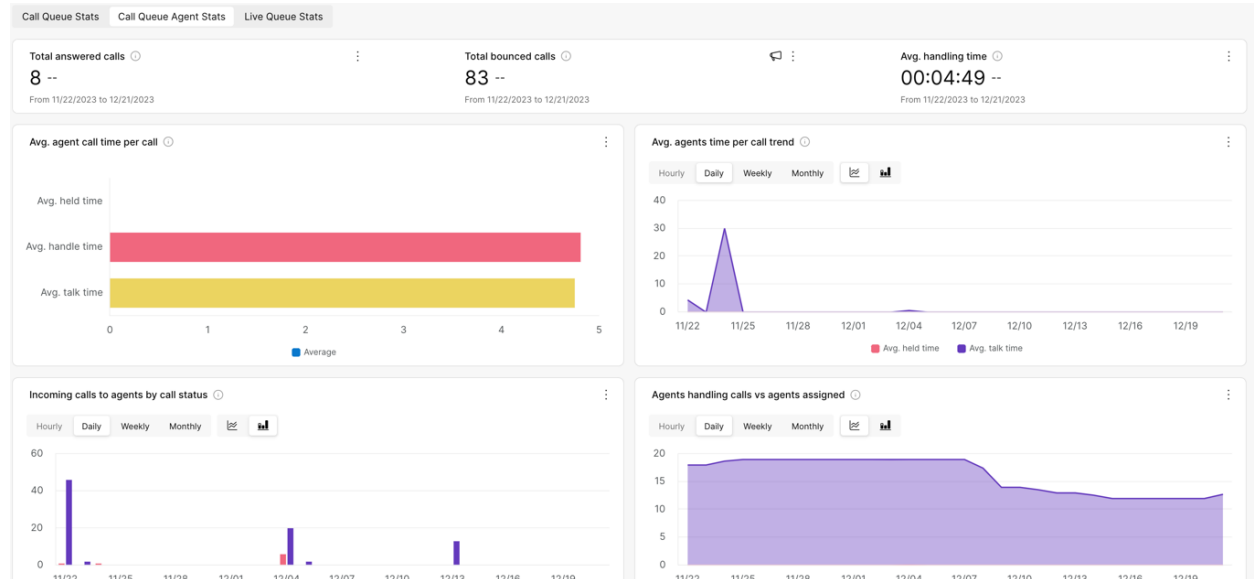
View call queue analytics

- Volume reporting by queue
- Answered vs abandoned
- Average wait time

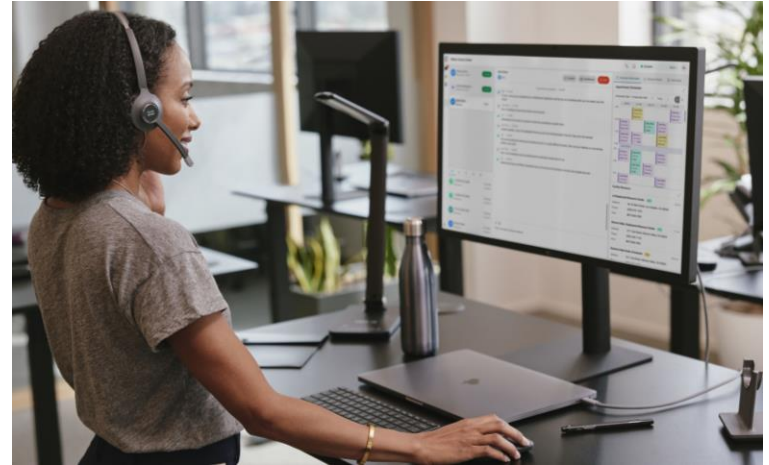


View call queue agent analytics

- Answered vs bounced
- Calls handled by agent
- AHT

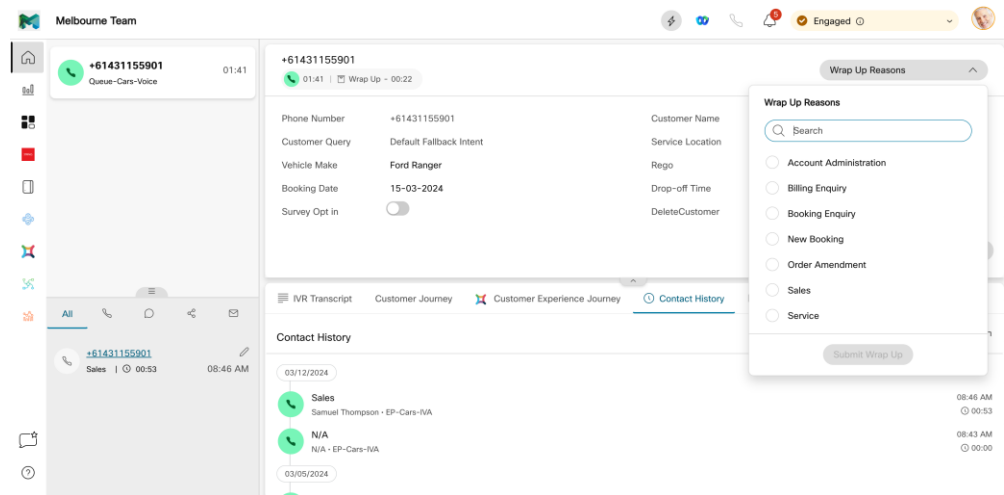


Agents



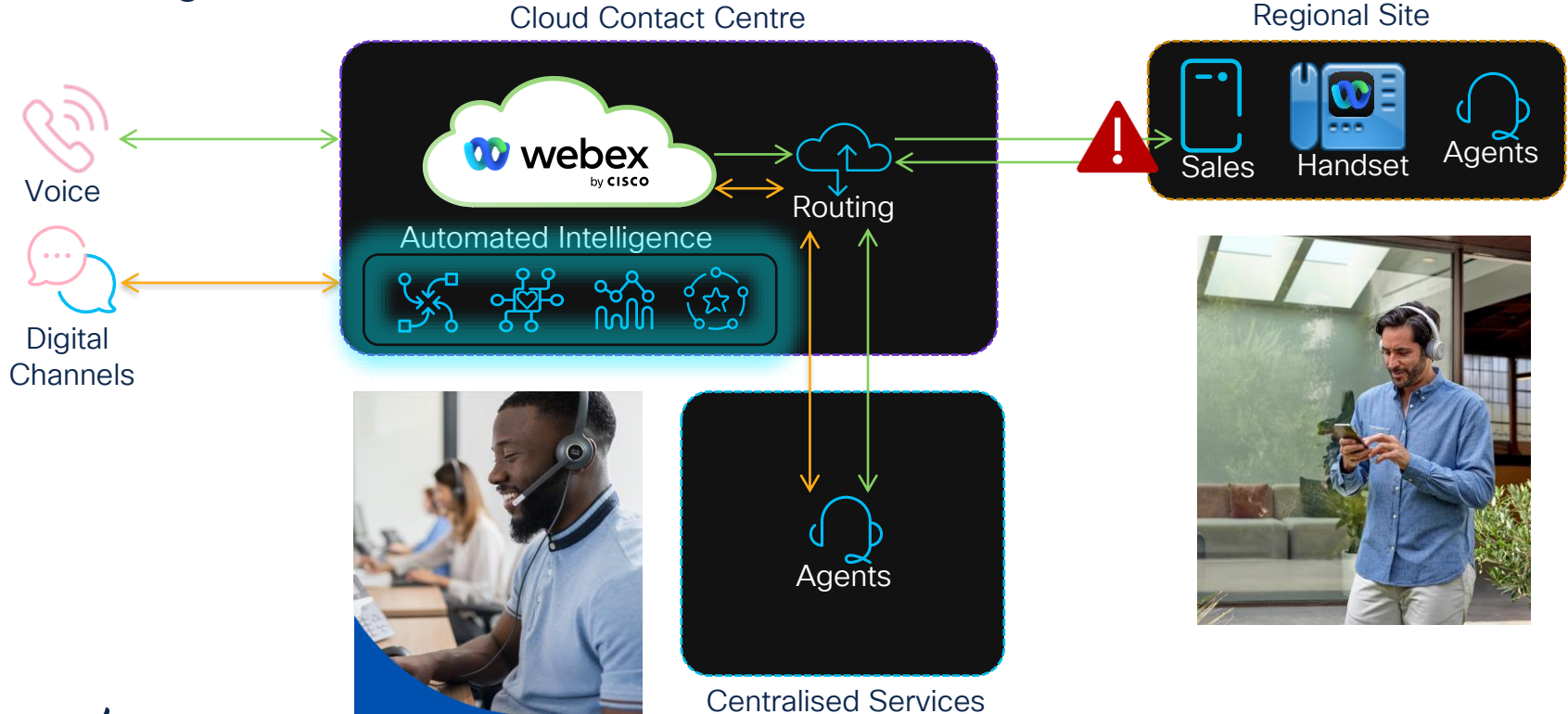
Webex Contact Center Agent Desktop

- Highly configurable browser based interface
- Single consistent omni-channel desktop servicing voice and digital channels
- Customer journeys captured across resolver groups and channels
- Collect and present contextual data with the interaction

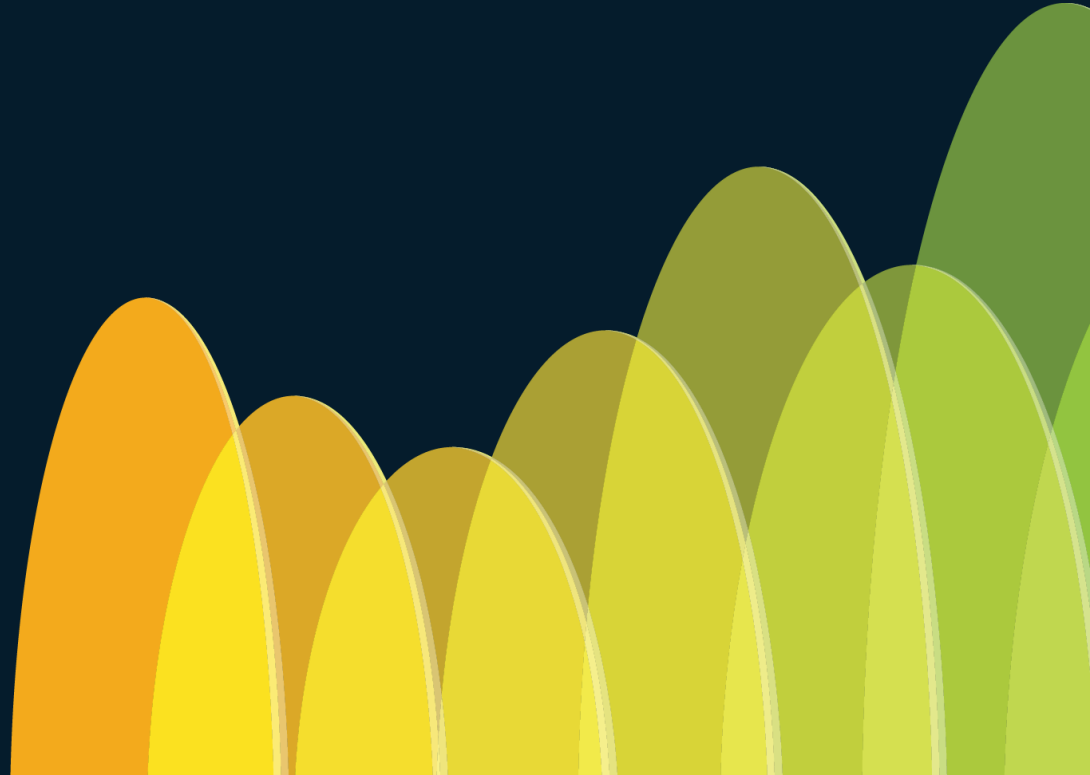


Customer Experience Essentials and Agents

Better together



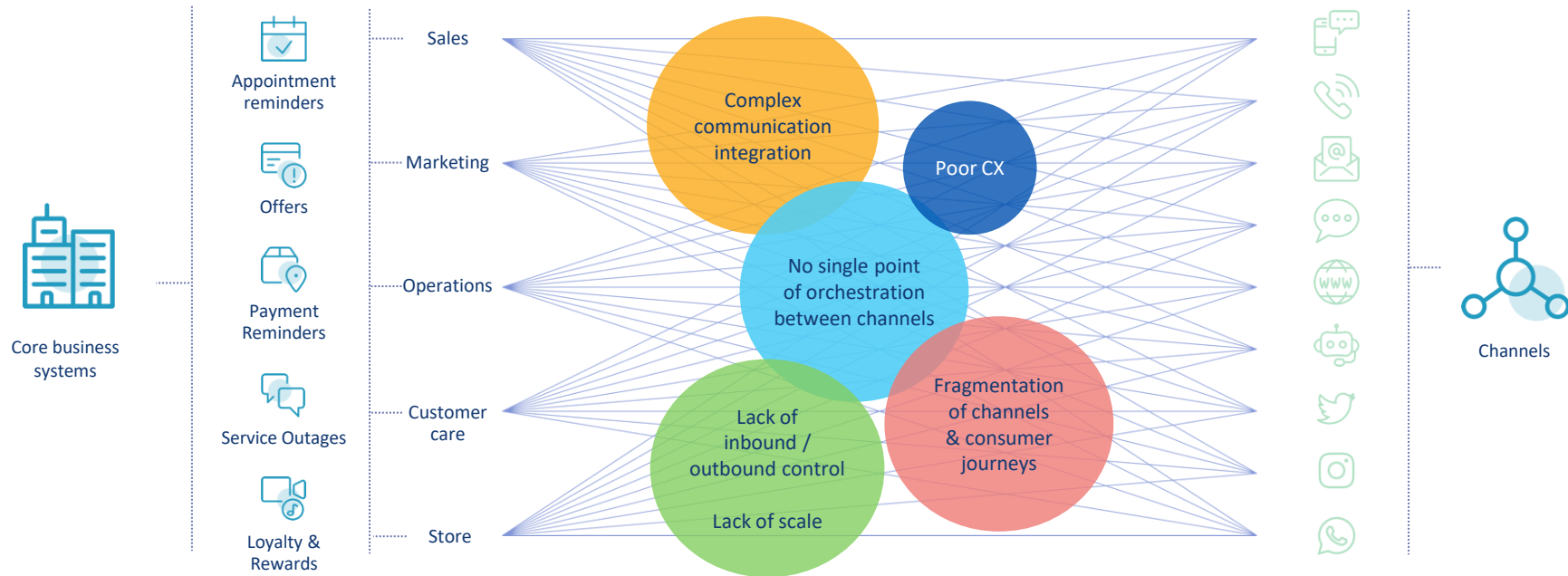
Journey Data Services



Events and interactions happen inside and outside the contact centre...



Identifiers change depending on the channel or business system...



The problem...



Data Lake?



Customer Interactions?



CRM?

- How do we bring all our customer interactions together?
- Where should the customer decisions be made?
- What are the pros/cons of each system?



Business Intelligence?



Case management?



Marketing Engine?

Webex is designed to connect people across channels and business systems...



Webex Journey Data Service



- Automated and Manual events
- Channel agnostic
- Multiple business systems and touchpoints
- Identify and match identifiers
- Apply customer profile and preferences
- Next best action
- Proactive communications
- Update business systems
- Provide full context to agents

Agent desktop...

Webex Agent Desktop - V16

Engaged 50

+61412424152 00:27 Queue-Cars-Voice

+61412424152 00:27

Hold Consult Transfer Pause Recording End

Phone Number +61412424152 Customer Name Scott Osborne
Customer Query Sales Service Location Brisbane
Vehicle Make Isuzu MUX Rego 695VHD
Booking Date Drop-off Time
Survey Opt in DeleteCustomer

Revert Save

Customer Journey Customer Experience Journey Contact History Screen Pop

Customer Journey Widget

Lookup User +61412424152

Profile

Scott Osborne

No of times contacted in the last 10 days 29
No of times contacted in the last 24 hours 19

Aliases

Select type... Enter a new alias Add

Journey

All Last 24 Hours Last 7 Days Last 30 Days

Livestream

09/05/2024

SMS - Message new SMS 09/05/2024 11:23

Mortgage Specialist Meeting new website 09/05/2024 10:24

Embedded Widget

Agent desktop...

The screenshot displays the Webex Agent Desktop interface (V16). A central window titled "Customer Journey" is open, showing a "Customer Journey Widget" for a contact named "Scott Osborne". The widget displays contact statistics and a list of aliases.

Customer Journey Widget Data:

- Name: Scott Osborne
- No of times contacted in the last 10 days: 29
- No of times contacted in the last 24 hours: 19
- Aliases section with a table:

Select type...	Enter a new alias	Add
Phone	61412424152	[trash icon]
Phone	+61412424152	[trash icon]
Email	sosborne007@yahoo.com	[trash icon]
Email	scosborn@cisco.com	[trash icon]
Customer ID	123456	[trash icon]

On the left, a contact list is visible. A blue arrow labeled "Identity Matching" points from the contact list to the widget. The contact list includes:

- 61418142335
- 61412424152 (N/A | 29:29 | 11:23)
- 61412424152 (N/A | 23:11 | 10:16)
- scosborn@cisco.com (Billing Enquiry | 01:40 | 10:11)

Agent desktop...

The screenshot displays the Webex Agent Desktop - V25 interface. A sidebar on the left contains various icons, with a blue arrow labeled "Search" pointing to the search icon. The main workspace is titled "Customer Journey Widget" and features a "Lookup Identity" search bar containing "shaurobi@cisico.com". Below this, a profile card for "Shaun Robinson" is shown, with a blue arrow labeled "Alternate alias" pointing to the "Lookup Identity" field. A pop-up window titled "Aliases" lists three identifiers: "61431155901", "shaurobi@cisico.com", and "0431155901", with a blue arrow labeled "Linked identifiers" pointing to it. The main content area displays a list of events, with a blue arrow labeled "Returned events" pointing to the list. The events include:

- 11:51 Wrap Up Reason: Account Administration
- 11:09 Video meeting to discuss refinance Mortgage Specialist Meeting 23/08/2024 at 16:00
- 11:09 Video meeting to discuss refinance Outbound video meeting confirmation.
- 11:07 Webform completed refinance lead
- 11:06 Webform completed refinance lead
- 10:57 Outbound Social Wrap Up Reason: Service

The interface also shows a top bar with status indicators (Not Ready, 14:56) and a bottom bar with a contact card for "+61412424152 Account Adm..." and a "Returned events" button.

Standard vs Custom Events

- Automatically creates events for all channels
- Not editable
- Includes direction and Ongoing indicator

Customer Journey Widget

 Scott Osborne 

Contacts within last 10 days

Contacts within 24 hours

Filter By  All  Time Range All time 

Today 04/11/2024



Bot Engagement

06:20 Chatting to Bot



New Chat initiated

06:20 New Chat



Inbound Chat Ongoing

06:19



Inbound Social Ongoing

06:17 Queue: SMS_Queue_4403



Inbound Email Ongoing

06:15 Queue: Bris_help_Q



Inbound Call

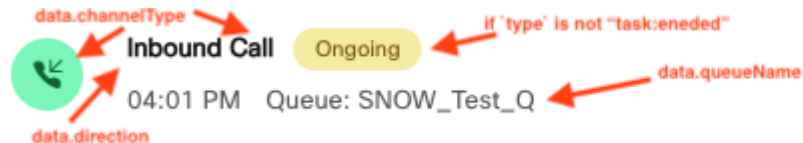
05:52 Queue: Queue-Cars-Voice

Event structure

Webex Contact Centre - Automatic Events

```
{
  "id": "{{guid}}",
  "specversion": "1.0",
  "type": "task:ended",
  "source": "custom/{{guid}}",
  "identity": "egiere@cisco.com",
  "identitytype": "email",
  "previousidentity": null,
  "datacontenttype": "application/json",
  "data": {
    "taskId": "{{guid}}",
    "queueId": "{{guid}}",
    "outboundType": null,
    "workflowManager": null,
    "direction": "INBOUND",
    "channelType": "email",
    "origin": "rossgeller@cisco.com",
    "destination": "wxcc.ccp.switch@gmail.com"
  }
}
```

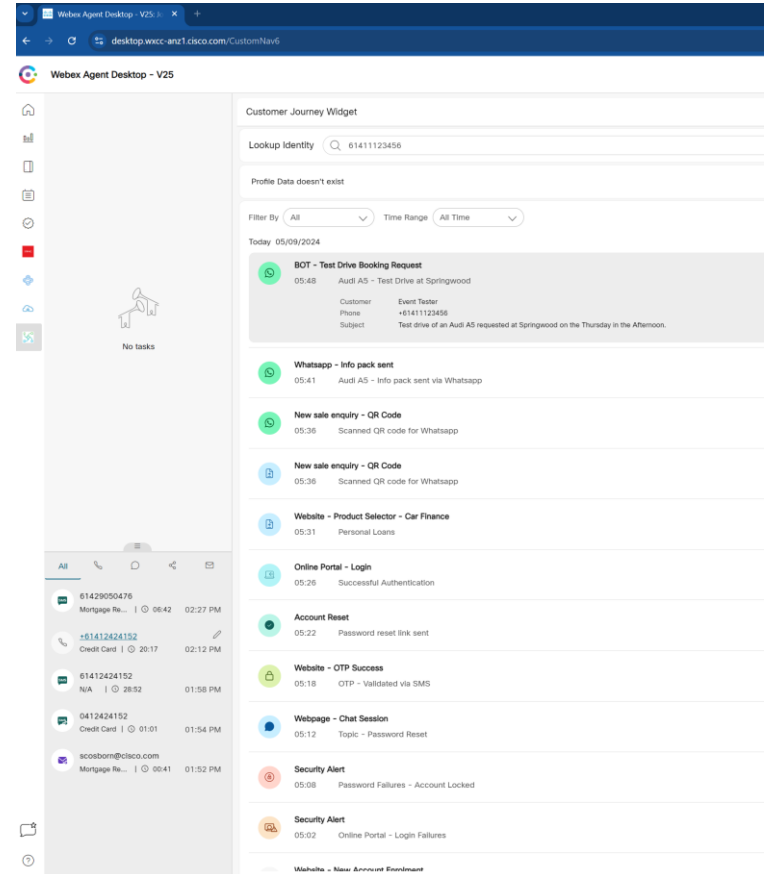
// required: Unique identifier for each distinct event
// required: Version of the JDS Cloud Events specification (1.0)
// required: Type of event related to the originating occurrence
// required: Identifies the context in which an event happened
// required: Describes the identifier to whom the event is produced
// required: Specifies the type of identifier (email, phone, customerId)
//
// required: content type of data value
// required: Domain-specific information about the occurrence
// ID for interaction. events with same taskId is displayed as 1 event in UI
// queueId of interaction
// direction: INBOUND or OUTBOUND
// represents the type of WXCC interaction (email, chat, telephony)
// same as `identity` above, the customer identity associated with event
// communication destination. The customer ask for support to this email



Event structure

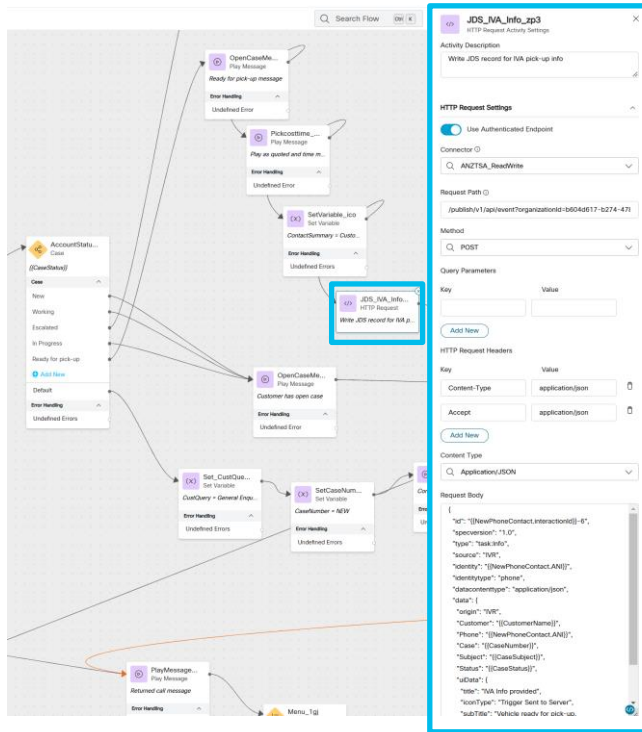
Custom Events

- Trigger from external systems
- Write additional detail
- Create events for routing decisions
- Custom icons



<https://developer.webex-cx.com/documentation/guides/journey---getting-started/>

Adding events to scripts



Request Body

```
{
  "id": "{{NewPhoneContact.interactionId}}-6",
  "specversion": "1.0",
  "type": "task:info",
  "source": "IVR",
  "identity": "{{NewPhoneContact.ANI}}",
  "identitytype": "phone",
  "datacontenttype": "application/json",
  "data": {
    "origin": "IVR",
    "Customer": "{{CustomerName}}",
    "Phone": "{{NewPhoneContact.ANI}}",
    "Case": "{{CaseNumber}}",
    "Subject": "{{CaseSubject}}",
    "Status": "{{CaseStatus}}",
    "uiData": {
      "title": "IVA Info provided",
      "iconType": "Trigger Sent to Server",
      "subTitle": "Vehicle ready for pick-up, {{CaseSubject}}"
    }
  }
}
```

Adding events to scripts

Today 04/11/2024

 **IVA Info provided**

05:49

Vehicle ready for pick-up, Isuzu MUX with registration number 695VHD service

Status	Ready for pick-up
Customer	Scott Osborne
Phone	+61412424152
origin	IVR
Subject	Isuzu MUX with registration number 695VHD service
Case	00001055

- Increment the summary counters with "type": "task:new"

Customer Journey Widget

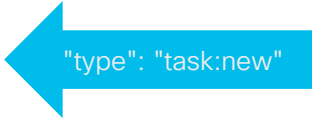
 Scott Osborne 

Contacts within last 10 days

13

Contacts within 24 hours

6



Filter By  All 

Time Range

All time



Today 04/11/2024

 **Bot Engagement**

06:20 Chatting to Bot

 **New Chat initiated**

06:20 New Chat

 **Inbound Chat**

Ongoing

06:19

 **Inbound Social**

Ongoing

06:17 Queue: SMS_Queue_4403

 **Inbound Email**

Ongoing

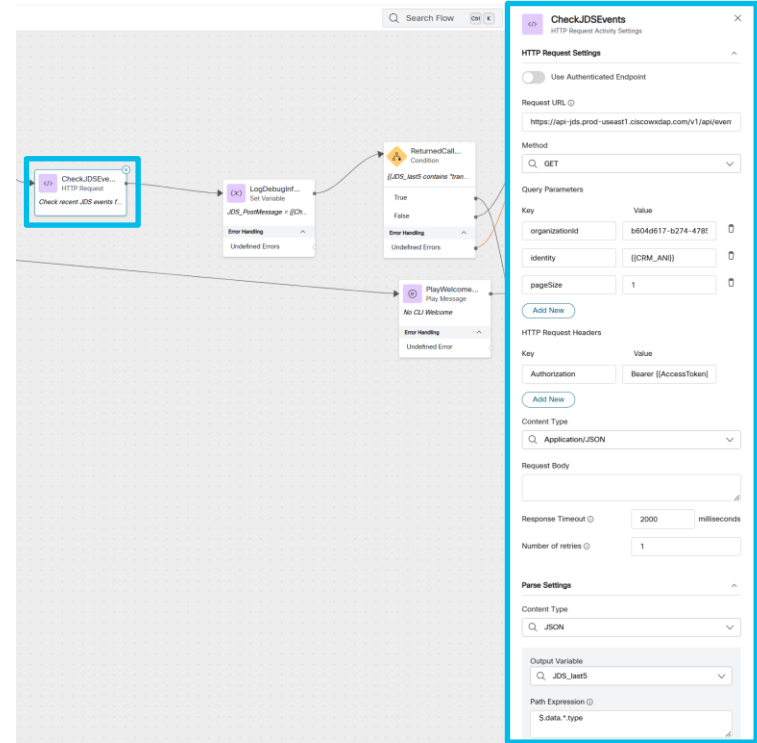
06:15 Queue: Bris_help_Q

 **Inbound Call**

05:52 Queue: Queue-Cars-Voice

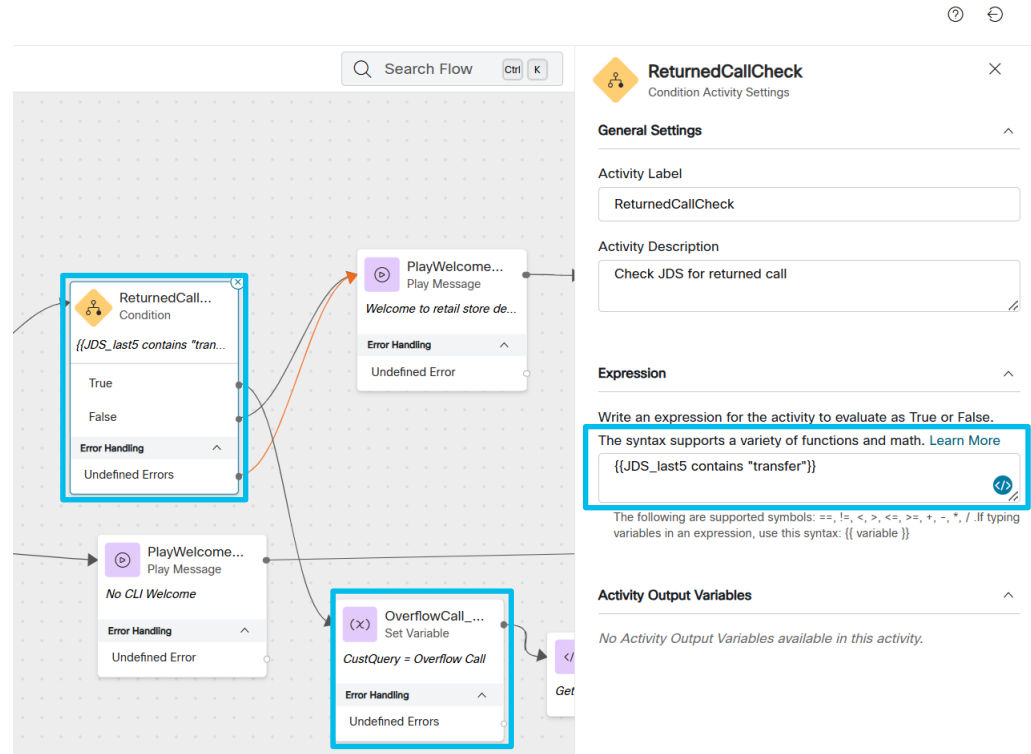
Using JDS data for routing

- Use HTTP Request > GET
- Filter and map data



Using JDS data for routing

- Use HTTP Request > GET
- Filter and map data
- Use Conditions to route



Bringing it
together

CISCO *Live!*



Get Proactive



Topic Analytics – Identify the problem

The screenshot displays the 'webex Topic Analytics' dashboard. The left sidebar contains navigation links: 'Overview', 'Topic Analytics', 'QUICK LINKS', and 'Control Hub'. The main content area is titled 'TEST_8:26' and shows 'Date created: 07/31/24, 02:56 PM'. A feedback prompt asks 'Is this topic collection helpful?' with thumbs up/down icons and a 'Tell Us More' link. Below this, there are tabs for 'Overview', 'Topics' (selected), and 'Contact records'. An 'Export' button is visible in the top right of the table area. The table lists 14 topics, ranked by transcript percentage. The 6th topic, 'Reset Pin Instructions', is highlighted.

Rank	Topic	Transcripts (% of collection)	Sample contact reasons
> 1	Update KYC Information	207 (3.74%)	Customer queried how to update KYC information, Customer queried about updating KYC information, Customer quer...
> 2	Reset Credit Card Pin	165 (2.98%)	Customer asked how to reset the pin for their credit card, Customer asked how to reset the pin for his credit card, Cu...
> 3	Consolidate Credit Card Debt	160 (2.89%)	Customer inquired about a personal loan to consolidate his credit card debt
> 4	Obtaining a Demand Draft	145 (2.62%)	Customer inquired about how to obtain a demand draft, Customer inquired about obtaining a demand draft, Custome...
> 5	Explore Auto Loan Options	143 (2.58%)	Customer inquired about the options available for auto loans, Customer inquired about auto loan options, Customer in...
> 6	Reset Pin Instructions	133 (2.4%)	Customer queried how to reset the pin, Customer queried how to reset the pin and how to change the pin, Customer ...
> 7	Unauthorized Transactions Detected	129 (2.33%)	Customer queried about unauthorized transactions on his account, Customer queried about unauthorized transaction...
> 8	Reset ATM or Debit Card PIN	124 (2.24%)	Customer queried how to reset ATM or debit card pin, Customer queried how to reset debit card pin
> 9	Current Interest Rates Update	123 (2.22%)	Customer inquired about current interest rates for home loans, Customer queried about the current interest rates on t...
> 10	Transfer Funds Between Accounts	94 (1.7%)	Customer queried how to transfer funds from savings account to checking account, Customer queried how to transfe...
> 11	Explore Home Loan Options	92 (1.66%)	Customer inquired about the available home loan options, Customer inquired about the types of home loans and the ...
> 12	Platinum Rewards Card Information	81 (1.46%)	Customer queried about the platinum rewards card, Customer inquired about the Platinum Travel Rewards Card
> 13	Unauthorized Transaction Alerts	80 (1.44%)	Customer queried about unauthorized transactions, Customer queried about unauthorized transactions on his account...
> 14	Update Address Information	73 (1.32%)	Customer queried how to update the address, Customer queried how to update the address of the customer and if h...

<https://help.webex.com/en-us/article/v72wjab/Get-started-with-Topic-Analytics>

Set up emergency call settings for US locations in your organization to meet the requirements defined for your state and federal regulations.

Contact Center Overview

Current cycle agent license usage

Billing cycle: n/a

View daily details

Agent license



No license data

Please contact partner for more license information.

Helpful resources

- [What's new in Webex Contact Center](#)
- [Agent Desktop User Guide](#)
- [Supervisor Desktop User Guide](#)
- [Analyzer Desktop User Guide](#)
- [Flow Designer Guide](#)
- [Google CCAI Guide](#)

Quick Links

Contact Center Suite

- [Desktop](#)
- [Analyzer](#)
- [Create new flow](#)
- [Webex Contact Center Management Portal](#)
- [Topic Analytics \(beta\)](#)
- [Webex Connect Bot Builder](#)

Digital Channels

- [Webex Connect](#)

What's new

Multimedia Profiles

Create new and manage existing Multimedia Profiles.

Sites

Create new and manage existing Site. Associate your sites with multimedia profiles.

Teams

Create new and manage existing Team. Associate your teams with sites.

Skill Profiles

Create new and manage existing Skill Profiles.

Desktop Profiles

Create new and manage existing Desktop Profiles.

Main Menu

Contact Center

Overview

CUSTOMER EXPERIENCE

- Channels
- Queues
- Business Hours
- Audio Prompts
- Flows
- Call Recording Schedules
- Surveys

USER MANAGEMENT

- Sites
- Skill Definitions
- Skill Profiles
- Teams
- User Profiles
- Contact Center Users

Customer Engagement sessions at Cisco Live

Melbourne | November 11-14, 2024

Overview of the Digital Customer Experience

BRKCCT-2526 Prasanna Arjunan

Monday 3:15pm

Full
Conference

Orchestrating Customer Journeys

BRKCCT-2532 Scott Osborne

Tuesday 8:30am

Full
Conference

Webex Customer Experience Architecture Overview

BRKCCT-2535 Amy Ryan

Tuesday 1pm

Full
Conference

Collaboration AI: From Supervised to Generative

BRKCOL-1661 Keith Griffin

Tuesday 1pm

Full
Conference

Architecting AI-delivered Customer Experiences

BRKCCT-1685 Shaun Robinson

Tuesday 4:15pm

Full
Conference

Walk-in Labs

- Webex Contact Center with Google CCAI [LABCOL-2007]
- Webex Contact Center Digital Channels powered by Webex Connect [LABCCT-1045]
- Webex Contact Center APIs - Understand the different APIs hands-on [LABCCT-2007]

Explorer Pass

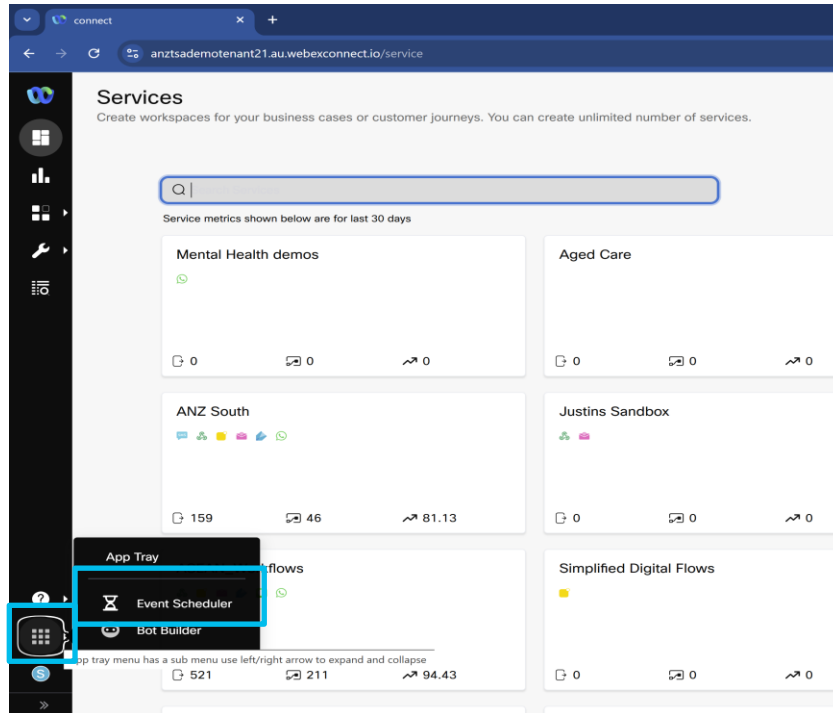
Wednesday 13 November – 9:30am – 5:00pm

Thursday 14 November – 10:00am – 1:00pm

<https://www.ciscolive.com/apjc.html>

Change the direction – Proactive Outbound

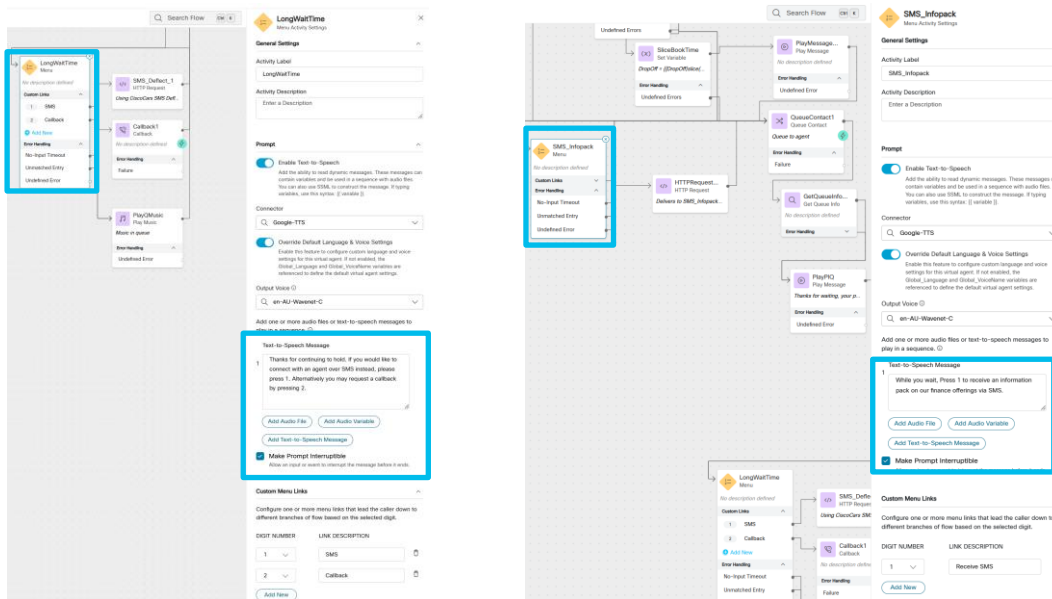
Event Scheduler



- Trigger events on a scheduled basis
- Upload of flat file (.CSV)

Change the direction – Proactive Outbound

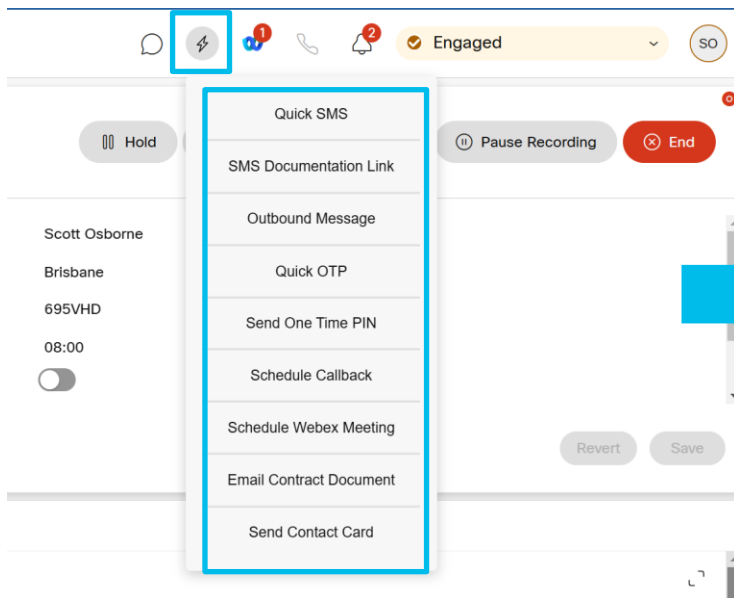
Digital Deflection



- Trigger webhook events on Webex Connect

Change the direction – Proactive Outbound

Desktop Workflows



Flow execution data shown below is for last 30 days

Trigger	Flow	Status	State	Executions	Actions
	Send OTP Flow Id:2676	Live		5	
	Password_Reset Flow Id:2677	Live		1	
	Schedule Webex Meeting Flow Id:2678	Live		2	
	Freetext_SMS_OLD See QuickSMSv2 Flow Id:2679	Live		0	
	Email_templates Flow Id:2688	Live		0	
	Email_information_packs Flow Id:3044	Live		2	
	SMS_Infopack_IVR Flow Id:3055	Live		9	
	SMS Payment link Flow Id:3484	Live		0	
	QuickSMSv2 Flow Id:4080	Live		7	
	SMS Documentation Link Flow Id:4148	Live		10	
	Outbound Message Flow Id:4151	Live		1	

- Trigger webhook events on Webex Connect

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Melbourne | November 11-14, 2024

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BRKCCT-2526

Prasanna Arjunan

Recording

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Full
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BRKCCT-1685

Shaun Robinson

Tuesday 4:15pm

Full
Conference

Walk-in Labs

- Webex Contact Center with Google CCAI [LABCOL-2007]
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- Webex Contact Center APIs - Understand the different APIs hands-on [LABCCT-2007]

Explorer Pass

Wednesday 13 November – 9:30am – 5:00pm
Thursday 14 November – 10:00am – 1:00pm

<https://www.ciscolive.com/apjc.html>

Auto CSAT – Measuring Success



Webex Contact Center

Recordings

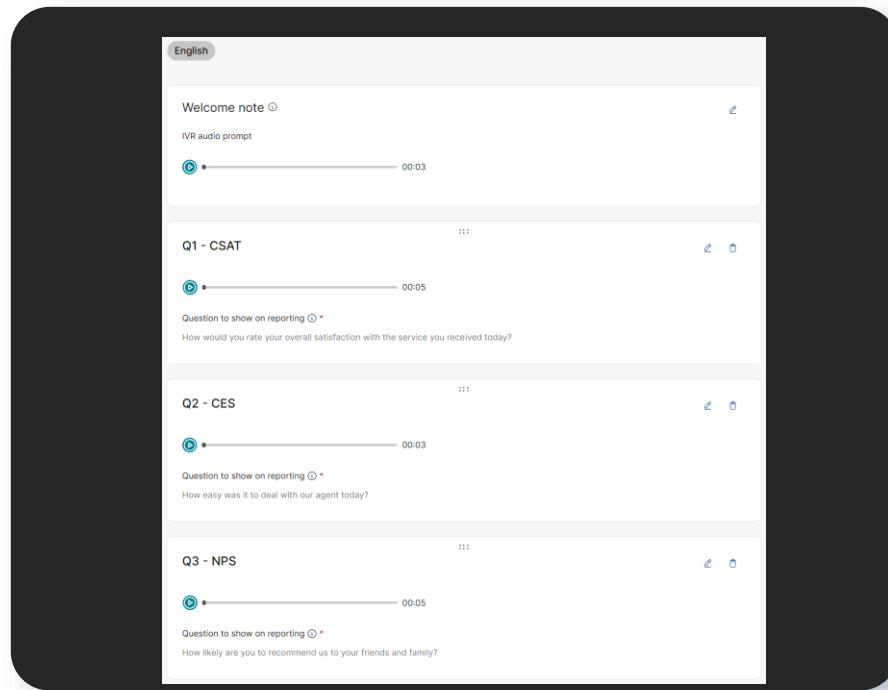
Displaying 56 recordings 04/09/2023 12:00:00 AM - 04/10/2023 12:00:00 AM Filters

Agent	Queue	Site	Team	AutoCSAT	ANI	DNIS	Duration	Actions
JW Joanna Wang	Queue #1	Site Name #1	Team Name #1	4.8	4088957541	+15307344001	00:01:41	▶
AJ Austen Jones	Queue #3	Site Name #5	Team Name #2	3.2	4088957543	+15307344001	00:01:41	▶
CS Clarissa Smith	Queue #2	Site Name #2	Team Name #3	2.0	4088957532	+15307344001	00:02:02	▶
KW Kevin Woo	Queue #5	Site Name #3	Team Name #4	4.7	4088957591	+15307344001	00:00:26	▶
MB Mathew Baker	Queue #4	Site Name #8	Team Name #5	1.9	4088957501	+15307344001	00:02:02	▶
JW Joanna Wang	Queue #1	Site Name #1	Team Name #1	2.8	4088957541	+15307344001	00:01:41	▶
AJ Austen Jones	Queue #3	Site Name #5	Team Name #2	3.4	4088957543	+15307344001	00:02:02	▶
CS Clarissa Smith	Queue #2	Site Name #2	Team Name #3	4.1	4088957532	+15307344001	00:02:02	▶
KW Kevin Woo	Queue #5	Site Name #3	Team Name #4	1.3	4088957591	+15307344001	00:02:02	▶
MB Mathew Baker	Queue #4	Site Name #8	Team Name #5	3.2	4088957501	+15307344001	00:01:41	▶
JW Joanna Wang	Queue #1	Site Name #1	Team Name #1	4.1	4088957541	+15307344001	00:02:02	▶
AJ Austen Jones	Queue #3	Site Name #5	Team Name #2	2.5	4088957543	+15307344001	00:00:26	▶
CS Clarissa Smith	Queue #2	Site Name #2	Team Name #3	1.5	4088957532	+15307344001	00:02:02	▶
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MB Mathew Baker	Queue #4	Site Name #8	Team Name #5	2.0	4088957501	+15307344001	00:00:26	▶
JW Joanna Wang	Queue #1	Site Name #1	Team Name #1	3.0	4088957541	+15307344001	00:02:02	▶
AJ Austen Jones	Queue #3	Site Name #5	Team Name #2	4.8	4088957543	+15307344001	00:01:41	▶
CS Clarissa Smith	Queue #2	Site Name #2	Team Name #3	1.9	4088957532	+15307344001	00:00:26	▶
KW Kevin Woo	Queue #5	Site Name #3	Team Name #4	2.0	4088957591	+15307344001	00:01:41	▶
MB Mathew Baker	Queue #4	Site Name #8	Team Name #5	3.2	4088957501	+15307344001	00:00:26	▶

Surveys capture your customer's feedback

Uses your business measurements and customers feedback to form a baseline.

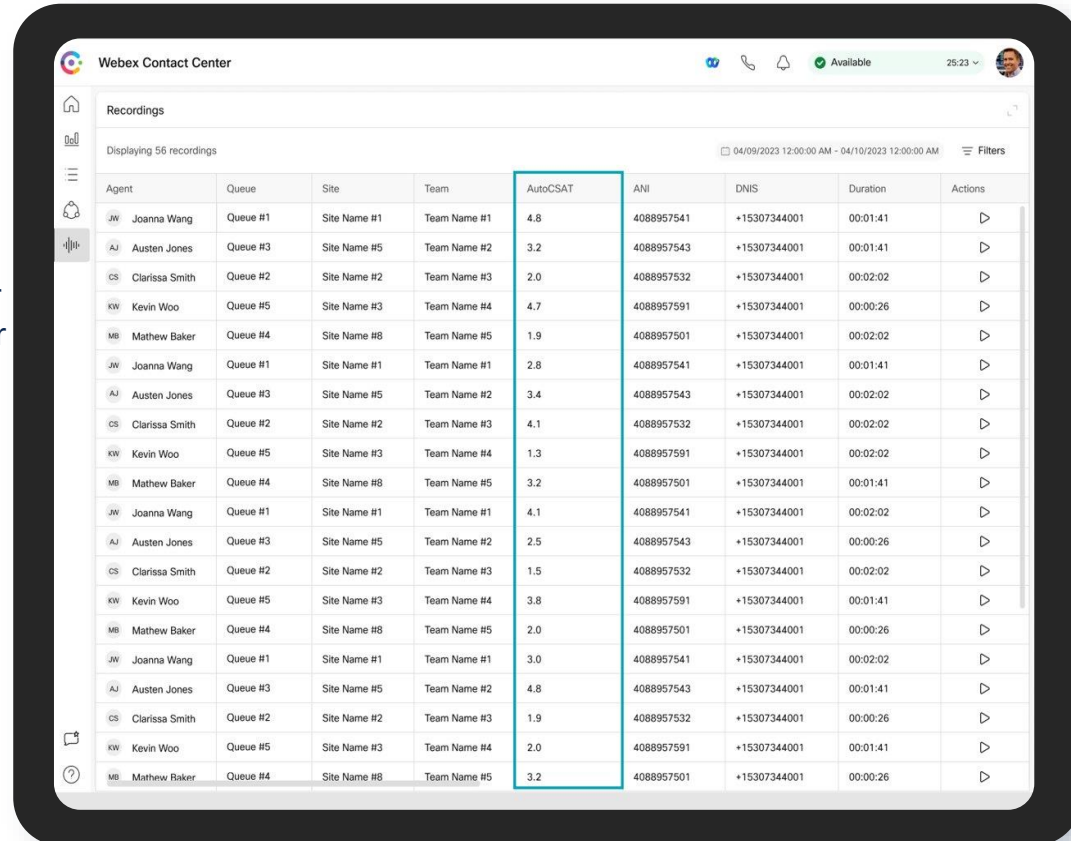
Continually learns and adjusts scoring as more data is added or feedback changes.



<https://help.webex.com/en-us/article/nlu4x20/Experience-Management---Interactive-Voice-Response-Surveys-for-Webex-ContactCenter>

Auto Customer Satisfaction (CSAT) Score

- Leverage 100% of interactions for insights and decision making for maximizing member satisfaction and advocate performance.
- AI Tone/voice detection reduces the need for follow-up surveys, creating a better customer experience
- Access data via Analyzer report
- Data available via API and can be leveraged to facilitate real-time actions such as call routing



The screenshot displays the Webex Contact Center interface. At the top, it says "Webex Contact Center" with status indicators for "Available" and a time of "25:23". Below this, the "Recordings" section shows "Displaying 56 recordings" for the date range "04/09/2023 12:00:00 AM - 04/10/2023 12:00:00 AM". A table lists individual recordings with columns for Agent, Queue, Site, Team, AutoCSAT, ANI, DNIS, Duration, and Actions. The AutoCSAT column is highlighted with a blue border, showing scores ranging from 1.9 to 4.8. The Actions column contains play button icons for each recording.

Agent	Queue	Site	Team	AutoCSAT	ANI	DNIS	Duration	Actions
JW Joanna Wang	Queue #1	Site Name #1	Team Name #1	4.8	4088957541	+15307344001	00:01:41	▶
AJ Austen Jones	Queue #3	Site Name #5	Team Name #2	3.2	4088957543	+15307344001	00:01:41	▶
CS Clarissa Smith	Queue #2	Site Name #2	Team Name #3	2.0	4088957532	+15307344001	00:02:02	▶
KW Kevin Woo	Queue #5	Site Name #3	Team Name #4	4.7	4088957591	+15307344001	00:00:26	▶
MB Mathew Baker	Queue #4	Site Name #8	Team Name #5	1.9	4088957501	+15307344001	00:02:02	▶
JW Joanna Wang	Queue #1	Site Name #1	Team Name #1	2.8	4088957541	+15307344001	00:01:41	▶
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CS Clarissa Smith	Queue #2	Site Name #2	Team Name #3	4.1	4088957532	+15307344001	00:02:02	▶
KW Kevin Woo	Queue #5	Site Name #3	Team Name #4	1.3	4088957591	+15307344001	00:02:02	▶
MB Mathew Baker	Queue #4	Site Name #8	Team Name #5	3.2	4088957501	+15307344001	00:01:41	▶
JW Joanna Wang	Queue #1	Site Name #1	Team Name #1	4.1	4088957541	+15307344001	00:02:02	▶
AJ Austen Jones	Queue #3	Site Name #5	Team Name #2	2.5	4088957543	+15307344001	00:00:26	▶
CS Clarissa Smith	Queue #2	Site Name #2	Team Name #3	1.5	4088957532	+15307344001	00:02:02	▶
KW Kevin Woo	Queue #5	Site Name #3	Team Name #4	3.8	4088957591	+15307344001	00:01:41	▶
MB Mathew Baker	Queue #4	Site Name #8	Team Name #5	2.0	4088957501	+15307344001	00:00:26	▶
JW Joanna Wang	Queue #1	Site Name #1	Team Name #1	3.0	4088957541	+15307344001	00:02:02	▶
AJ Austen Jones	Queue #3	Site Name #5	Team Name #2	4.8	4088957543	+15307344001	00:01:41	▶
CS Clarissa Smith	Queue #2	Site Name #2	Team Name #3	1.9	4088957532	+15307344001	00:00:26	▶
KW Kevin Woo	Queue #5	Site Name #3	Team Name #4	2.0	4088957591	+15307344001	00:01:41	▶
MB Mathew Baker	Queue #4	Site Name #8	Team Name #5	3.2	4088957501	+15307344001	00:00:26	▶

Customer Engagement sessions at Cisco Live

Melbourne | November 11-14, 2024

Overview of the Digital Customer Experience

BRKCCT-2526 Prasanna Arjunan

Monday 3:15pm

Full
Conference

Orchestrating Customer Journeys

BRKCCT-2532 Scott Osborne

Tuesday 8:30am

Full
Conference

Webex Customer Experience Architecture Overview

BRKCCT-2535 Amy Ryan

Tuesday 1pm

Full
Conference

Collaboration AI: From Supervised to Generative

BRKCOL-1661 Keith Griffin

Tuesday 1pm

Full
Conference

Architecting AI-delivered Customer Experiences

BRKCCT-1685 Shaun Robinson

Tuesday 4:15pm

Full
Conference

Walk-in Labs

- Webex Contact Center with Google CCAI [LABCOL-2007]
- Webex Contact Center Digital Channels powered by Webex Connect [LABCCT-1045]
- Webex Contact Center APIs - Understand the different APIs hands-on [LABCCT-2007]

Explorer Pass

Wednesday 13 November – 9:30am – 5:00pm
Thursday 14 November – 10:00am – 1:00pm

<https://www.ciscolive.com/apjc.html>

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Closing



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

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Thank you

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