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#CiscoLiveAPJC



Webex Contact Center ALL Channel Experience with Virtual Agents & AI

Dominico Gonsalves

Elevating Customer and User Experiences

LTRCCT-3002



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Cisco Webex App

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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/#LTRCCT-3002>



Customer Experience In Today's Digital Age

In today's fast-paced, technology-driven world, customer experience has become a critical factor for businesses to succeed. Customers now expect a seamless, personalized, and efficient interaction across various channels.



Empowered Interactions



Convenience & Choice

Providing customers with seamless, frictionless access to reach the business at the channel of their choice and convenience. Varies on Characteristic and Situational



Personalisation and Contextual

Leverage customer data and preferences to create unique, personalized experiences that resonate with each individual.



Self-service

Ability to resolve their own issues or find information independently. Providing intuitive self-service options, such as knowledge bases or virtual assistants.



Human Assisted

Customers still value the personal touch of human interaction depending upon complexity and situational factor. Empower customer with these choices.



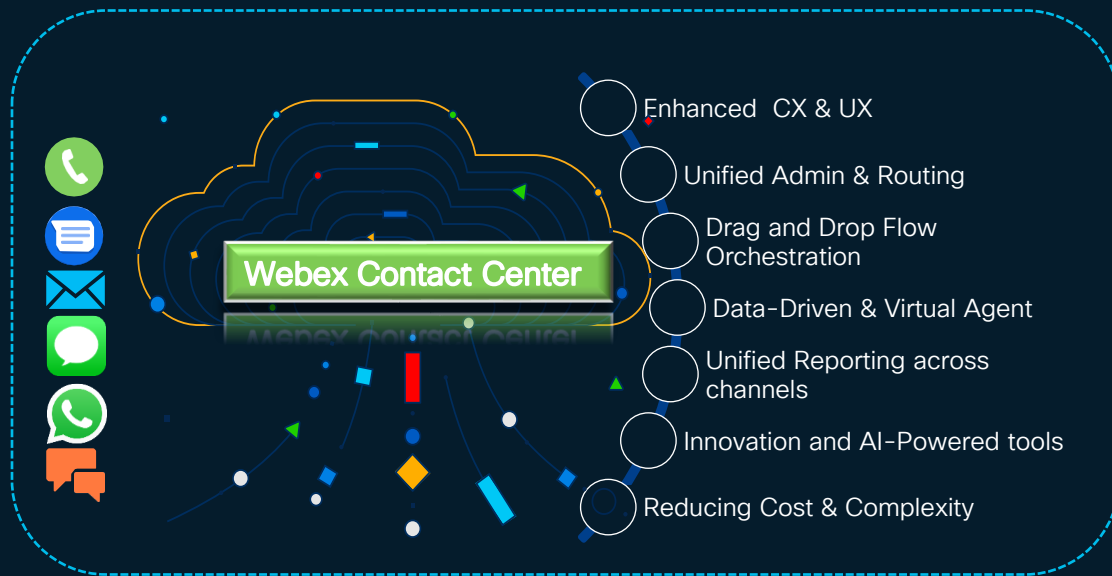
Efficient & Proactive

Expect businesses to respond quickly & efficiently to their needs. Streamlining processes, low wait times, and delivering timely and proactive solutions.

Agenda

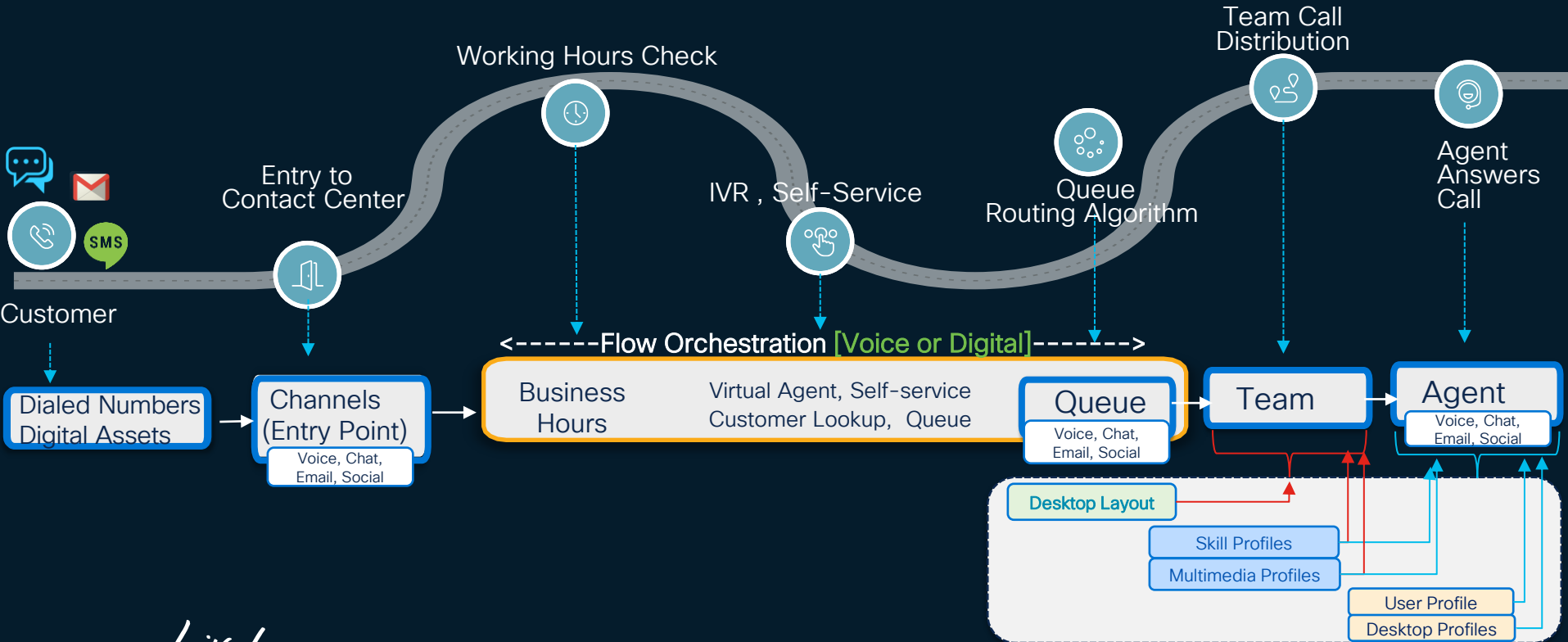
- Webex CC Introduction
- Labs
 - Lab-1: Customer Experience – Inbound Voice
 - Lab-2: Self-service through Digital Channel
 - Lab-3: Virtual Agent for Voice Channel
- Takeaways

Webex Contact Center



Webex Contact Center is a **next-generation omnichannel cloud contact center** solution

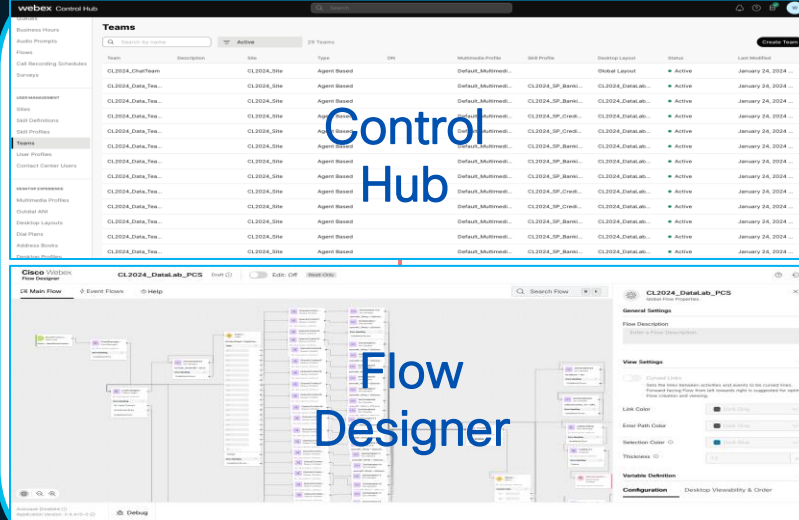
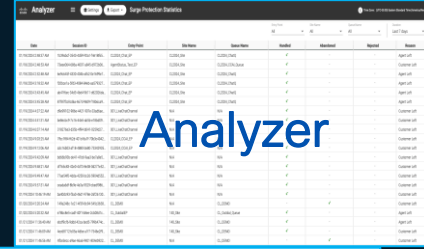
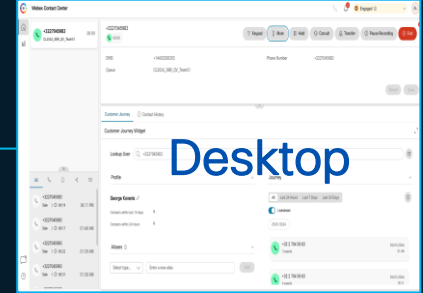
Contact Flow Overview



Contact Center from 2,000 ft. : The Portals



Webex Contact Center



Lab Access

1. Control Hub: <https://admin.webex.com>
2. Agent Desktop: <https://desktop.wxcc-us1.cisco.com>
3. You will receive:
 1. Admin, Supervisor and Agent Access to Webex Contact Center
 2. `wxcclabs+admin_ID1XXX@gmail.com` – Use this for Admin access: to make changes to the flows, Entry Points, Queues etc. XXX is your attendee ID.
 3. `wxcclabs+admin_ID154@gmail.com / SQfxT2#w`
 4. `wxcclabs+agent_ID1XX@gmail.com` – Use this for Agent access: to receive incoming contacts. XXX is your attendee ID.
4. `clm2024XXX@ccbcamp1123.wbx.ai` – Use this on the Webex APP login; you will be using this app to make calls into the contact center and interact over SMS; XXX is your attendee ID.
 1. `clm2024154@ccbcamp1123.wbx.ai / SQfxT2#w`
5. Your Webex CC Team: `XXX_Team`
6. Your Webex CC Voice Queue: `XXX_Queue`
7. Your Webex CC SMS Queue: `XXX_SMS_Q`
8. Your EP-DN: the number you will be making calls into through the Webex App.

Lab Overview

Lab Guide is available on Expo.

Resources:

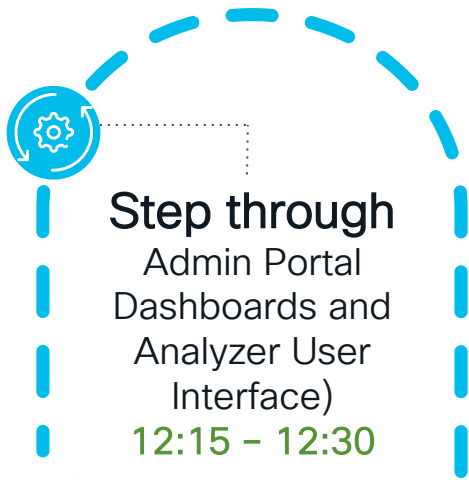
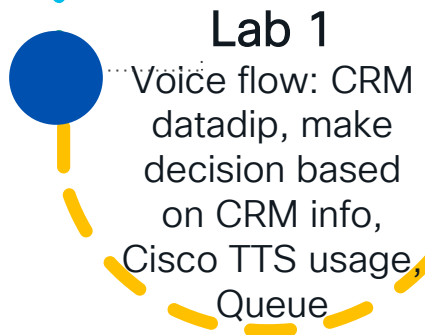
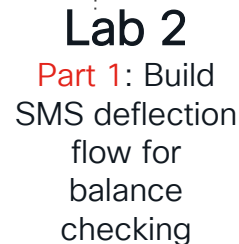
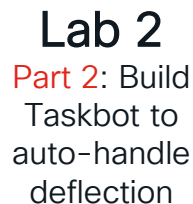
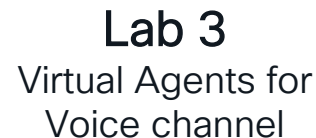
1. Lab Guide
2. Chrome Profile's Created (Admin, Agent)
3. Webex APP Logged-in
4. Lab Config List Per attendee – Getting Started
5. Flow's templated to save time on basic configs
6. Notepad : Password, Copy Paste actions
7. Use headphones for Lab need speech prompting
8. Your ID is “1XX” i.e 148, 149, etc.

Walk-through of the guide.

Lab Instructions

1. Each Lab include multiple **Exercises** to cover that topic
2. To complete each exercise, you must complete list of **Tasks**
3. Some Exercises and Tasks are **Read-Only and Pre-configured**. This is for reference only.
4. Each Lab has supporting **screenshot** as needed, leverage those to follow the instructions – some sections were done before Nov so in some cases may differ considering changes to menu etc.
5. **Need Help!! Just Raise your hand**

→ Slides → Quick Step Through → Q&A → Hands-On Lab



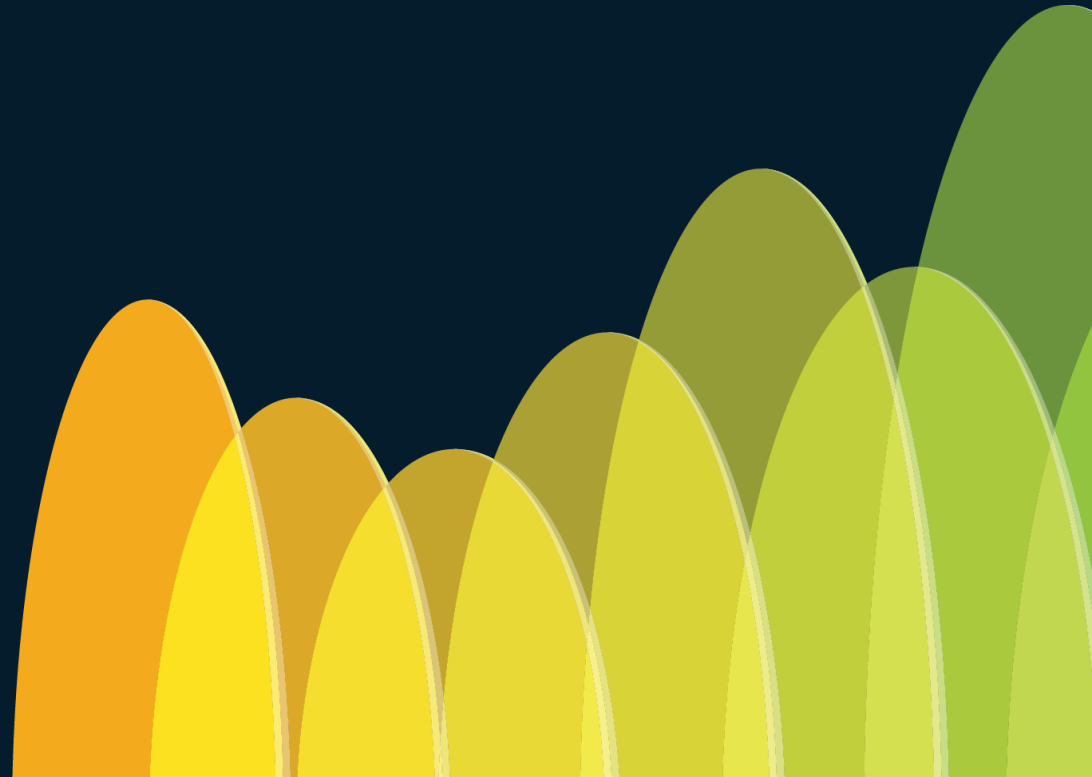
Lab-1

Setup Inbound Voice Customer Experience



Lab -2

Virtual Agent for Voice Channel



Lab -3

Virtual Agent for Voice Channel



Conclusion



Webex Contact Center



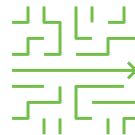
Solve real business problems

Delivering Experiences at every customer touchpoint and Business outcomes



Building for Future

Innovation and velocity



Keep it simple

Remove complexity for our Admin and Partners

With a **focus on simplicity, solving real business problems, and rapid delivery of value**, we can transform customer experiences and outcomes.

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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