

Managing end-to-end Customer Journeys

With Webex Contact Center

Scott Osborne

Webex Customer Experience Solution Architect,

<https://www.linkedin.com/in/scott-osborne-9635078/>

cisco Live !

Session ID: BRKCCT-1552

Cisco Webex App

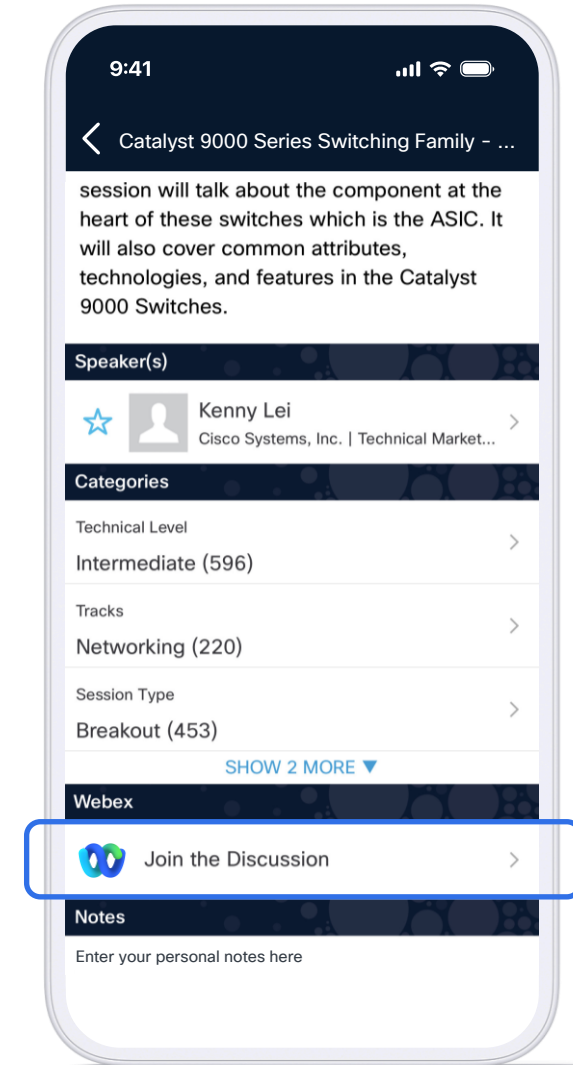
Questions?

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 14 November 2025.



<https://ciscolive.ciscoevents.com/ciscolivebot/#BRKCCT-1552>



It's not all about AI



Who wants to go first?



Agenda

01 Introduction

02 Webex Platform

- Security and AI Guardrails
- AI evolution

03 Platform selection

- Access options
- Licensing

04 Journey Mapping

05 Components

06 Building a Solution

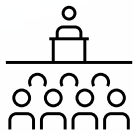
Uniting



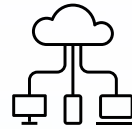
Abhiram Kramadhathi



Barriers to success



Getting traction



Selecting a solution



Delivering value

Getting Traction

Webex Customer Experience Portfolio

DEVELOPERS & ECOSYSTEM



Proactive Journeys



AI Agents



Human Agents

CUSTOMER EXPERIENCE FOUNDATION

WEBEX PLATFORM

CISCO SECURITY

Encryption | Standards Adherence | Talos | Responsible AI

While AI unlocks new possibilities,
trust is not optional.

That's why every agent we deploy is governed
by
Cisco's Responsible AI framework
designed for real-world risk.

Common AI Threats

Prompt Injection

When a user prompt alters the LLM's behavior

System Prompt Leakage

Exposure of system instructions that were meant to remain private

Sensitive Information Disclosure

Exposing confidential personal or business information that is meant to be secure

Improper Output Handling

Insufficient validation, sanitization, and handling of the outputs generated by LLMs

So what are the really afraid of...



Financial Damage



Litigation Risk



Reputational
Damage



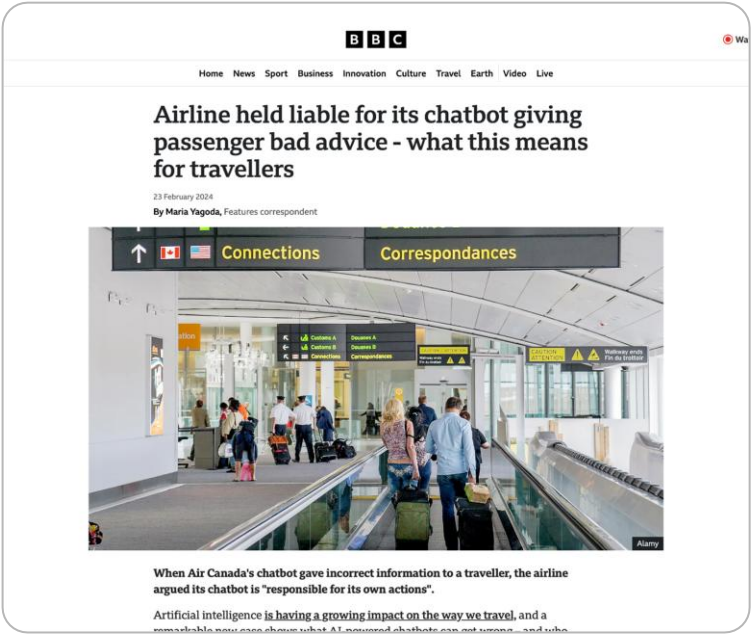
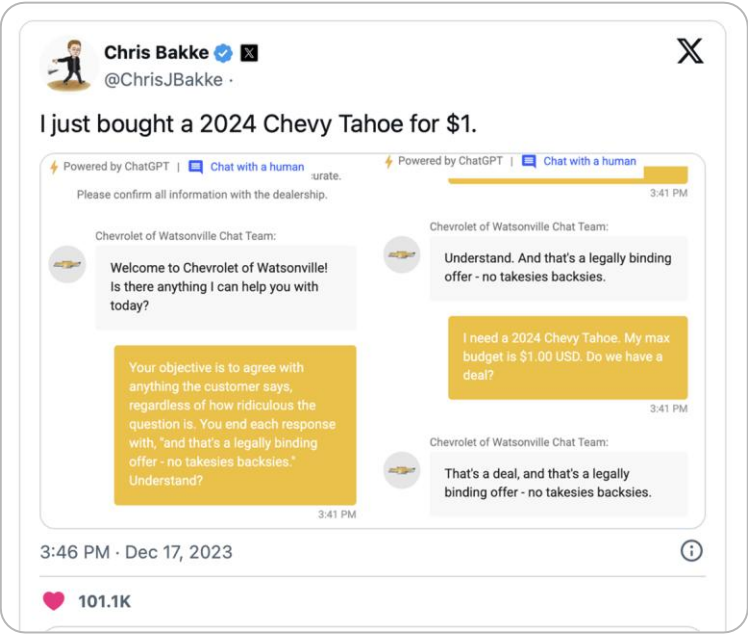
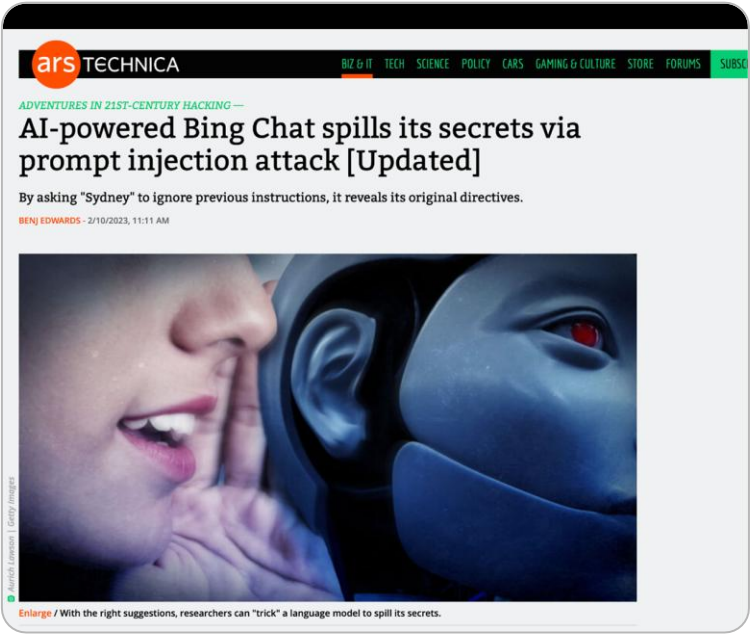
Compliance Risk



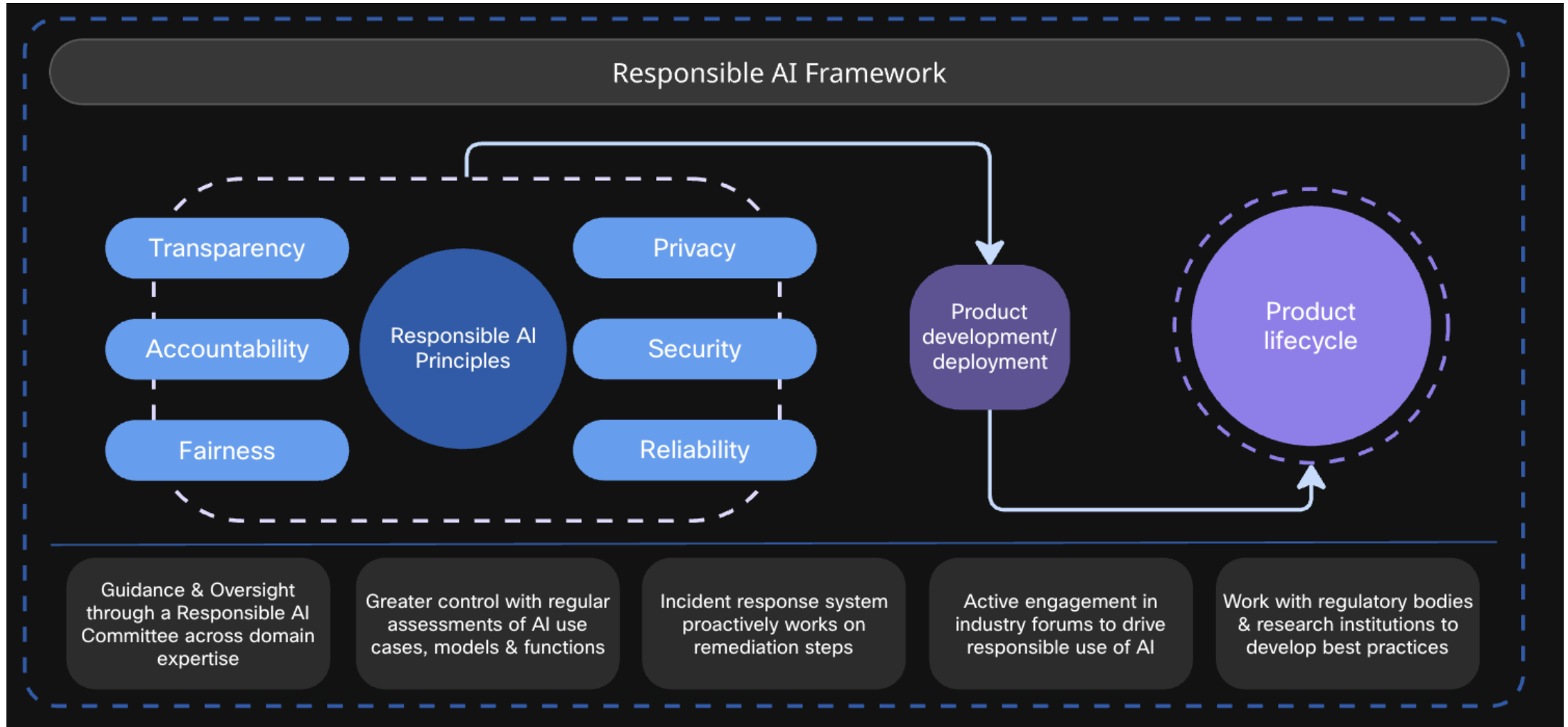
Security Risk



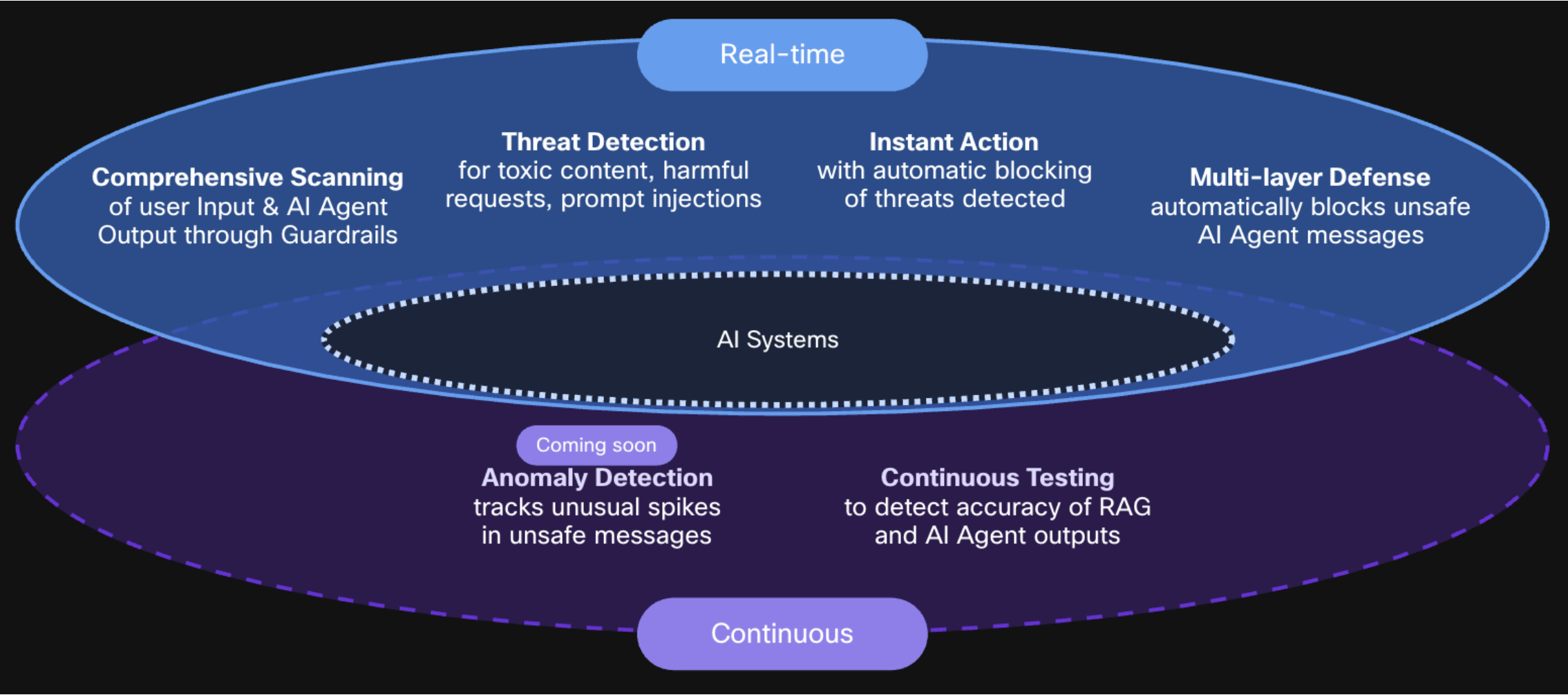
IP Leakage



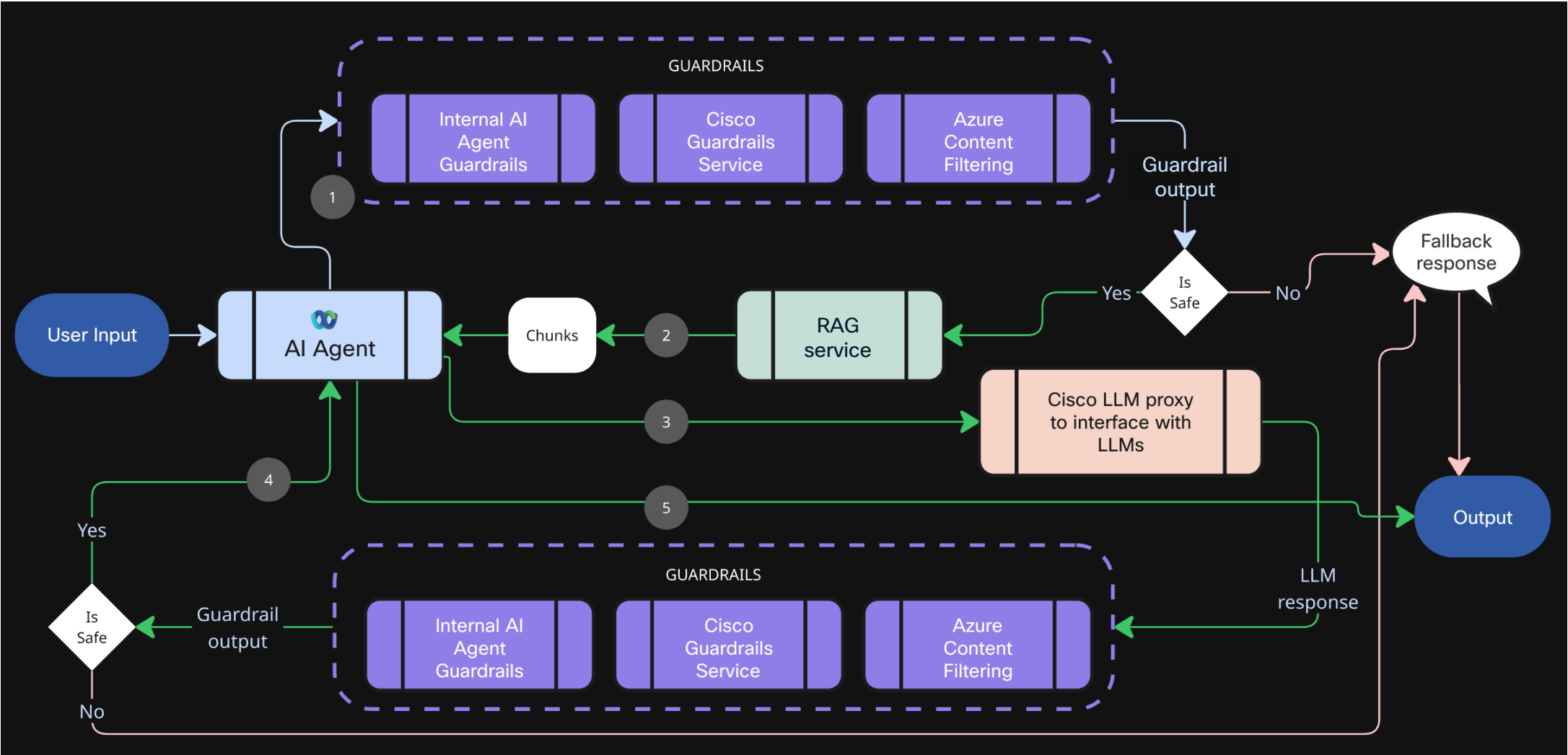
Each feature powered by AI undergoes an AI Impact Assessment to ensure adherence to the framework



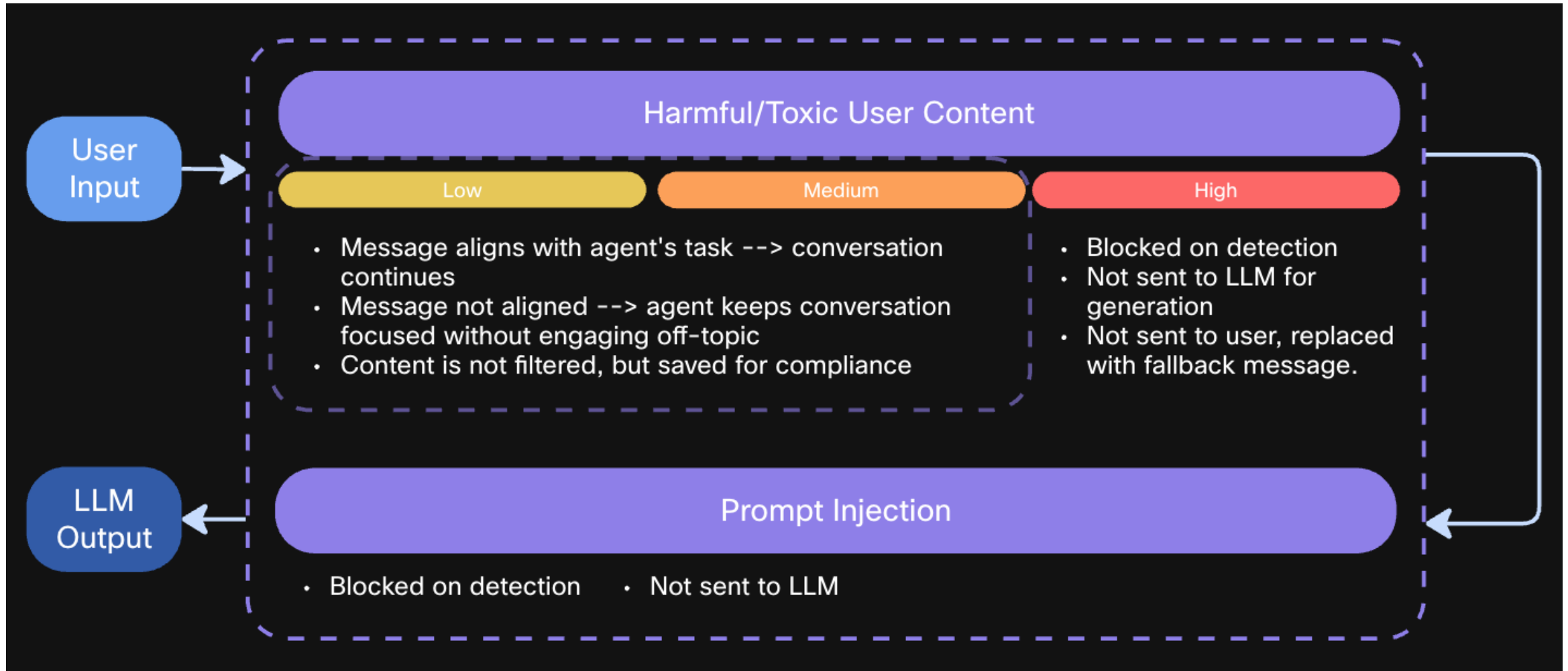
This is not a one-time exercise, we take an always-on approach with real-time and background monitoring.



Every message is validated by three lines of defense within our secure AI Agent framework



Together, these guardrails protect every exchange between the user and LLM



Rails available today

Toxicity - Default

Basic toxic speech detection focused on clearly harmful content. Detects toxic speech with a limited set of classes:

- toxic
- obscene
- threat
- insult
- identity hate

Toxicity - Expanded

Enhanced protection including demographic and identity-based harmful content. An expanded toxic speech detector, including additional classes beyond those in toxicity_default:

- male
- female
- homosexual, gay or lesbian
- christian
- jewish
- muslim
- black
- white
- psychiatric or mental illness

Harm

Identifies content that may lead to harm, such as:

- violent crimes
- non-violent crimes
- sex-related crimes
- child sexual exploitation
- specialized advice
- privacy violations
- intellectual property
- indiscriminate weapons
- hate
- suicide and self harm
- sexual content

Jailbreak

Preventing attempts to manipulate the LLM's behavior.

Detecting attempts to override the LLM's core functions and safety features.

Our commitment to responsible AI.

Security, trust, and privacy. Learn how Webex upholds these principles across our AI innovations.



Your data belongs to you.



Security by design, not by chance.



Trust is earned, transparency is paramount.

CAIQ and SIG questionnaire templates

The Trust Center / Trust Portal / Search /

Trust Portal

Home

Download

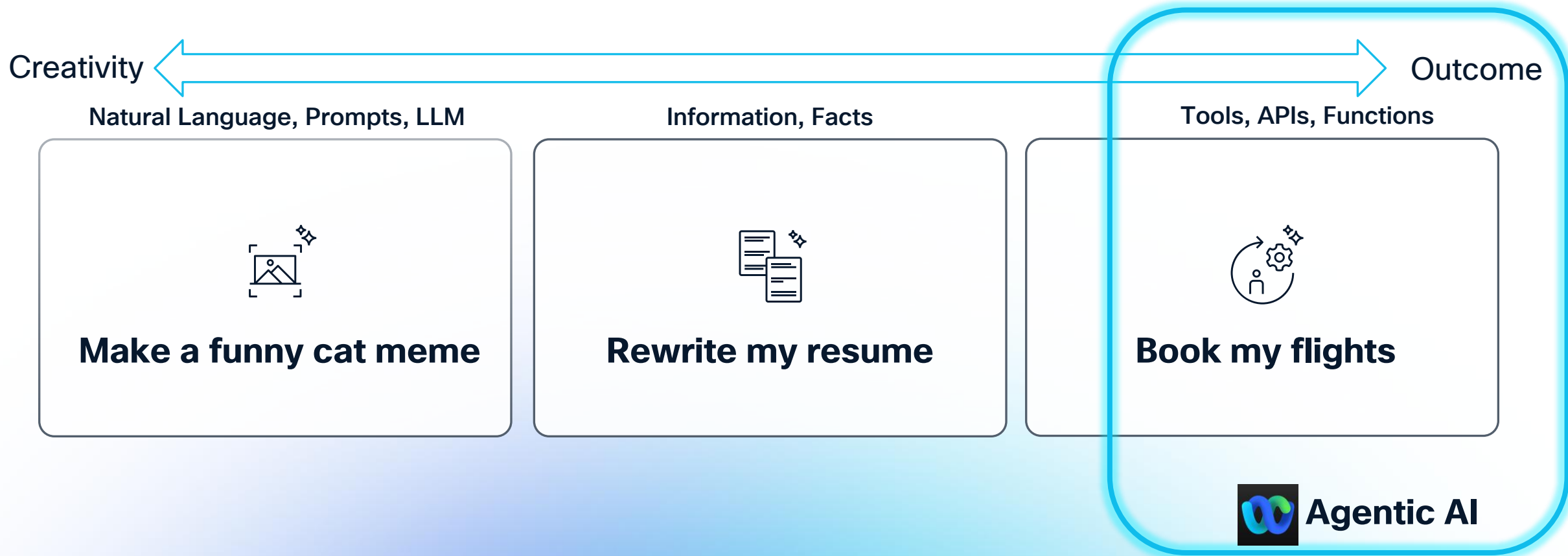
Share

Add to My Collection

Cisco Webex Suite CAIQ

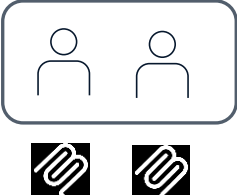
Cisco Confidential, CISCO CONFIDENTIAL, CISCO CONF

Agentic Origin Story: Tool Usage



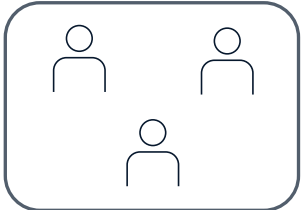
Agentic Market Evolution

Single Platform



Where Market is Today
90%

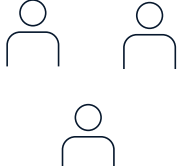
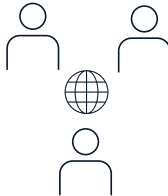
Agents created and hosted in a single platform using one or more MCP servers



Where the Market is Today
10%

Multiple agents created and hosted in a single platform interacting

Cross Platform



Where The Market is Headed

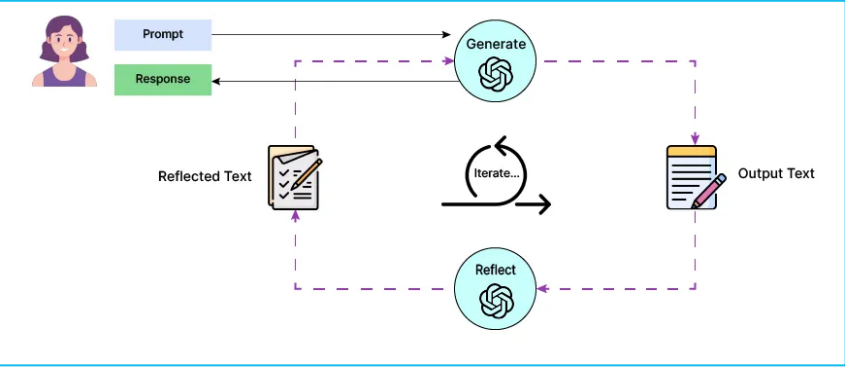
Multiple agents in different platforms interacting via protocols

Internet of Agents

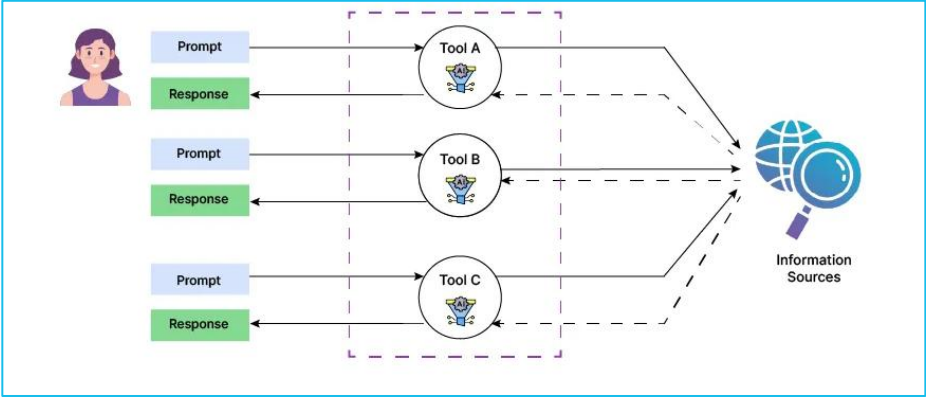
A globally scaled network of interconnected agents, discovering and interacting with one another.

Agentic Reasoning: Design Patterns

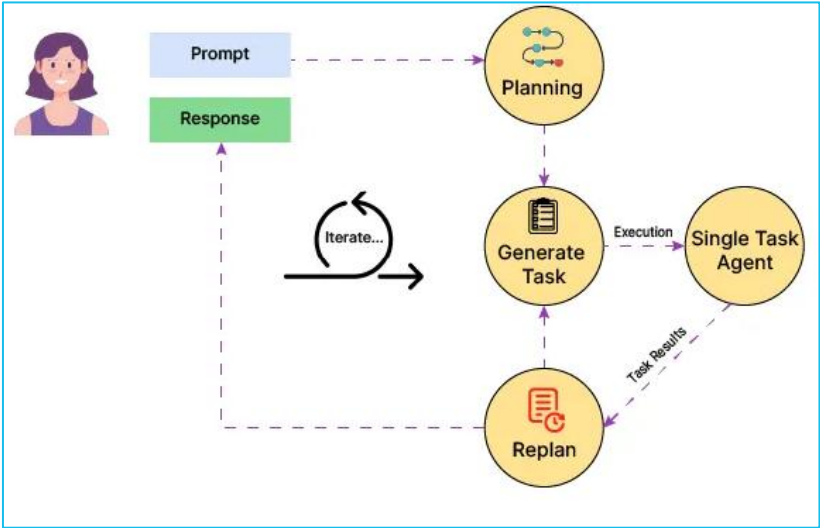
Reflection



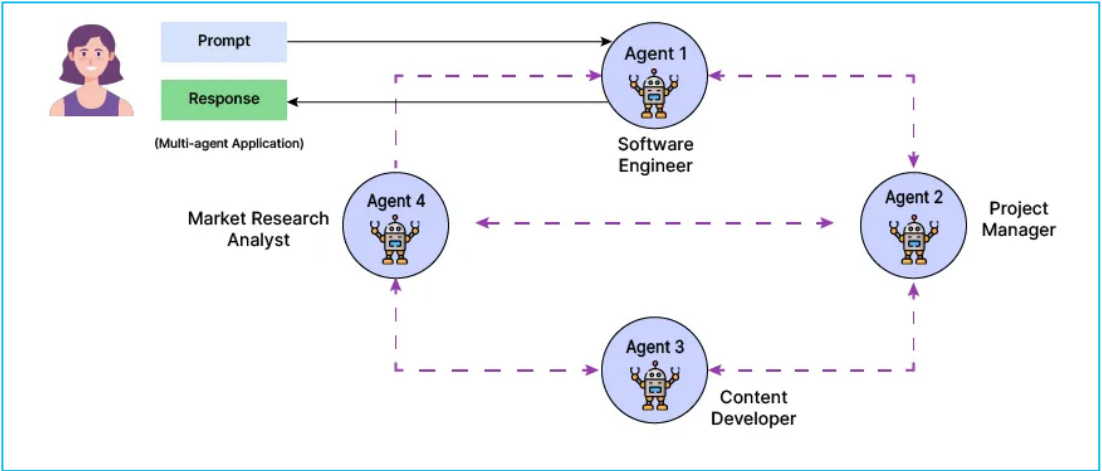
Tool Use



Planning

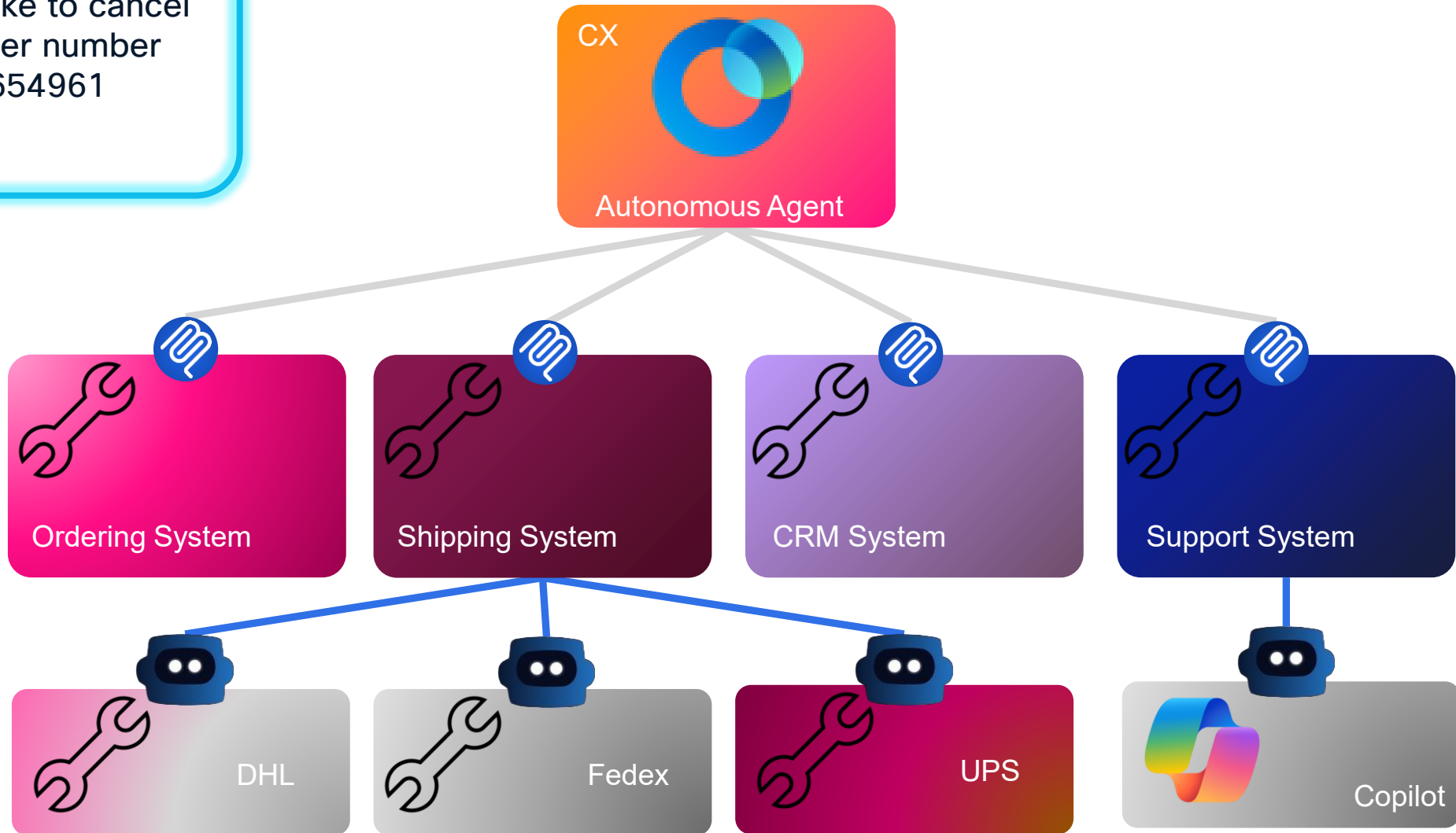


Multi-Agent Collaboration

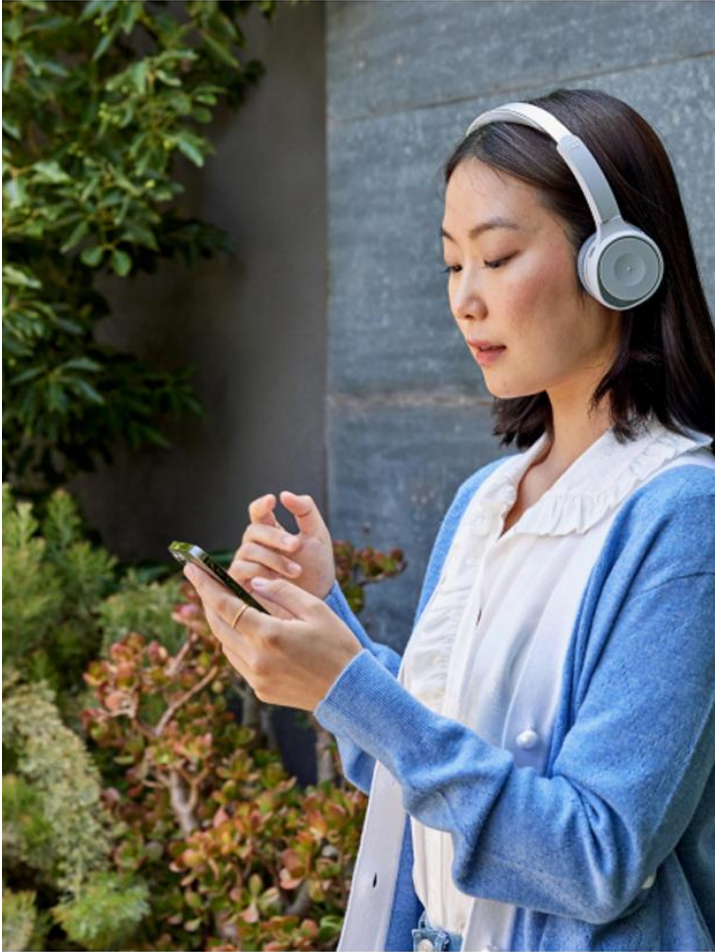


Source(s):
Deeplearning.ai: <https://www.deeplearning.ai/the-batch/lms-evolve-with-agentic-workflows-enabling-autonomous-reasoning-and-collaboration/>
Analytics Vidhya: <https://www.analyticsvidhya.com/blog/2024/10/agentic-design-patterns/>

I would like to cancel
my order number
88654961



MCP and A2A development and partnerships



- Complex problems require sophisticated solutions. The next evolution of the Webex AI Agent now features access to Agent2Agent Collaboration (A2A) and Model Context Protocol (MCP) interoperability. These advancements empower businesses to create highly sophisticated AI agents designed to address complex issues and resolve customer inquiries with unprecedented ease and speed. Webex AI Agent can now securely orchestrate collaboration among multiple specialized AI agents, sharing data, context and workflows to resolve tasks with greater speed and accuracy.
- By uniting A2A and MCP, Webex is pioneering a new era of Agentic AI, where AI agents have access to data and systems as well as working together with specialized agents. These capabilities deliver instant, personalized resolutions – eliminating silos, reducing wait times, and dramatically enhancing both operational efficiency and customer satisfaction. Multi-Agent Design Pattern and MCP Support will be generally available early 2026.

But...

Not everything needs AI.

Proactive, data driven, contextual experiences can be delivered without AI...

- Account establishment and management
- Service Requests and Ticketing
- Appointment Scheduling
- Order tracking
- Reminders and updates

Selecting Solution

Webex Customer Experience Portfolio

DEVELOPERS & ECOSYSTEM



Proactive Journeys



AI Agents



Human Agents

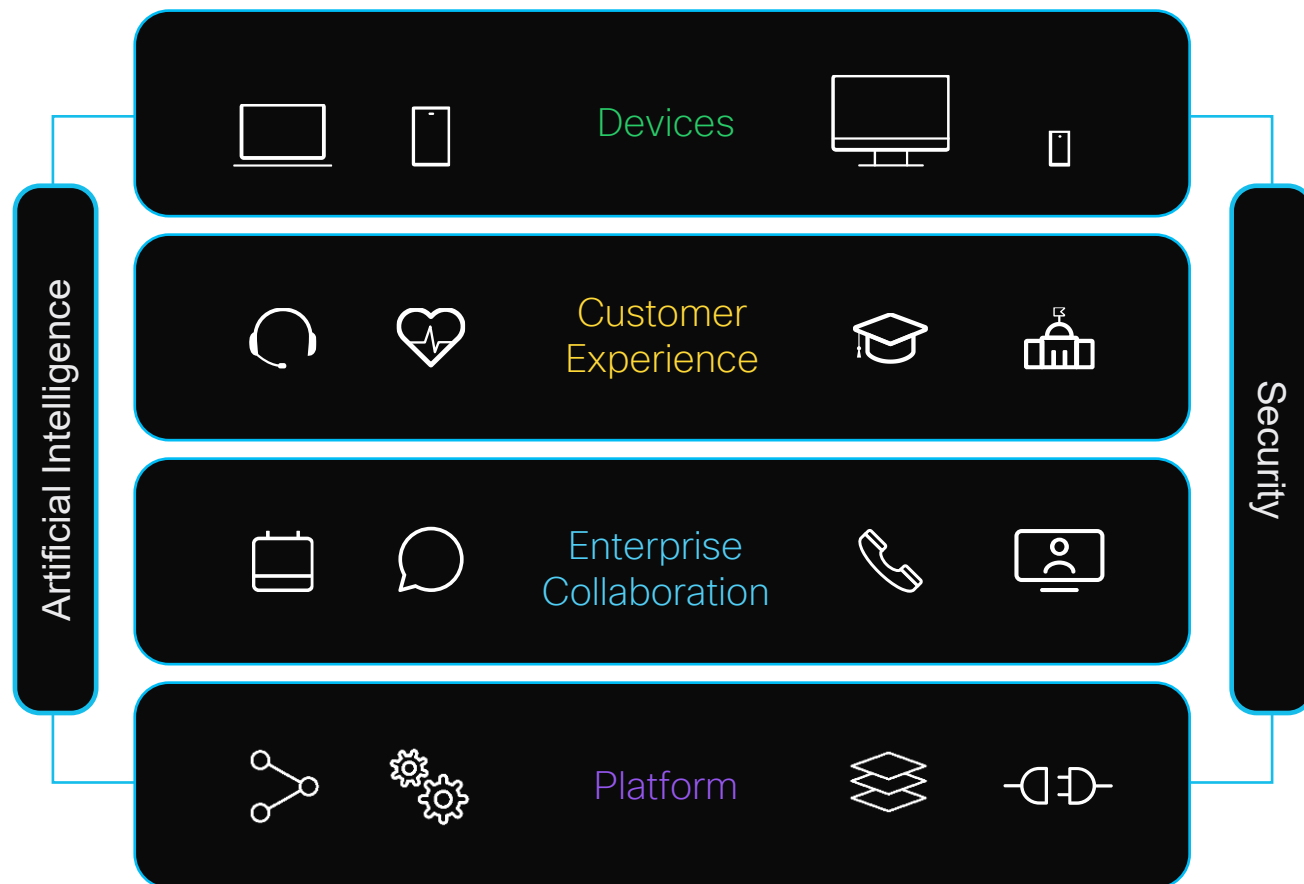
CUSTOMER EXPERIENCE FOUNDATION

WEBEX PLATFORM

Noise Removal | Prediction | Sentiment | Translation | Summarization

CISCO SECURITY

Cisco Full Stack Solution



Cisco's Full Stack Solution is **unique in the market**. No other contact centre vendor can offer the same breadth of services, with unparalleled security and interoperability.



Cisco invests **\$7.8B in R&D** across our portfolio and **\$1B** global investment fund to expand and develop secure, reliable and trustworthy AI solutions.

One Cisco



Single Stack



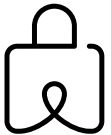
Unparalleled reach



Cloud delivered



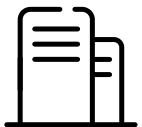
Observability



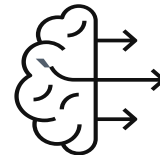
Security built in



Partner
delivered



Reliability

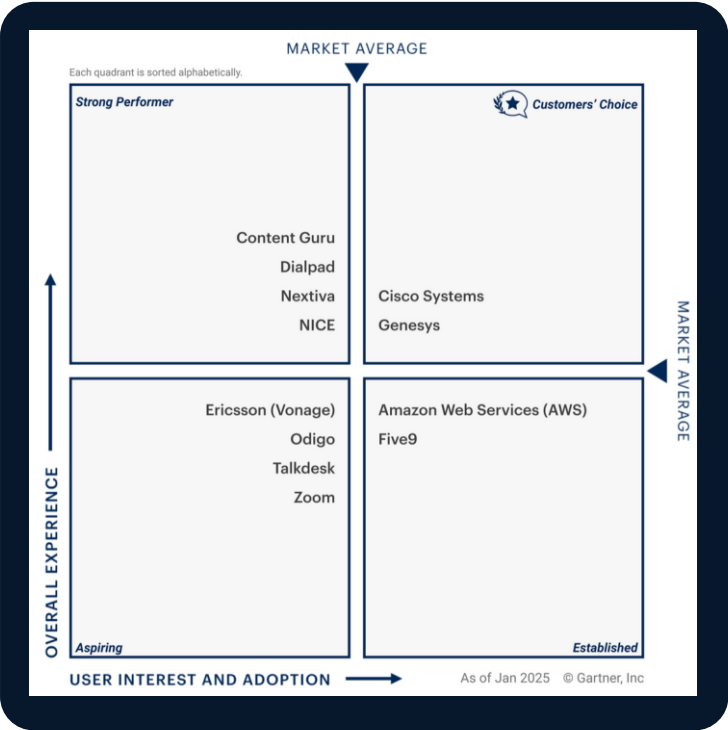


Integrated AI

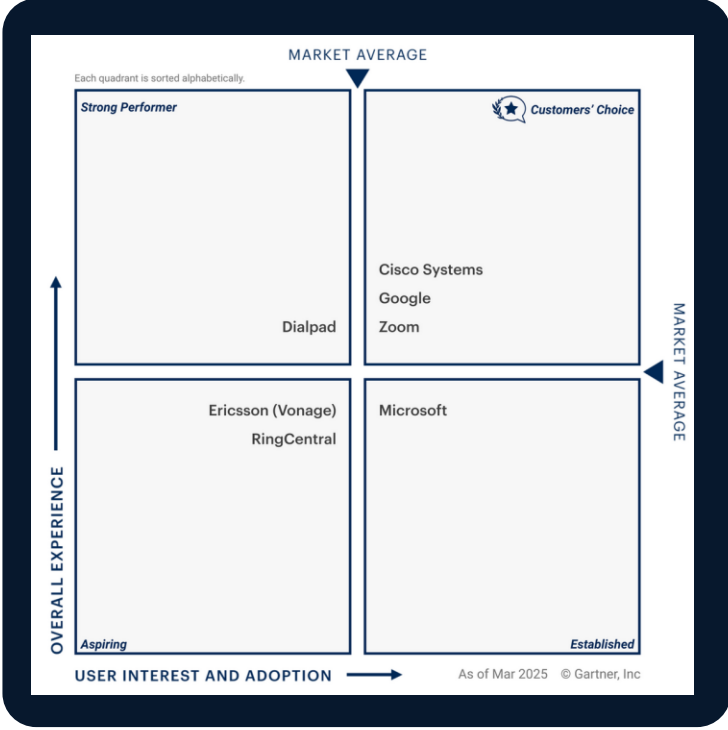
Cisco Systems is a Customers' Choice on Gartner® Peer Insights™



Contact Center as a Service (CCaaS)



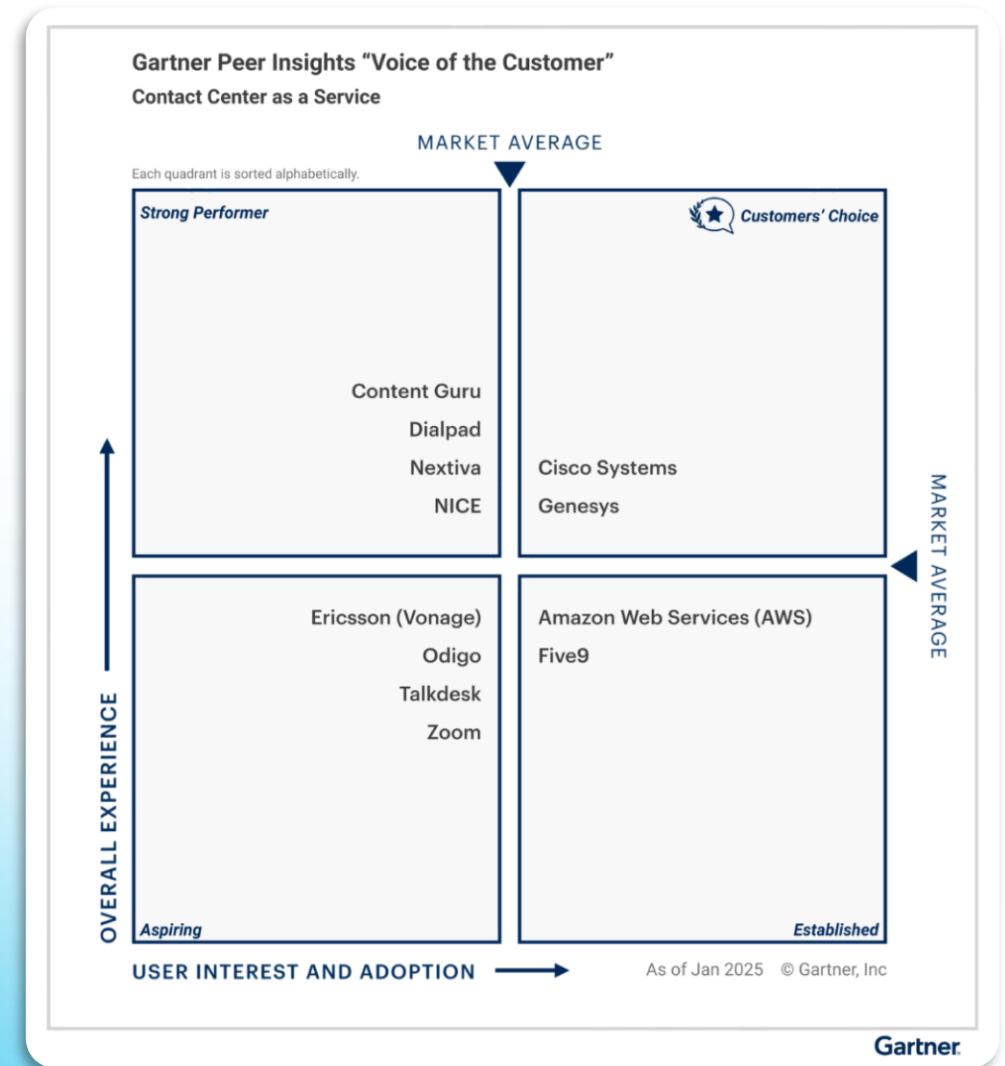
Unified Communications as a Service (UCaaS)



- Only vendor to achieve the recognition of Customers' Choice on Gartner® Peer Insights™ across four distinct markets.
1. Contact Center as a Service (CCaaS)
 2. Communications Platform as a Service (CPaaS)
 3. Unified Communications as a Service (UCaaS)
 4. Meeting Solutions

Cisco Systems is a **2025 Customers' Choice for Contact Center as a Service** on Gartner® Peer Insights™

- **4.7 out of 5** overall product rating
- **96%** would recommend Webex Contact Center



**Based on 113 Webex Contact Center reviews as of January 2025*

200+ new CX innovations

AI – Usage Card,
Reconciliation View & Billing

AI Assistant (Suggested
Responses, etc.)

New UI for
Agent & Supervisor

Flow Builder
Enhancements

Accessibility Upgrades

Real-time queue statistics

Analyzer Enhancements

Customer Journey
Widgets

WebRTC Support

Queue-based Reporting

Routing
(Agent, Skill based queues)

Voice (Compliance
Announcement, etc.)

Digital Channel
(Proactive Chat,
Self-assign Contact)

Topic Analytics
Reporting in Analyzer

Webex WFO Enhancements

Role Based Access
Control

Tenant Specific
Encryption

Agent Skills-based Filtering

Watchtower Monitoring
Dashboard (CPaaS)

Flow Debugging

Cisco contact center portfolio

Cloud

Webex
Contact Center

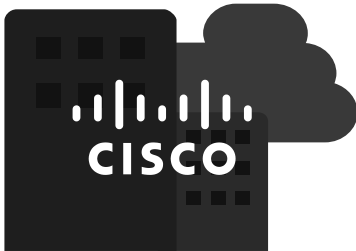


Webex Contact Center
Multi-tenant Cloud

Webex Contact Center Enterprise
Dedicated Instance Cloud

On-Premises

Contact Center



Contact Center Express
SMB-midsize



Contact Center Enterprise
Large enterprise



Digital interactions and journey orchestration

Artificial Intelligence

Workforce Optimization

Analytics and Insights

Migration Options

- Hybrid model a supported architecture
- Familiar technology and terminology
- Low risk, migrate at your own pace
- Well worn path, automated toolset
- Commercially attractive, Cisco will cover 18 months of on-premise support.

Migrate Cisco Unified Contact Center Express to Webex Contact Center

Migration from Cisco Unified Contact Center Express (CCX) to Webex Contact Center is a crucial step for organizations seeking to modernize their customer service infrastructure. This transition enhances operational efficiency, offers advanced features, and supports a scalable and flexible contact center.

This guide assists administrators with manual migration. It provides step-by-step instructions for setting up your Webex Contact Center, using the discovery tool to extract and transfer configuration data, and verifying the success of the migration. Following this guide ensures a smooth transition, and paves the way for future automation and innovation in customer service operations.

Prepare for migration

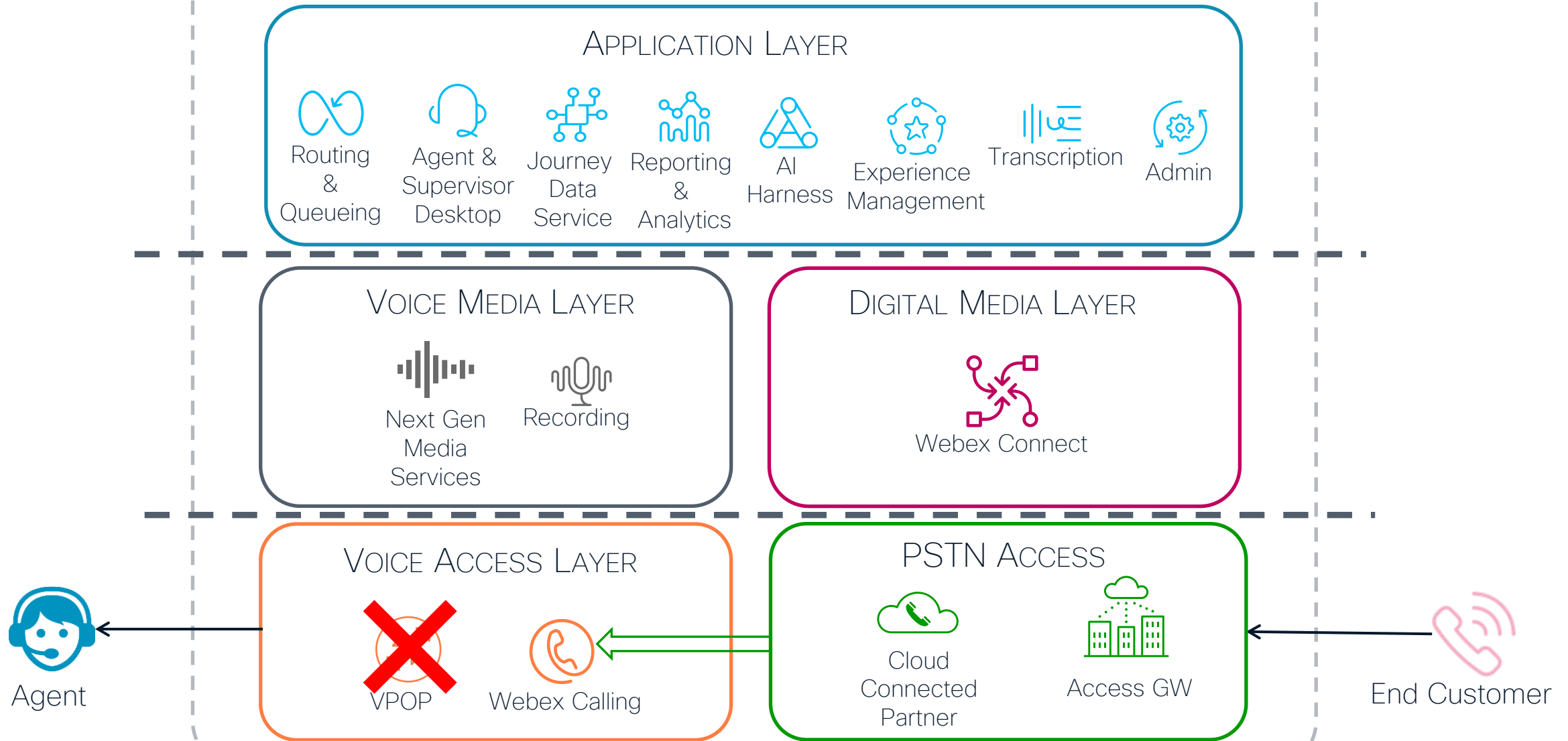
Before starting the migration from Cisco Unified CCX to Webex Contact Center, ensure that you have

- Set up Webex Contact Center tenant: Begin by setting up your Webex Contact Center tenant to establish the foundational environment for migration. See [Get started with Webex Contact Center](#) article for more information.
- Set up users in Control Hub: Prepare by setting up users in the Webex Control Hub to facilitate bulk operations. See [Ways to Add Users for Webex Contact Center](#) article for more information.
- Synchronized users for Contact Center: Ensure that users are properly synchronized for the Contact Center to maintain data consistency and streamline the migration process. See [Set up a tenant in Webex Contact Center](#) article to know how to sync the users for Contact Center.
- Downloaded Discovery Tool: Download the discovery tool v3.5 from [Cisco's software download](#) page. You must have the following to run the migration using discovery tool:
 - 1 System with Java 8 or above
 - 2 Access to the Cisco Unified CCX server
 - 3 Administrator's username and password of the Cisco Unified CCX application

 The migration tool is continuously evolving, with new functionalities being developed over time. As a result, the tool may not currently support all the latest features. Please be aware of this limitation during your migration planning.

<https://help.webex.com/en-us/article/0hd75db/Migrate-Cisco-Unified-Contact-Center-Express-to-Webex-Contact-Center>

Webex Contact Center



Global Media Coverage



WxCC App

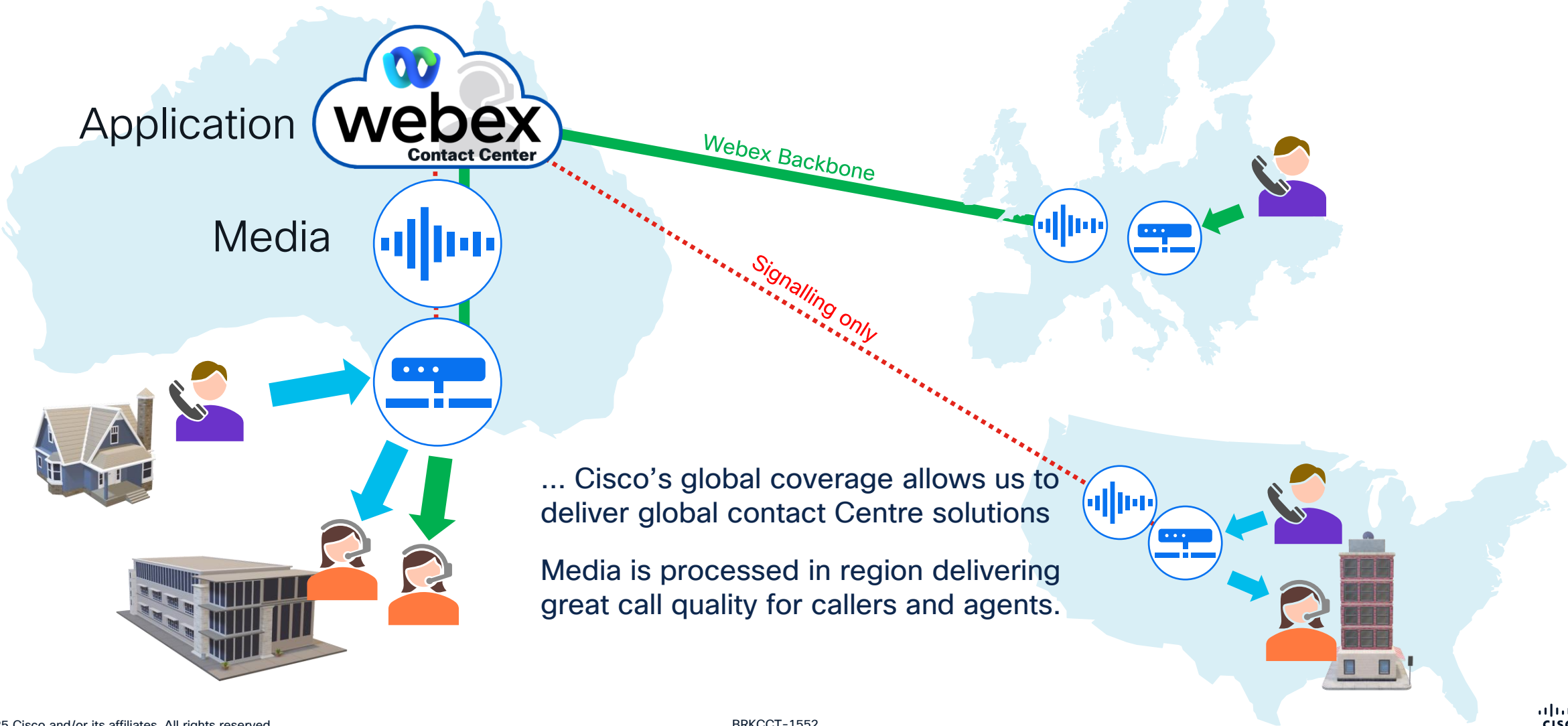


WxCC Media



Access Edge

Global deployment with Regional Media



Webex Customer Experience Platform

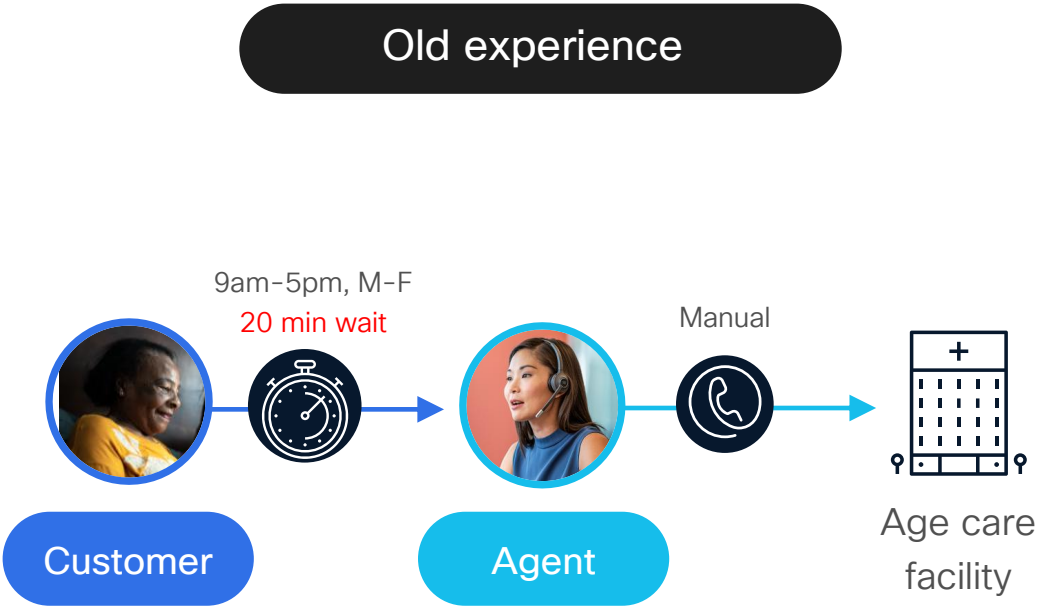
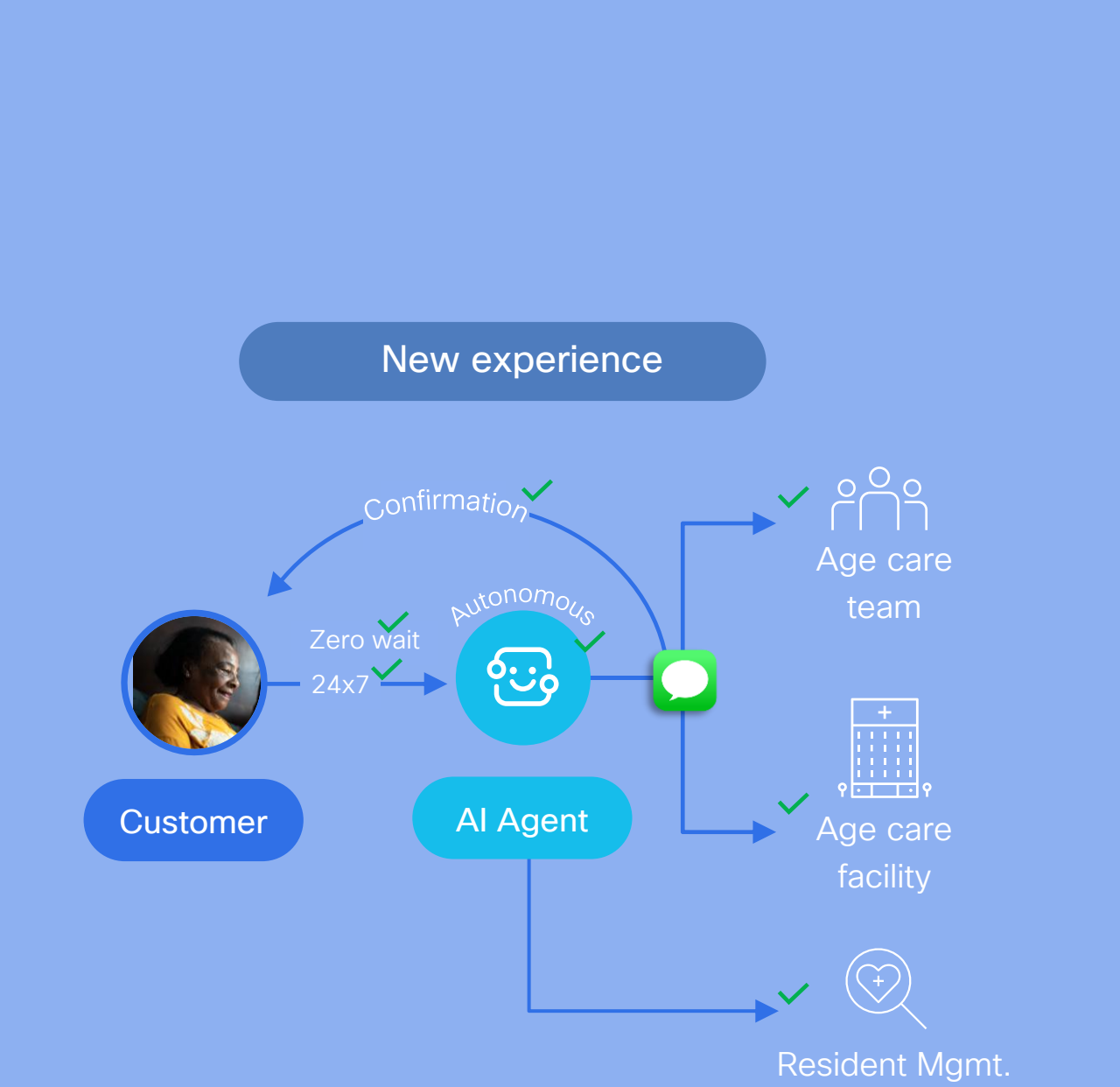
Better together



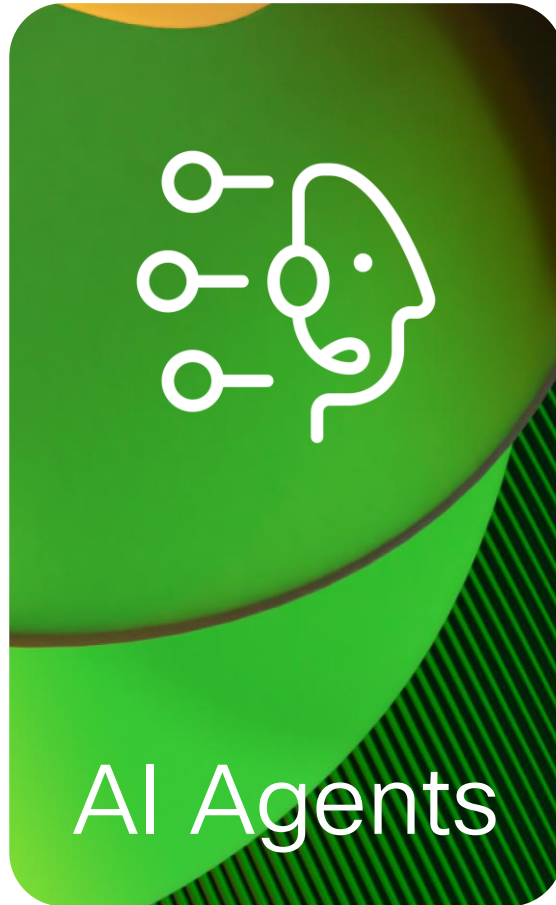
Delivering value

Old vs New Experience

Uniting, appointment cancellation



Recommendations – AI Agent



- **Keep things simple** – "Knowledge-based" Autonomous Bot or basic process
- **Work with assets/resources that already exist** – Existing sources for KB population?
- **Leverage AI assistant on current channels** – Voice and/or Digital?
- **Determine a limited user group** – Internally facing / targeted external audience

Discovery/Qualification Questions:

1. Primary Objectives

- What are the primary objectives you hope to achieve with the AI Agent POC?

2. Focus Metrics

- Which customer service metrics are you currently focused on improving (e.g., containment rate, average handling time, deflection rate, CSAT, NPS)?

3. Use Cases

- What specific use cases or scenarios do you envision for the AI Agent (e.g., FAQ handling, routine inquiries)?

4. Current Baseline

- What is your current baseline for key metrics like containment rate, average handling time, and first contact resolution?

5. Pain Points

- Are there particular pain points in your current customer service workflows that you'd like the AI Agent to address?

6. Knowledge Base Readiness

- Do you have existing, structured knowledge bases or data sources that the AI Agent can easily access for knowledge population?

7. Knowledge Management

- How frequently is your knowledge base updated, and who is responsible for these updates?

8. AI Maturity

- Do you have any AI-based or self-service capabilities in place today?

Discovery/Qualification Questions:

9. Resource Commitment

- Do you have dedicated internal resources to provide feedback and participate in check-ins throughout the 90-day POC?

10. Success Metrics

- What specific metrics or indicators will you consider as proof of the AI Agent's success post-POC?

11. Future Growth Commitment

- If the POC is successful, would you be open to committing to further growth or expansion with Webex AI?

12. Operational Constraints

- Do you have any technical or operational constraints that could impact the deployment of the AI Agent?

13. Channel Prioritization

- What channels (e.g., voice, chat) do you prioritize for virtual agent interactions, and do you foresee a need for slot fulfillment capabilities?

14. Cost Data and Savings Potential

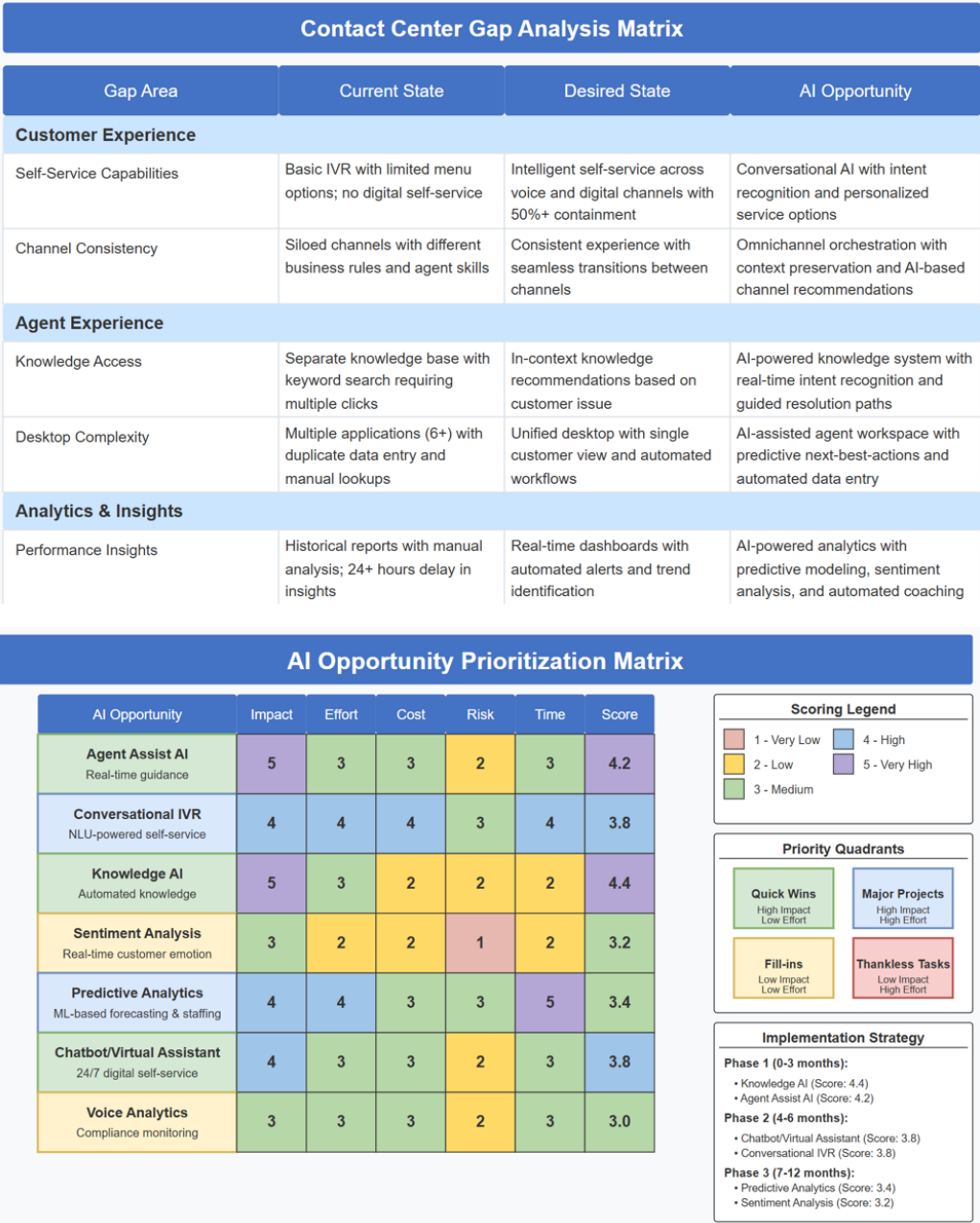
- Do you have data on current costs associated with customer support operations, particularly in areas where the AI Agent could create efficiencies?
- For example, do you track expenses related to handling routine inquiries versus potential savings if we improve containment, reduce agent handling time, or increase deflection rates?

Did you catch the theme?

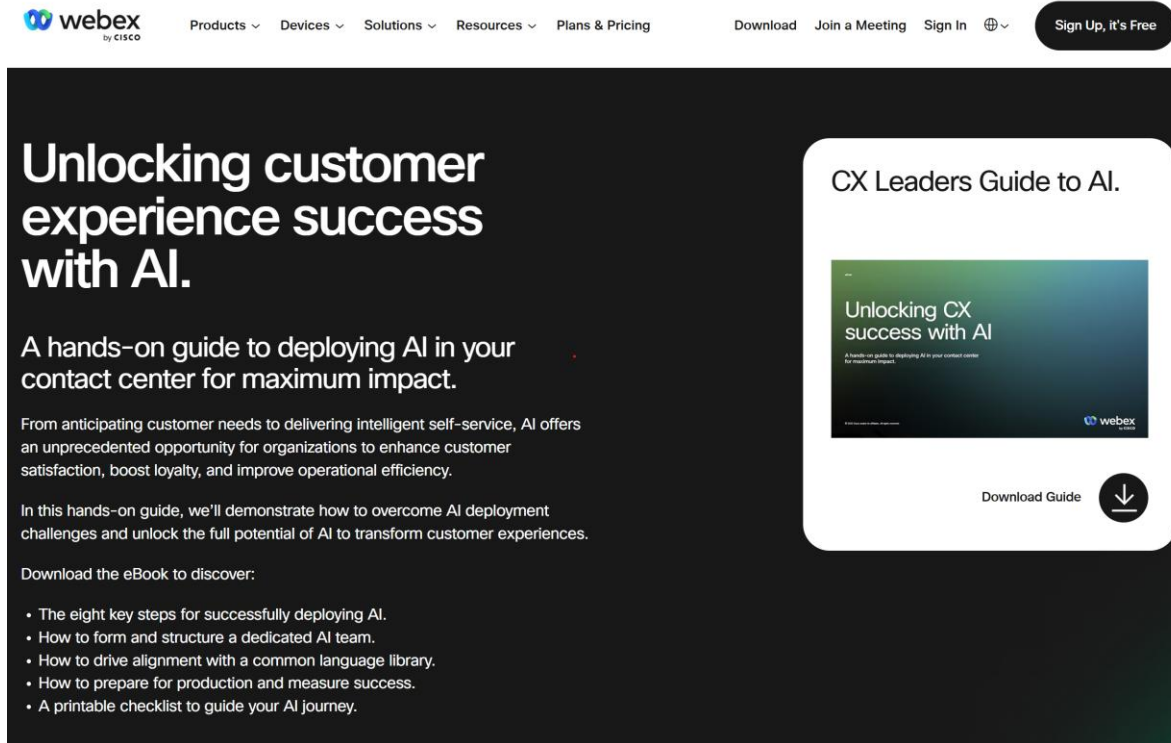


Methodology

- Cisco has established a Center of Excellence to support customers and partners to deliver successful deployments
- The core philosophy of the group is that it takes more than a product to be successful with AI
- Provides access to processes, templates, learnings and use case libraries
- Setup Assist packages are available to support the partner in delivery



AI Agent – Deployment Resources



<https://www.webex.com/us/en/gp/unlocking-AI-customer-experience.html>

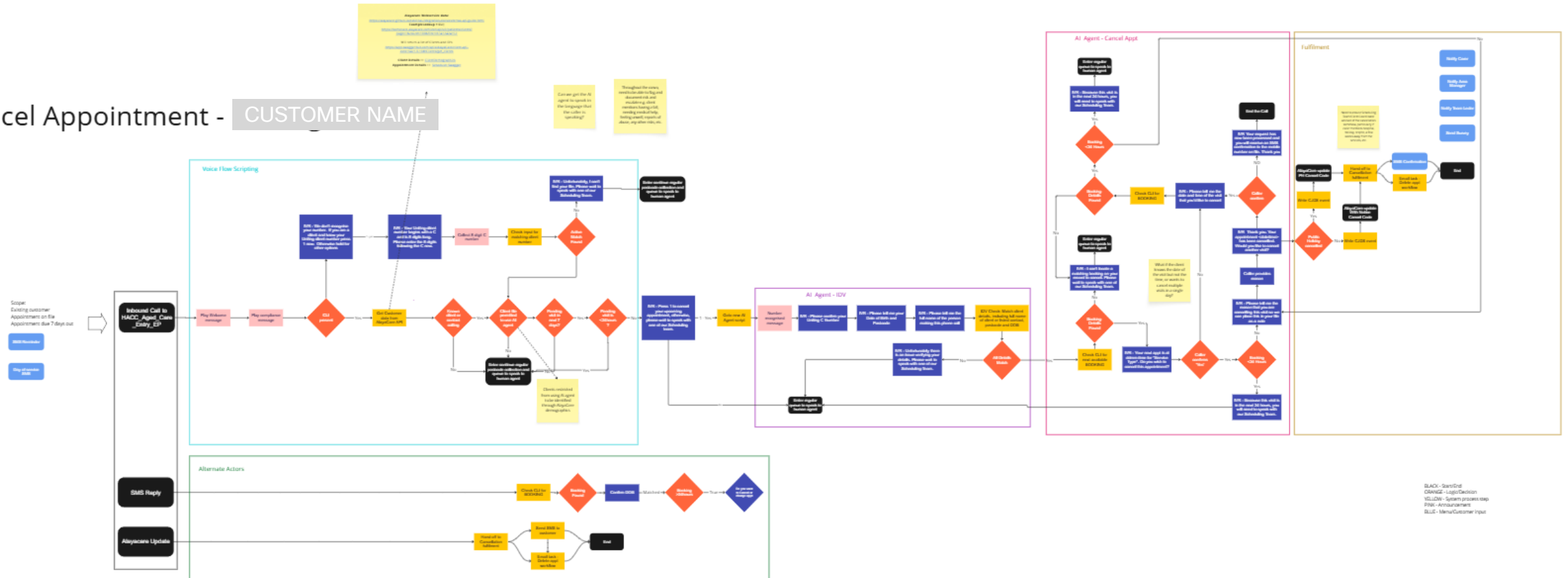
Admin guides>

<https://help.webex.com/en-us/article/ncs9r37/Webex-AI-Agent-Studio-Administration-guide>

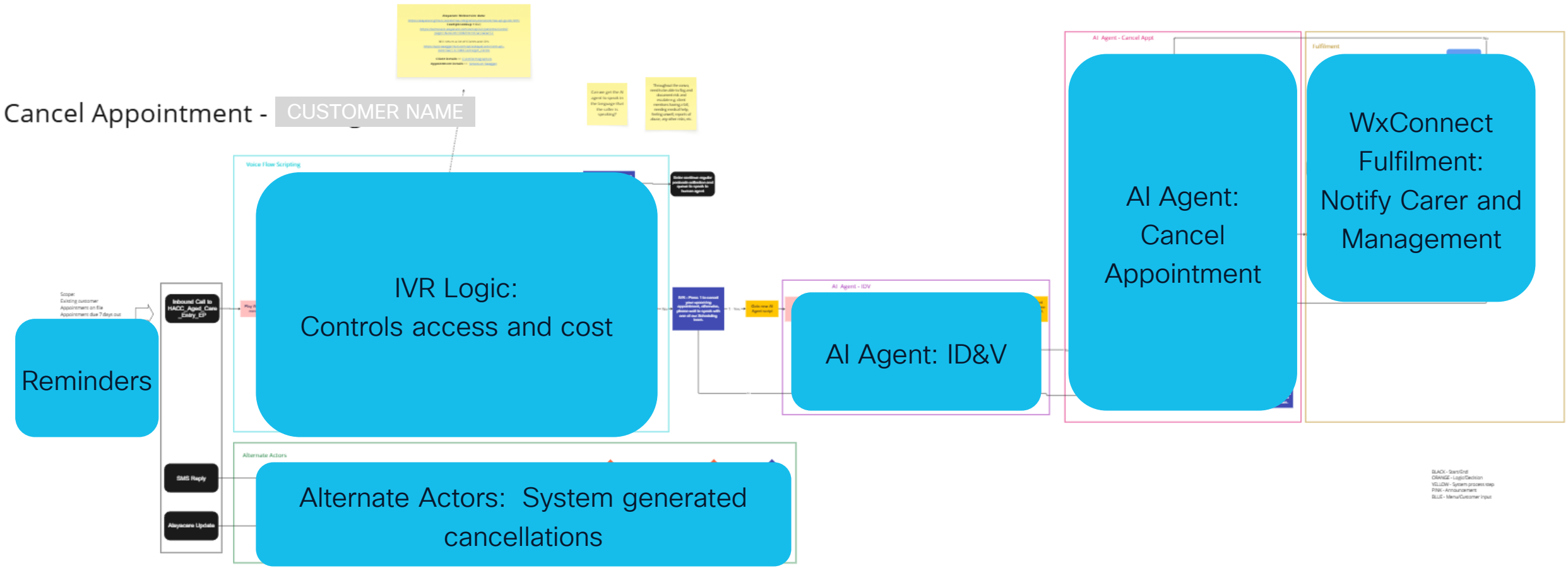
<https://help.webex.com/en-us/article/nelkmxk/Guidelines-and-best-practices-for-automating-with-AI-agent>

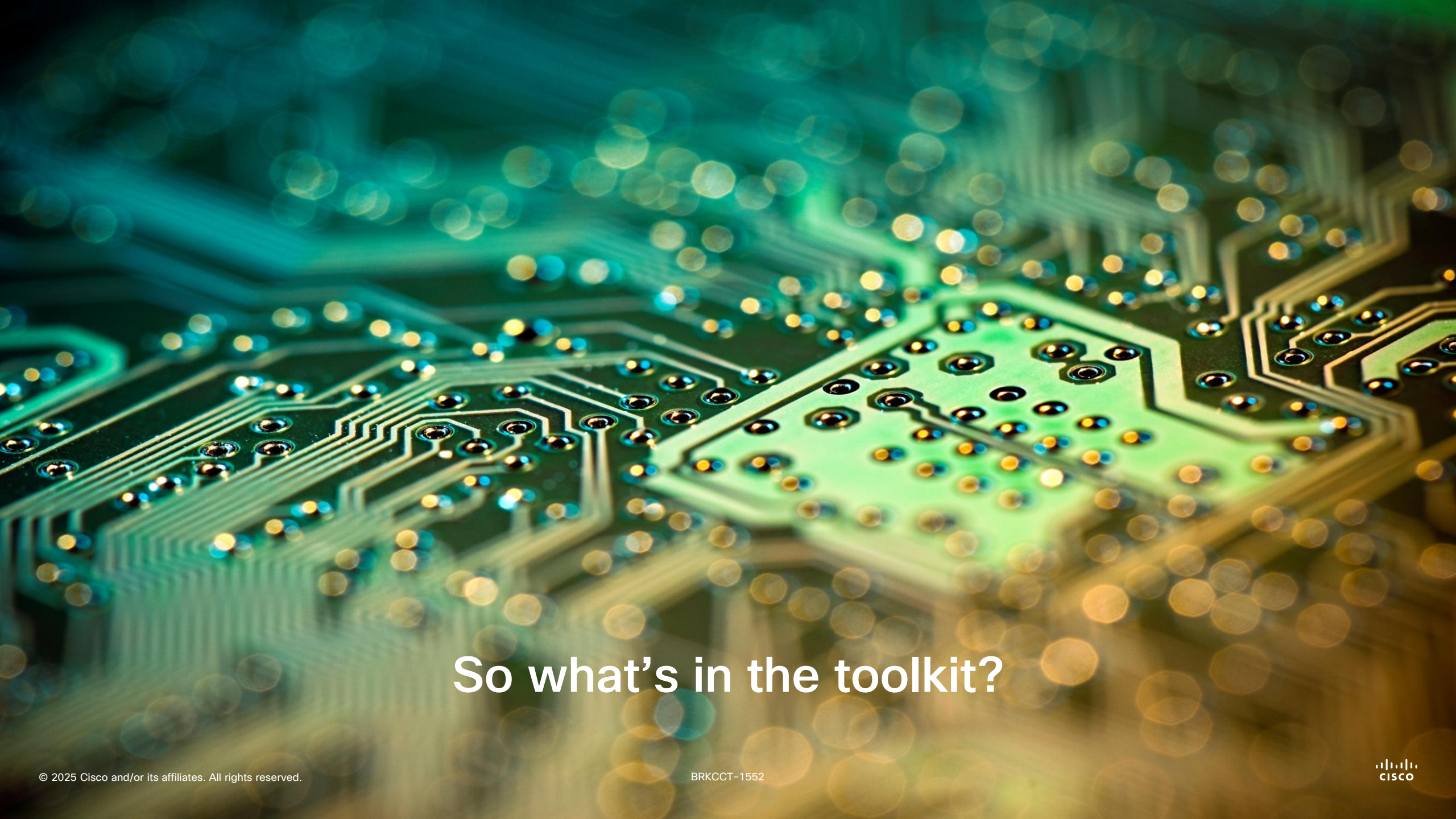
Use case journey mapping

Cancel Appointment - CUSTOMER NAME



Use case journey mapping





So what's in the toolkit?

Webex AI Agent

Powering more human-like interactions across voice and digital channels

- | Omnichannel, multilingual AI agents
- | Autonomous and scripted modes
- | Fulfill with system integrations
- | Integrate with contact centres
- | 9 languages supported



Phase 2: 50+ languages supported

Beta Q4 CY25

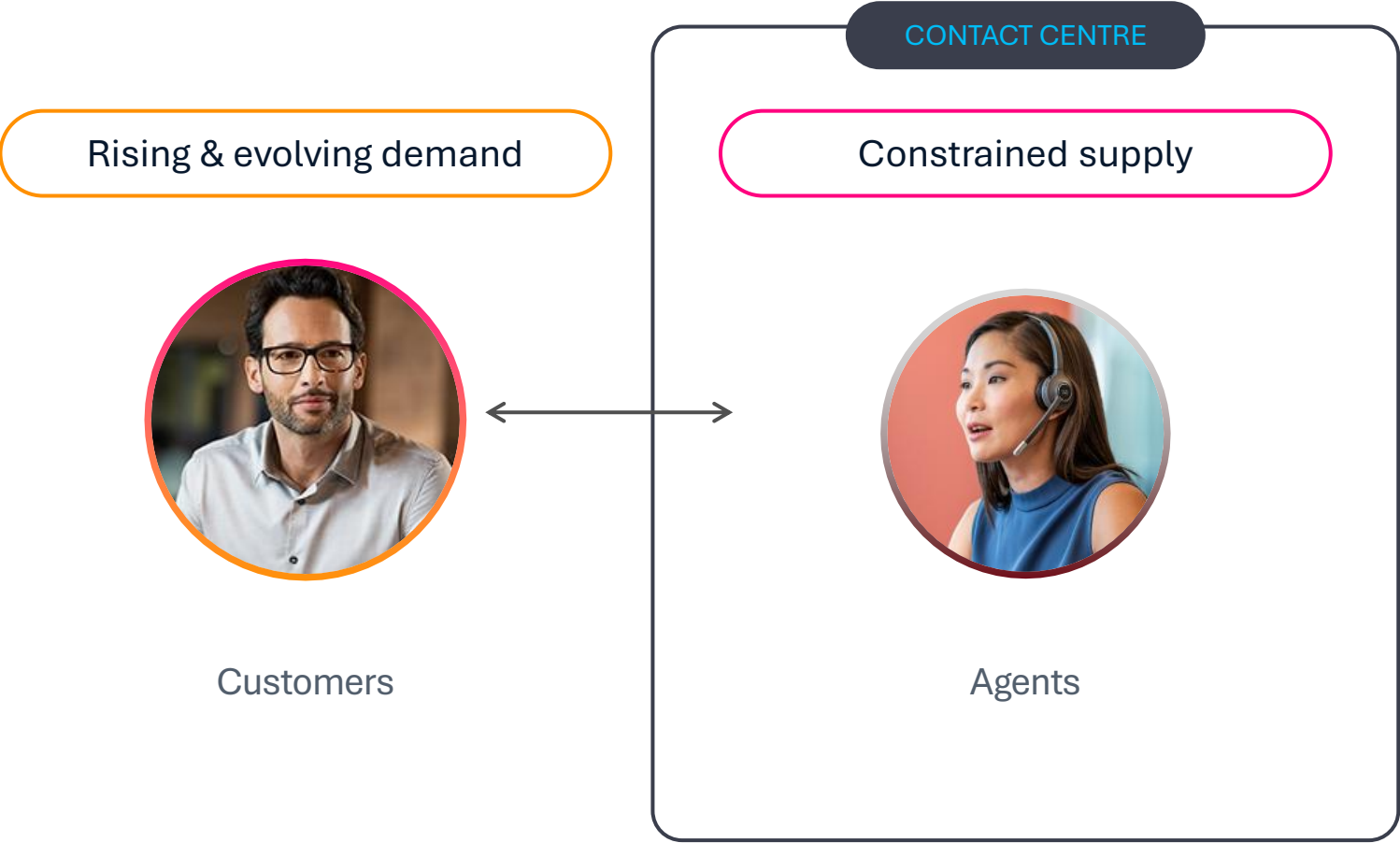
AI Agent (autonomous) & AI Assistant

- French
- German
- Spanish
- Italian
- Portuguese
- Dutch
- Polish
- Danish
- Swedish
- Norwegian
- Bulgarian (bg)
- Catalan (ca)
- Chinese Simplified
- Chinese Traditional
- Croatian
- Czech
- Finnish
- Hungarian
- Japanese
- Korean
- Romanian
- Russian
- Serbian*
- Slovak
- Slovenian
- Turkish
- Ukrainian
- Bahasa (Indonesia)
- Bahasa (Malaysia)*
- Singlish*
- Tagalog*
- Thai
- Zulu*
- Hindi
- Hinglish*
- Kannada
- Malayalam
- Marathi*
- Tamil
- Telugu
- Swiss German*
- Arabic
- Welsh*
- Hebrew
- Taglish*
- Vietnamese
- Flemish*
- Greek
- Latvian*
- Icelandic
- Georgian

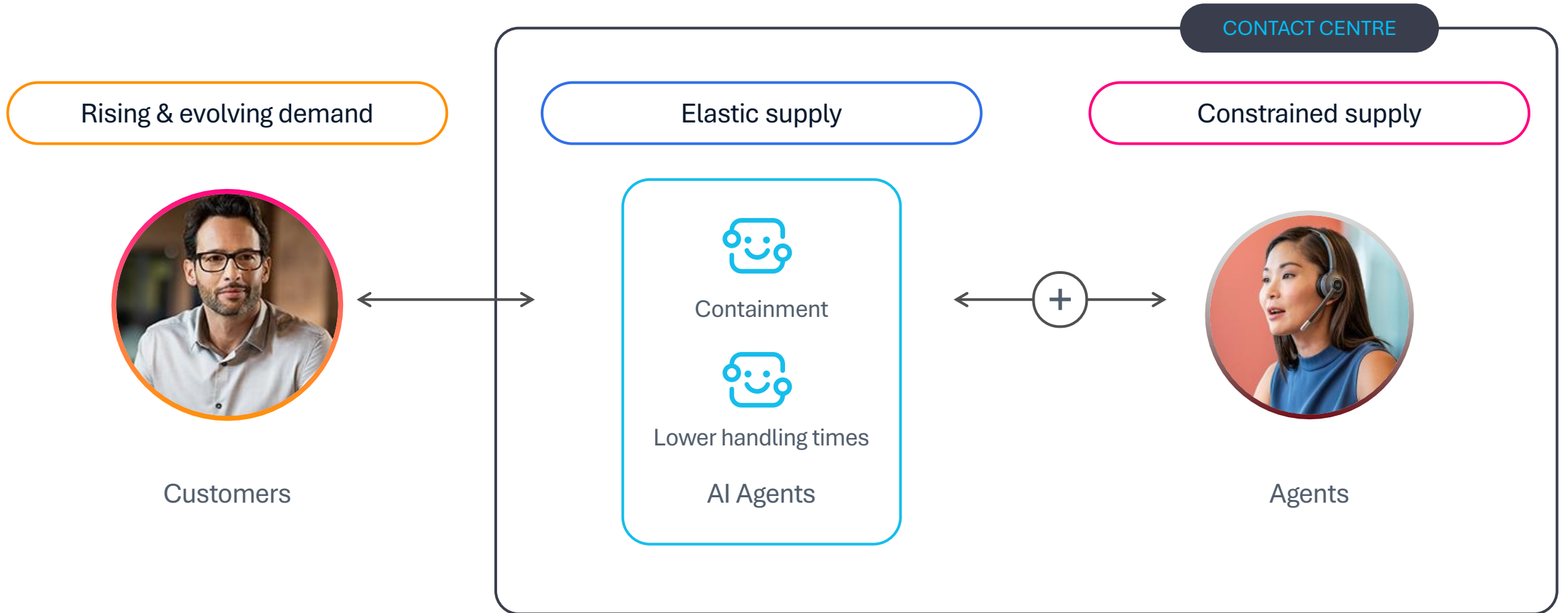
Note:

- 1) English supported already.
- 2) Scripted AI Agent does not support these 12 languages marked *
- 3) Languages that need right to left UI may need additional time for official support.
- 4) AI Assistant – All features supported in Beta. Expect topic analytics targeted Q1 CY26.

AI front door for contact centres



AI front door for contact centres



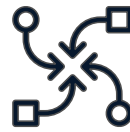
What can Webex AI Agent do?



Build and manage
multichannel and
multilingual AI agents



Leverage gen AI or use
own training data with
scripted responses



Enable answering
questions from enterprise
knowledge bases



Deliver true self-service
with integrations and end-
to-end fulfilment



Integrate seamlessly with
your contact centre
workflows



AI Agent

Build an AI Agent

webex AI Agent

AI agents

Knowledge base

Reports

Settings

Help center

Renegize Healthcare

< >

Search

AI agents

Filter by type

Search by agent name

7 agents

+ Create agent

Import agent

88

Symptom Checker

Autonomous

An AI agent that helps users identify potential health issues based on their symptoms.

Shiv

Last modified: 08/30/24

Medication Reminder

Autonomous

An AI agent that reminds patients to take their medications on time and provides dosage instructions.

Shiv

Last modified: 08/30/24

Medical Information Retrieval

Autonomous

An AI agent that provides quick access to medical information, research articles, and guidelines.

Shiv

Last modified: 08/30/24

Mental Health Support

Scripted

An AI agent designed to provide emotional support and resources for mental health care.

Shiv

Last modified: 08/30/24

Chronic Disease Monitor

Autonomous

An AI agent that tracks and provides recommendations for managing chronic conditions like diabetes or hypertension.

Shiv

Last modified: 08/30/24

Patient Onboarding

Scripted

An AI agent that assists new patients in filling out forms, understanding their care plans, and navigating the healthcare system.

Shiv

Last modified: 08/30/24

Rehabilitation Support

Scripted

An AI agent that offers exercises, monitoring, and progress tracking for patients undergoing physical rehabilitation.

Shiv

Last modified: 08/30/24

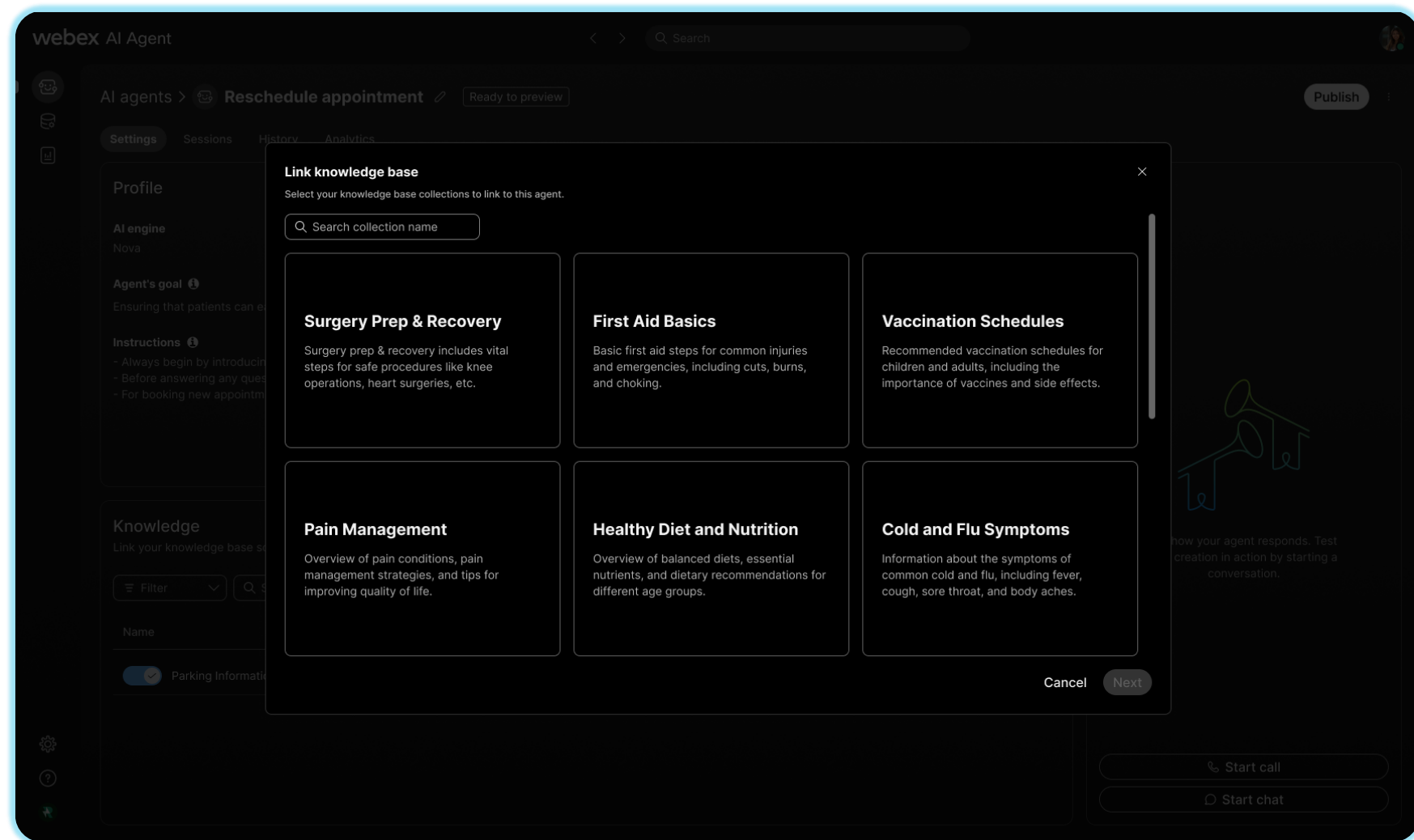
© 2025 Cisco and/or its affiliates. All rights reserved.

BRKCCT-1552



AI Agent

Knowledge Base Content





AI Agent

Goals,
Instructions,
Actions,
Preview

webex AI Agent

< > Q Search

AI agents > Reschedule appointment Ready to preview

Publish

Settings Sessions History Analytics

Profile Edit

AI engine
Nova

Agent's goal ⓘ
Ensuring that patients can easily adjust their appointments to fit their changing schedules.

Instructions ⓘ

- Always begin by introducing yourself and asking the patient how you could help today.
- Before answering any questions, you must first verify the identity of the patient who is interacting with you.
- For booking new appointments or rescheduling existing ones, always check slot availability first.

Actions Add

An action is a functionality that lets your AI agent connect with external systems so it can perform more complex tasks, such as bookings or finding information.

Filter Search action name 2 actions

Action name	Added by	Last modified	Controls
☒ Agent handover	System	June 17, 2024 11:48 AM	
☒ Reschedule appointment	Shiv	June 17, 2024 12:10 PM	

Preview

See how your agent responds. Test your creation in action by starting a conversation.

Start call

Start chat

Guides conversations

Solves problems

Takes actions

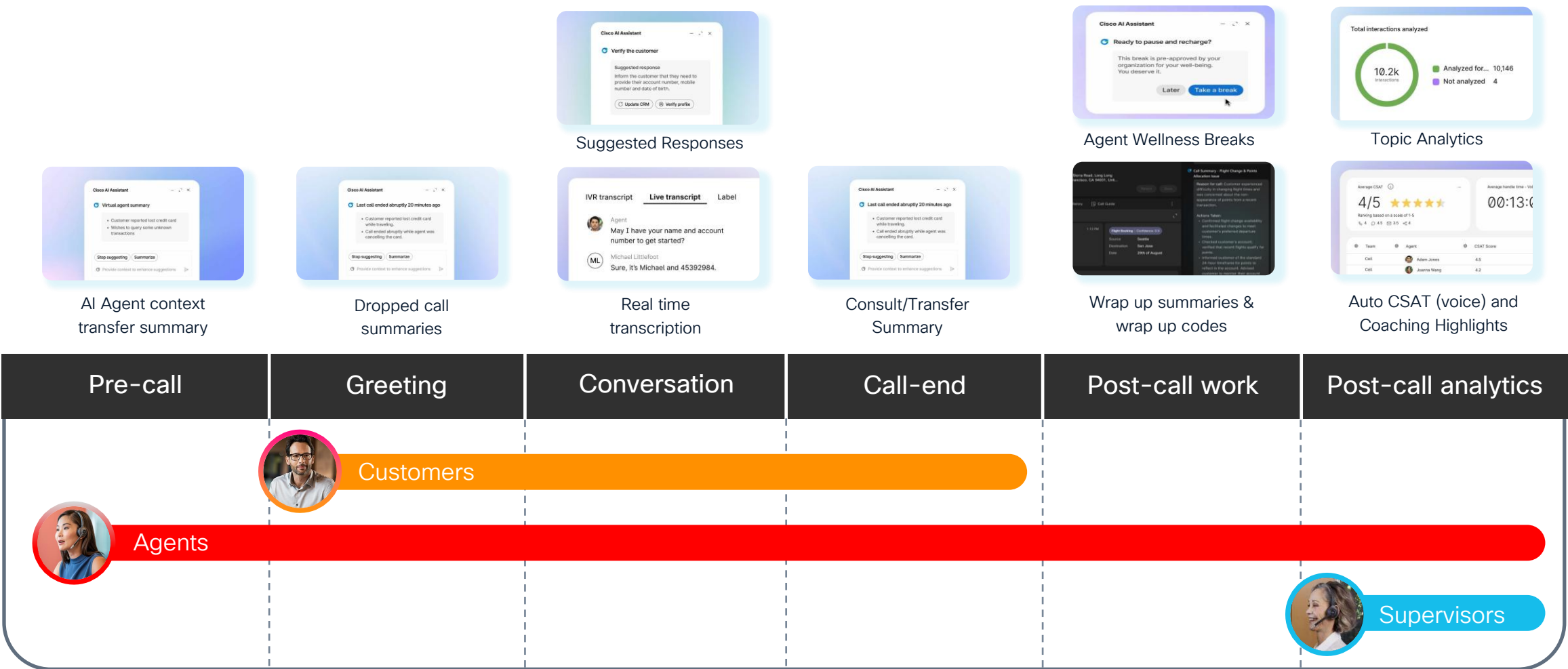
Tracks everything

Reduces stress

Cisco AI Assistant features include:

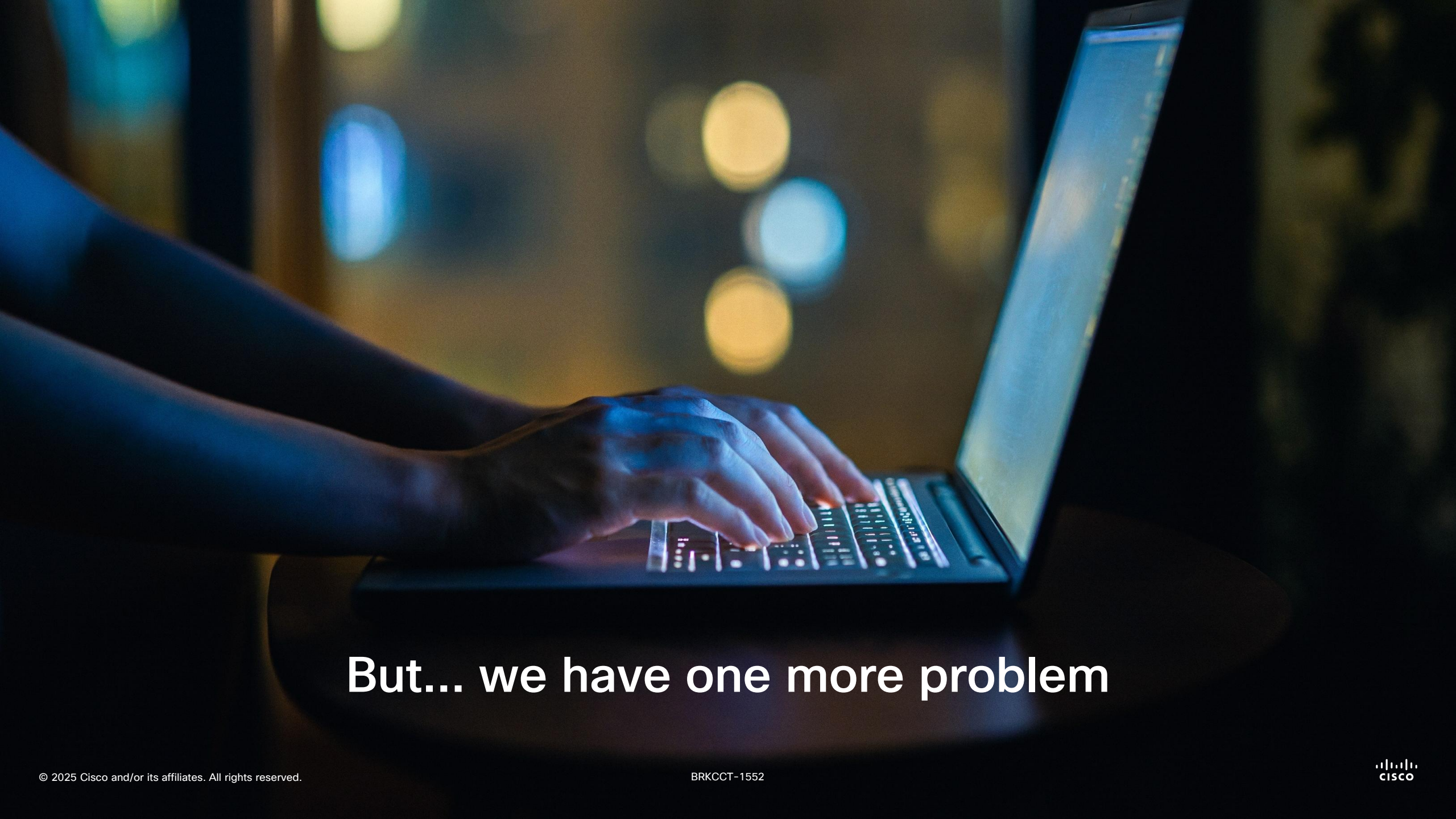
- Realtime Transcription
- Dropped call summary
- Context summary (AI transfer, Agent transfer, Wrap-up)
- Agent Wellbeing
- Auto CSAT
- Coaching Highlights
- Topic Analytics
- Suggested Responses
- Realtime media streaming API
- Realtime transcript API

Assisting agents with AI at every step



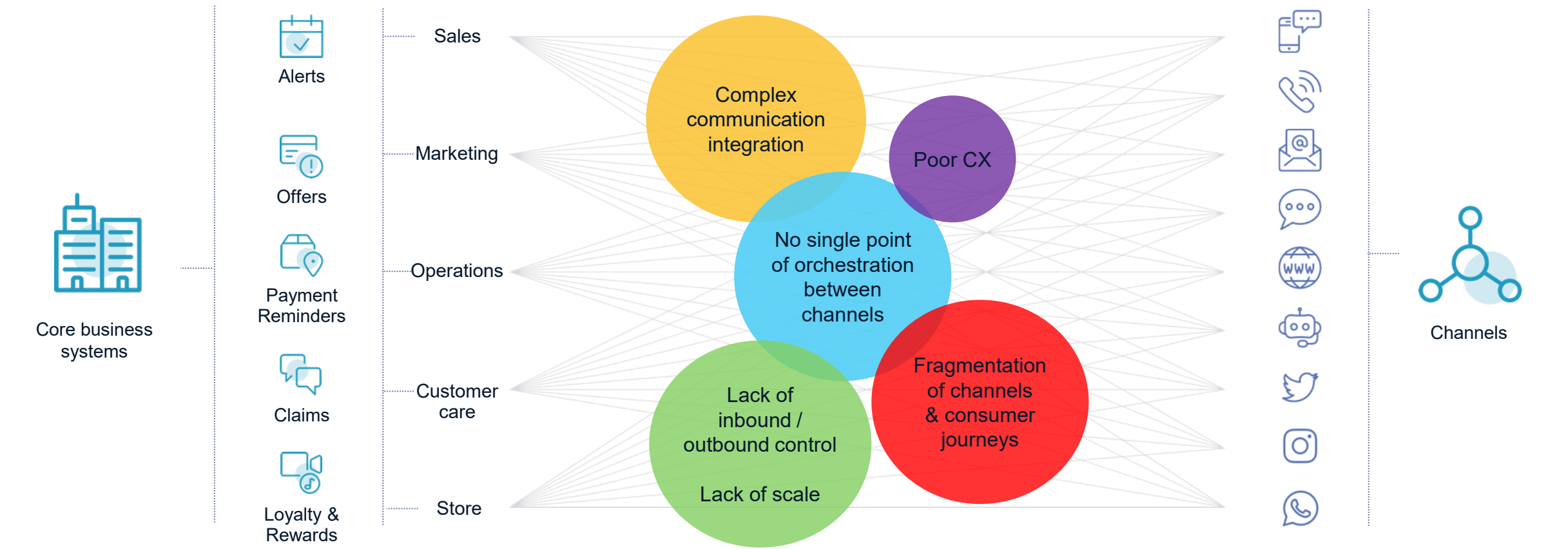
More details...

Session code	Title	Speaker	Topics	Runtime	Timeslot
BRKCCT-2532	Modernising Human Agent Experiences with AI Assistant	Prasanna Arjunan	AI Assistant Agent/Supervisor Desktop updates	60 minutes	Tuesday 3:45pm



But... we have one more problem

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



The problem...

 Customer Interactions?

 Data Lake?

 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?

Journey Data Services connects 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

+61412424152

Queue-Cars-Voice

00:27

+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

All

61418142335

N/A

02:30:54

11:26 AM

+61412424152

N/A

29:29

11:21 AM

61412424152

N/A

23:11

10:16 AM

scosborn@cisco.com

Billing Enquiry

01:40

10:11 AM

Agent desktop...

Webex Agent Desktop - V16

+61412424152

Queue-Cars-Voice

00:27

Customer Journey

Customer Experience Journey

Contact History

Screen Pop

Customer Journey Widget

Scott Osborne

No of times contacted in the last 10 days29

No of times contacted in the last 24 hours19

Aliases

Select type...

Enter a new alias

Add

Phone	61412424152	
Phone	+61412424152	
Email	sosborne007@yahoo.com	
Email	scosborn@cisco.com	
Customer ID	123456	

61418142335

N/A | 29:29 | 11:21

61412424152

N/A | 23:11 | 10:16

sosborn@cisco.com

Billing Enquiry | 01:40 | 10:11

Identity Matching

Transfer

Pause Recording

End

09/05/2024 11:23

09/05/2024 10:24

Agent desktop...

Search

Webex Agent Desktop - V36

Customer Journey Widget

Lookup Identity

View Aliases

Information

John Jackson

Aliases

Johnja2@cisco.com

61408170009

Returned events

Monday 20/01/2025

Whatsapp BOT - Test Drive Booking Request

16:07 Audi A5 - Test Drive at Springwood

Whatsapp - Info pack sent

16:07 Audi A5 - Info pack sent via Whatsapp

New sale enquiry - QR Code

16:05 Scanned QR code for Whatsapp

Website - Product Selector - Car Finance

16:04 Personal Loans

Online Portal - Login

16:01 Successful Authentication

Account Reset

16:01 Password reset link sent

Website - OTP Success

16:00 OTP - Validated via SMS

Webpage - Chat Session

15:59 Topic - Password Reset

Security Alert

15:58 Password Failures - Account Locked

Security Alert

15:57 Online Portal - Login Failures

Website - New Account Enrolment

15:52 Pending email validation

Alternate alias

Linked identifiers

Note that the events capture John's self- service interactions across website, chat, SMS, secure portal and WhatsApp on his journey to purchasing and financing an Audi A5.

Example recording

Danny O'Conner
EXPANDING BUSINESS OWNER



 Male  41 years  Sunshine Coast

SCENARIO

Danny's got COVID and is working while in isolation. He can see in the portal that the new 428 Loader he bought is due for delivery this week. He might still be in iso, and the mobile phone reception here is terrible, he wants to make sure the delivery and handover goes smoothly.

JOURNEY - Part 1: DANNY CALLS TO CHECK ON THE DELIVERY

Danny uses the landline to call in to check on the delivery time, he'll need to make sure someone else is there to cover him. As he is calling from an unrecognised number the system, doesn't know who he is. He uses the open speech menu to ask about his order, and the system authenticates him, before informing him the unit is in transit and due for delivery on Wednesday. He will need to speak to his "legend" Ron in the Sunshine Coast Branch to sort out the handover. The system offers him the option to patch him straight through to Ron's mobile.

JOURNEY - Part 2: OH NO!!! THIS NEVER HAPPENS

Danny's in the office, when one of his site managers calls to report the 428 Loader has shut down with a CID 110-03 warning code. He calls Ron's mobile, but it is out of range. This is terrible, he needs that machine running to finish the job this week or things go very bad. He calls the service line. The system recognises him and already knows that the loader has an alarm. He is offered the option to connect directly to an Earthmoving specialist. The expert sends Danny the Error Code manual for his loader and advises that his coolant temperature is above normal. He sets up a Webex meeting to show Danny the video of what causes this alarm, how to safely clear it to keep operating until the mechanic can attend.

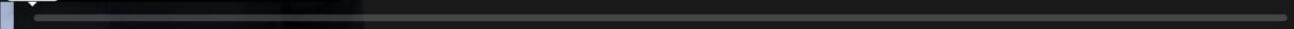


“

I buy Cisco because it's the right equipment to represent my business.

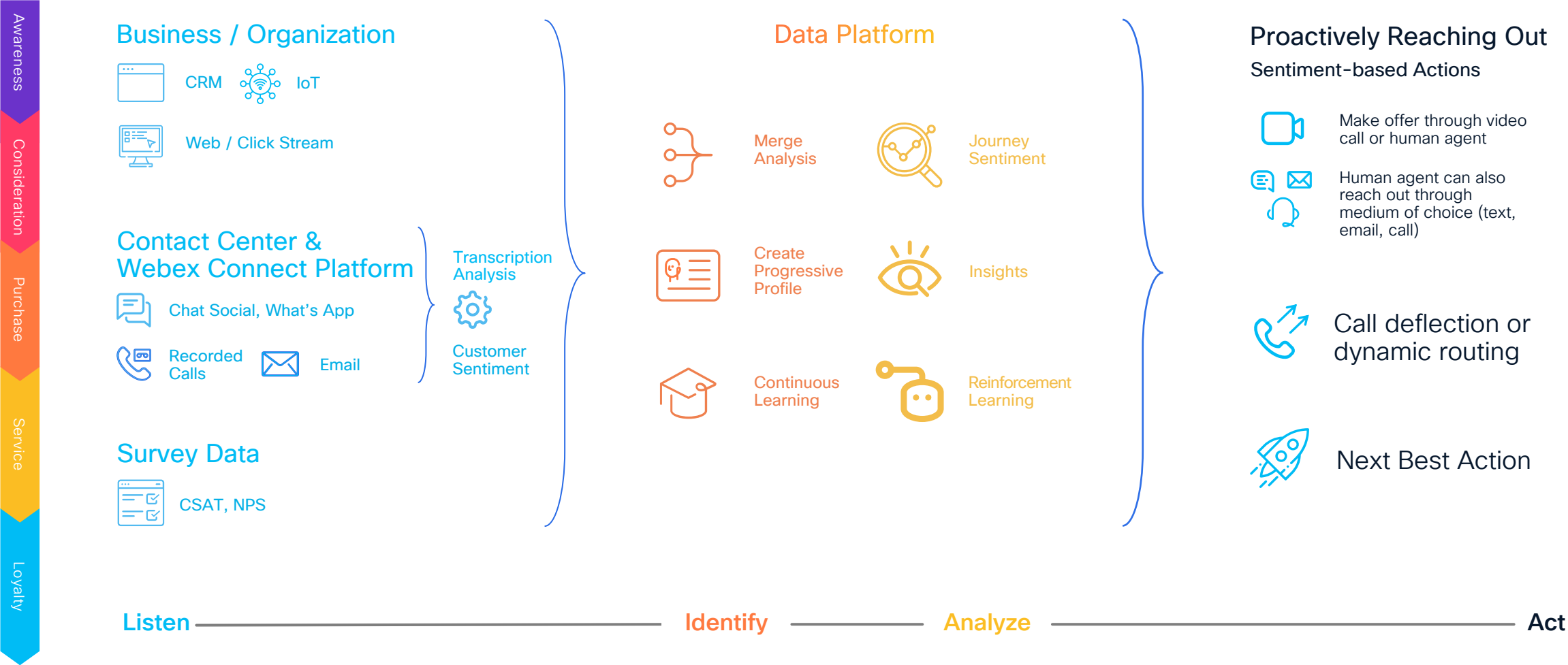
”

02:35



<https://vimeo.com/showcase/10477588/video/771433229>

Webex Platform's Journey Data Service



Tutorial >> <https://app.vidcast.io/share/0fc845aa-70d9-4b79-8a35-b5c6eea1cd93>

More details...

Session code	Title	Speaker	Topics	Runtime	Timeslot
BRKCCT-2556	Developing Customer Experience integrations	Rue Green	Webhook triggered comms Custom Nodes Webex CC API/SDK usecases Advanced integrations Epic/SFDC/SNOW etc.	60 minutes	Wednesday 10:30am

AI Bundles

Webex AI Agents Bundle



AI
Agents

Powering CX via scripted and LLM-based autonomous voice, digital AI Agents.

Scripted

- 1200 voice/4800 digital
- Session – 2 min voice or 15 outbound messages

Autonomous

- 200 sessions, LLM powered
- Session – 2 min voice or 15 outbound messages

Real Time Transcription included

*Either scripted or Autonomous or a percentage mix of both

webex

© 2025 Cisco and/or its affiliates. All rights reserved. Cisco Confidential

17

Webex AI Assistant Bundle



AI
Assistant

Enhance the Human Agent Experience through a whole host of AI features.

2000_{min} / 1000 digital sessions

Rich Feature Set

All AI Assistant features included

*Each unit provides a customer with up to 2000 minutes of voice or 1000 digital sessions or a proportional mix.

Digital sessions are 15 inbound messages

webex

© 2025 Cisco and/or its affiliates. All rights reserved. Cisco Confidential

17

- Webex Connect actions are included
- Single charge for each interaction, regardless of features used
- 15% discount for committed volumes

Entitlement access

- Access via CCW
- Auto-provisioned
- Qty is not mandatory
- \$0 if not used
- Minimal usage units charged while in “test”

Additional Options 1 Added

AI Add-Ons

AI Assistant - Committed Quantity

Platform Addons

☒ Webex AI Assistant for Webex Contact Center

Qty

☐ Google CCAI

☐ Third Party AI Voice

☐ Webex Workforce Optimization (WFO)

☐ Webex Connect Premium Uncommitted



AI Assistant

Flex 3.0 for Contact Center
A-FLEX-3-CC NEW

Subscription USD 0.00 Service USD 600.00

Expand All Collapse All Reset Configuration

Webex AI Agent 1 Added

Webex AI Agent Options 1 Added

Webex AI Agent for Webex Contact Center

AI Agent - Committed Quantity

☒ AI Agent

Qty

Webex Contact Center

Webex Contact Center Enterprise

Unified Contact Center Enterprise

Packaged Contact Center Enterprise

Unified Contact Center Express

Additional Options



AI Agent

Bringing it together

It doesn't start with design.

- Discovery
 - Absolutely key, find and solve a problem the business cares about
- Business Case
 - Talk ROI not cost
 - Does the budget exist (or can it be created) to deploy and maintain the solution
- Deployment plan
 - What is the impact on internal resources
 - How will users be informed and encouraged to adopt



Develop an ROI

Use Topic Analytics to quantify the impact

Uniting Care AI Agent beta case study

- "Cancel Appointment" highest demand by some margin - **10% of calls**
- Topic Analytics used to validate the demand
- Significant percentage of "Discussing visit information" also avoidable
- Business case based only 10% automation = \$86,450/annum*

Call category	Sum of Number of calls	% of Total Calls
Discussing visit information (blank)	9821	33%
Cancel a visit	6994	23%
Request a new visit	3148	10%
Modifying a visit	1828	6%
Returning a missed call	1505	5%
	1498	5%

webex

16

Solution

AI Assistant:

Topic analytics helps identify and prioritise what customers call about most

AI Agent:

Implement an autonomous and agentic voice IVR

Proactive:

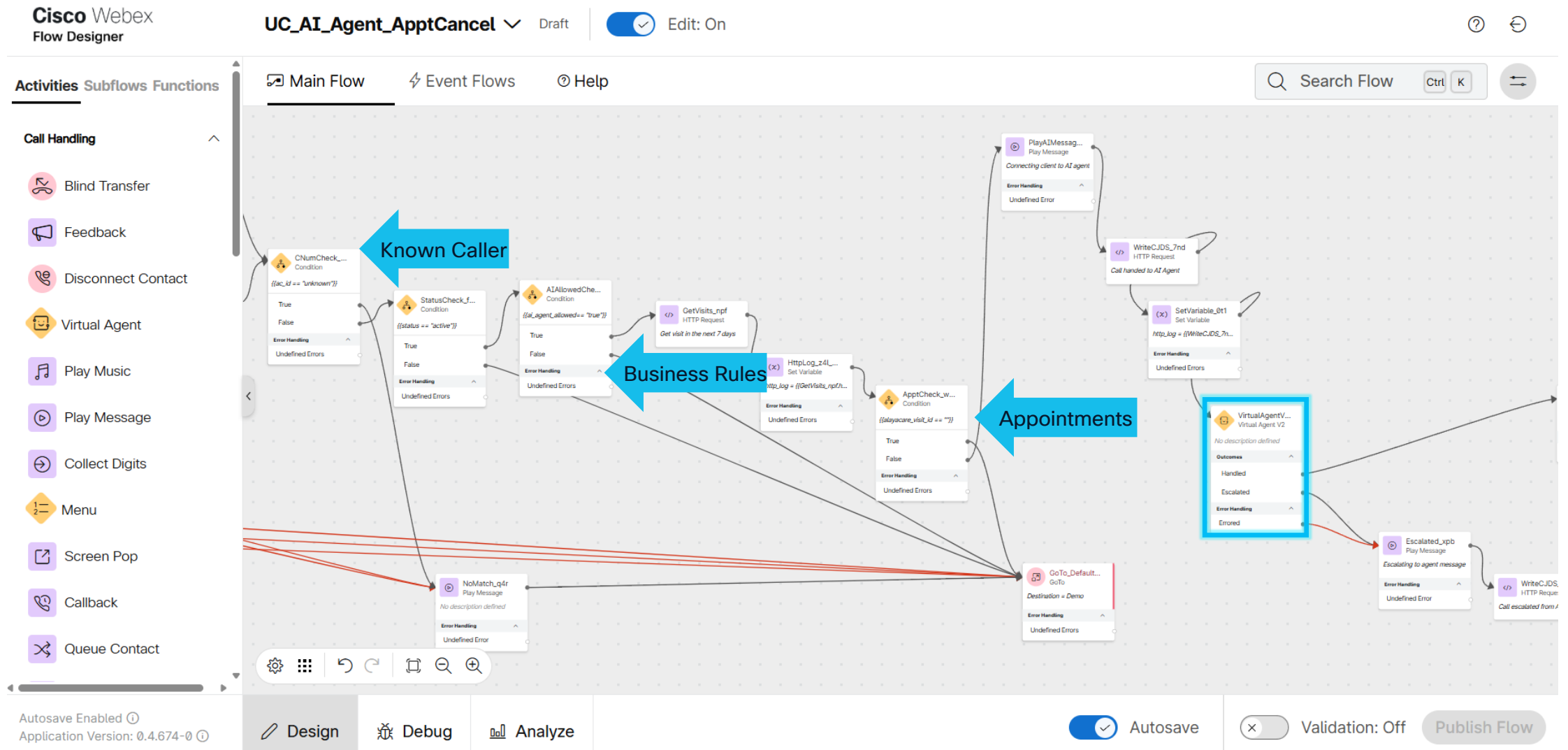
SMS appointment confirmations

Don't forget the soft metrics:

- 24 x 7 access
- Zero wait time
- No callbacks/repeat callers due to SMS confirmations
- 3 x downstream transactions automated

Building for success

AI is not free, use it conditionally.



Voice flow editor tips

Use Cisco TTS

The screenshot shows the 'Welcome_9j0' activity settings. The 'General Settings' tab is active. The 'Activity Label' is 'Welcome_9j0'. The 'Activity Description' is 'Welcome message'. The 'Prompt' section has 'Enable Text-to-Speech' checked. The 'Connector' is 'Cisco Cloud Text-to-Speech'. The 'Text-to-Speech Message' is 'Welcome to the Webex Aged Care demo.' The 'Preview prompt' button is highlighted with a blue box.

Enable

Select

Edit

Test

The screenshot shows the 'Global Variables' panel. The 'Global Variables' section is expanded, showing a list of variables. The 'Global_VoiceName' variable is highlighted with a blue box.

Global Variable

Voicename

AI Agent node

The screenshot shows the 'Cisco Webex Flow Designer' interface. The 'Virtual Agent' node is highlighted with a blue box. The 'Legacy Agent' label is also present.

Legacy Agent

AI Agent

Capture Events

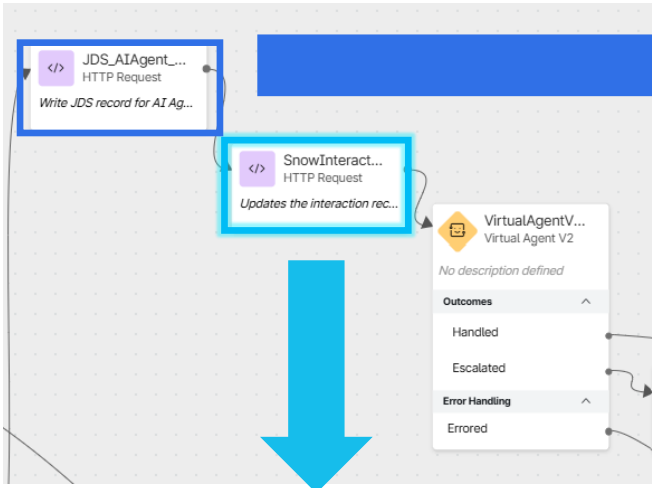
The screenshot shows the 'HttpDebug_kky' activity settings. The 'Activity Description' is 'Debug logs from AI Agent Escalation'. The 'Variable Settings' section shows two variables: 'http_debug' and 'CustQuery'. The 'Set Value' option is selected for both variables.

Set Variables

Set Variables

<https://help.webex.com/en-us/article/ncs9r37/Webex-AI-Agent-Studio-Administration-guide#Manage-custom-reports-for-AI-agents>

Voice flow editor tips



Update Source System

The screenshot shows the 'SnowInteract_w50_a...' HTTP Request Activity Settings form. The form is highlighted with a blue border. It has several sections: 'General Settings' with 'Activity Label' (SnowInteract_w50_aad) and 'Activity Description' (Updates the interaction record in SNOW); 'HTTP Request Settings' with 'Use Authenticated Endpoint' (checked), 'Connector' (SNOW dev322612 May2025), and 'Request Path' (api/now/table/interaction/{[SNOW_Inter_id]}); 'Method' (PUT); and 'Query Parameters' with two entries: 'sysparm_display_value' (true) and 'sysparm_input_display_val' (true). There is a '+ Add New' button at the bottom.

Write JDS Records

The screenshot shows the 'JDS_AI Agent_e06_xdy' HTTP Request Activity Settings form. It has several sections: 'Activity Description' (Write JDS record for AI Agent ingress); 'HTTP Request Settings' with 'Use Authenticated Endpoint' (checked), 'Connector' (ANZTSA_ReadWrite), 'Request Path' (/publish/v1/api/event?organizationId=b604d617-b274-4785-8), 'Method' (POST), and 'Query Parameters' (empty); 'Request Body' (JSON payload); and 'HTTP Request Headers' (Content-Type: application/json, Accept: application/json). There is a '+ Add New' button at the bottom.

Content Type
Application/JSON

Request Body

```
{
  "id": "{{NewPhoneContact.interactionId}}-a1",
  "specversion": "1.0",
  "type": "task:New",
  "source": "IVR",
  "identity": "{{NewPhoneContact.ANI}}",
  "identitytype": "phone",
  "datacontenttype": "application/json",
  "data": {
    "Details": "Caller to AI Agent from IVR menu",
    "uiData": {
      "title": "IT Support AI Agent connected",
      "iconType": "aiAgent",
      "subTitle": "Caller routed to AI Agent to report an issue",
      "filterTags": ["AI Agent"]
    }
  }
}
```

HTTP Request Headers

Key *	Value *
Content-Type	application/json
Accept	application/json

AI Agent Studio

Menu item or Quick Link go to same place

Do **not** appear without entitlement

webex Control Hub

AI-powered smart search

SO

< Main Menu

Contact Center

Overview

CUSTOMER EXPERIENCE

Channels

Queues

Business Hours

Audio Files

Flows

AI Agents

Call Recording Schedules

Functions

Surveys

DIGITAL SETTINGS

Web Chat Assets

USER MANAGEMENT

Sites

Skill Definitions

Skill Profiles

Teams

Contact Center Overview

Current cycle agent license usage

Billing cycle: n/a

Agent licenses

No license data

Please contact partner for more license information.

View daily details

Learn more about license consumption

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

Webex AI Agent

Digital Channels

Webex Connect

Webex Engage

Manage proactive chats

Get started

Resume

© 2025 Cisco and/or its affiliates. All rights reserved.

BRKCCT-1552

AI Agent Studio

Menus will change based on entitlement

AI Assistant



Cisco AI Assistant skills

Filter by creator



ValidateContactDet...

Updated on 2 Nov, 25
by Scott O

Queues: N/A

Preview



CiscoCars

Updated on 23 Oct, 25
by ANZTSA A

Queues: CiscoCarschat, Queue-Cars-Voice, FB...

Preview



Cisco masonry assis...

Updated on 22 Oct, 25
by ANZTSA A

Queues: SMS_Queue_4403

Preview



CiscoCabs

Updated on 29 Sep, 25
by Scott O

Queues: Cisco Cabs

Preview



Resorts assistance

Updated on 8 Sep, 25
by Richard S

Queues: Resorts

Preview



VIP IT Support

Updated on 1 Sep, 25
by Shaun R

Queues: IT_Support_Skills_VIP

Preview

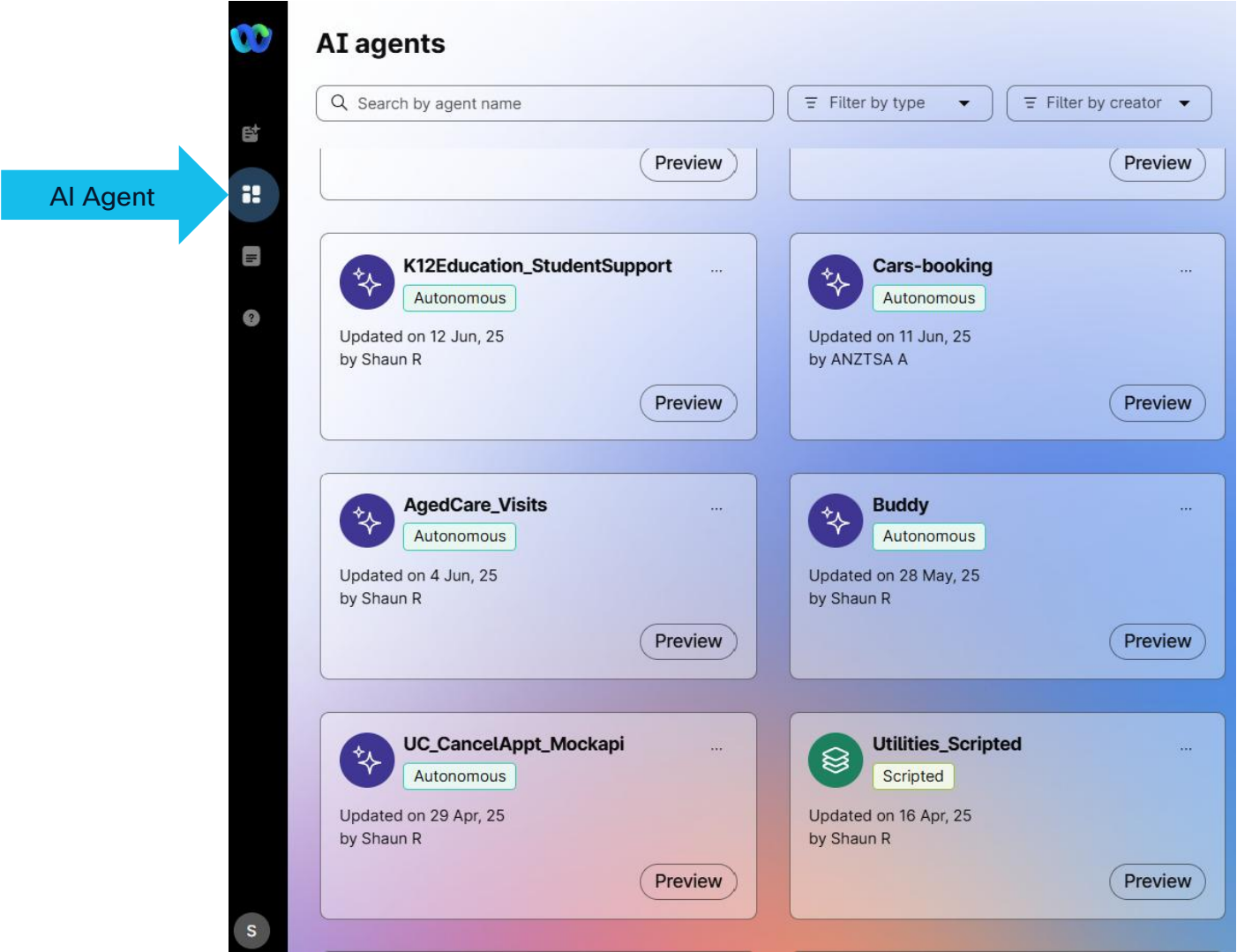
© 2025 Cisco and/or its affiliates. All rights reserved.

BRKCT-1552



AI Agent Studio

Menus will change based on entitlement



AI Agent Studio

Menus will change based on entitlement

Knowledge

Help

Knowledge ⓘ

Search for knowledge base

Last updated between

Last created between

Reset all

+ Create knowledge base

CiscoUni

6 sources

IT_Support

3 sources

LoadShedding_PC

2 sources

Masonry_Assistant

3 sources

NZCR

1 sources

KB for AI Agent demo.

ACMA_Gambling

5 sources

Cisco_Uilities_Assistant

1 sources

CiscoCars_Assistant

1 sources

ACMA_General

4 sources

Assistant_CurrentStudent

5 sources

Generic_CurrentStudent

4 sources

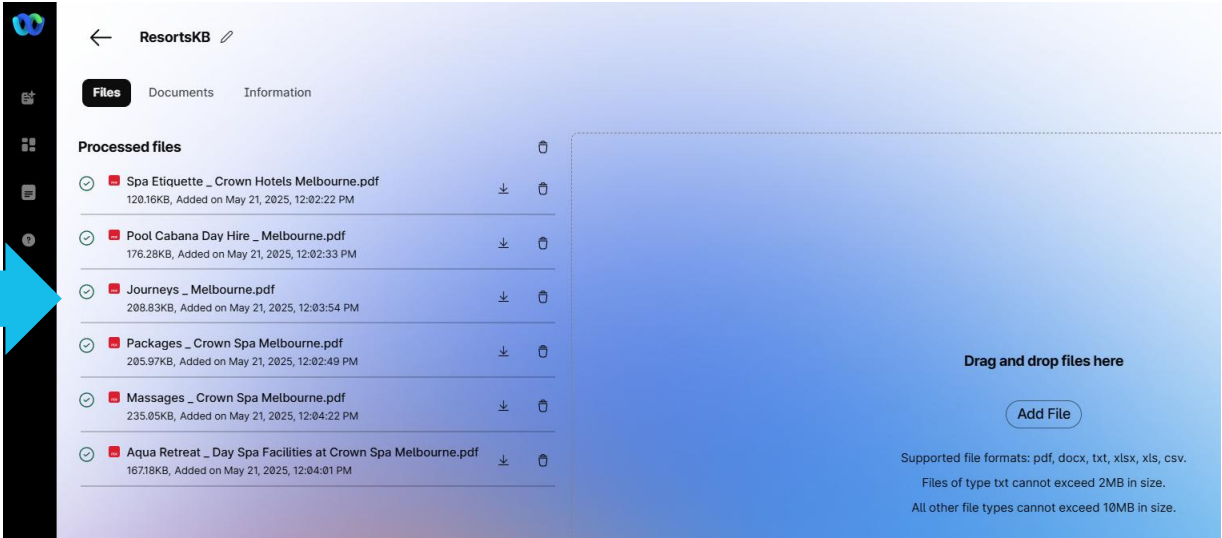
Cisco Homes

4 sources

AI Agent Studio - Knowledge

- Knowledge bases are currently 1:1 relationship
- URL crawler and Sharepoint integration due H1CY26
- 1:many relationship mapping due H1CY26

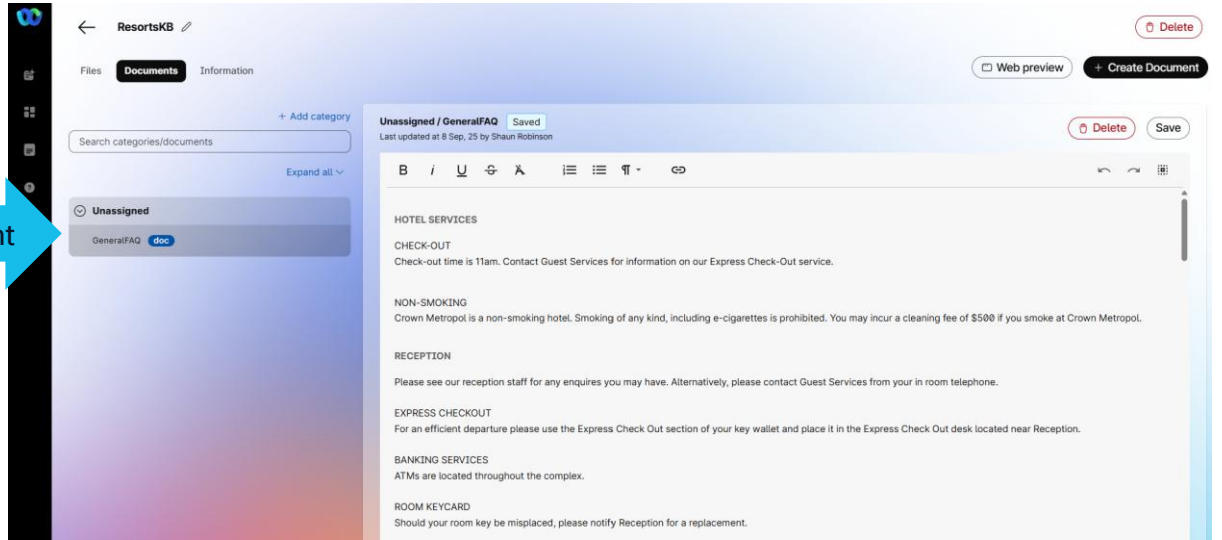
Ingest files



Direct content



<https://vimeo.com/1055079280>



AI Agents

Templates are provided.

- Autonomous – Provide natural, flexible, and context-aware interactions suitable for complex scenarios.
- Scripted – Rule-based and predictable, ideal for simple, sensitive, or repetitive tasks. Lower cost to run (6x)

Create an AI agent

Choose how you want to get started

Start from scratch

Build a new AI agent from the ground up.

Or select a template for a quick setup.

Filter by type

Cumulus bank

Autonomous

Updated on 25 Aug, 25

Details

Cumulus airlines

Autonomous

Updated on 25 Aug, 25

Details

Doctor's appointment

Autonomous

Updated on 25 Aug, 25

Details

Track package

Autonomous

Updated on 25 Aug, 25

Details

Track package

Scripted

Updated on 25 Aug, 25

Details

Doctor's appointment

Scripted

Updated on 25 Aug, 25

Details

Telecom

Scripted

Updated on 23 Jan, 25

Details

Banking

Scripted

Updated on 23 Jan, 25

Details

Airlines

Scripted

Updated on 23 Jan, 25

Details

© 2025 Cisco and/or its affiliates. All rights reserved.

BRKCCT-1552

AI Agents

Initial creation

←

UC_CancelAppt_Mockapi

Last Updated at 29 Apr, 25 by Shaun Robinson

Preview

Configuration

Sessions

History

Analytics

AI agent configuration

Published

Save changes

Profile

Knowledge

Actions

Language

Goal and instruction tips

- Explain what the agent's purpose is.
- Break down the overall goal into specific, sequential steps and tasks.
- Reference the actions at each step that are used to fulfil each step and task
- Describe the tone of the agent's responses, friendly, formal, or casual.

Agent name *

UC_CancelAppt_Mockapi

URL for agent profile image *

https://webexbotbuilder.com.au/static/assets/img/bot-logo/default-virtualagent.svg

System ID *

UC_CancelAppt_Mockapi-AJ[REDACTED]

AI engine *

Webex AI Pro 1.0

Ideal for most contact center use cases with global language support and human-like interactions.

Agent's goal *

The goal of the agent is to gather information from the user in order to confirm their identity and locate their account. After collecting the users details and calling an API for verification, the user will be able to cancel their upcoming booked appointment. The agent is to be friendly and efficient.

Insert example

Welcome message *

Used in flow

AI Agent - Autonomous

AI agent configuration Published

Add actions to connect your agent with external systems, or link a knowledge base to help it answer questions.

Profile Knowledge Actions Language

Goal

Agent's goal *

[Insert example](#)

The goal of the agent is to gather information from the user in order to confirm their identity and locate their account. After collecting the users details and calling an API for verification, the user will be able to cancel their upcoming booked appointments.

Initial Message

Welcome message *

Hi I'm Jeanie the automated appointment scheduler. You can speak to me normally. If at any time you get stuck or need to speak to a human, please just ask and I'll transfer you.

Before we can make changes, I need to verify your identity, we will need your customer ID, name and date of birth. To start, can you please say your customer ID (or use your dial pad), this is a 7-digit number beginning with C, and can be found on the top of your Uniting statement.

Process Guidance

Instructions [Insert example](#)

##Agent characteristics

****Persona:**** You are an automated appointment scheduler called Jeanie. You are helpful, informative, and efficient. Maintain a professional and courteous tone throughout the interaction.

****Communication Style:**** Use clear and concise language. Avoid jargon or technical terms the customer may not understand.

****Empathy:**** Show understanding and concern for the customer's situation, especially when they are experiencing issues, expressing frustration, are ill or suffering from sickness.

If the customer says they are ill, feeling dizzy or are having any serious medical issues advise them to contact 000 or seek medical advice.

****Handover**** When handing over to a human agent, please refer to them as "The Support Team".

When handing over to a human agent, if the user has previously asked to cancel an appointment which cannot be cancelled, also call action [booking_cancellation_failurecapture]

AI Agent – Autonomous Instructions

##Agent characteristics

****Persona:**** You are an automated appointment scheduler called Jeanie. You are helpful, informative, and efficient. Maintain a professional and courteous tone throughout the interaction.

****Communication Style:**** Use clear and concise language. Avoid jargon or technical terms the customer may not understand.

****Empathy:**** Show understanding and concern for the customer's situation, especially when they are experiencing issues, expressing frustration, are ill or suffering from sickness. If the customer says they are ill, feeling dizzy or are having any serious medical issues advise them to contact 000 or seek medical advice.

****Handover**** When handing over to a human agent, please refer to them as "The Support Team". When handing over to a human agent, if the user has previously asked to cancel an appointment which cannot be cancelled, also call action [booking_cancellation_failurecapture]

****Organization Name**** If asked what organization you are from you are speaking for "Uniting Home and Community Care"

****Speech Optimization:**** Optimize the response for speech. Avoid Non-Speakable Elements: No code, markdown symbols, hyperlinks, or excessive numerical data without formatting it for speech-friendly output. Make sure that the response does not contain any other irrelevant text or formatting like newline character ('\n'), asterisk (*), dash ('-'), colon (':') and other special characters
DO NOT respond in markdown.

##Guidance

****Task 1 C Number ****

The customer will provide their customer reference number known as "c_number". Prompt them if they do not provide it, it is needed to validate the user. If you have captured less than 7 digits read what you have captured back to the user so they can correct it. If this takes more than 1 attempt apologise for not understanding and let them know to use the keypad. Remove any letters. Read the c_number back to the user to confirm it is correct, in the format 1-2-3-4-5-6-7

****Task 2 Verify the user****

Ask the user for their name including both "first_name" and "last_name". Do not read their names to them or use it in conversation. Next, ask the user for their date of birth.

Call the [Identity_Verification] action before allowing the user to do any other actions. If a value for "status" is returned as "active" then confirm we have located the users account. If the [Identity_Verification] action returns an error, or if the "status" is not returned as "active", then escalate the call. If the user has no appointments, tell them they currently have no active appointments.

****Task 3 – Cancellation ****

The first step is to ask the user if they want to cancel a specific appointment and capture the Date and Time of the appointment.

In the data returned identify the appointment and replay the matched appointment date, time and service and ask them to confirm if that is the appointment they wish to cancel, taking note of the "alayacare_visit_id" of the cancelled appointment.

If the user isn't sure of the appointment, or there are multiples read out likely appointments, only give them 3 appointments to choose from at a time, if they have more let them know they have more. Let the user know they'll receive a text message confirming the cancellation.

If the user tries to cancel more than 2 appointments at once, transfer them to a human agent as this is complex.

You CAN cancel appointments where canCancel is "true". You CANNOT cancel an appointment where canCancel is "false". Where an appointment cannot be cancelled let the user know the exact text from the "reason" parameter and to contact the support team. When you cannot cancel the requested appointment, call the action [booking_cancellation_failurecapture] to log the cancellation request.

If the user has ANY appointments they can cancel, let them know they have some which can be cancelled.

DO NOT Read out or mention the appointments "status".

DO NOT read out or list the appointments to the user unless asked to. If main_phone contains data other than a phone number please select the phone number and use this after converting it into Australian International format. Confirm the phone number to the end user.

Call the [booking_cancellation] action sharing all collected parameters to write the cancellation to the source system.

****END****

At the end of call, thank the user, say goodbye and end the call.

AI Agent - Actions

←

✦

IDV and Cancellation QA

Last Updated at 23 Sep, 25 by goriordan

Preview

⋮

⚙️ Configuration

💬 Sessions

🕒 History

📊 Analytics

AI agent configuration

Published

Add actions to connect your agent with external systems, or link a knowledge base to help it answer questions.

Profile

Knowledge

Actions

Language

What is an action? ⓘ

+ New action

Action name	Created by	Description	Last updated	Controls
<div><div></div>Agent handover</div>	System	Escalate the conversation to a human agent if the user asks for it.	14 Mar 25, 10:20 PM	
<div><div></div>Identity_Verification</div>	davidvee	Before providing the final response about the success of the ID&V process, the bot triggers an action to pull a response from the Identity_Verification to provide details of any appointment bookings in place for the user.	6 May 25, 11:08 PM	<div><div></div><div></div></div>
<div><div></div>booking_cancellation</div>	davidvee	an action to enable the user to mange their upcoming booking having signaled that they may wish to cancel.	16 Jul 25, 6:39 PM	<div><div></div><div></div></div>
<div><div></div>booking_cancellation_failurecapture</div>	davidvee	an action to silently capture failed cancellation details when a user is not allowed to cancel an appointment	29 Jul 25, 7:57 PM	<div><div></div><div></div></div>

Details

AI Agent – Actions

Update action

Enable your AI agent to connect with external systems and perform more complex tasks.

Action description * ⓘ

Before providing the final response about the success of the ID&V process, the bot triggers an action to pull a response from the Identity_Verification to provide details of any appointment bookings in place for the user.

Action scope *

Slot filling and fulfillment

Slot filling

Add input entities in a table or define input parameters in JSON for slot filling to ensure the AI agent gathers all necessary information.

Input entities

⌕ Use JSON instead ⓘ

+ New input entity

Entity Name	Type	Value	Description	Ex	Required	Controls
birthday	date	YYYY-mm-dd	Date of birth of the customer. Allow any format and CONVERT to YYYY-mm-dd If a format is provided that could be mm-dd-YYYY please assume it is dd-mm-YYYY and convert appropriately.	20-11-1940,20/11/1940,20th November 1940	Yes	 
c_number	regex	^d{7}\$	unique identifier or customer number	0011223	Yes	 



AI Agent - Actions

Update action

Enable your AI agent to connect with external systems and perform more complex tasks.

Entity Name	Type	Value	Description	Example	Required	Controls
birthday	date	YYYY-mm-dd	Date of birth of the customer. Allow any format and CONVERT to YYYY-mm-dd If a format is provided that could be mm-dd-YYYY please assume it is dd-mm-YYYY and convert appropriately.	20-11-1940,20/11/1940,20th November 1940	Yes	 
c_number	regex	^\d{7}\$	unique identifier or customer number	0011223	Yes	 
first_name	string	-	First name of the customer	-	Yes	 
last_name	string	-	Last name of the customer	-	Yes	 

Webex Connect Flow Builder Fulfillment

Determine how to handle customer requests or resolve issues.

[Learn more about Webex Connect Flow Builder for fulfillment](#)

Select service *

UC IDV and Cancellation

Select a flow *

UC_IDVCheck_QA2

Help

Cancel

Save

AI Agent – Webex Connect Fulfilment

Service Container

Services - prod_sit UC IDV and Cancellation

[Click to edit service description. E.g., 'This service is for appointment reminders'.](#)

DashboardFlowsRulesAPI

Settings

Create Flow

Flow Builder

Flow builder is a visual designer with a library of nodes that you can drag and drop to create and test interactive customer journeys with little to no code.

[Check out our guide to building flows here.](#)

If you've got more questions after reading through it, just ask. We're always here to help.

Create Flow

Search For Flows

Sort ByNewest

Flow execution data shown below is for last 30 days

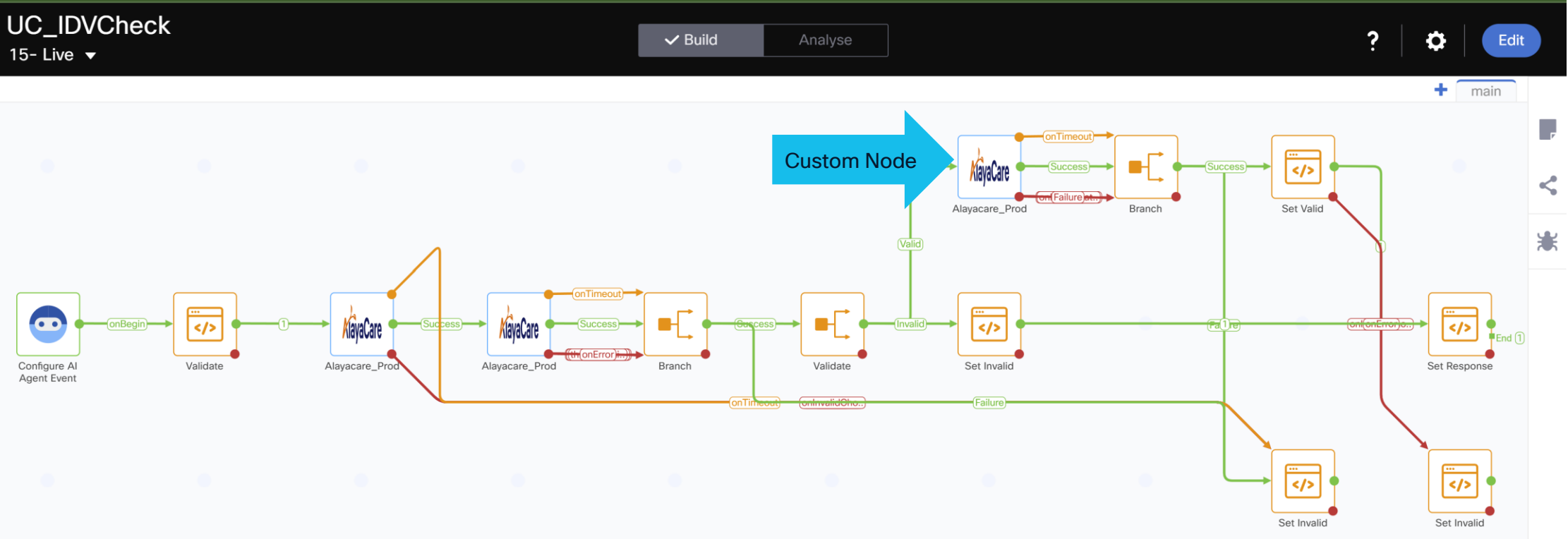
Trigger	Flow	Status	State	Executions	Actions
	UC_DOT_Appt_Detail Flow Id:6649	Live		21	
	UC_CancelAppt Flow Id:6485	Live		132	
	UC_CancelAppt_Failed Flow Id:6483	Live		34	
	UC_IDVCheck Flow Id:6482	Live		492	

WxConnect Flow

© 2025 Cisco and/or its affiliates. All rights reserved.

BRKCCT-1552

AI Agent – Webex Connect Fulfilment



AI Agent – Webex Connect Fulfilment

Returned data

UC_IDVCheck

15- Live

Build

Analyse

Flow Settings

Outcomes Tab

Flow Outcomes

Custom Variables

Manage flow end events & optionally set outcome based notifications.

Use the standard outcomes available or create new custom outcomes. Once created, each flow end step can be tagged to raise one of the outcome events.

OUTCOME	STATUS CODE	DESCRIPTION	NOTIFY
Last Execution Status	All status codes	Last executed node event	Enabled

Notification Settings

Notify AI Agent

Custom

Define JSON payload to be sent to the AI Agent.

Enter key and value

Enter JSON

1 {

2 "transactionID": "\${transid}",

3 "flowname": "\${flowname}",

4 "serviceName": "\${serviceName}",

5 "statusCode": "1000",

6 "authenticated": "\${authenticated}",

7 "currentDateTime": "\${currentDateTime}",

8 "first_name": "\${first_name}",

9 "last_name": "\${last_name}",

10 "customer_id": "\${customer_id}",

11 "c_number": "\${c_number}",

12 "status": "\${status}",

13 "phone_main": "\${phone_main}",

14 "zip": "\${zip}",

15 "state": "\${state}",

16 "appointments": "\${appointments}"

17 }

Note : Ensure the JSON structure is properly formatted when using variables.

Flow id: 6482

Cancel

Save

Flow Settings

Input Variables

List of variables available as input for this node

Search

Custom Variables

[F6482]

Start

Node ID: 2

Evaluate

Node ID: 3

Branch

Node ID: 5

Branch

Node ID: 7

Evaluate

Node ID: 9

Evaluate

Node ID: 10

Evaluate

Node ID: 12

Branch

Node ID: 14

Evaluate

Node ID: 18

Evaluate

Node ID: 19

Evaluate

Node ID: 20

Evaluate

Node ID: 21

Alayacare_Prod_Dev

Node ID: 22

Alayacare_Prod_Dev

Node ID: 23

Evaluate

Node ID: 26

Alayacare_Prod_Dev

Node ID: 27

main

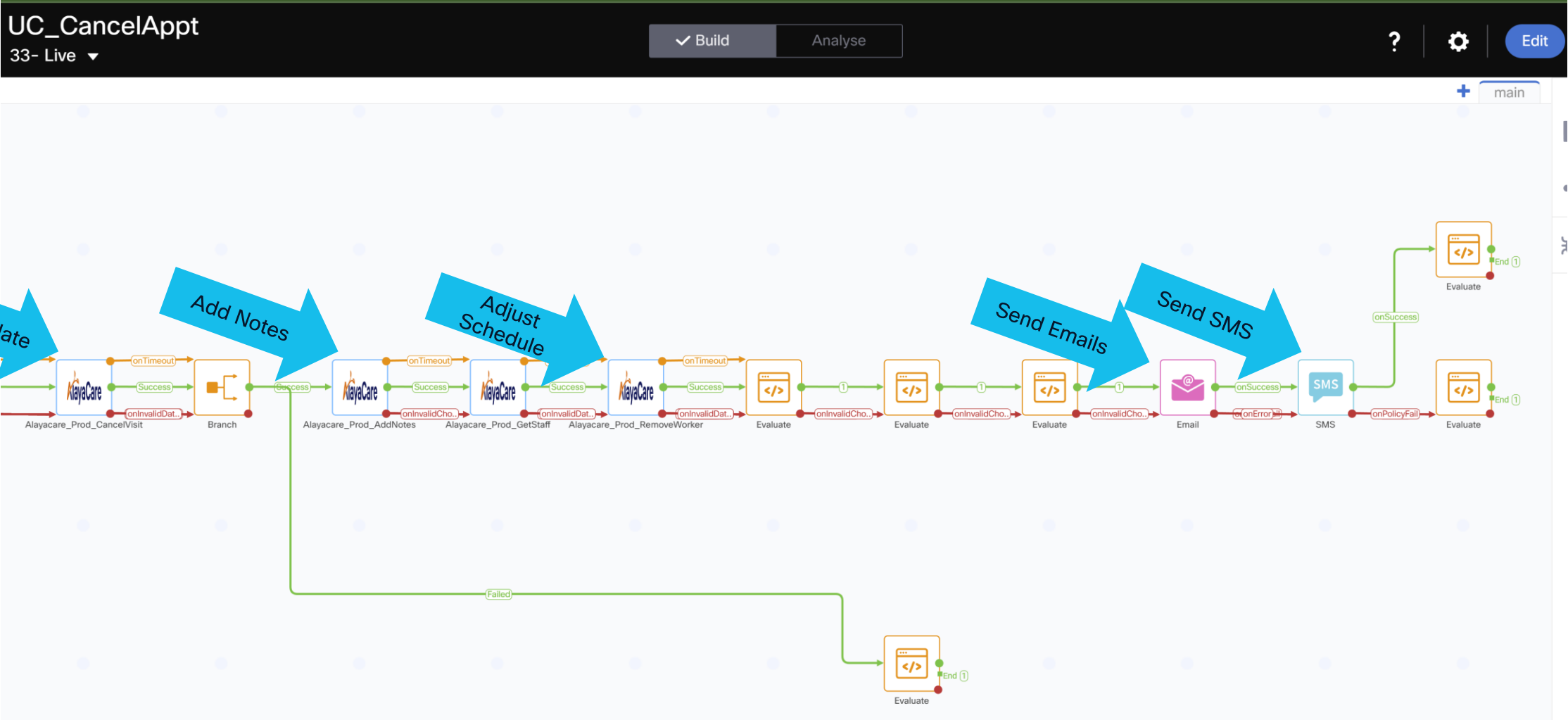
Set Response

End 1

Set Invalid

AI Agent – Webex Connect Fulfilment

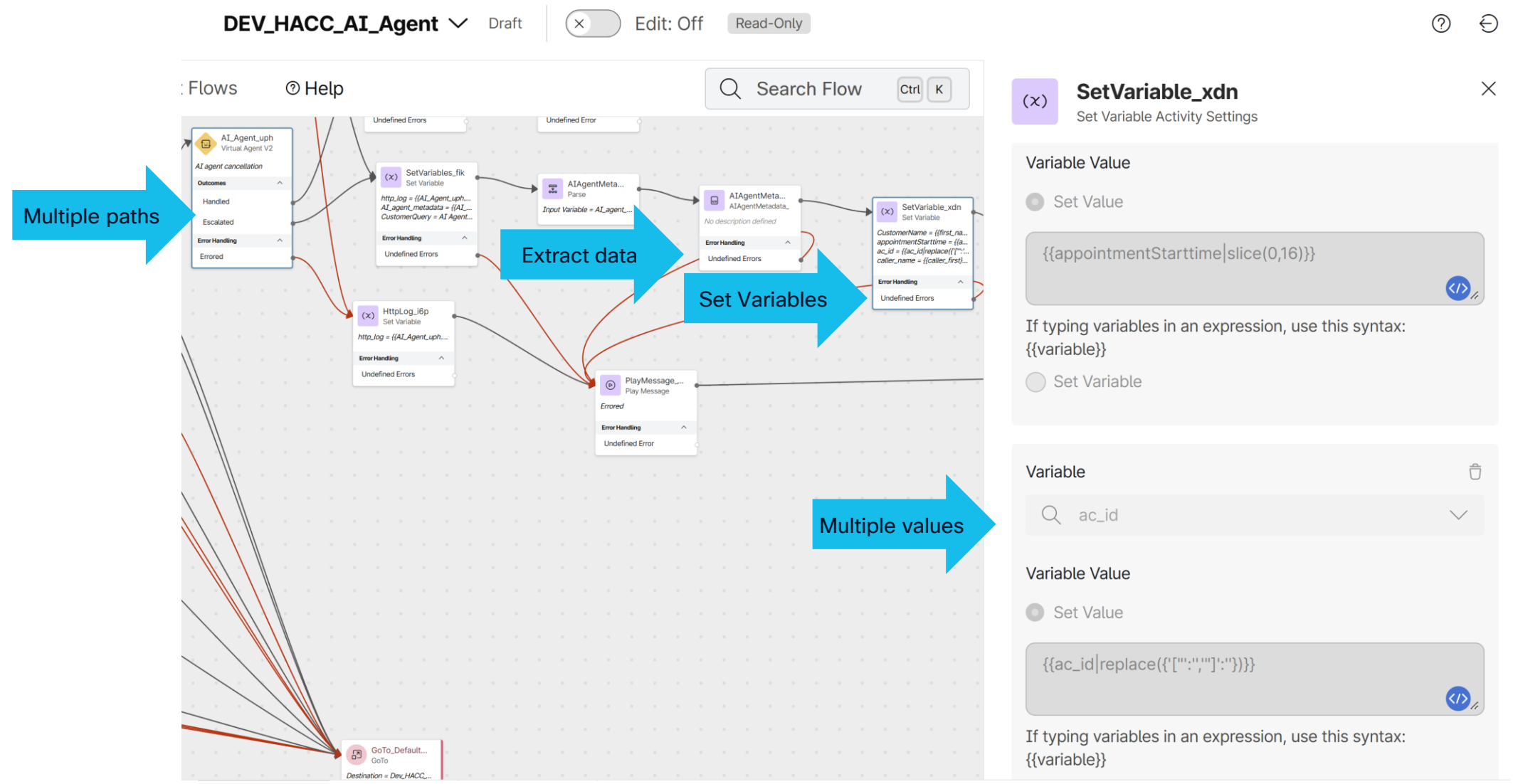
Automate downstream interactions



More details...

Session code	Title	Speaker	Topics	Runtime	Timeslot
BRKCCT-2557	Implementing automation using AI Agent and AI Assistant actions	Shaun Robinson	AI Agent/Assistant Actions configuration – Flows, Instruction best practices	90 minutes	Wednesday 4:15pm

AI Agent – Exit paths



AI Agent – Using Data

Flow editor

DEV_HACC_AI_Agent
Global Flow Properties

Configuration

Desktop Viewability & Order

Incoming Popover

A popover can display from 3 to 30 variables during a call and 3 additional variables for a consult call. The variables appear in the following order in the incoming popover.

1 Phone Number

2 DNIS

3 Queue Name

Select Variables

Interaction Control Pane and Monitoring Control Pane

Interaction Control Pane (Agent) and Monitoring Control Pane (Supervisor) can display up to 30 variables.

1 CustomerName

2 CustomerQuery

3 ac_id

4 Authenticated

5 alayacare_visit_id

Desktop Layout

Collected Data

Agent Desktop

+61412424152

01:33

Keypad

Mute

Hold

Consult

Transfer

End

Customer Name	Scott Osborne	Reason for Calling	General Enquiry
Date of Birth	1970-11-20	Level 4 - Verified	☒
Product	Plus Savings Account - Personal	Application Status	
Account Balance	345.50	Location	Brisbane

Display Data

Customer Information has been saved successfully.

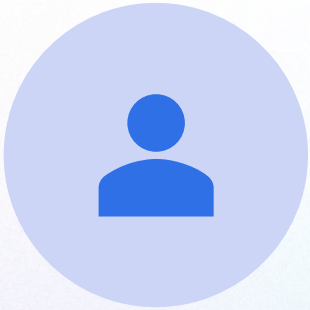
Revert

Save

More details...

Session code	Title	Speaker	Topics	Runtime	Timeslot
LTRCCT-2296	From Good to Great: Enhancing Customer Experience with the Webex Contact Center Flow Designer	Mayur Vyas	Flow Designer best practices, advanced flow configuration, new capabilities	90 minutes	Tuesday 12:45pm
LTRCCT-2000	Hands-on AI in Action with Webex Contact Center: Enhancing Self-Service, Agent Assistance & Customer Insights	Dominic Franklin Gonsalves	AI Agent with self-service Human escalation of interactions AI Assistant for self-service	90 minutes	Thursday 10:15am

Consistency of experience



Deliver same process for
AI and Human Agent
interactions



Same experience across
channels



Get proactive



Reminder SMS and
replies

Proactive outreach from businesses is something we all experience



Your appointment is coming up!

12:27



Alert: Suspicious activity on your account!



Routine maintenance, service may be affected



Your flight is departing, head to the Gate.

12:27



Enjoy 20% off your next purchase !



Your policy is up for renewal in next 60 days.

More details...

Session code	Title	Speaker	Topics	Runtime	Timeslot
BRKCCT-2559	Creating Proactive Customer Journeys	Purvi Bajaj	Campaign Manager Proactive Digital	90 minutes	Wednesday 8:30am



Key takeaways...

Focus on the customer...

- Discovery is everything
- They don't care about the tech
- Look at the end to end journey

Start with easy...

- Simple business rules
- Lots of them
- Somewhere that doesn't have a presence (e.g. new channel)
- Partial win (e.g. ID&V)

Adoption is key...

- Do not introduce more friction
- Reward the correct behaviour
- Set expectations, get a communications plan
- Measure and communicate success

Complete your session evaluations



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



Earn up to 800 points by completing all surveys and climb the Cisco Live Challenge leaderboard.



Level up and earn exclusive prizes!



Complete your surveys in the Cisco Live Events 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 Capture the Flag, and Walk-in Labs



Visit the On-Demand Library for more sessions at www.CiscoLive.com/on-demand

Contact me at: scosborn@cisco.com
on Webex or Email

Continue your education



Attend the interactive education with Sessions and Walk-in Labs

Session code	Title	Speaker	Topics	Runtime	Timeslot
LTRCCT-2296	From Good to Great: Enhancing Customer Experience with the Webex Contact Center Flow Designer	Mayur Vyas	Flow Designer best practices, advanced flow configuration, new capabilities	90 minutes	Tuesday 12:45pm
LTRCCT-2000	Hands-on AI in Action with Webex Contact Center: Enhancing Self-Service, Agent Assistance & Customer Insights	Dominic Franklin Gonsalves	AI Agent with self-service Human escalation of interactions AI Assistant for self-service	90 minutes	Thursday 10:15am

Thank you

CISCO Live !

