

The Cisco Connect logo features the word "CISCO" in a bold, uppercase, sans-serif font, followed by the word "Connect" in a black, cursive script font.

CISCO *Connect*

The text "Let's go" is displayed in a clean, modern, sans-serif font. The word "Let's" is in a dark blue color, and the word "go" is in a lighter blue color. The text is positioned to the right of the Cisco Connect logo.

Let's go

A white hashtag "#CiscoConnect" is located at the bottom center of the image.

#CiscoConnect



The bridge to possible

Cloud communications

Connecting businesses with customers anytime,
anywhere

Dave Jennings - Head of Solutions Engineering, Webex CPaaS

Agenda

- The CX Challenge
- Proactive, personalized communications
- Webex Connect: the enterprise grade-communications platform
- Look to the future
- Conclusion

Our Strategy



REIMAGINE WORK
WITH WEBEX SUITE



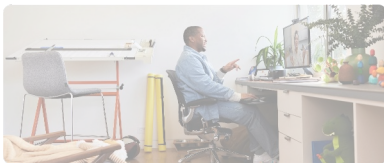
REIMAGINE WORKSPACES
WITH DEVICES



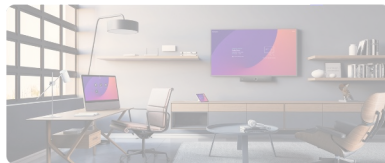
REIMAGINE CUSTOMER EXPERIENCE
WITH CONTACT CENTER AND CPAAS



Webex Platform



REIMAGINE WORK
WITH WEBEX SUITE



REIMAGINE WORKSPACES
WITH DEVICES



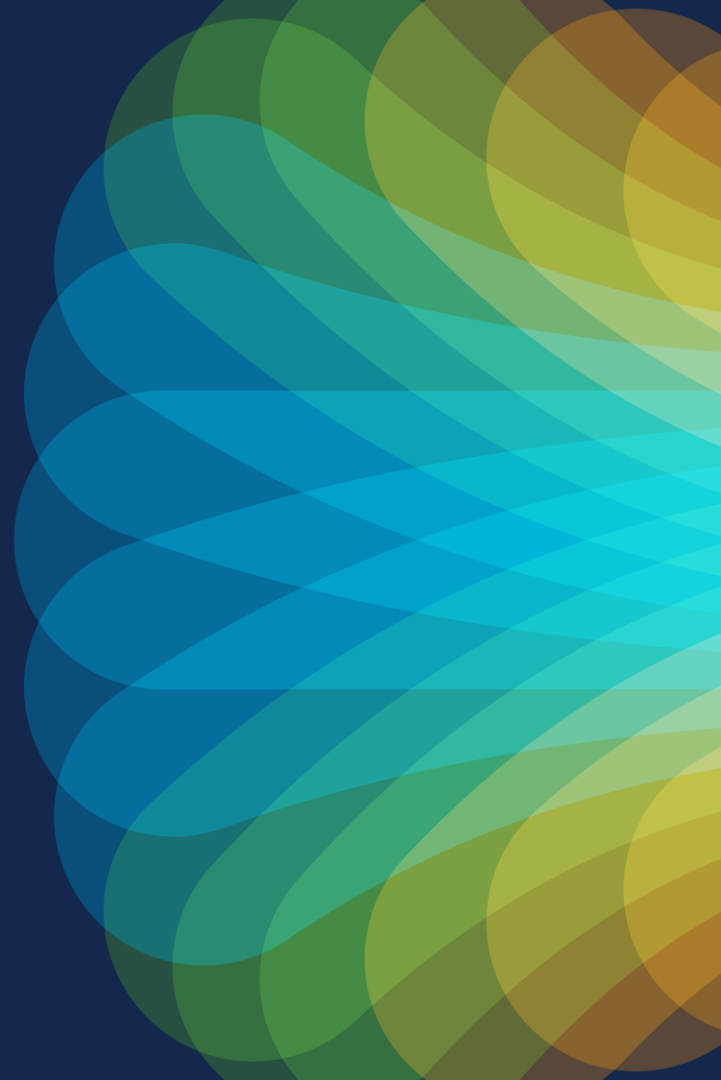
REIMAGINE CUSTOMER EXPERIENCE
WITH CONTACT CENTER AND CPAAS

AI-powered Webex Platform

Automate where possible, human when necessary



Meet customer where
they are with a proactive
communications
strategy



1 in 3

customers will abandon a brand
after a single negative experience

Source: [PWC Study](#). "Experience is Everything. Here's how to get it right"

We've all been there...

When you were in the queue while calling a contact center, have you heard the following messages?

80% *'We are experiencing a particularly high volume of calls at the moment, please hold...'*

76% *'Your call is important to us, we will answer it soon'*

69% *'Your query or question may be answered by visiting our website or app'*

And when you last heard that message, what did you think?

Less than 44%
believed it was
true

Digital-natives have changed the game...

Grocery Shopping

Cashiers at supermarkets



Cashier less shopping

Going to the doctor

Waiting Room



Virtual doctor appt from home

Money Transfer

Paper cheques & physical banks



Digital transfer & mobile apps

Public Transport

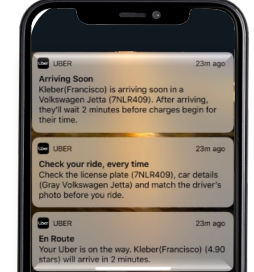
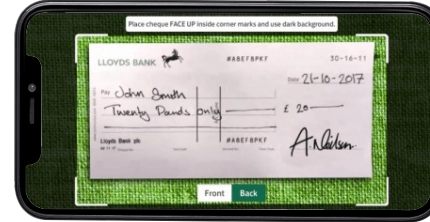
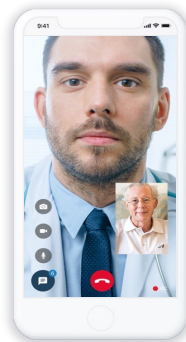
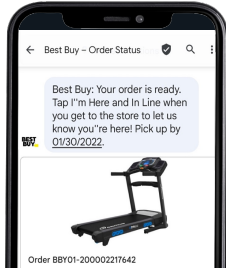
Hailing/calling a taxi



Self-serve mobile app

From

To



The new normal



“Let me connect with you as easily as with a friend...”

“Fast, real-time communications just for me”

“Give me a frictionless experience that solves what I need ”

“I want a business to know me, where I’ve been, and how I got there...”

“Give me tools to serve myself”

“Let me engage how I want self-serve or with help...”

Delivering a fully connected journey

Across digital automation, self-service, and human engagement

Digital automation and self-service

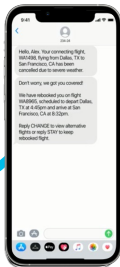
Webex Connect

Human engagement

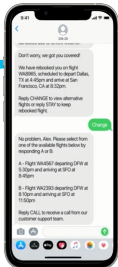
Webex Contact Center

Measurement and Optimization

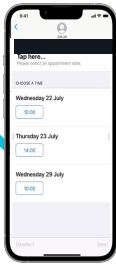
Webex Connect



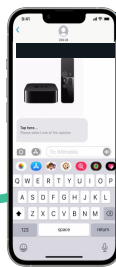
Proactive Notification



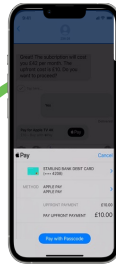
Self-service options



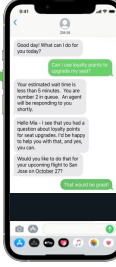
Seamless Reschedule



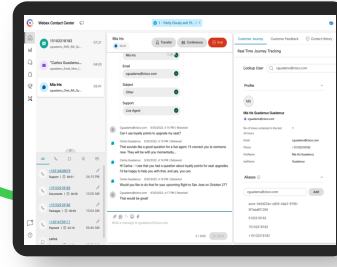
Upsell & offers



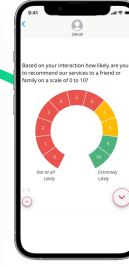
Enable Payment(s)



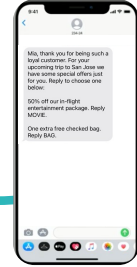
Handover to human advisor with full context



Omnichannel Agent desktop with full customer context

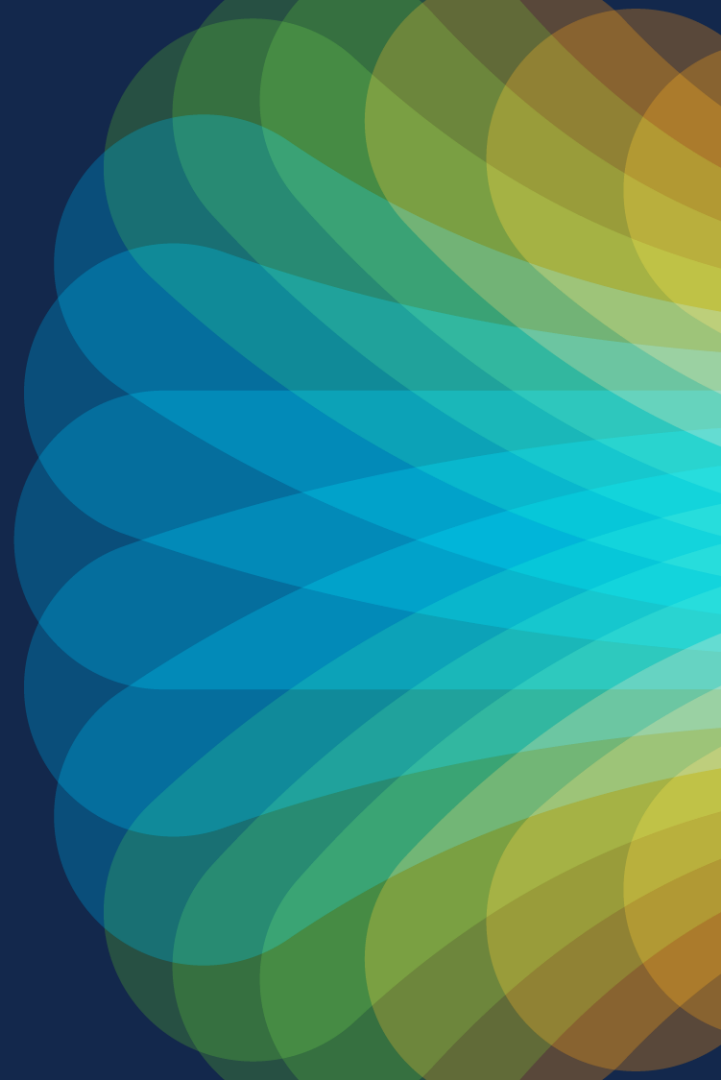


Experience Survey

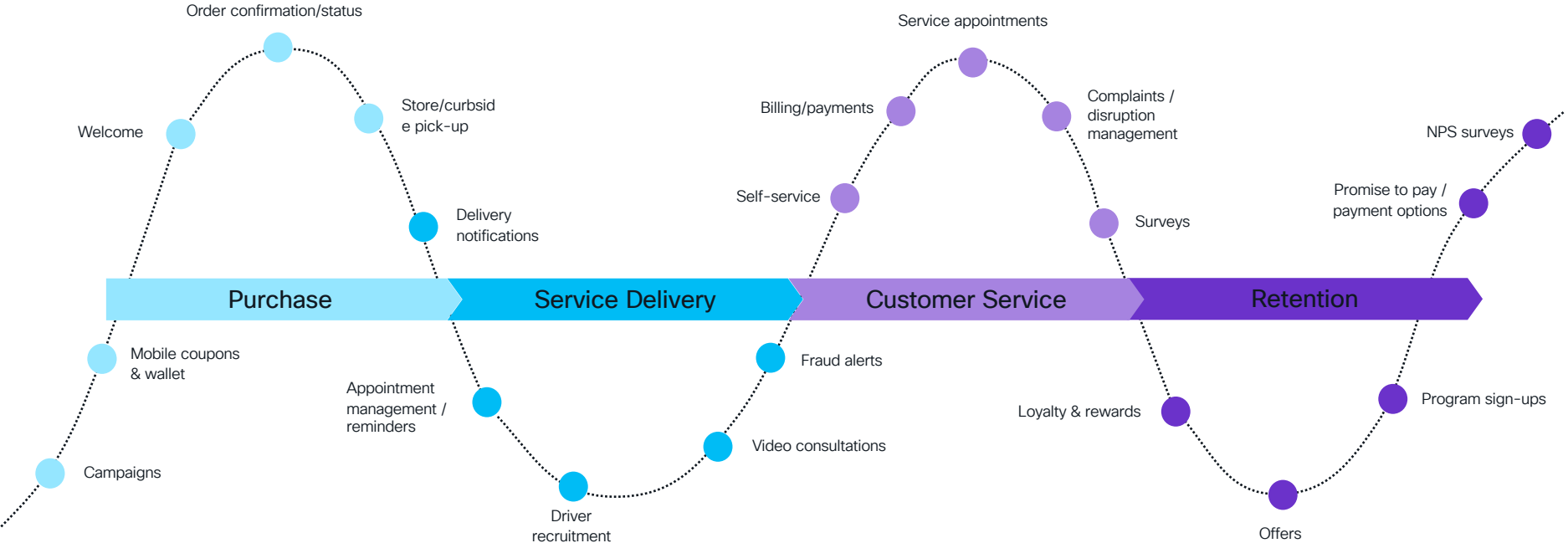


Proactive, Personalised Offer

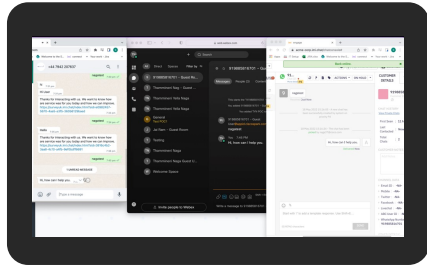
The power of Cisco with
proactive, personalized
communications.



Increasing digital touchpoints across the customer journey

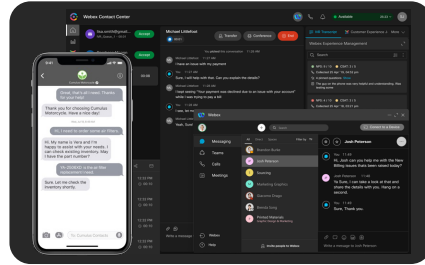


The power of Cisco with proactive, personalized communications



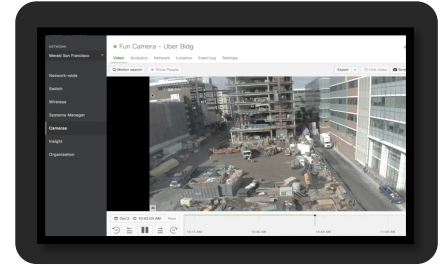
Integration to empower field agents

Webex App



End-end digital journeys with contextual agent handover

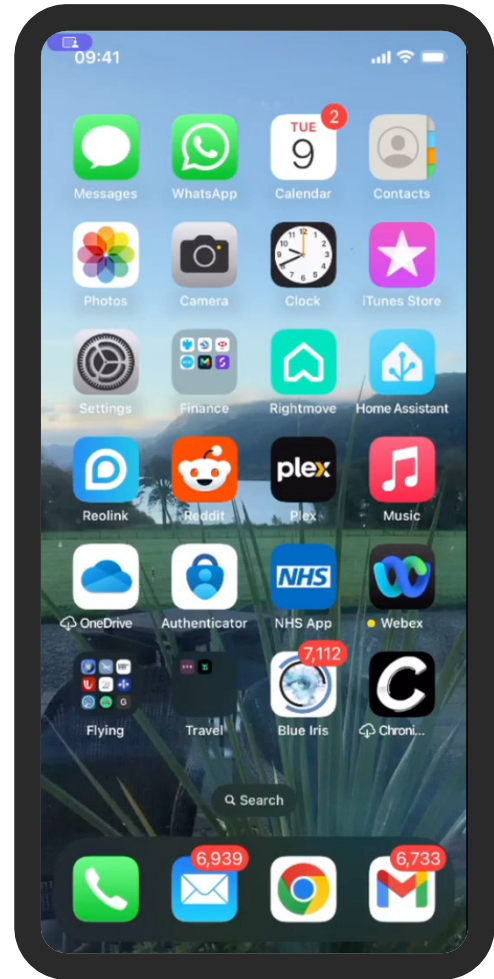
Contact Center



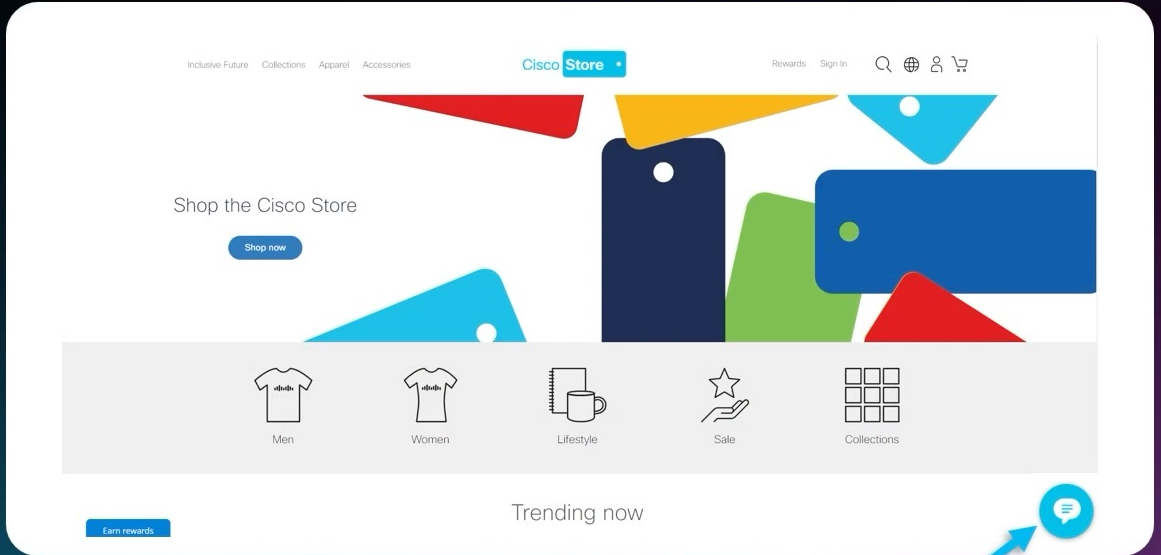
Integrating digital-channels, with cameras, sensors and access-points

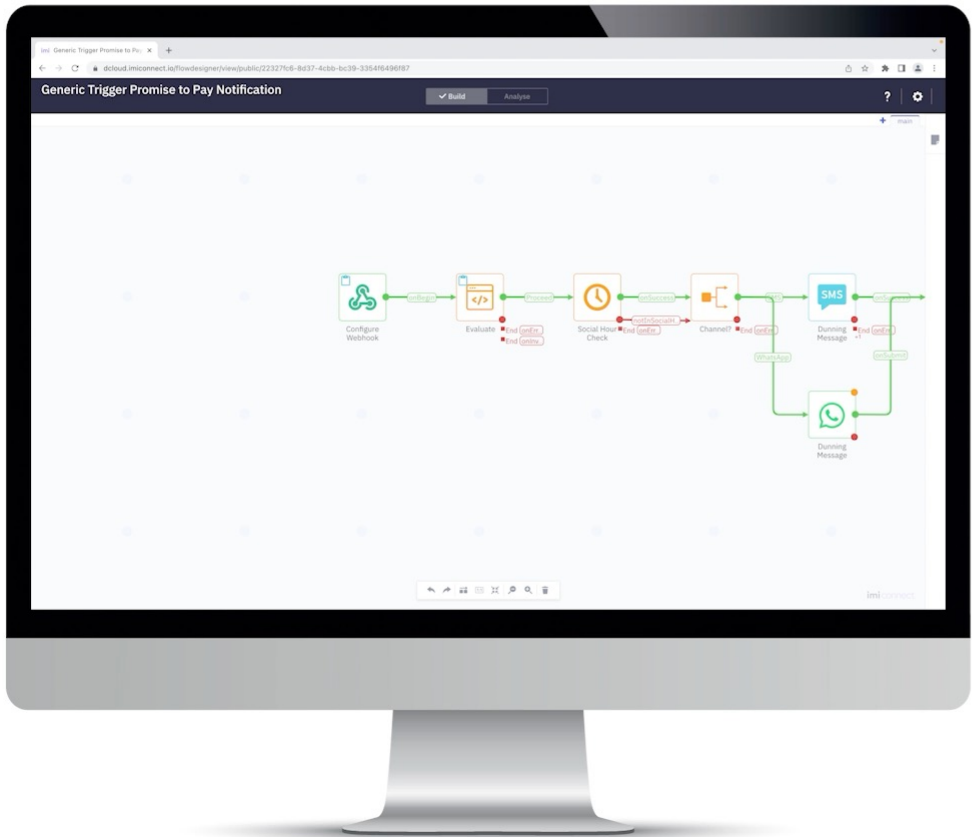
Meraki

Digital innovation: order pick up

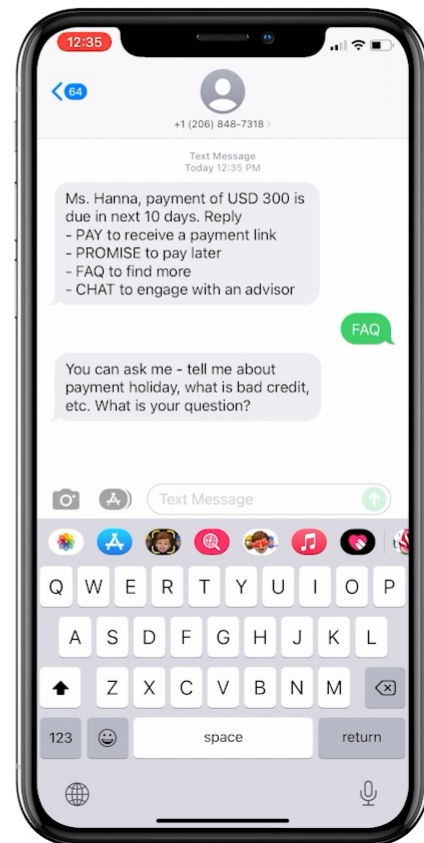
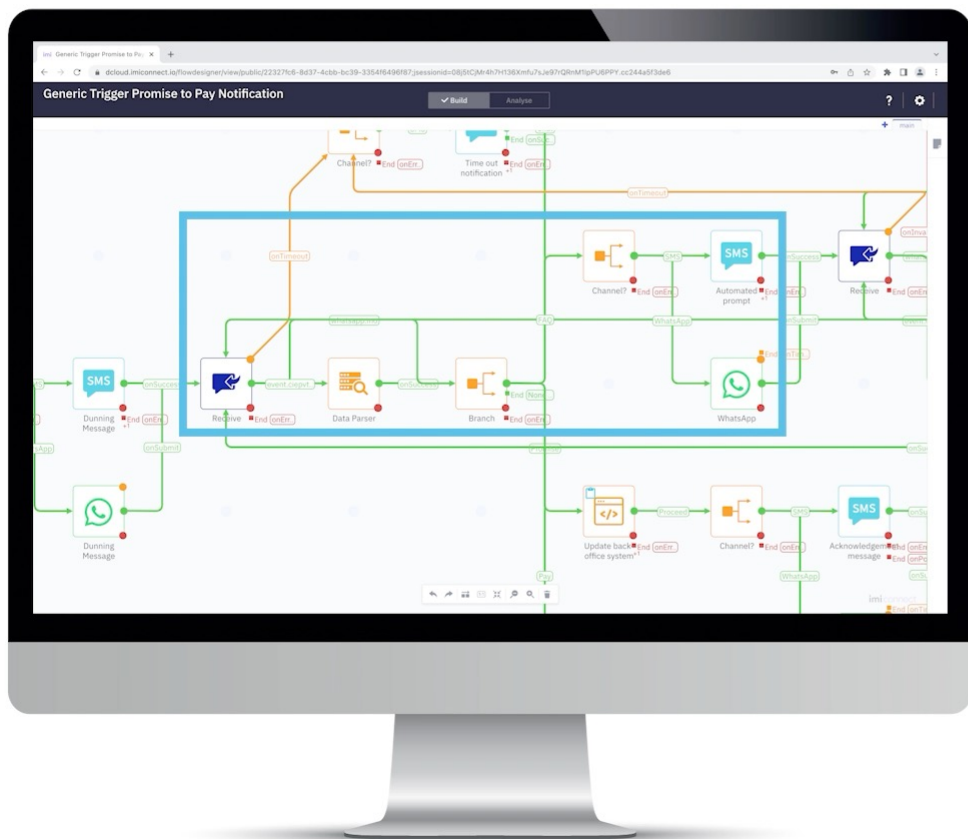


Cisco Store – Multi-Channel Bot chat with Agent Escalation





Consumer replies FAQ and the journey branches off to an intelligent FAQ bot that is able to assist the customer with commonly asked questions.

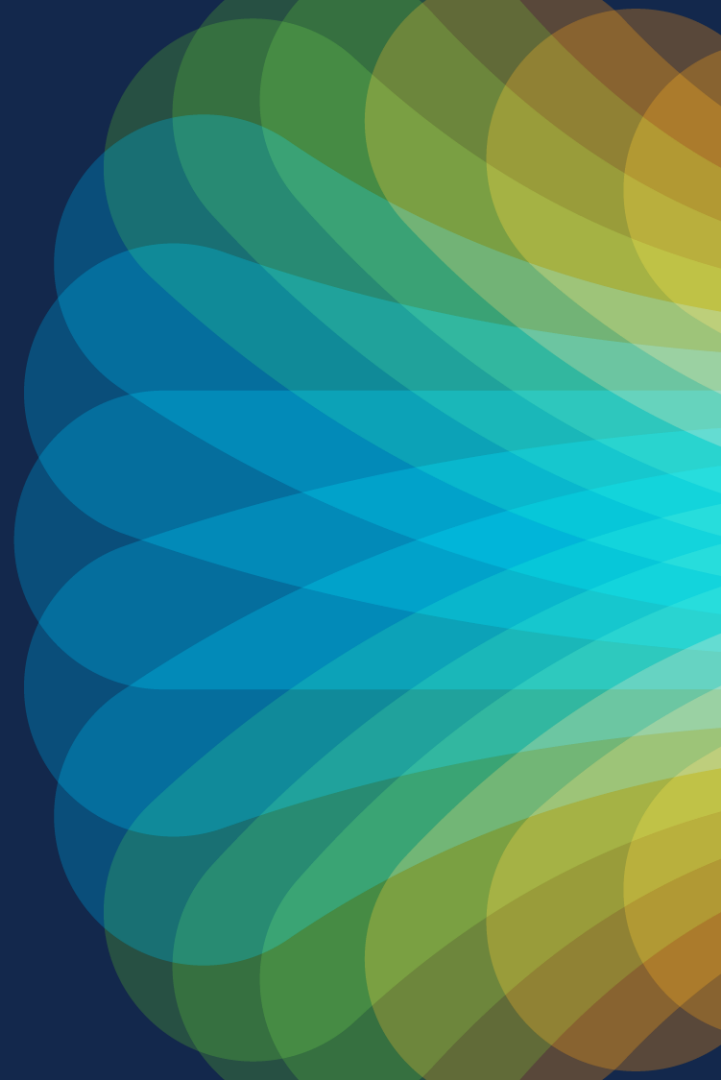


LPR IP7

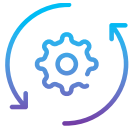
12/14/2020 13:28



Webex Connect: the Enterprise Communications Platform



We have a flexible CPaaS platform to meet enterprise needs



Messaging APIs

“I need a **single API** for SMS and Push messaging”

“I want to send out alerts & notifications **at scale**”



Solutions to specific problems

“I want to provide **pro-active notifications** for order status”

“I want to provide more **granular appointment notifications** for my customers”



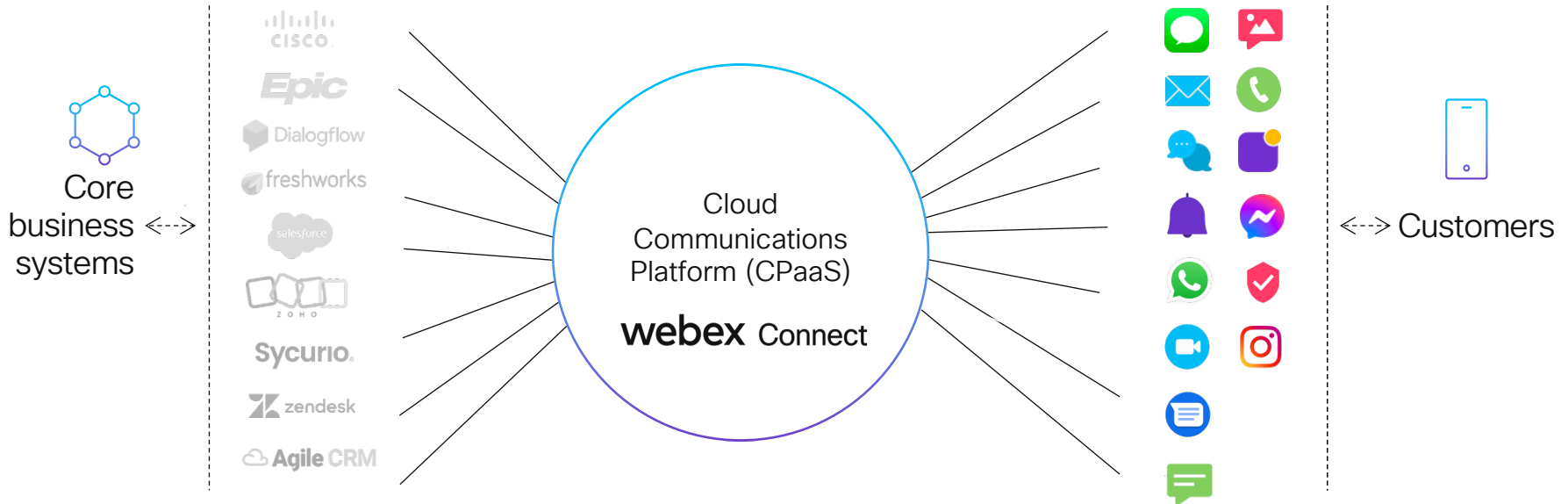
Platform

“I want to ensure my customers have a **multi-channel experience**”

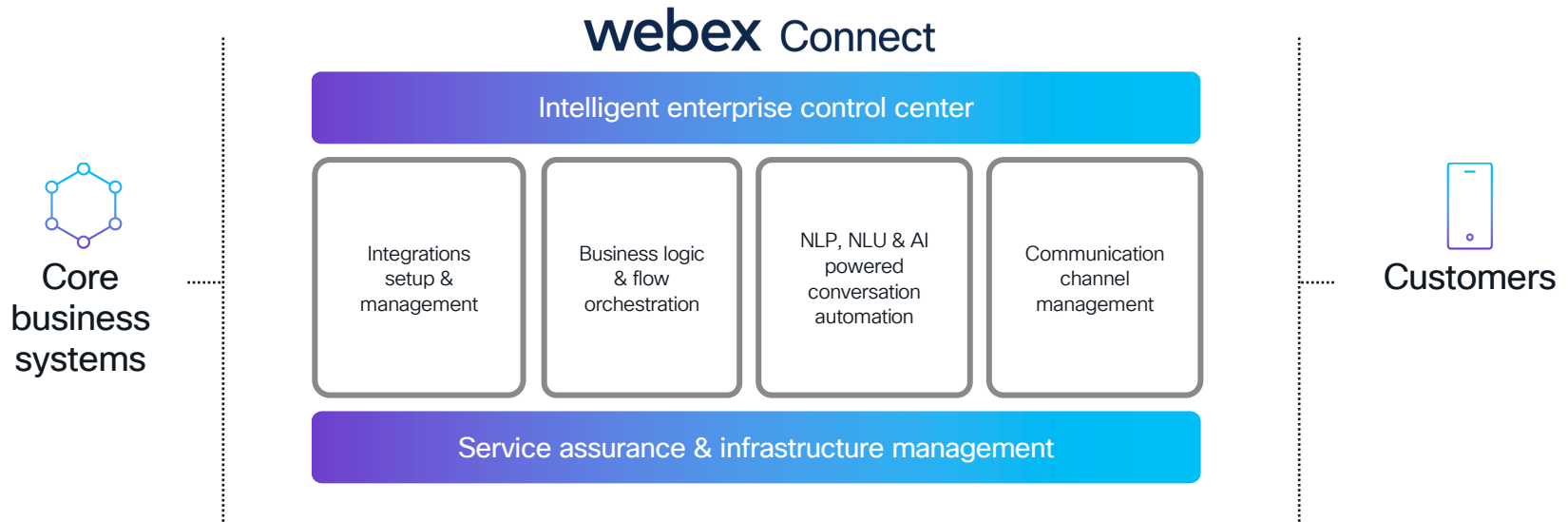
“I want to **centralize all digital communications**”

Webex Connect:

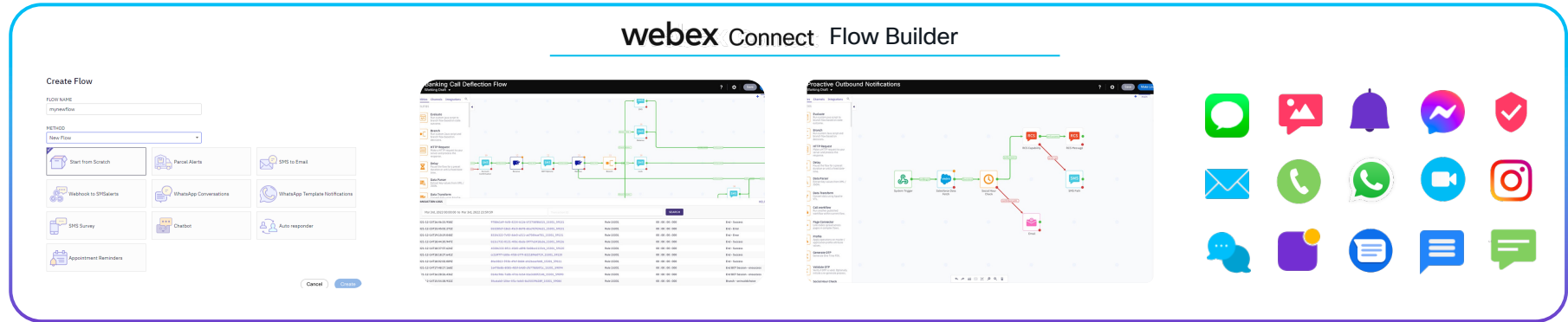
An enterprise CPaaS platform for automating digital interactions across the customer journey



Six key capability areas for richer, smarter experiences



Rapidly build and optimize customer journeys in the Flow Builder



Configure, test and
deploy customer journeys

Save time with pre-built
nodes or use custom nodes

Build with a simple drag-
and-drop interface

Use pre-built nodes for
13+ channels

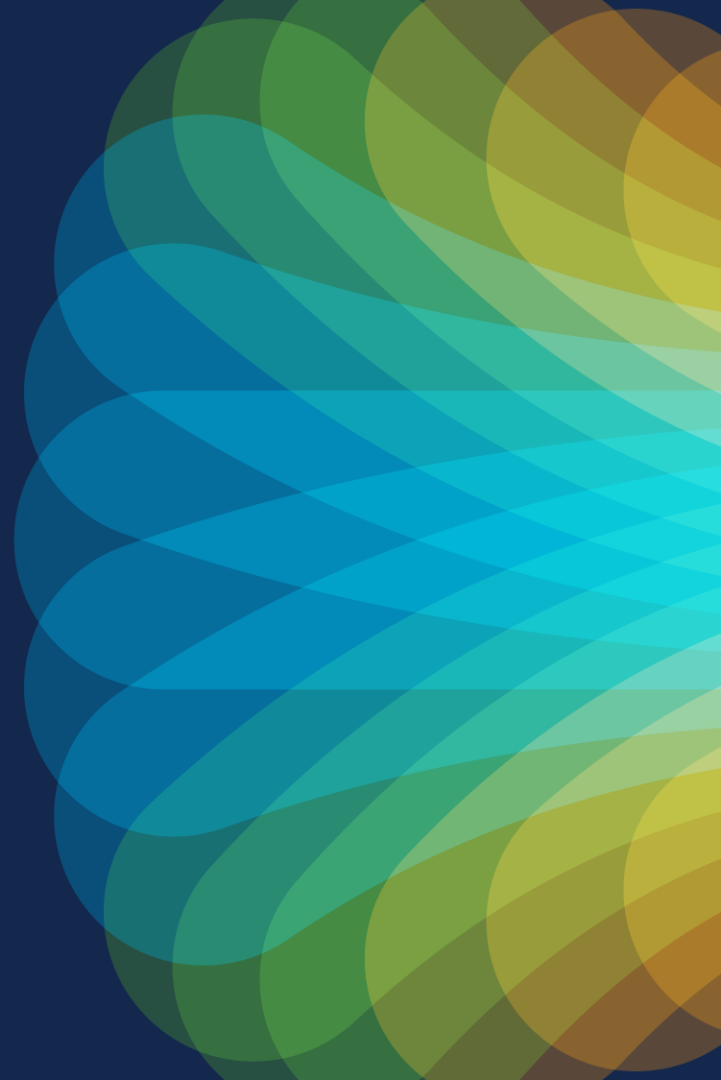
Orchestrate

Build your way

Use with ease

Scale

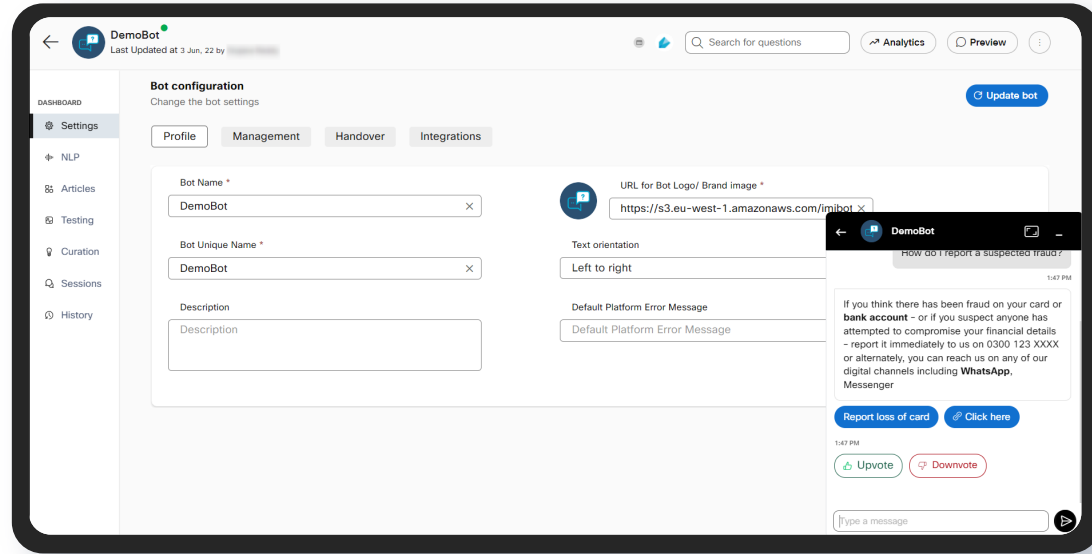
A look to the future: what's next for Customer Experience (CX) at Cisco?



Conversational AI with our Bot Builder

Build, train, test and deploy conversational bots with powerful features like one-click testing and version control. Create bots for any need, ranging from:

- Q&A Bots
- Task bots
- NLP pipelines
- Smart Bots or code-based bots
- Router bots
- Agent assistants



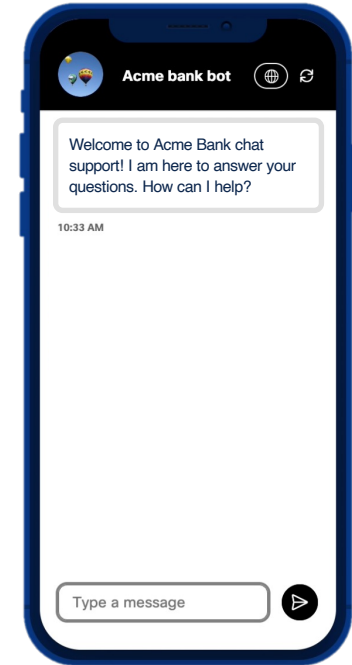
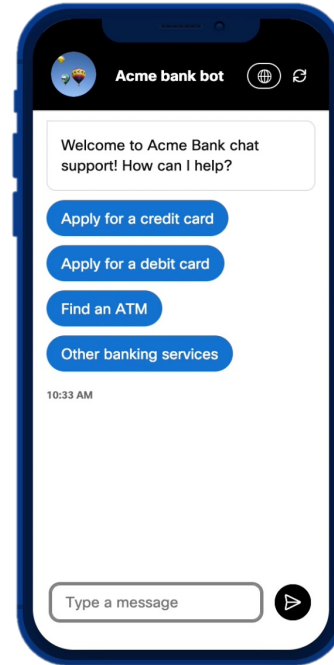
Build chatbots that meet customer needs

Task Bots:

Sophisticated engine that obtains relevant data from users to guide multi-turn conversations

Q&A Bots:

Use natural language understanding (NLU) to match customer questions match against a customizable FAQ knowledge base

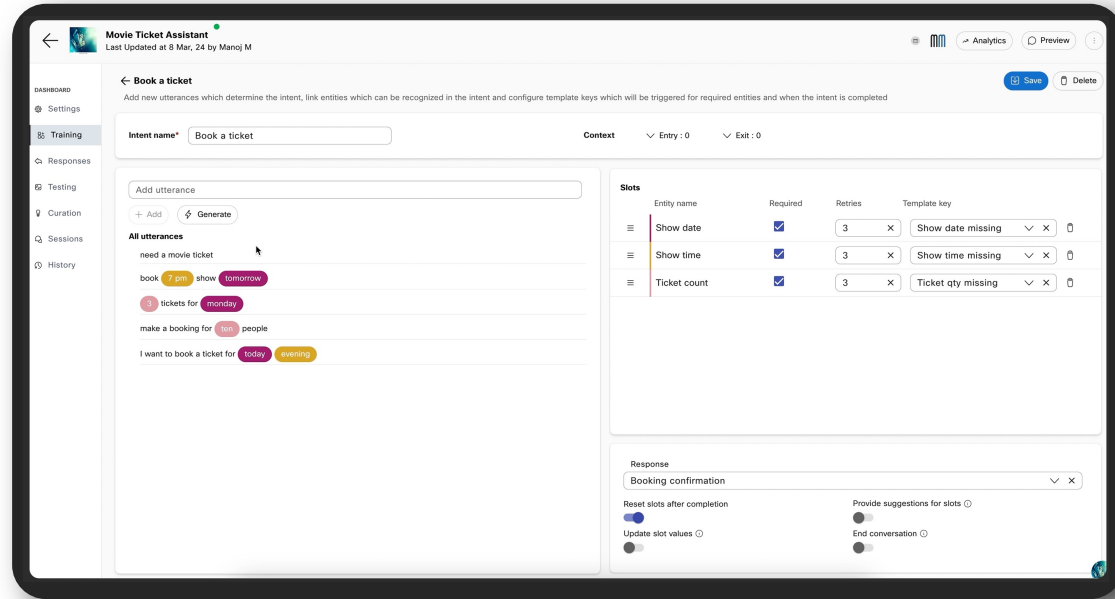


Instantly generate bot training data

IN BETA

Save time for bot developers and increase the quality of data with AI generated training data.

Plus, you can generate training data in 33+ languages.



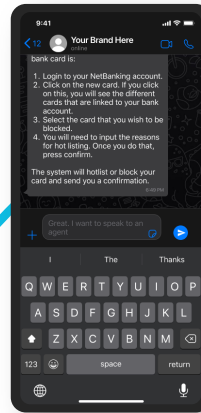
Chat Summarization

IN BETA

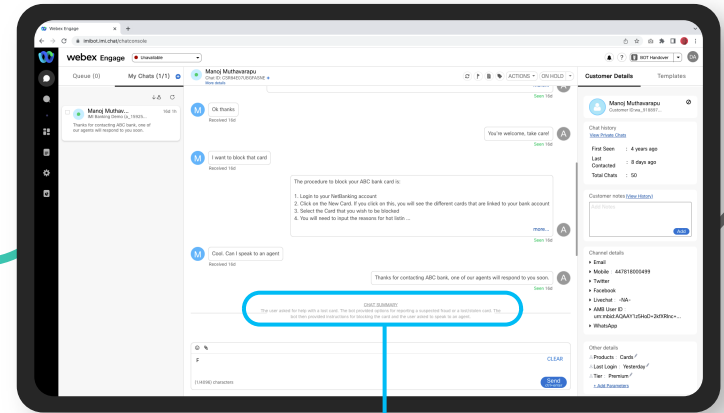
When escalation to a live agent is needed, generate a brief summary of an entire chatbot conversation and deliver this at the point of handoff.

Ensure no context is lost in the bot to agent handover.

Customer digital interaction



Escalation to a live agent

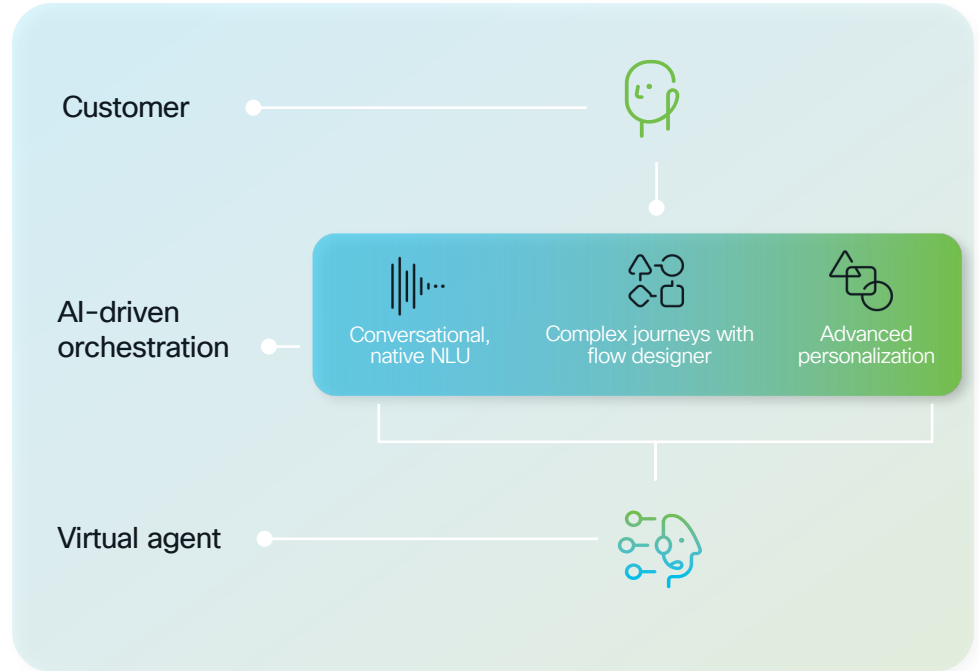


CHAT SUMMARY
The user asked for help with a lost card. The bot provided options for reporting a suspected fraud or a lost/stolen card. The bot then provided instructions for blocking the card and the user asked to speak to an agent.

Full contextual handover

Native Conversational Voice Virtual Agent

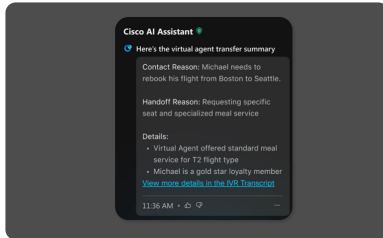
Single vendor for voice and digital with the latest AI technology – all within Control Hub



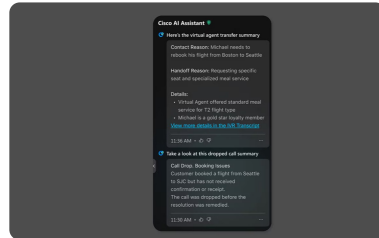
BETA Q3 2024

IN BETA

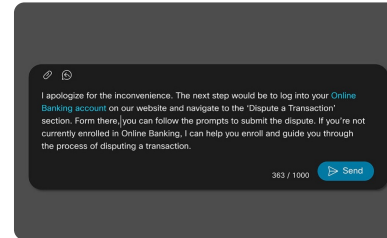
AI capabilities across the contact center



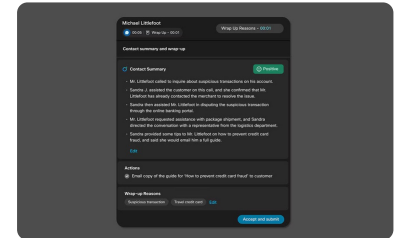
Virtual agent summaries



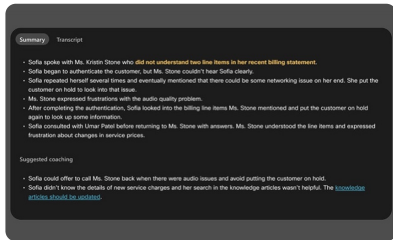
Dropped call summaries



Suggested responses*



Wrap-up summaries*



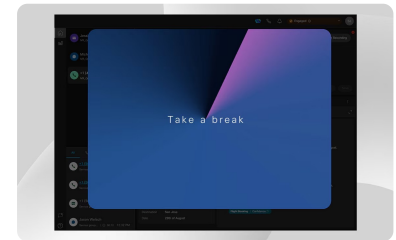
Coaching highlights*

| Rank | Topics | Sub-Topics |
|------|---------------|--|
| 1 | Bookings | Change booking, Cancel booking, Refund booking, Reschedule booking, Refund booking |
| 2 | Payments | Change booking, Cancel booking... (5) |
| 3 | Scheduling | Late, payment, Missing payment... (6) |
| 4 | Refunds | Change schedule, new schedule... (2) |
| 5 | Quote Inquiry | Process refund, initiate refund |
| 6 | Billing | Send quote, revise quote... (7) |

Topic Analytics

| Agent | AutoCSAT | Duration | Actions |
|-------------------|----------|----------|---------|
| JW Joanna Wang | 4.8 | 00:01:41 | ▶ |
| AJ Austen Jones | 3.2 | 00:01:41 | ▶ |
| CS Clarissa Smith | 2.0 | 00:02:02 | ▶ |
| KK Kevin Woo | 4.7 | 00:00:26 | ▶ |
| MB Matthew Baker | 1.9 | 00:02:02 | ▶ |

Automatic CSAT



Agent burnout detection

*Beta coming soon

Trial Webex Connect using the Developer Sandbox

Sign up to the Webex Connect Developer Sandbox



webex Connect

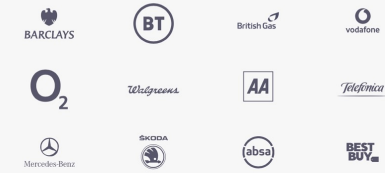
One platform for all your customer interactions

APIs and SDKs
Send and receive messages and calls across SMS, Voice, WhatsApp, and other channels using our APIs and SDKs.

Visual flow builder
Automate customer journeys in minutes using a drag-and-drop editor with powerful building blocks (nodes).

Integrations
Seamlessly configure bidirectional integrations with various CRM, Contact Center, HelpDesk, and other business systems to deliver contextual personalized experiences with end-to-end automation.

Trusted by global enterprises



Create your Webex Connect account

First name

Last name

Company

Title

Business email

Password

Tick this box if you're happy for us to contact you occasionally. To understand how we may use this data, you can read our [Privacy Policy](#).

By using the Webex Connect developer sandbox you accept the [Terms of Service](#).

Already have an account? [Sign in](#).



The bridge to possible

Thank you

CISCO *Connect*

#CiscoConnect

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CISCO *Connect*

The text "Let's go" is displayed in a large, dark blue, sans-serif font. The background behind the text is a vibrant, multi-colored geometric pattern of overlapping triangles and lines, transitioning from red and orange on the left to blue and green on the right, with a bright white light source on the right side creating a lens flare effect.

Let's go

#CiscoConnect