The all new
# Webex Contact Center

Intelligent. Flexible. Delightful.

webex

# Contents

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# Creating customer delight.
# What does customer satisfaction look like in the contact center?

## It's simple:

Your customers get the answers they need, through their preferred channel, with astonishing speed. Wasted time and stress are a thing of the past.

Webex® Contact Center gives you the tools you need to make every customer interaction a delight, every time.

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# Core values

Built for the future of customer experience, with four core values at the heart of everything we do.

Navigate

## Delightful Customer Experiences

Digital-first engagements informed by customer experience management.

Let customers connect when and how they want – via chat, text, social, email, or call.

Customer delight                        ⊙

## Intelligent Super Agents

Super agent intelligence for an intuitive agent experience.

AI-powered assistance and a new, modular agent desktop makes agents' days a breez

Super agents                            ⊙

## Flexible Customizable Platform

Next-generation, fully customizable platform.

Enterprise-grade, out-the-box ready, flexible cloud contact center, from the market leader.

Flexible platform                       ⊙

## Collaborative Contact Center

Complete collaboration suite to engage your entire team.

All-in-one messaging, meetings, calling, devices, and more from a security-focused leader.

Complete collaboration                  ⊙

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# Customer delight

## It's not just a contact center.
## It's a customer experience center.

Webex Contact Center lets your customers connect through their preferred channel – chat, text, social, email, or call. AI-powered voice and chat virtual agents give customers options for natural, fast, and easy 24/7 self-service - with a seamless baton pass to a live agent when desired.

Customer contact history at the agent's fingertips ensures customers never have to repeat themselves, and agents are context-aware for every interaction.
Webex Experience Management surveys provide insight into sentiment and a consistent pulse on customer experience.

Benefits  ⊙

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# Delightful customer experiences

## Features

Omnichannel ⊘

24/7 self-service ⊘

Webex Experience Management ⊘

Core values ⊘

Contents ⊘

## Built for digital-first customer experience

- Let today's digital-first customer connect their way - via chat, text, social, email, or call.

- Natural, AI-powered voice and chat virtual agents provide options for fast and easy 24/7 self-service.

- Agents benefit from complete customer interaction history in a single interface, regardless of channel – empowering them with full visibility.

## End-to-end customer experience management

- Close the feedback loop with Webex Experience Management.

- Post-call surveys are delivered to the customer via text, email, or interactive voice response (IVR) to capture immediate feedback and proactively manage and measure customer sentiment.

- Agents have real-time visibility into previous customer survey responses to personalize interactions.
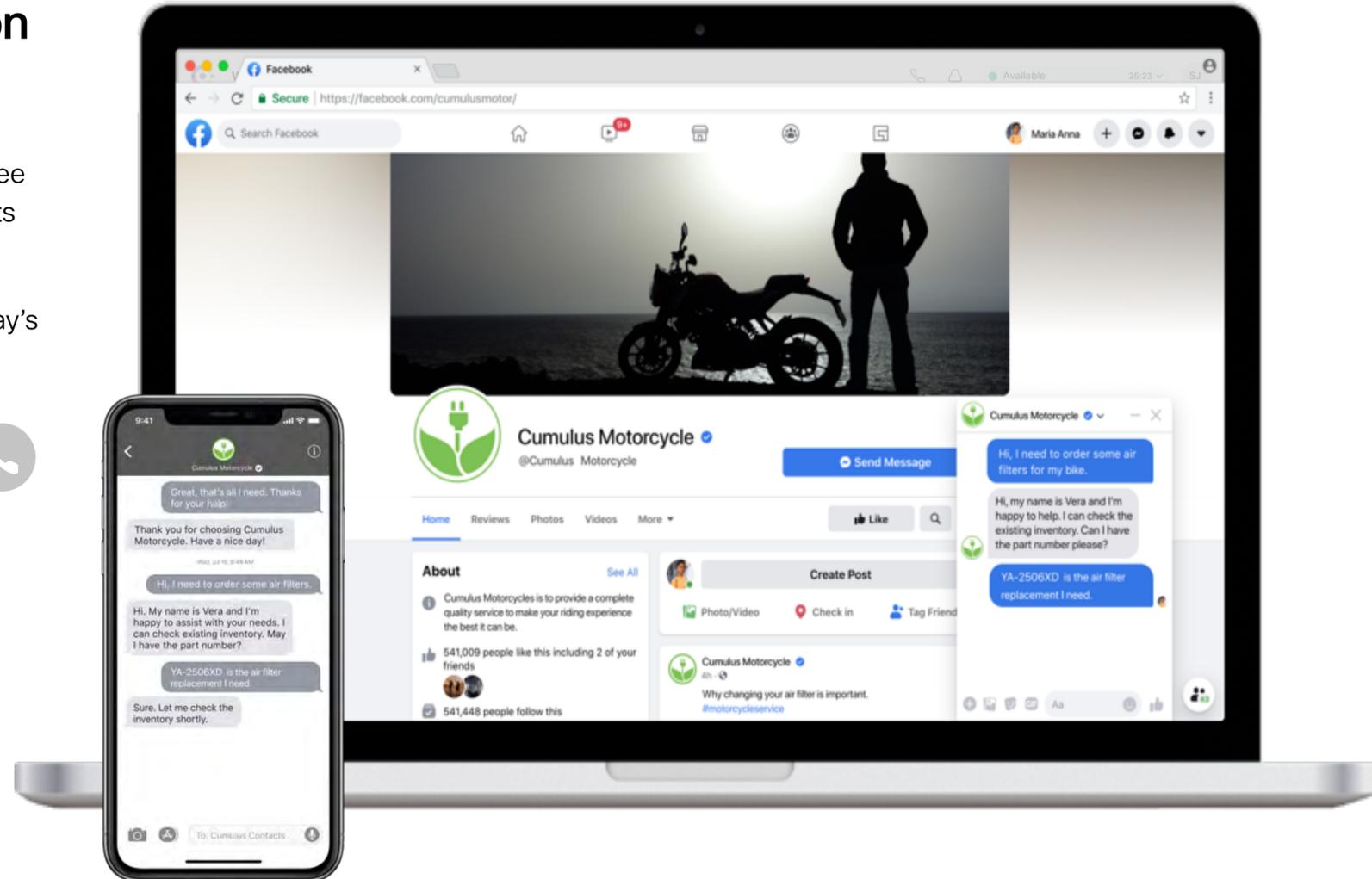
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# Omnichannel

## Let customers connect on their own terms

Digital-first support means customers are free to reach out through whichever platform suits their lifestyle.

New text (SMS) and social channels for today's digital-first customer.

## Features

**Omnichannel** ⊚

**24/7 self-service** ⊚

**Webex Experience Management** ⊚

**Core values** ⊚
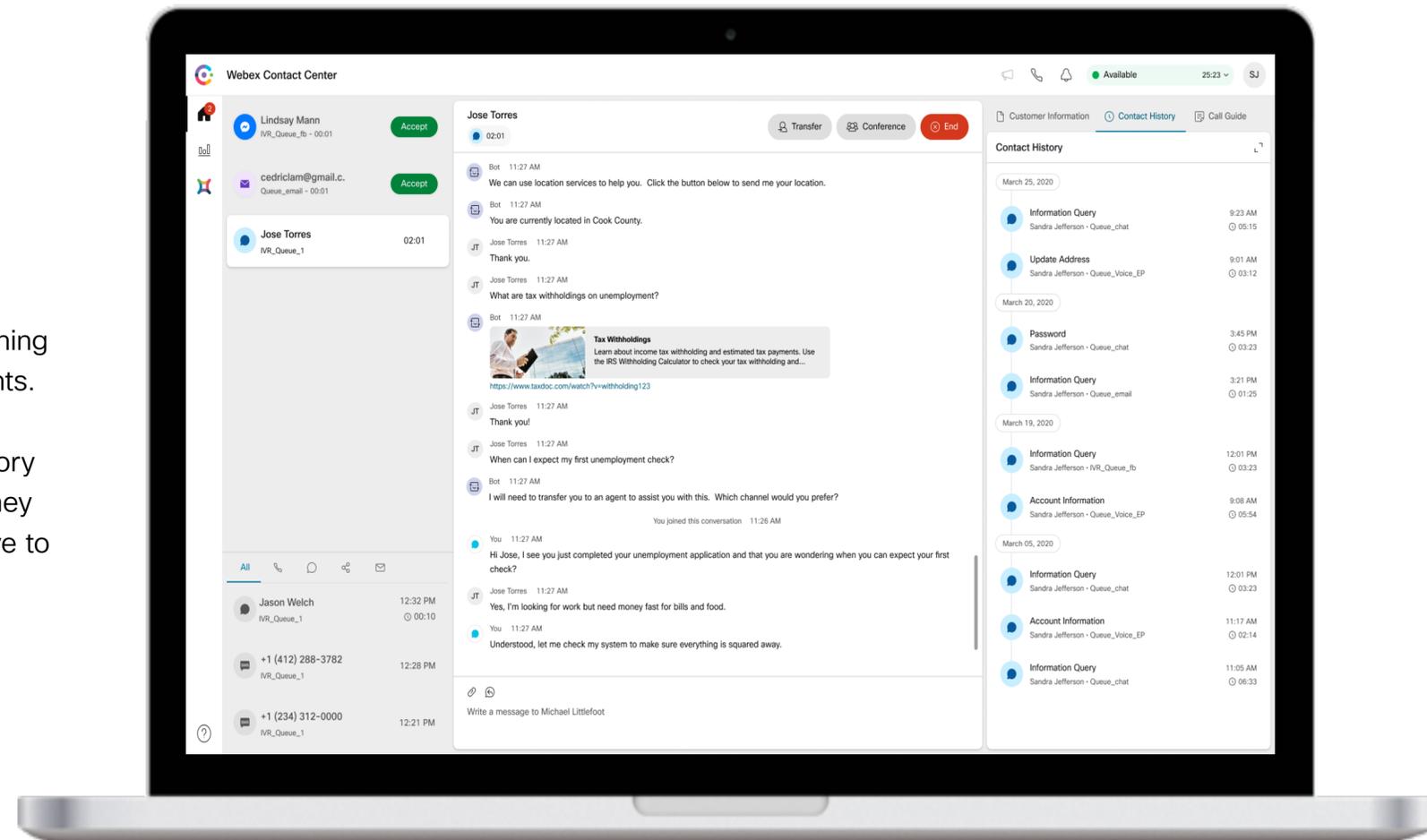
**Contents** ⊚

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# 24/7 self-service

**Offer round the clock customer support with AI-powered voice and chat virtual agents**

Customers can connect to support services however they like, whenever they like, switching seamlessly between virtual and human agents.

Agent tools provide complete customer history in one place, at their fingertips – ensuring they are context-aware and customers never have to repeat themselves.



**Features**

Omnichannel

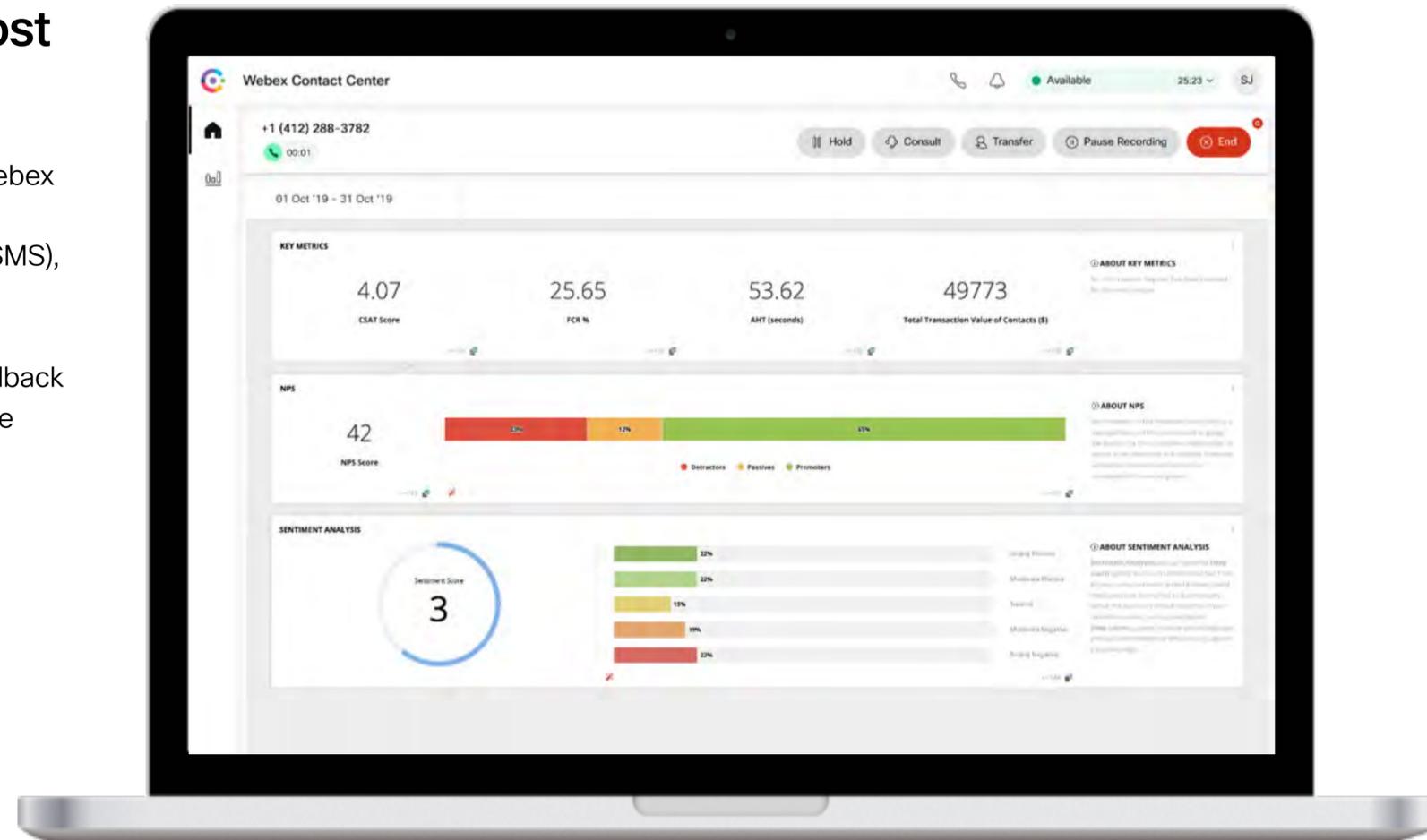24/7 self-service

Webex Experience Management

Core values

Contents

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# Customer experience management

**Features**

Omnichannel  ⊙

24/7 self-service  ⊙

Webex Experience Management  ⊙

## Optimize results and boost customer satisfaction

Collect valuable customer feedback with Webex Experience Management surveys, delivered straight to the customer via text message (SMS), email, or interactive voice response (IVR).

Empower customers to give immediate feedback on their experience, and agents to customize interactions based on their knowledge of previous customer experience ratings.



Core values  ⊙

Contents  ⊙

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# Super Agents

## Deliver exceptional customer experiences – every time

AI-powered assistance and a new, user-optimized agent desktop gives your agents everything they need to deliver exceptional customer experiences.

Agent tools provide a complete customer history, all in one place and at their fingertips, ensuring they are always context-aware.

They can also tailor interactions based on full visibility of customer feedback in the Webex Experience Management customer experience journey agent desktop widget.

Benefits  ⊙

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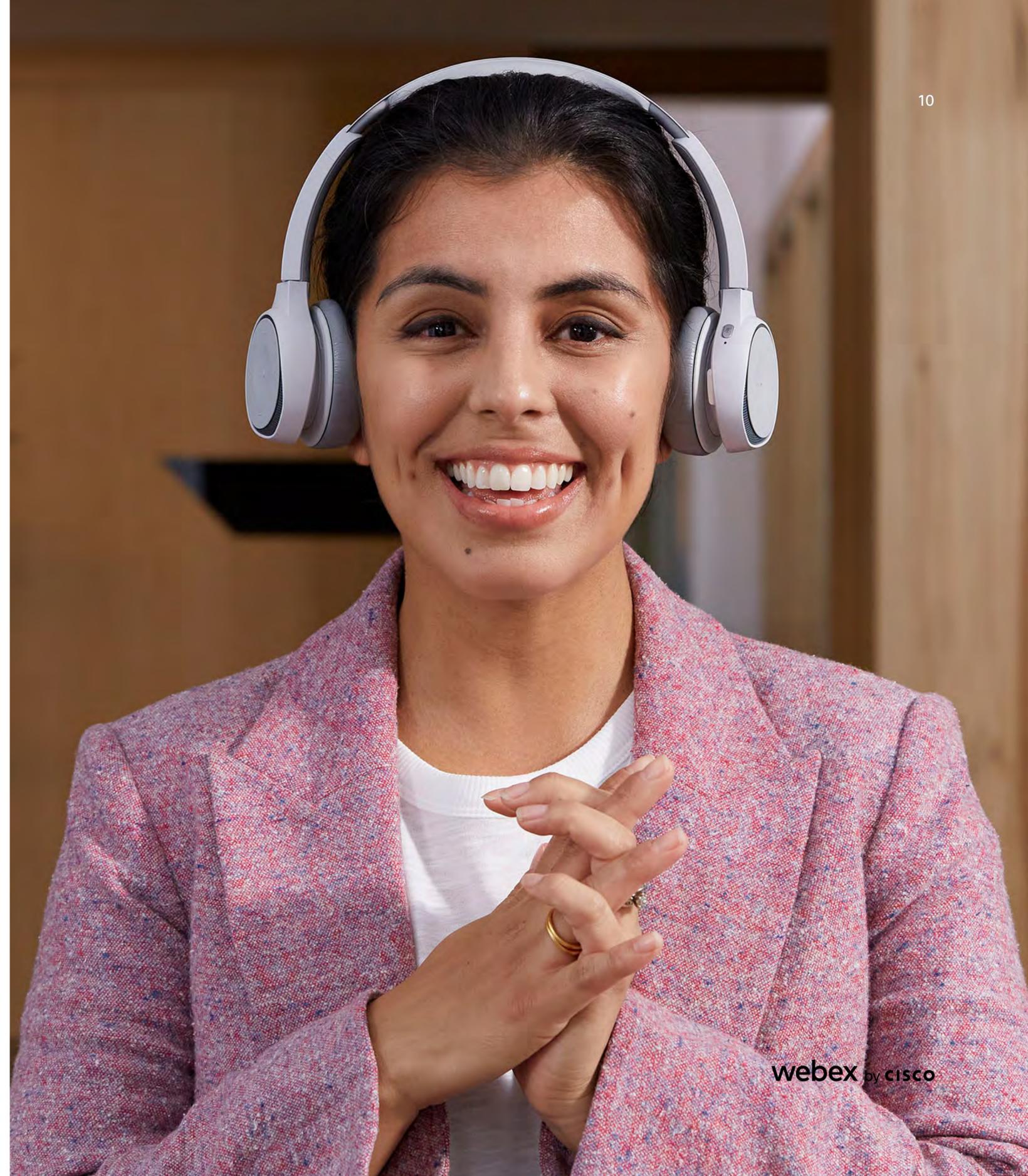
# Intelligent super agents

## Intuitive agent experience

- Agents have everything they need in a single consolidated view wit the new modular agent desktop.

- Smart customer interaction history and information via third-party application widget support.

- Webex Workforce Optimization promotes workforce engagement – including workforce management, quality management, and workforce analytics.

## Super agent intelligence

- AI-powered chat and voice virtual agents deflect routine interactions and provide a seamless baton pass to human agents.

- Visibility to customer feedback and communication history give agents full context to tailor interactions.

- Remote agent support provides a seamless experience no matter where agents sit.

- Coming in 2021:
  -Agent Answers for context-driven turn-by-turn guidance.
  -Agent Call Transcription to aid with fast call wrap-up.

### Features

Agent desktop  ⊙

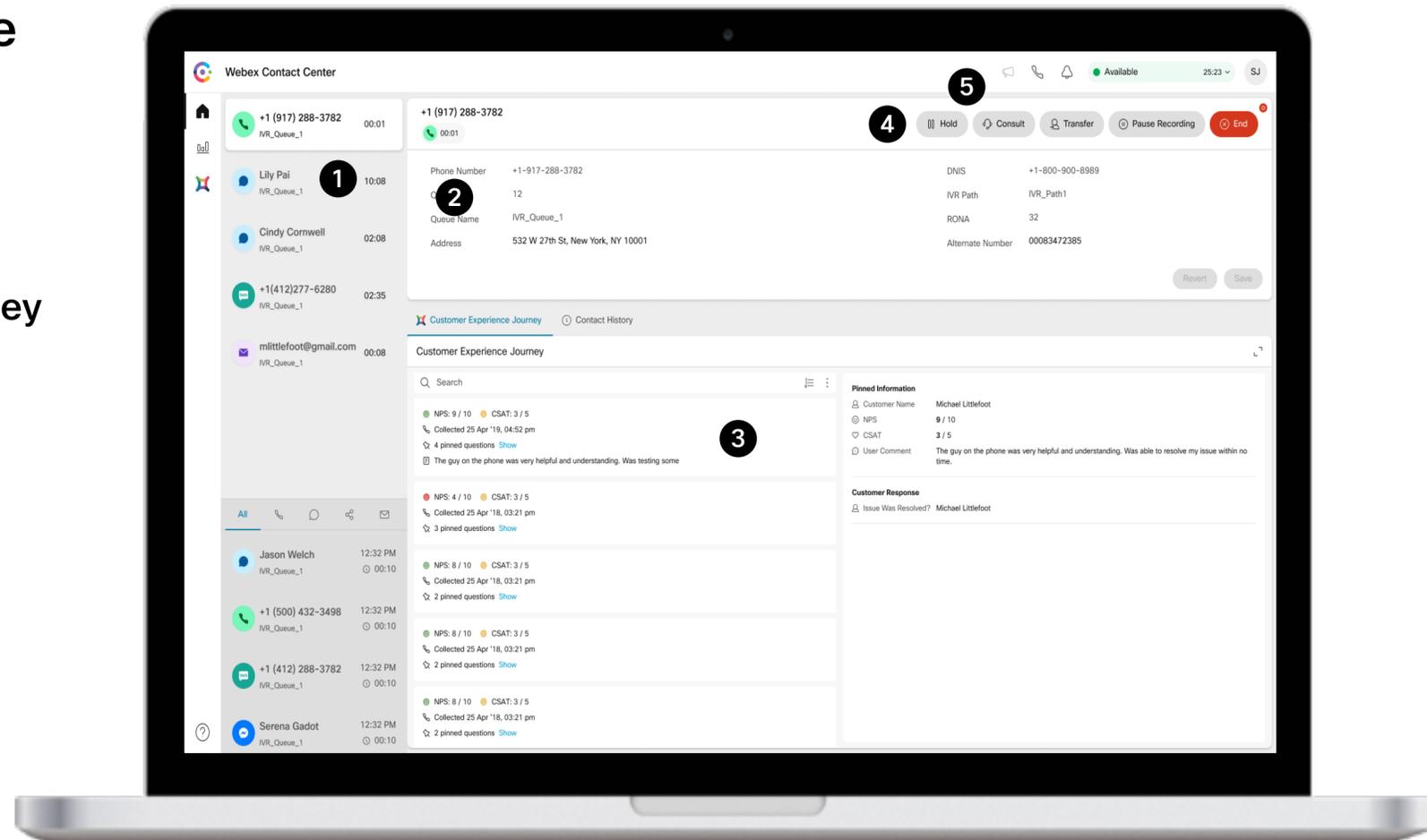Webex Workforce Optimization  ⊙

Outbound campaigns  ⊙

Remote agents  ⊙

Core values  ⊙

Contents  ⊙

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# Agent desktop experience

## Intuitive agent experience

1. Omnichannel task list view
2. Customer information
3. Customer experience journey
4. Mid-call features
5. Agent profile



**Features**

**Agent desktop**

1 of 7                    Next  ⊙

Webex Workforce          ⊙
Optimization
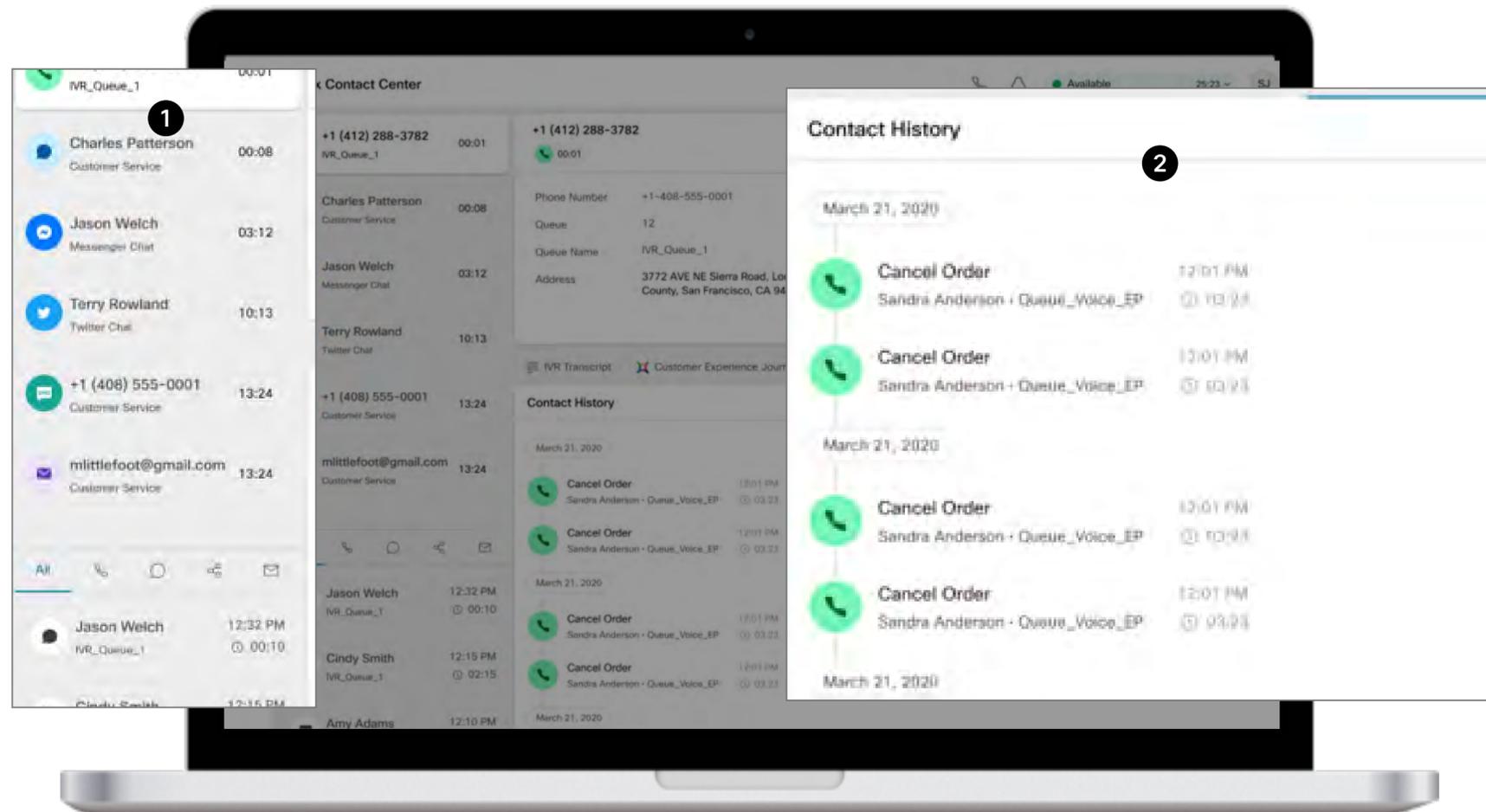
Outbound campaigns       ⊙

Remote agents            ⊙

Core values              ⊙

Contents                 ⊙

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# Agent desktop experience

## Single view for all inbound channels

**1**    **Inbound channels**

**2**    **Contact history**



### Features

**Agent desktop**

2 of 7          Next ⊙

Webex Workforce   ⊙
Optimization

Outbound campaigns   ⊙

Remote agents   ⊙

Core values   ⊙

Contents   ⊙

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# Agent desktop experience

## Intelligent seamless handoff

**1**    **Virtual agent (IVR) transcript**



### Features

**Agent desktop**

**3 of 7**                          **Next** ⊙

Webex Workforce                    ⊙
Optimization

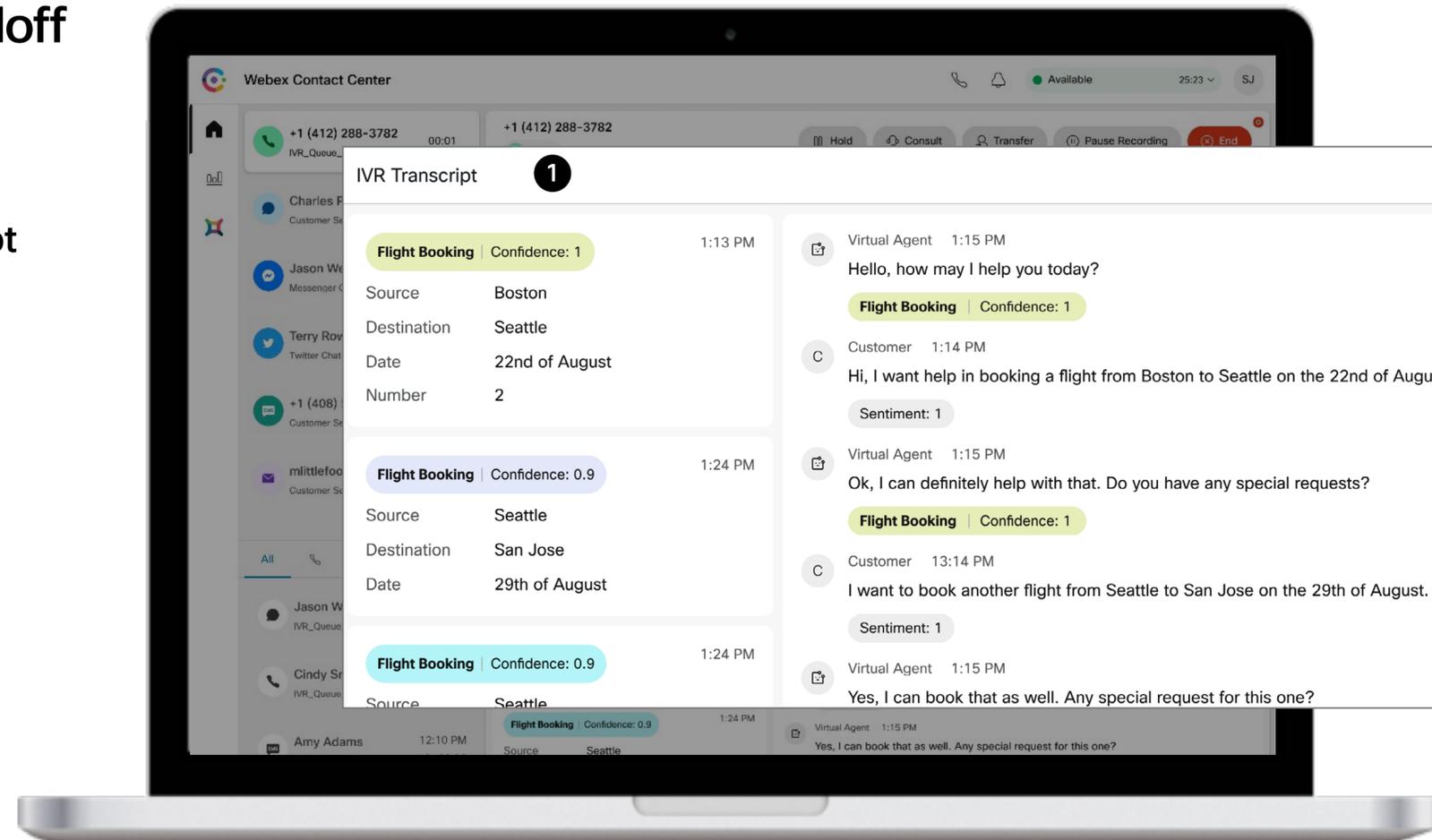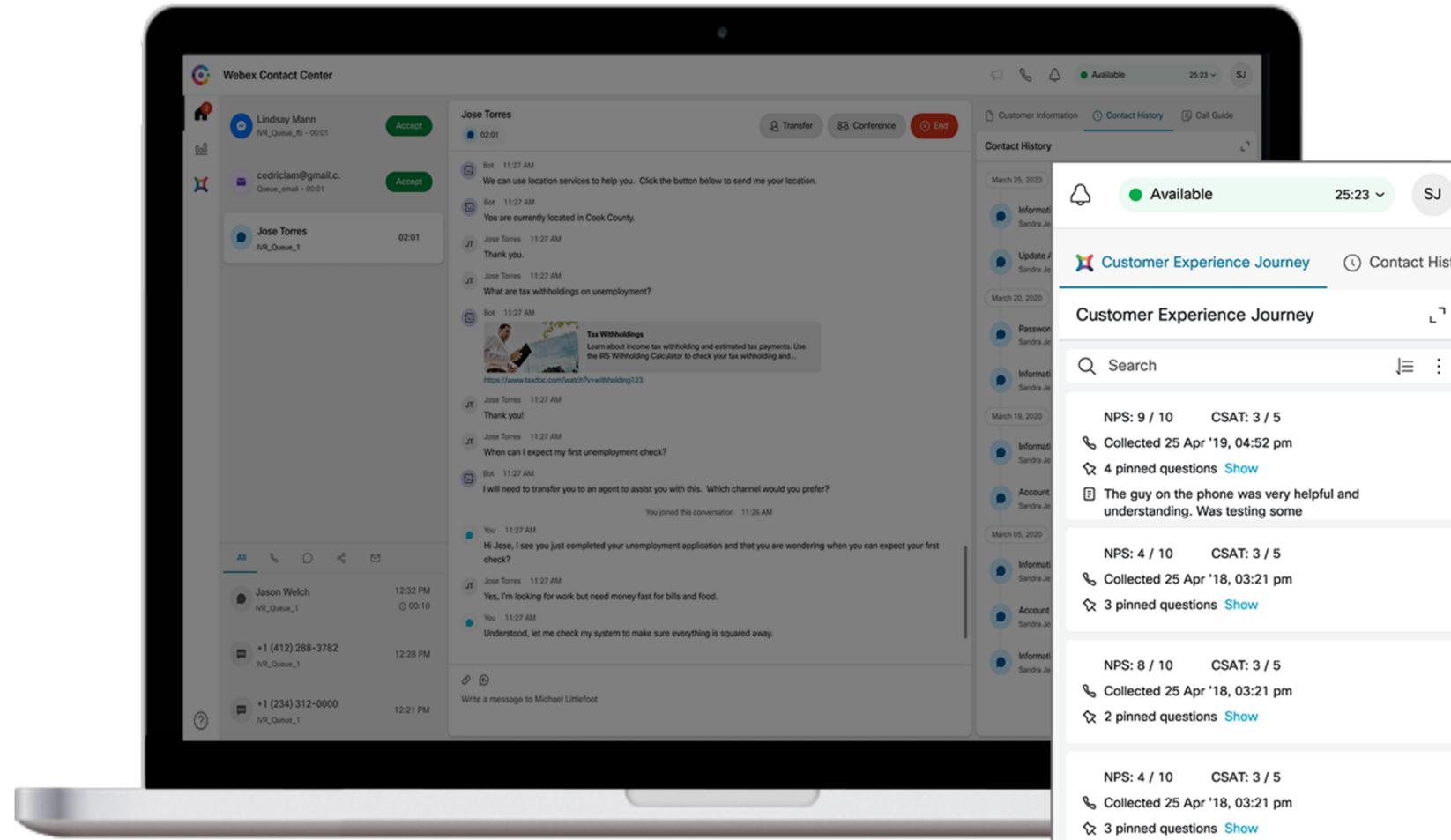Outbound campaigns              ⊙

Remote agents                        ⊙

Core values                            ⊙

Contents                              ⊙

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# Agent desktop experience

## Proactive customer experience insights

**❶  Customer experience journey view**



**Features**

**Agent desktop**

**4 of 7          Next  ⊙**

Webex Workforce          ⊙
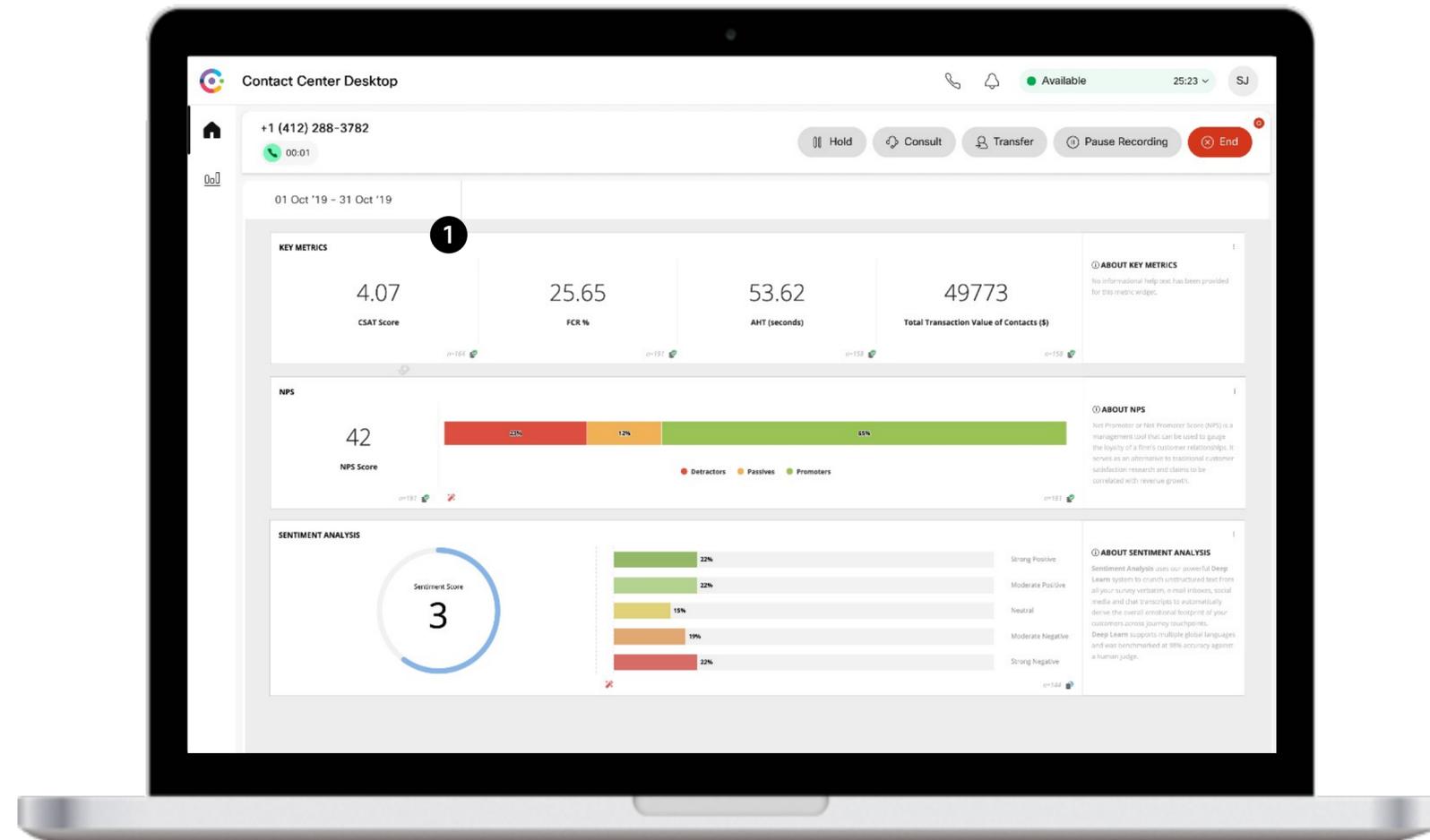Optimization

Outbound campaigns          ⊙

Remote agents          ⊙

Core values          ⊙

Contents          ⊙

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# Agent desktop experience

## Proactive customer experience insights

**1**  **Customer experience analytics view**



### Features

**Agent desktop**

Webex Workforce          ⊙
Optimization

Outbound campaigns          ⊙
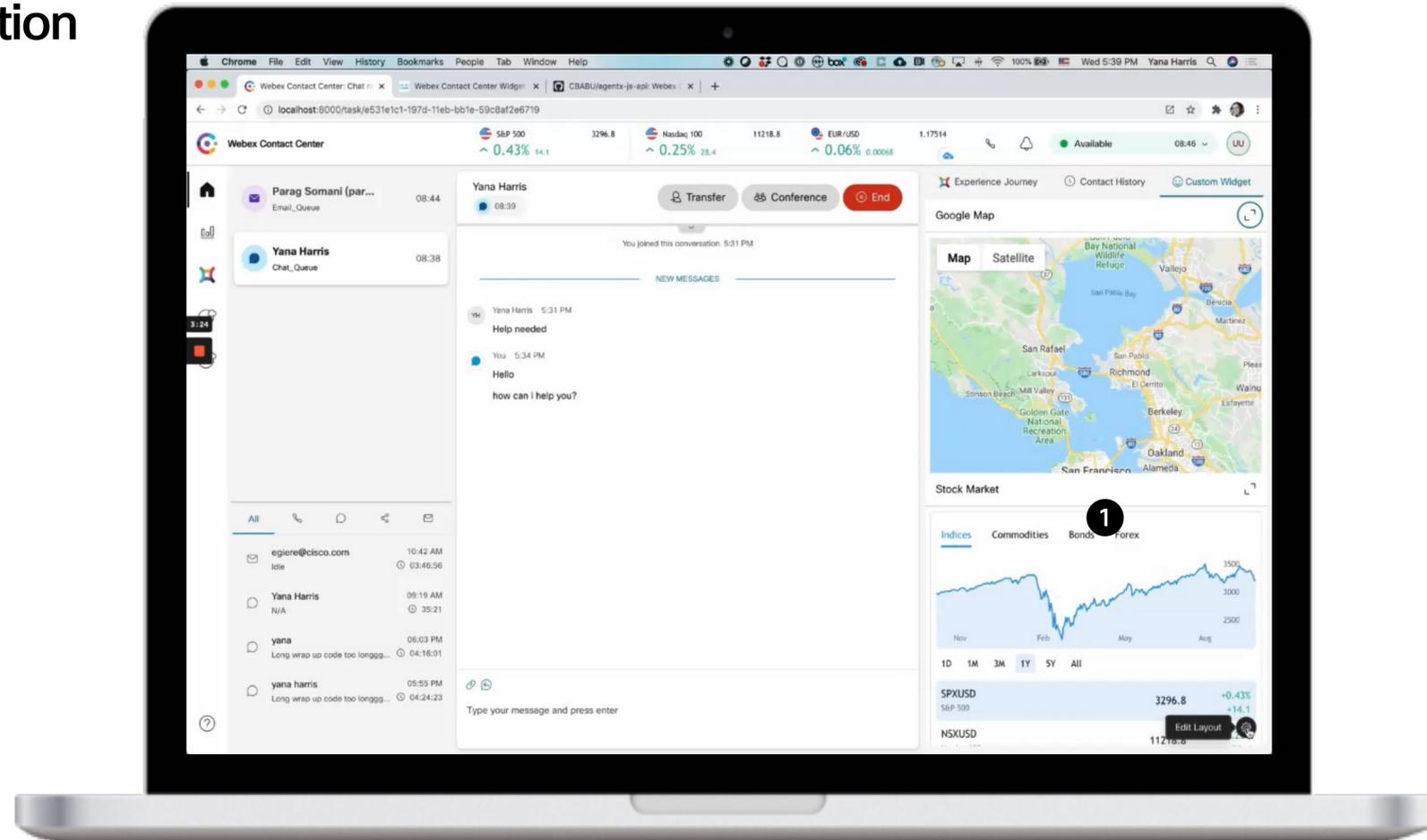
Remote agents          ⊙

Core values          ⊙

Contents          ⊙

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# Agent desktop experience

## Context-relevant information from external sources

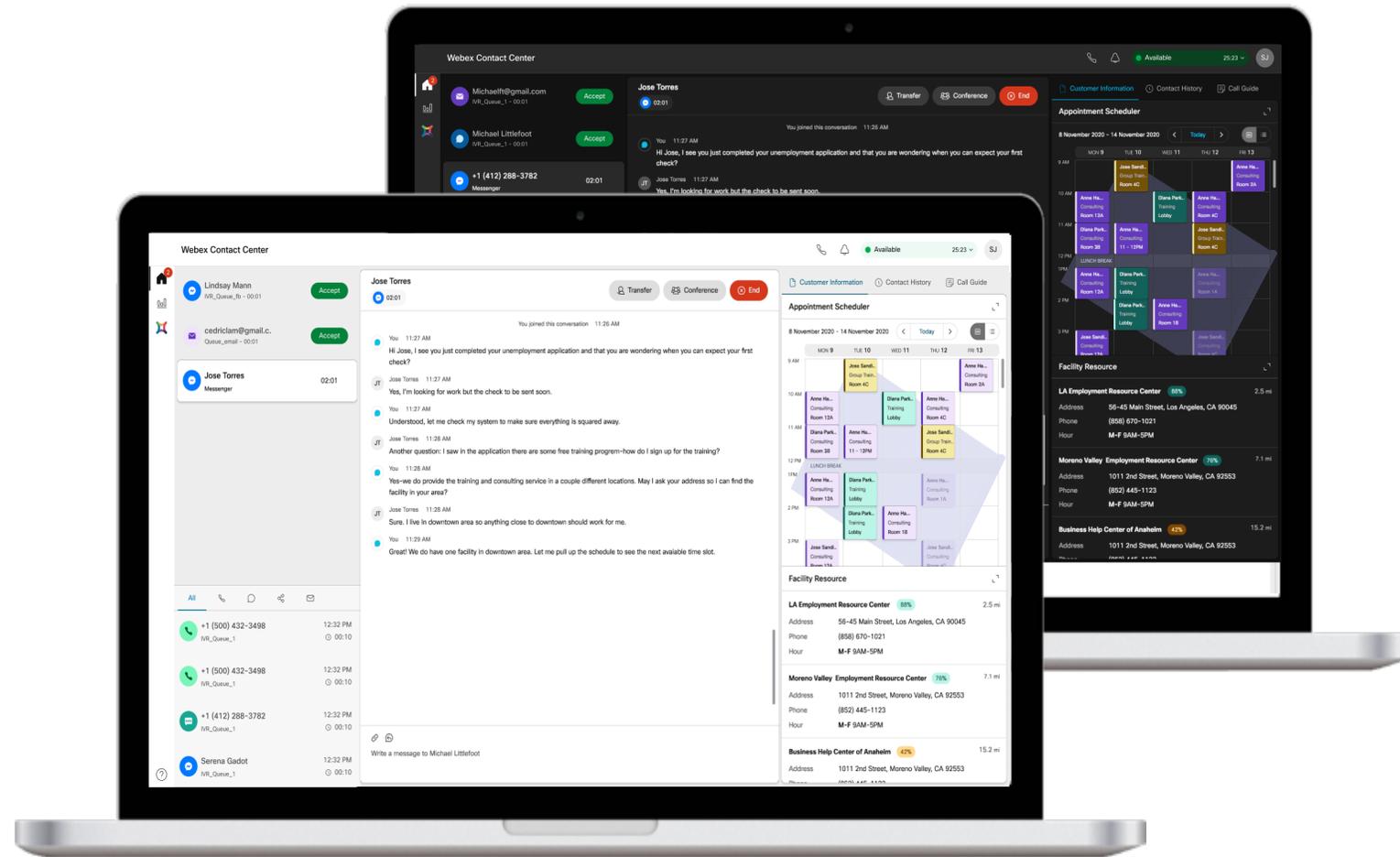❶   **Customer third-party widgets**



**Features**

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# Agent desktop experience

**Customize your desktop: choose between light or dark mode**

Customizable desktop



## Features

**Agent desktop**

Webex Workforce Optimization  ⊙

Outbound campaigns  ⊙

Remote agents  ⊙

Core values  ⊙

Contents  ⊙

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# Webex Workforce Optimization*

## Workforce Management (WFM)

Dynamic scheduling allows agents, supervisors, and staffing analysts to collaborate live.

**Agent-centric:**
We keep the agent experience front and center, with software designed to support them.

**Flexible:**
Our software works the way you need it to, and can adapt to many business models, situations, and organizations.

**Iterative and incremental:**
Development is ongoing. We collect feedback and update features to ensure the best possible experience.

*Optional Webex Contact Center feature

**Features**

Agent desktop ⊘

**Webex Workforce Optimization**

**1 of 3          Next** ⊘

Outbound campaigns ⊘

Remote agents ⊘

Core values ⊘

Contents ⊘

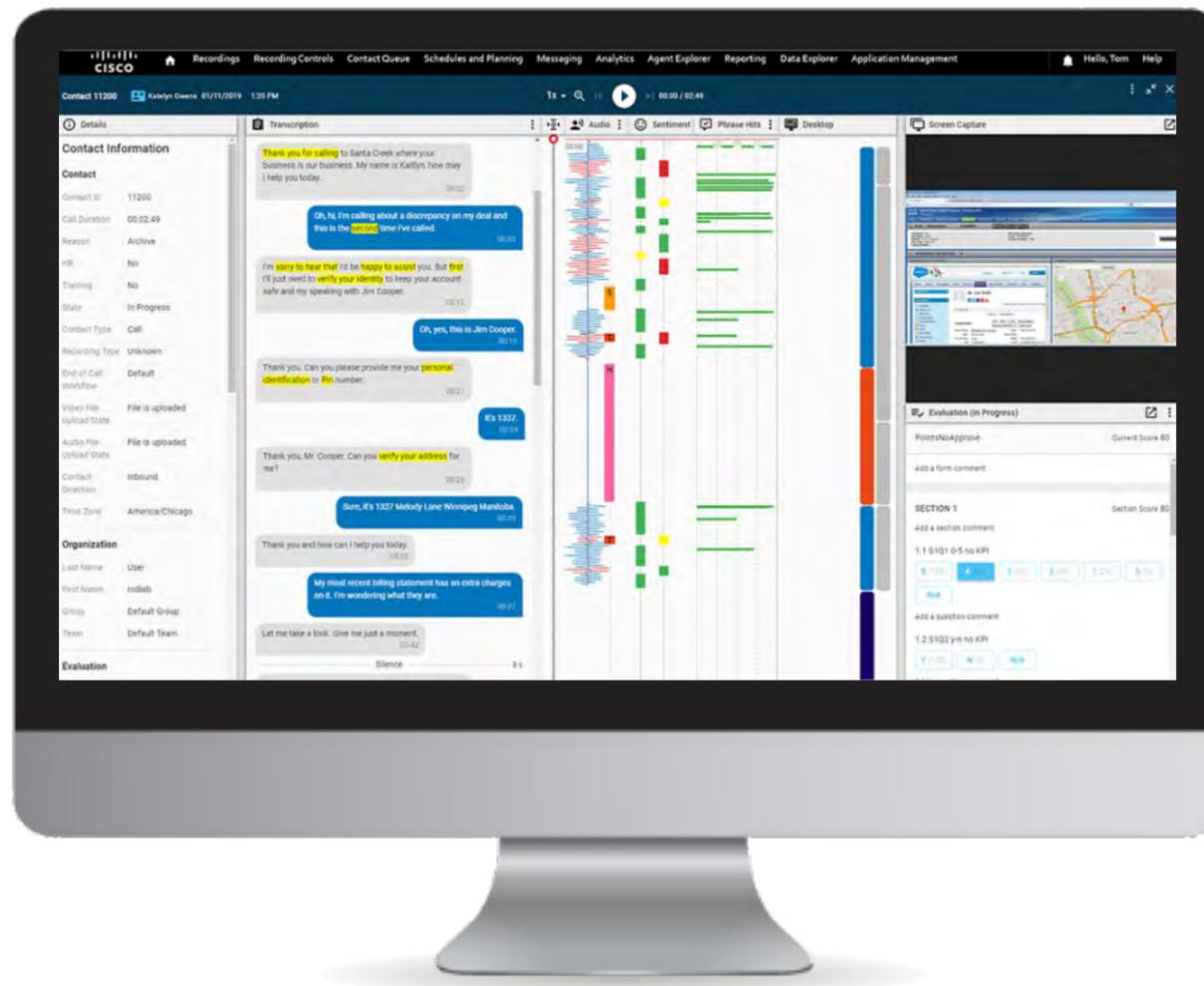webex by cisco

# Webex Workforce Optimization*

## Quality Management (QM)

**Evaluate and measure**
agent efficiency and performance through tailored evaluation forms.

**Boost morale**
via gamification and agent self-assessment.



**Features**

Agent desktop   ⊙

Webex Workforce Optimization

2 of 3      Next   ⊙

Outbound campaigns   ⊙

Remote agents   ⊙

Core values   ⊙

Contents   ⊙

*Optional Webex Contact Center feature

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# Webex Workforce Optimization*

## Quality Management (QM)

**Workforce Optimization Analytics**
Analyze speech and desktop actions to gain insights.
Correlate agent performance to net promoter scores (NPS).

**Holistic view:**
one-click access to view, consume and act on
data with more precision and less effort.

**Powerful streamlined contacts filter:**
find conversations quickly. Use core data and
custom metadata information to build your filter
and save it for quick retrieval later.

**Engage your employees:**
give live agents a voice with timely feedback
loops and the guidance they need with
gamification, evaluations, coaching and training.

*Optional Webex Contact Center feature

# Outbound campaigns*

Improve agent productivity and overall business performance by letting agents spend more time interacting with customers and less time trying to reach them.

· Increase sales and upsells
· Increase customer retention
· Improve marketing campaign results

## Outbound campaign management

### List management

Call list segmentation
Agent selection
Data modeling
Prioritization

### Telephony dialing modes

Multi-skilling of agents
Preview dialing

### Campaign runtime

Multi-phone contact strategy
Campaign chaining

### Compliance

State/time zone-specific calling windows
Statutory compliance
Do-not-call lists

*Optional Webex Contact Center feature

**Features**

Agent desktop ⊚

Webex Workforce Optimization ⊚

**Outbound campaigns** ⊚

Remote agents ⊚

Core values ⊚

Contents ⊚

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# Remote agents

## Empower agents to work anywhere – fast

When you need to offload expanding call volume, or agents need to work from home, Webex Contact Center can be quickly deployed to allow your agents to take calls from anywhere.

Give your contact center staff seamless experiences, no matter where they are.

## Features

Agent desktop ⊙

Webex Workforce Optimization ⊙

Outbound campaigns ⊙

Remote agents ⊙

Core values ⊙

Contents ⊙

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# Flexible platform

## Inspired by customers.
## Built for business.

The world's most customer-focused provider meets the most advanced contact center.

Our out-the-box ready, yet fully customizable, enterprise grade platform allows for ultimate scalability and performance – that's truly next generation.

With Webex Contact Center you get it all – security, scalability, flexibility, from a provider with a collaboration-focused heritage.

Benefits  ⊘

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# Flexible customizable platform

## Features

Flow control builder ⊘

Routing and scalability ⊘

Business application ⊘
integrations

Reports and ⊘
dashboards (Analyzer)

Open APIs ⊘

Core values ⊘

Contents ⊘

## Open and extensible

- Cloud provider-agnostic, microservices architecture provides enterprise-grade horizontal scalability, flexibility, and rapid feature innovation and deployment.

- Drag-and-drop flow control builder puts customization in the hands of the user and frees IT resources.

- Open APIs allow for customization of AI, data, media and desktop capabilities for ultimate flexibility.

## Enterprise-grade

- Integrate with your preferred CRM and business applications including Salesforce, MS Dynamics, Zendesk, and more.

- Cloud data analytics provide historical and real-time reporting and dashboards.
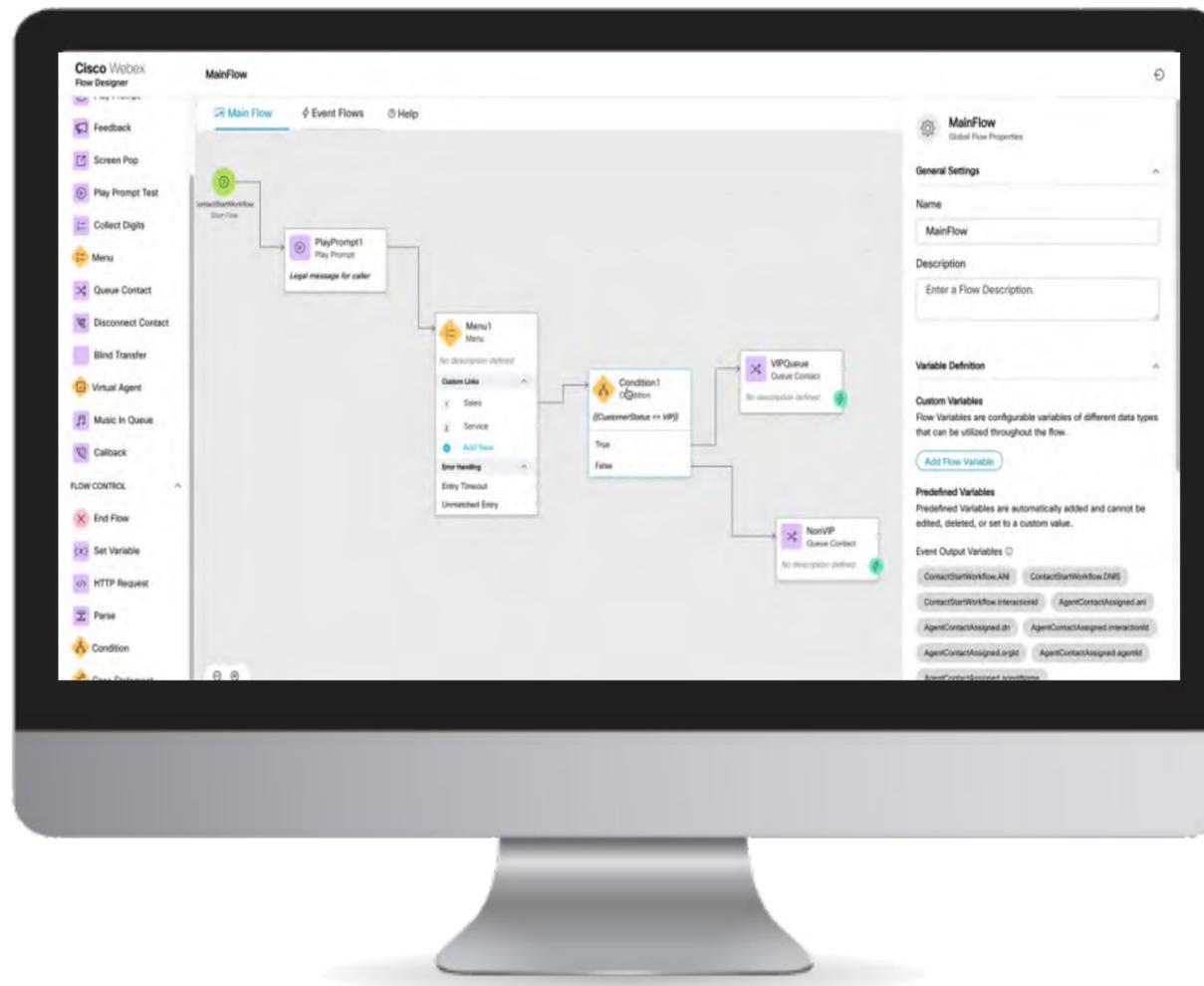
- Agents can work from anywhere with full remote agent support

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# Flow control builder

## Customization in your hands

A new drag-and-drop flow control builder puts customization into the hands of the business user and frees up valuable IT resources.



## Features

**Flow control builder** ⊙

Routing and scalability ⊙

Business application ⊙
integrations

Reports and ⊙
dashboards (Analyzer)

Open APIs ⊙

Core values ⊙

Contents ⊙

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# Enterprise-grade horizontal scale

**Microservices-based, cloud-provider agnostic platform enables dependable scalability and rapid feature innovation and deployment.**

Singular, omnichannel routing simplifies interaction handling regardless of underlying queues, agents, channels, and skills.

Intelligently distribute calls across any number of sites and locations, with ease of integration that lets you work with the channels that suit your business.

Features

Flow control builder ⊙

Routing and scalability ⊙

Business application integrations ⊙

Reports and dashboards (Analyzer) ⊙

Open APIs ⊙

Core values ⊙

Contents ⊙

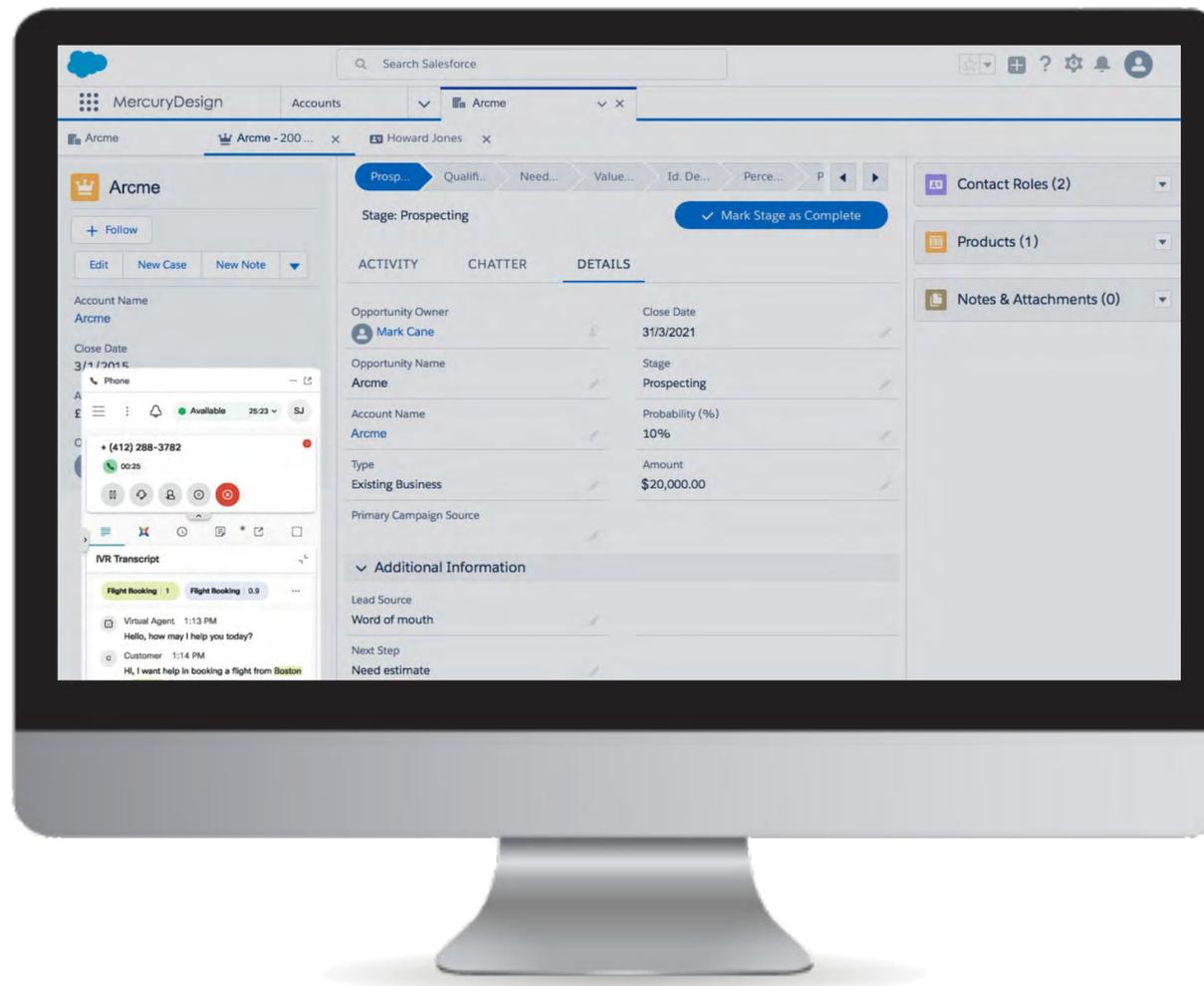webex by CISCO

# Business application integrations

## Seamless integrations

Access contact center functionality from the business applications your agents use everyday, like Salesforce, Zendesk, and Microsoft Dynamics.

Agents benefit from seamless workflows, a unified experience and improved contact center performance - all with less complexity.

salesforce   Zendesk   Microsoft Dynamics

...plus more.



### Features

Flow control builder ⊘

Routing and scalability ⊘

Business application integrations ⊘

Reports and dashboards (Analyzer) ⊘
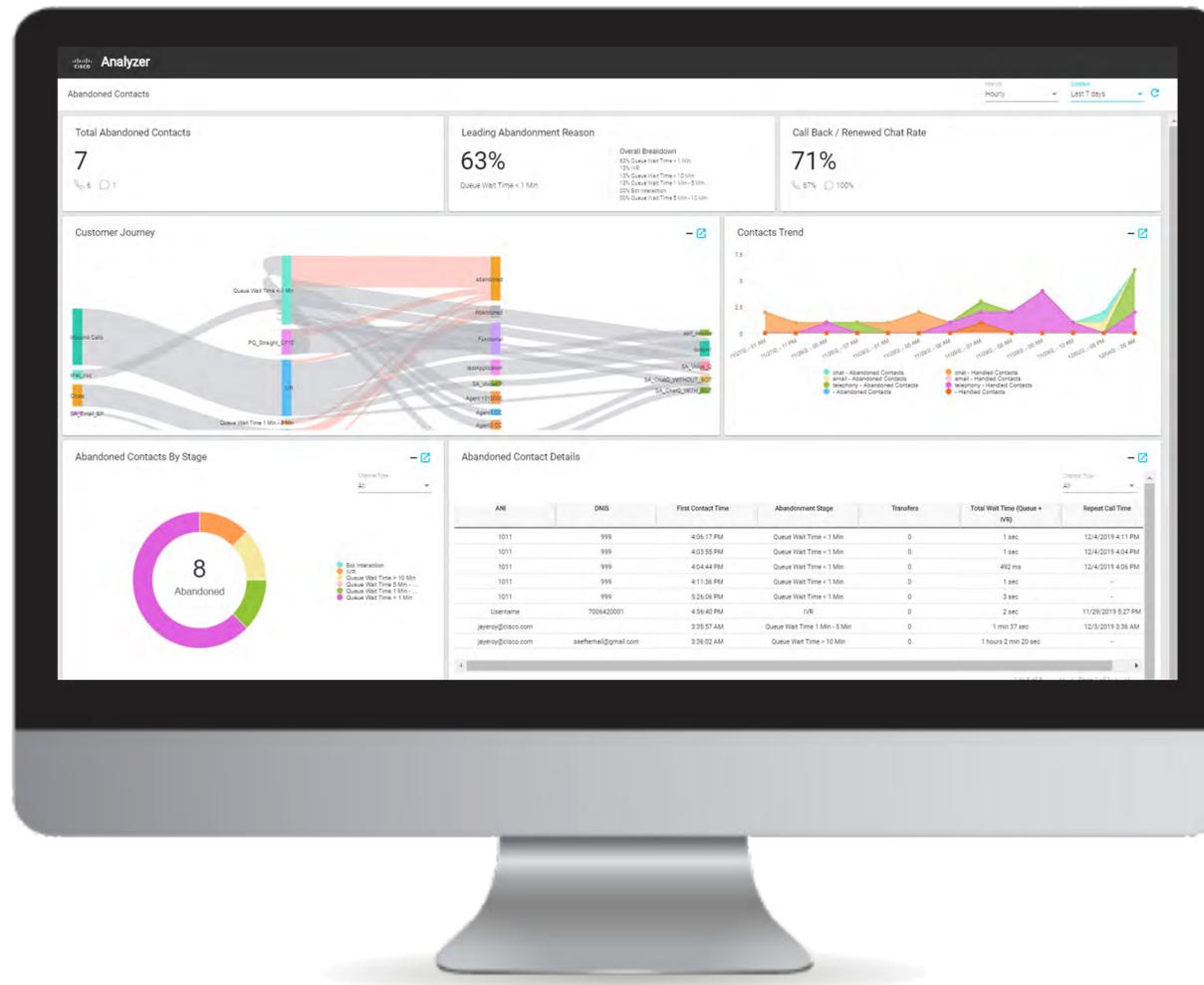
Open APIs ⊘

Core values ⊘

Contents ⊘

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# Reports and dashboards

## Improve efficiency with real-time and historical operational dashboards and reports.

Interactive exploratory and trend analysis to cross-analyze customer interactions and agent activity with business and financial metrics to help you find optimization opportunities.

Brings together data from calls (ACD), virtual agent interactions, and more so you can analyze, understand, and manage your contact center, and optimize for operational efficiency in new and innovative ways.



### Features

Flow control builder ⊙

Routing and scalability ⊙

Business application ⊙
integrations

Reports and ⊙
dashboards (Analyzer)

Open APIs ⊙

Core values ⊙

Contents ⊙

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# Fully customizable

## API-first for a next-generation platform

**Next-generation
platform architecture**

### Webex Contact Center API Gateway

## Agent

Embed third-party
gadgets and customize
the agent desktop

## Data

Retrieve tasks, agent
activities, queue details,
reporting statistics

## UI/Platform

Customize notifications
and shortcuts

## Media

Retrieve media captures
for a specific interaction
(voice, email, chat)

## AI

Real-time
speech-to-text
transcription

---

Features
—————————

Flow control builder          ⊗

Routing and scalability          ⊗

Business application          ⊗
integrations

Reports and          ⊗
dashboards (Analyzer)

Open APIs          ⊗

—————————

Core values          ⊗

Contents          ⊗

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# Complete collaboration

## Connect agents to your wider team of experts

Webex messaging, video, and call tools let agents and subject matter experts work together to optimize every customer engagement.

Single–pane–of–glass provisioning and management for all Webex collaboration services with Webex Control Hub makes administration a breeze.

Benefits  ⊙

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# Collaborative contact center

## Complete portfolio

- Complementary Webex messaging and meetings tools allow agents to engage team members and subject matter experts to give customers optimal support.

- Common UI across the full portfolio aids in employee onboarding and training.

## Enterprise-grade

- Integration with extended calling options including PSTN, Webex Calling, and Webex devices and endpoints supports ease of use.

- Webex Control Hub integration provides a simple way to secure and manage all your collaboration applications.

Features

Complementary collaboration  ⊘
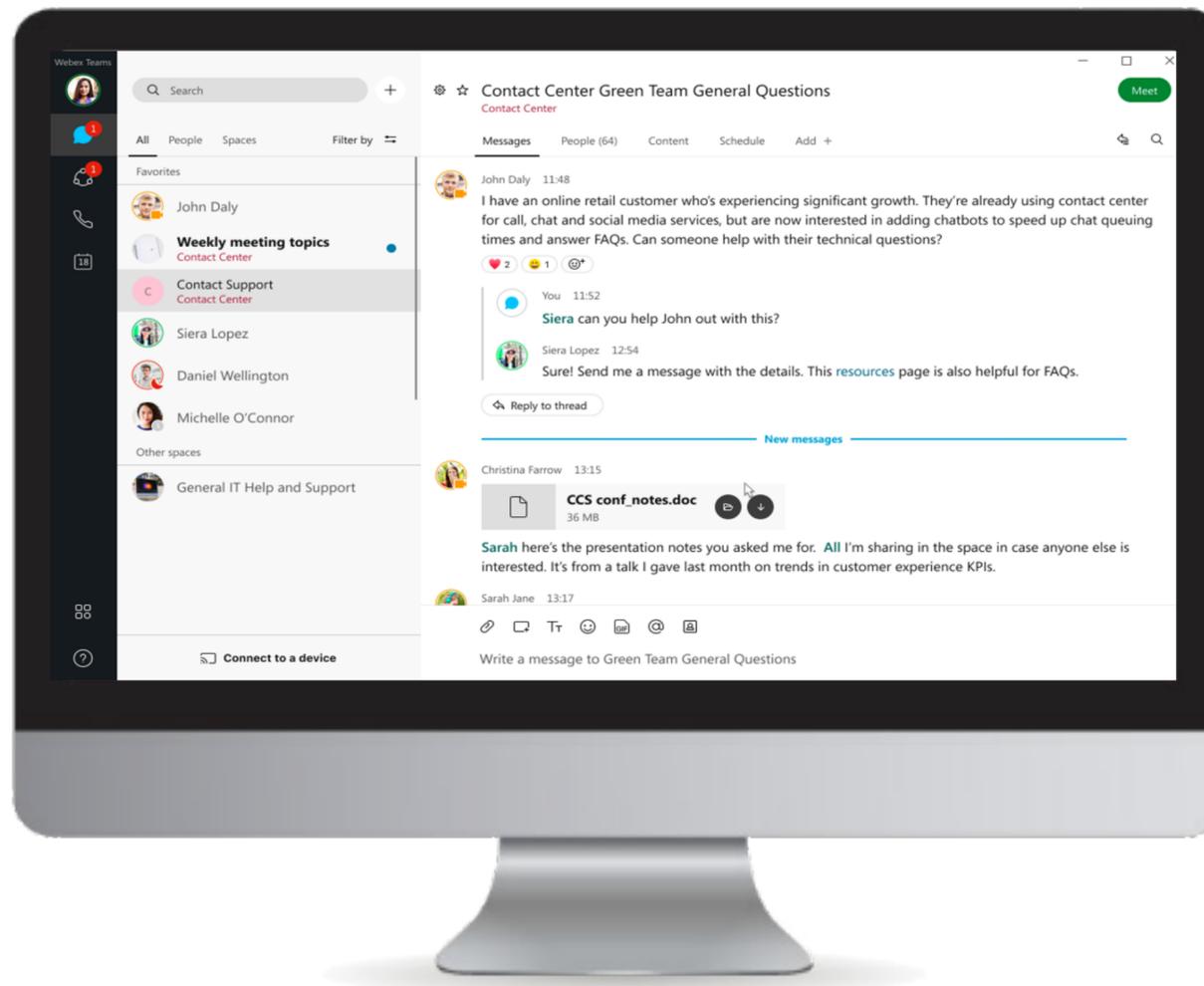
Calling options  ⊘

Webex devices  ⊘

Webex Control Hub  ⊘

Core values  ⊘

Contents  ⊘

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# Complementary Webex calling, messaging and meeting tools*

## Connect agents to subject matter experts

Create a team that goes beyond the walls of the contact center, powered by Webex calling, messaging, and meetings tools.



*Optional companion solutions

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# Extended calling options for Webex Contact Center*

## New integration with Webex Calling plus Cisco PSTN options

Experience superior voice quality, accelerated onboarding, and easy provisioning via Webex Control Hub with Webex Calling combined with Webex Contact Center.

Leverage Webex endpoints to receive calls from anywhere via the Webex app.

*Optional companion solutions
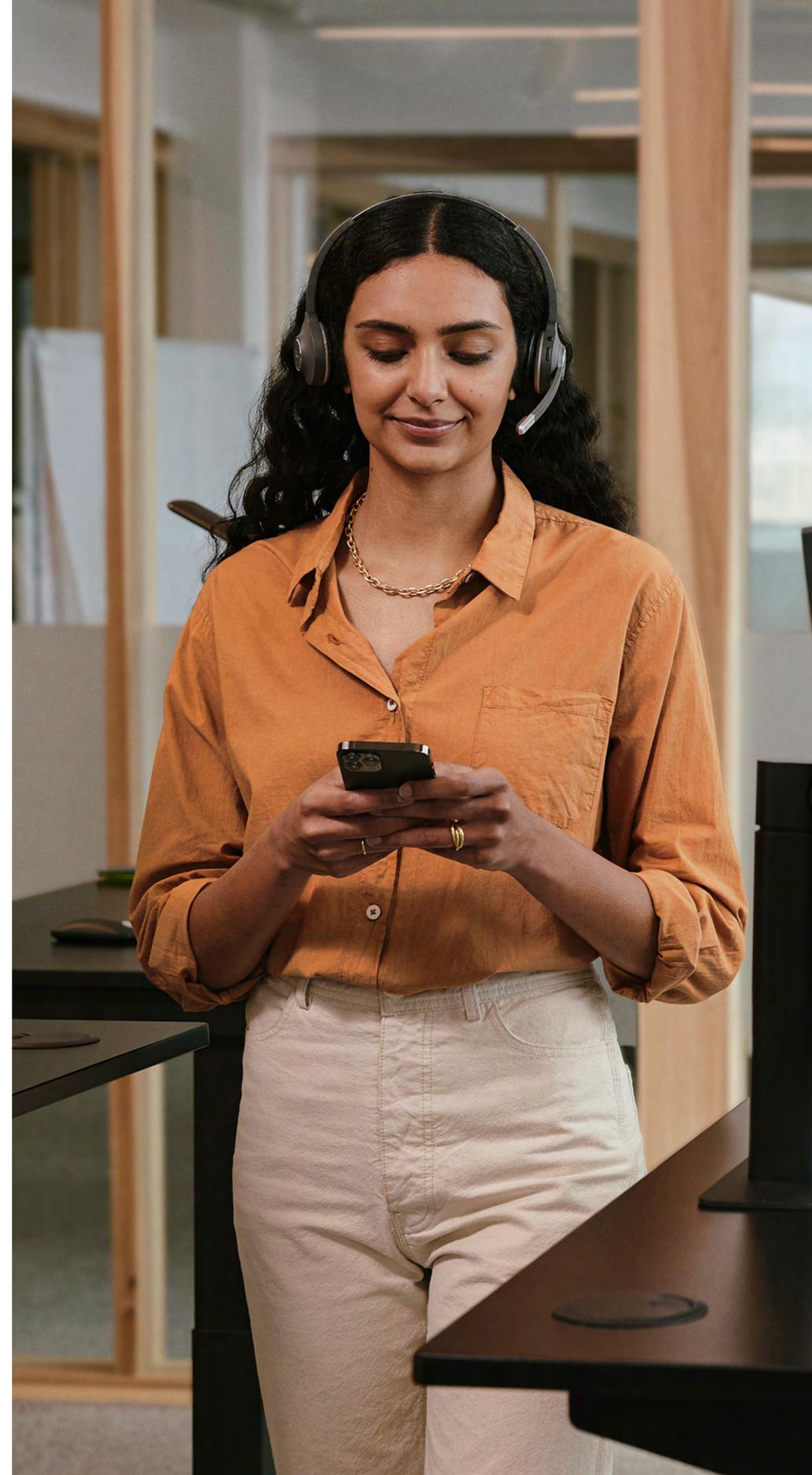
## Features

Complementary collaboration    ⊗

Calling options    ⊗

Webex devices    ⊗

Webex Control Hub    ⊗

Core values    ⊗

Contents    ⊗

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# Webex devices*

Cisco can provide everything agents and their subject matter experts need, from software to hardware, in one place.

## Features

Complementary
collaboration                    ⊙

Calling options                  ⊙

Webex devices                    ⊙

Webex Control Hub                ⊙

Core values                      ⊙

Contents                         ⊙

*Optional Webex Contact Center
companion products

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# Effortless management from anywhere with Webex Control Hub

## Get unparalleled control of your cloud environment

Webex Control Hub offers a single-pane-of-glass solution that provides one central cloud app for all Webex administrative functions.

The intuitive interface provides a simple way to manage all your Webex collaboration applications and services, settings, security, and analytics including:

· Connectors for business applications and digital channels
· Users
· PSTN
· Webex Contact Center AI options

Features

Complementary collaboration ⊘

Calling options ⊘

Webex devices ⊘

Webex Control Hub ⊘

Core values ⊘

Contents ⊘

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# Why Webex?

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# More than just a vendor

## We'll be your collaborator too.

We'll be your partner in great customer service. So you can offer your customers the support they expect, on their terms, and give your agents the tools they need to provide it.

The world's largest experience centers run on Webex for a reason – because they can rely on us.

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# The contact center market leader

Cisco is a global leader in contact centers, delivering the most complete contact center portfolio.

Webex Contact Center is an omnichannel contact center-as-a-service (CCaaS) for any size contact center that delivers enriched customer journeys, all powered by the cloud and data intelligence, driving faster and more personalized customer experiences.

Built on the open and flexible Webex Platform for Contact Center, our portfolio integrates advanced cloud services such as AI capabilities, enterprise-grade cloud calling, data analytics, workforce optimization, CRM and experience management applications.

## #1
Market share cloud / hosted contact center installed base[1]

## 3.6M
Agents

## 36K
Contact center enterprises

## 1.5K
Global partners

1. Synergy Research, 2020

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# The most complete contact center and collaboration suite – all in the cloud

Webex collaboration tools help connect the dots between your agents, your experts, third-party SMEs and your customers – so your teams can offer excellent customer service, every time.

Our Webex portfolio delivers the most complete collaboration suite of cloud calling, meetings, collaboration and contact center solutions with world-class devices and headsets.

| 45% | #1 | 61% |
|---|---|---|
| On-premises calling share | Collaboration and contact center market shares | Cloud Calling market share |

| 100M | 3.6M | 30M |
|---|---|---|
| Cisco IP phones | Contact center agents | Cloud calling users |

| 54% | #1 | 53% |
|---|---|---|
| Video devices market share | Meetings and video | Meetings market share |

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# Find out how
# Webex Contact Center
# can elevate your
# customer experiences.

Contact your Cisco authorized partner today ⊙

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## About IE
Since 1996, we've been connecting people to their customers and coworkers
throughout the Southeast with simple and modern technology solutions.
While we're busy helping you take the complexity out of IT, you'll benefit from
enhanced IT operations, risk reduction, and decreased costs.

**INTERNETWORK ENGINEERING**

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