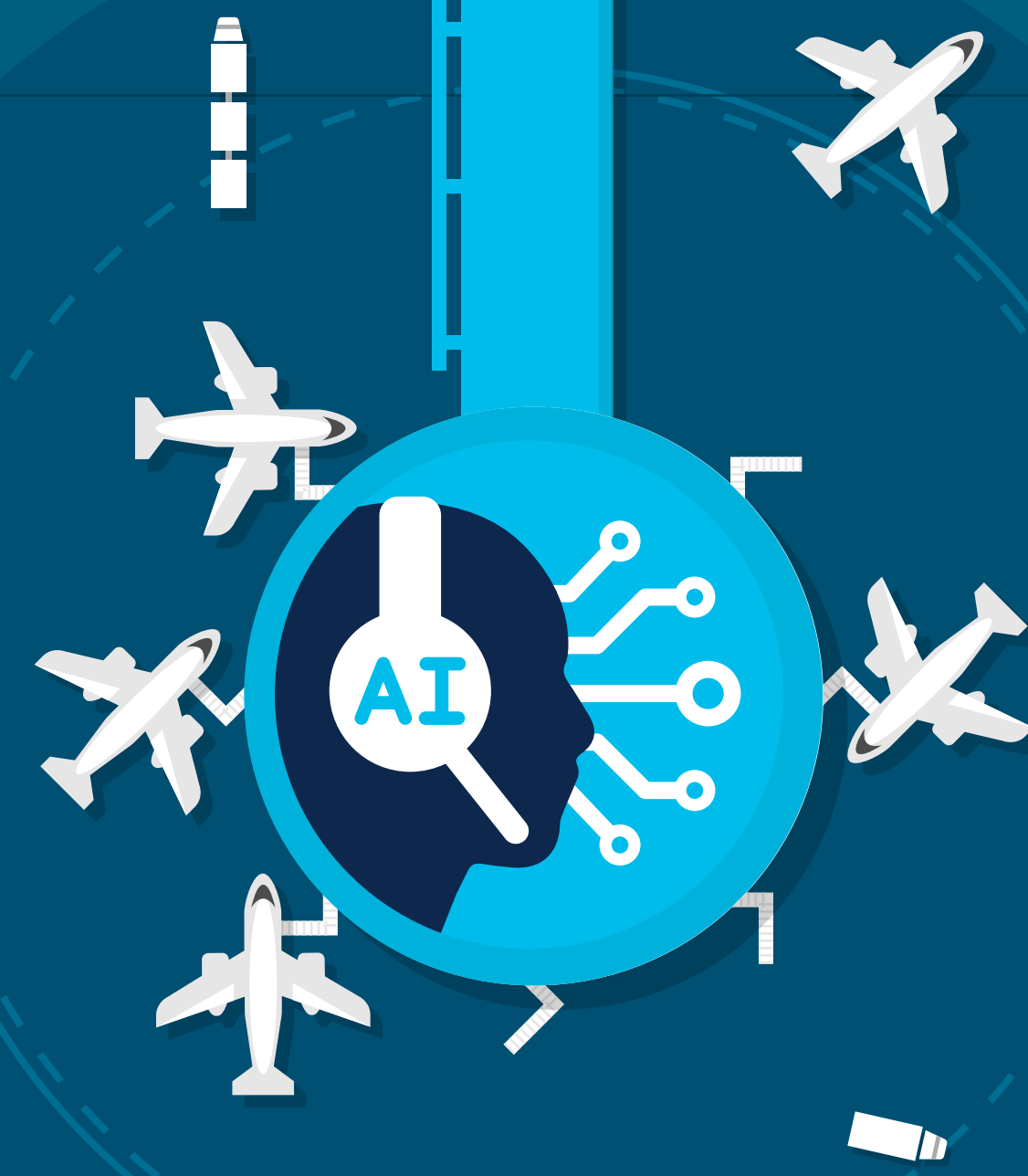


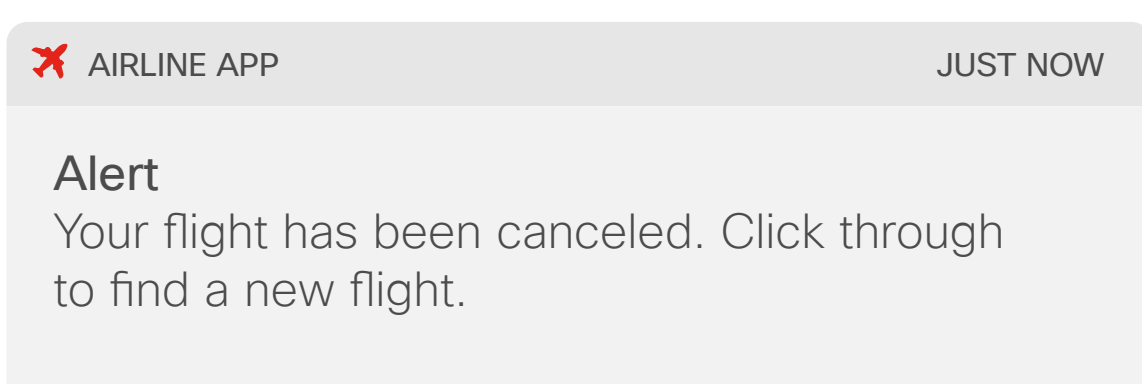
# This is a nonstop service from contact center to profit center.

Every customer interaction is critical. At every touch point, Cisco Contact Center solutions are making it easy for your company to deliver exceptional, proactive customer experiences that help you retain both your customers and your agents.

Let's see what a customer service journey looks like when you're using Cisco solutions.



Meet your customer, Bruce. He just got some terrible news.



This is the moment where you lose his business or make him loyal for life.

Bruce clicks the app link, where he's greeted by **Cisco's Customer Virtual Assistant**.

Bruce, I'm so sorry about your canceled flight. Give me a moment to see what alternative flight options are available to you.

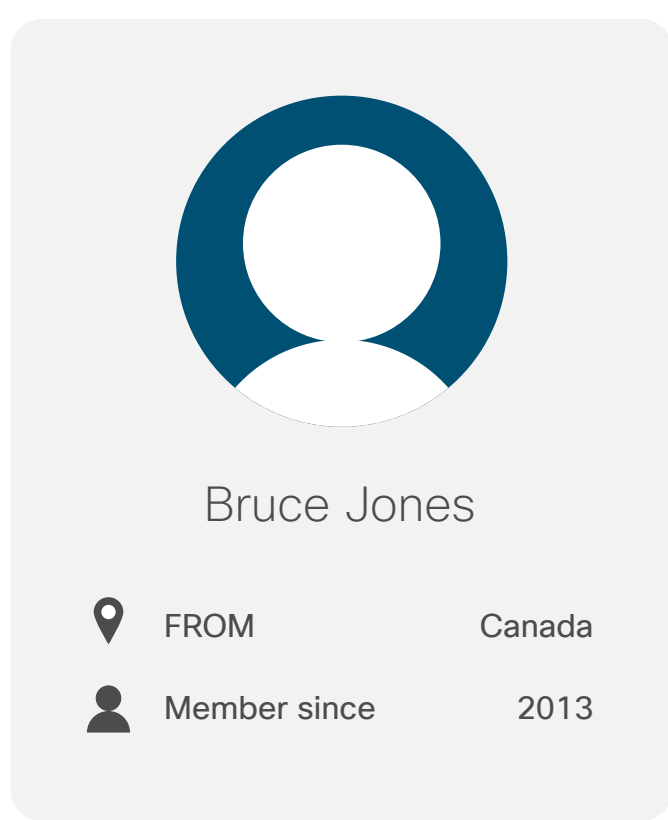
Bruce gets immediate help.

He doesn't realize that the Customer Virtual Assistant he's chatting with is a bot. The bot is able to answer simple, specific requests and share basic information.



## From bot to human agent

Realizing that Bruce needs a more personal interaction, the bot quickly escalates the case to Amy. In a matter of seconds, Bruce experiences a seamless transition from self-service to assisted service.



Amy's dashboard is populated with Bruce's customer profile and flight information, which indicates that Bruce is a high-risk customer.



## Incoming chat

Amy receives the chat, along with the complete conversation history so she can jump right in with the context she needs.

Amy answers the questions, provides an explanation for the canceled flight, and makes specific recommendations.

## Cisco Answers

As Amy communicates with Bruce, **Cisco Answers**—powered by artificial intelligence (AI)—is listening to the conversation and suggesting solutions. Cisco Answers provides Amy with options to change his flight.



## Cisco Webex Teams

Amy is able to quickly rebook Bruce's flight. She also reaches out to another department via **Cisco Webex Teams** to confirm upgrading Bruce to business class. She does it all without ever leaving her dashboard.



Bruce asks for a flight that gets him home in time for his daughter's birthday party.

## Instant insights

As Bruce and Amy were chatting, Cisco Customer Journey Analyzer was gathering information on their interaction. The data pulled means Bruce will have an even more personalized experience next time.



## Crisis averted.

Bruce has gone from panicked traveler to satisfied customer. Next thing, he's sitting back comfortably on the plane and using the complimentary Wi-Fi to tweet about his new favorite airline.

## Did you know?



Contact center employees spend 17% of their time looking for information they need to do their jobs.<sup>1</sup>



Companies that integrate unified communications with contact center technologies see a 31% increase in agent productivity.<sup>1</sup>



Organizations with AI-powered virtual customer assistants have up to 70% fewer call, chat, and email inquiries.<sup>2</sup>

When agents are able to deliver proactive, positive customer experiences, the contact center becomes a key player in your business, delivering big benefits to your organization.

### Customer retention

Predict which customers are at risk and connect them with the best agents.

### Better context

Get real-time contextual assistance for customer engagement.

### Agent productivity

Arm agents with tools, resources, and customer data.

### First-contact resolution

Agents have on-demand access to subject matter experts.

### Lower costs

Move your contact center to the cloud to reduce TCO.

### Operational efficiency

Balance call loads and agent resources across sites.

## Why Cisco?

Only Cisco provides a complete contact center solution combining world-class cloud calling, meetings, and team collaboration with audio and video devices and headsets. Cisco has been listed as a leader in the Gartner Magic Quadrant for seven years, and we support more than 30,000 contact center customers and over 3.5 million agents worldwide.

1. Break Down Organizational Silos with Enterprise Communications, Aberdeen, 2019.

2. "Gartner Says 25 Percent of Customer Service Operations Will Use Virtual Customer Assistants by 2020," Gartner, Feb. 2018.

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