

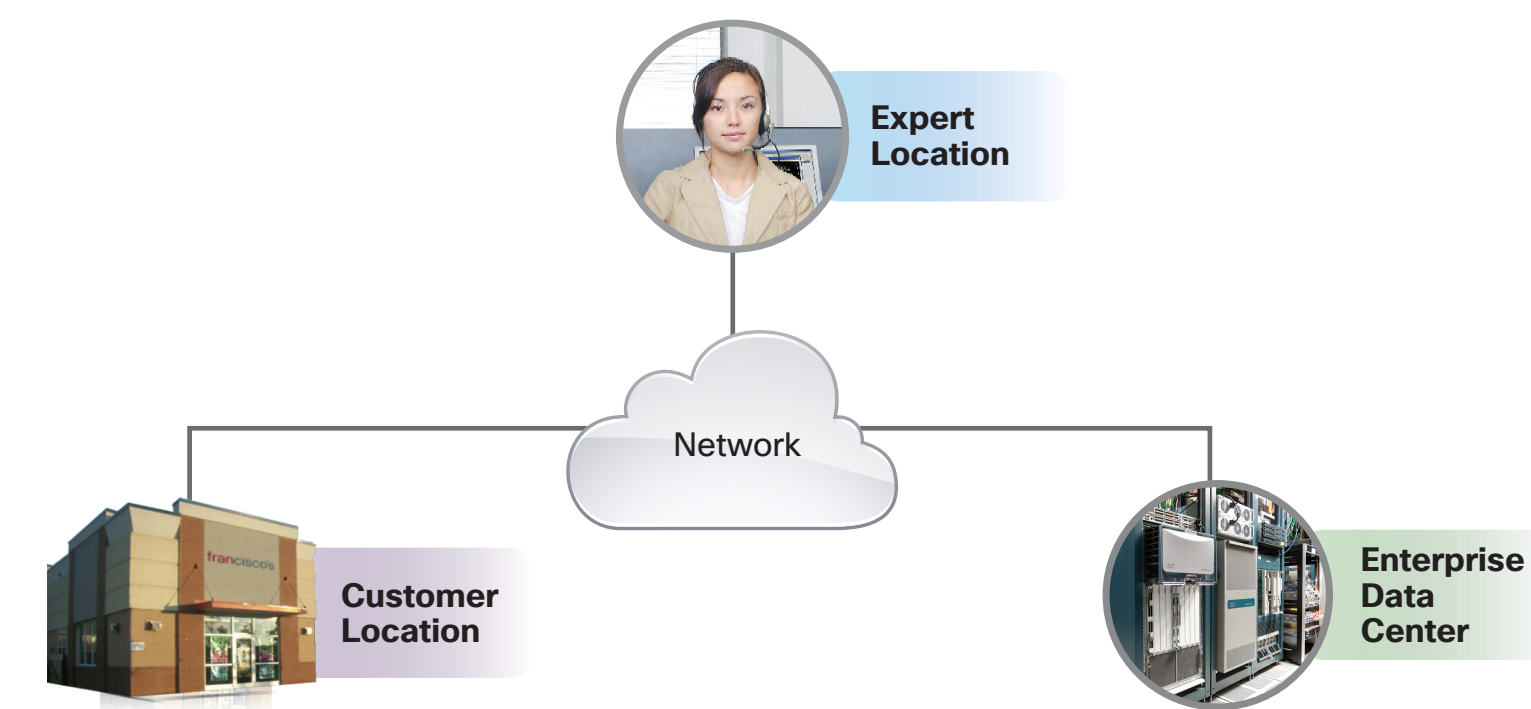


The Cisco Remote Expert Smart Solution

Cisco Remote Expert Smart Solution: Leverage Valuable Experts to Increase Customer Satisfaction

The Cisco® Remote Expert Smart Solution is a Cisco-validated, end-to-end solution, connecting customers with experts in an immersive, virtual face-to-face interaction regardless of physical location. A customer in a branch or customer location can now seamlessly connect with a suitable expert using skills-based routing via Cisco TelePresence, voice, and desktop sharing technology. The result is a superior

consultative customer experience in the branch/customer location, improving customer acquisition and retention while maximizing the efficiency and reach of high-value subject matter experts. Specialized experts may now cover larger territories, meet with more prospects, generate more business, and forge better relationships by meeting customers more often.



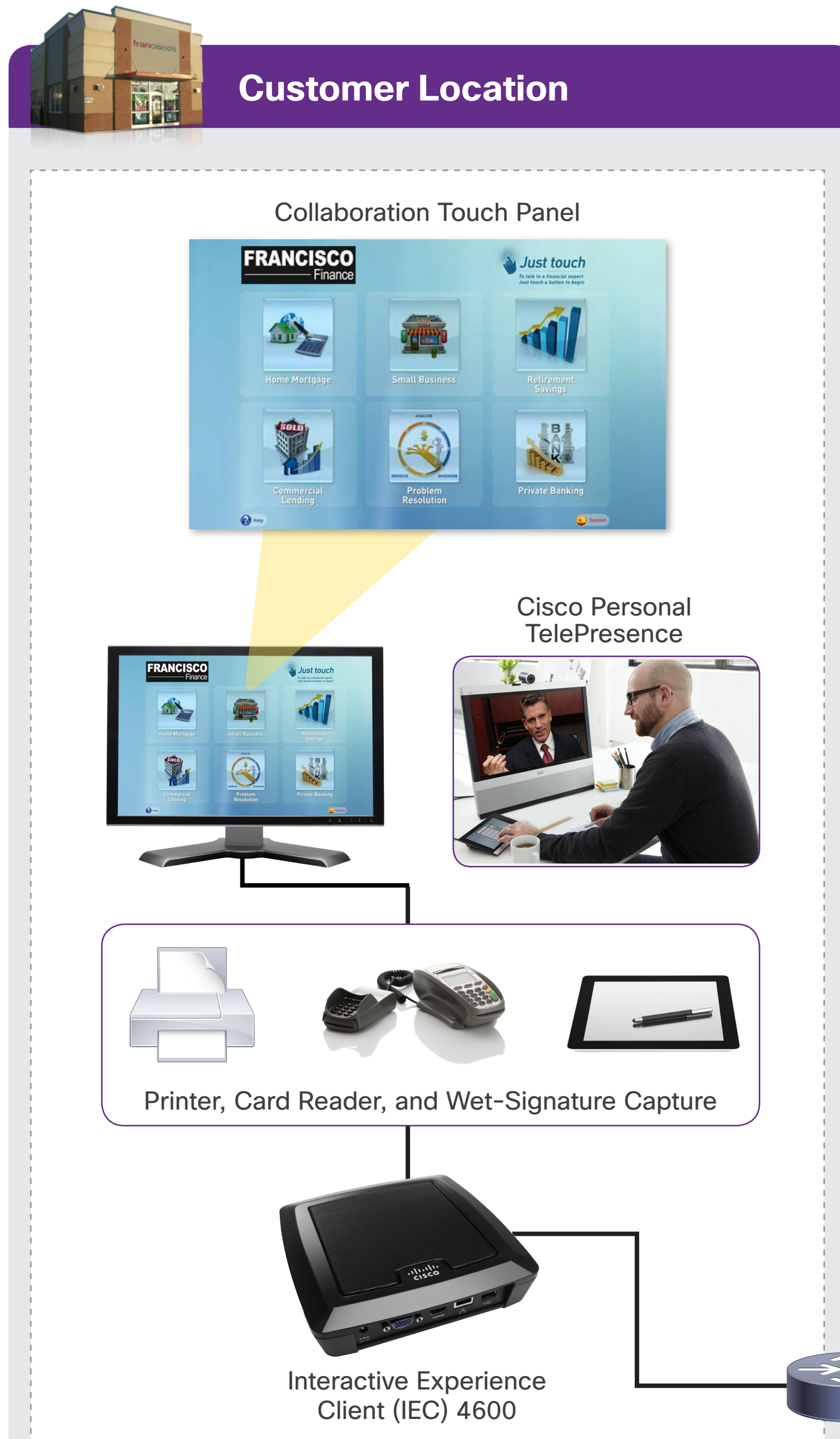
Customers can access point-of-need expert consultation through skills-based routing, seamlessly connecting to the expert using Cisco TelePresence, voice, and content sharing technologies. The Cisco Remote Expert Smart Solution provides a superior consultative and advisory customer experience in the customer location, which improves customer acquisition and retention without the cost of physically distributing valuable subject matter experts.

Leveraging Cisco Remote Expert Agent Desktop, a computer telephony integration solution for IP-based Cisco Contact Center Enterprise, experts use powerful tools that increase productivity, improve customer satisfaction, and reduce costs. Cisco TelePresence provides HD video communication between customers and experts. Applications running on the expert workstation are shared and controlled by either customer or expert. This capability enables interactive support for completing applications and forms, streaming video, and more.

Cisco Remote Expert Smart Solution Enterprise Data Center components include the technologies needed to connect customers to experts. The solution includes Cisco Unified Communications, Cisco Contact Center Enterprise, Cisco Remote Expert Manager, and Cisco MediaSense, which together provide a seamless experience for customers and experts. Cisco Enterprise Data Center networking components allow network administrators to plan, implement and manage QoS and security policies for an enhanced customer experience.

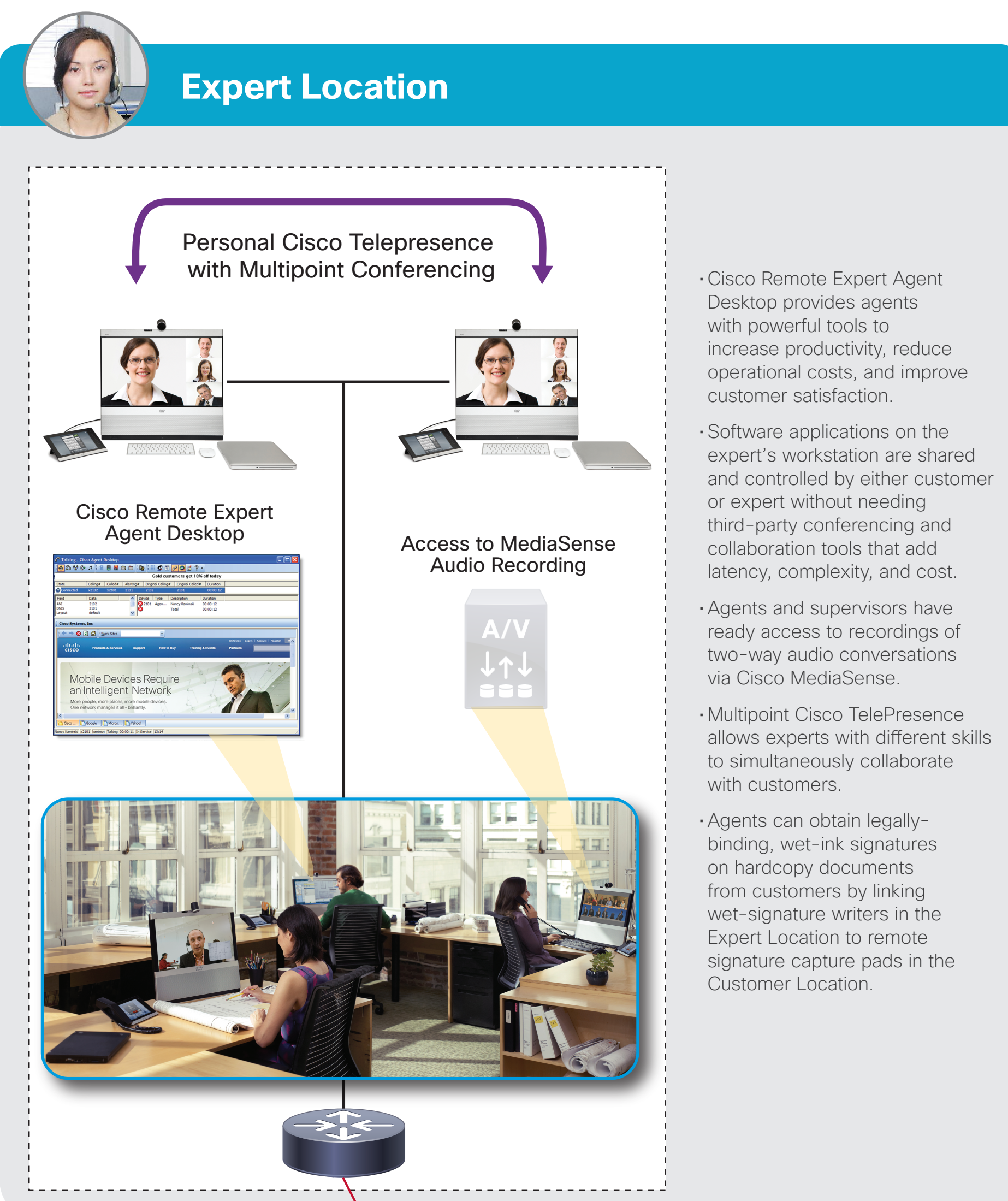
Cisco Remote Expert Smart Solution Benefits

	Enables	Benefit
New Sales and Cross-Sales Revenue	Targeted expertise at point-of-need through immersive collaboration.	Reduces revenue leakage.
Cost Efficiency	Centralized specialist pools provide coverage throughout the enterprise.	Improves specialist utilization. Expands coverage/reduces travel expenses. Brings specialists "inside" the corporate environment.
Customer Acquisition	A differentiated and compelling customer experience.	Attracts a wider set of prospective customers.
Customer Retention	Personalized customer service, even from remote locations.	Increased customer confidence and loyalty strengthen relationships.
Green Initiatives and Carbon Footprint Reduction	Corporate "carbon neutral" imperatives to reduce environmentally damaging business practices.	Reduces environmental impact and expense of Expert travel.



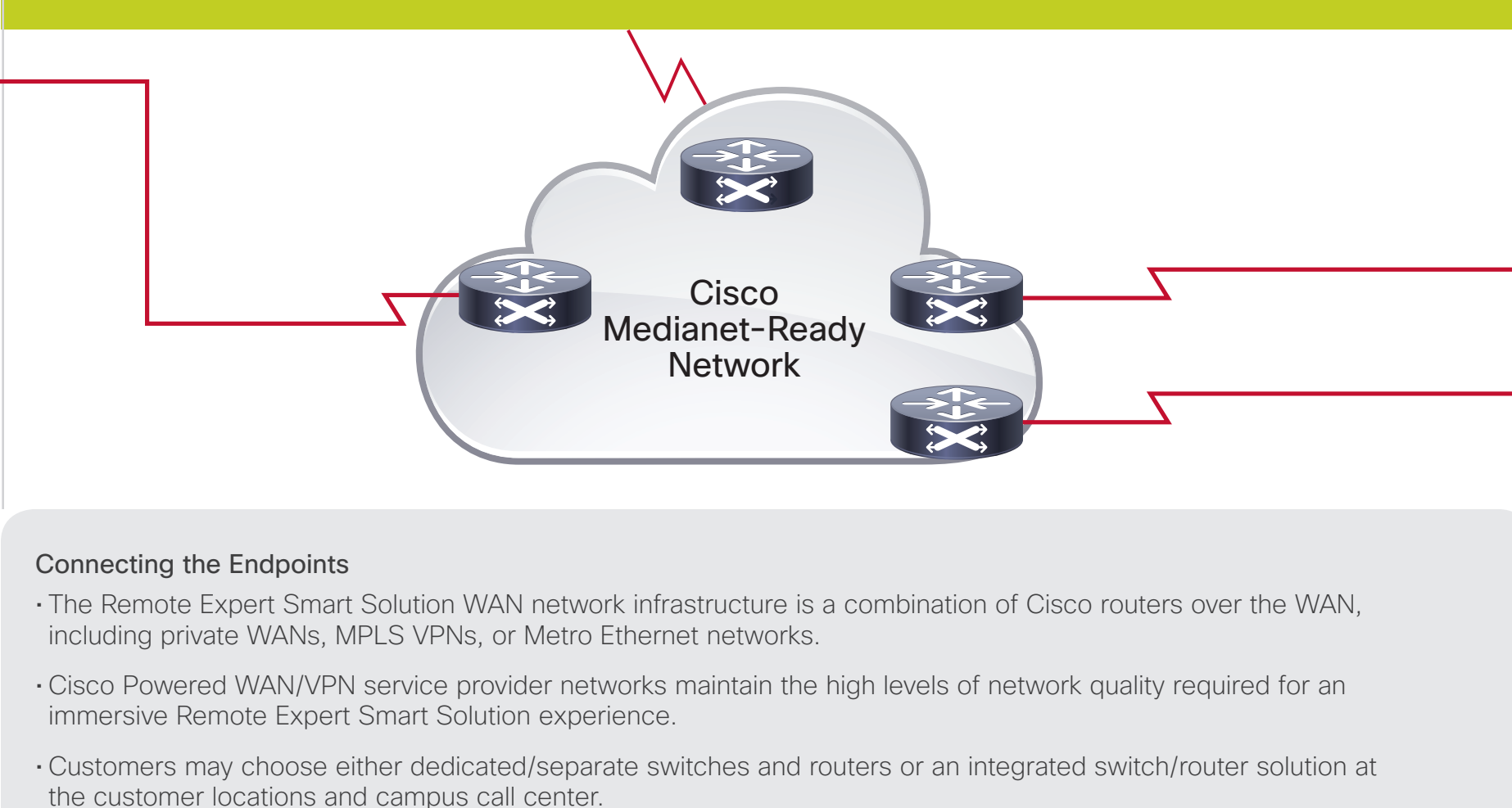
The Remote Expert Smart Solution Customer Experience

- Graphical Collaboration Panel guides customers to begin their Remote Expert Smart Solution video collaboration experience. The Panel provides the customer with visual instructions and video streaming while the call is in queue or on hold.
- Cisco Personal TelePresence delivers a collaborative and compelling opportunity to work with an expert. Cisco TelePresence solutions support vivid, lifelike 1080p video at 30 frames per second.
- The customers' concerns and questions are addressed in real time. A simple touch on the collaboration panel initiates the request for an expert meeting.
- The Cisco IEC-4600 integrates the Collaboration Panel and local peripherals such as printers, card readers, and wet-signature capture devices, creating the total customer-side Remote Expert Smart Solution experience. It allows organizations to deliver information in real-time, to reuse web content and applications, and to improve business operations and customer processes. The device integrates a specially-designed web browser that delivers reliable kiosk and digital signage applications. The Cisco IEC-4600 enables customers to access the information they want, when they want it.



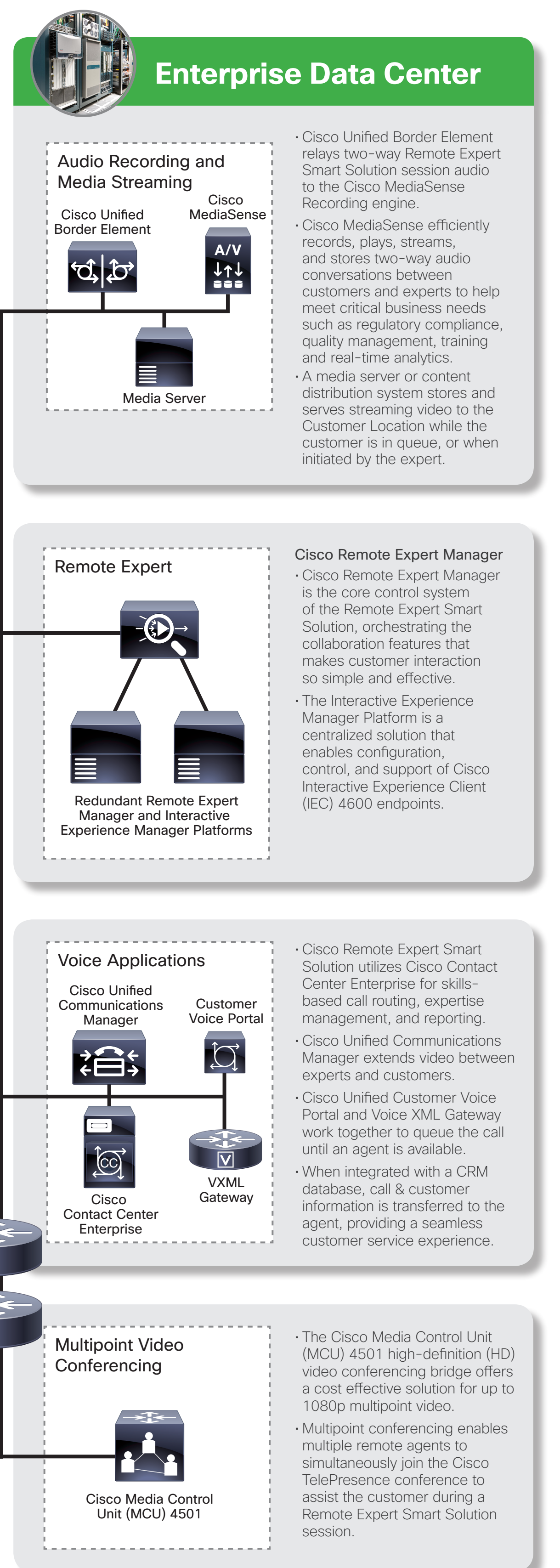
- Cisco Remote Expert Agent Desktop provides agents with powerful tools to increase productivity, reduce operational costs, and improve customer satisfaction.
- Software applications on the expert's workstation are shared and controlled by either customer or expert without needing third-party conferencing and collaboration tools that add latency, complexity, and cost.
- Agents and supervisors have ready access to recordings of two-way audio conversations via Cisco MediaSense.
- Multipoint Cisco TelePresence allows experts with different skills to simultaneously collaborate with customers.
- Agents can obtain legally-binding, wet-ink signatures on hardcopy documents from customers by linking wet-signature writers in the Expert Location to remote signature capture pads in the Customer Location.

Network



Connecting the Endpoints

- The Remote Expert Smart Solution WAN network infrastructure is a combination of Cisco routers over the WAN, including private WANs, MPLS VPNs, or Metro Ethernet networks.
- Cisco Powered WAN/VPN service provider networks maintain the high levels of network quality required for an immersive Remote Expert Smart Solution experience.
- Customers may choose either dedicated/separate switches and routers or an integrated switch/router solution at the customer locations and campus call center.



- Cisco Unified Border Element relays two-way Remote Expert Smart Solution session audio to the Cisco MediaSense Recording engine.
- Cisco MediaSense efficiently records, plays, streams, and stores two-way audio conversations between customers and experts to help meet critical business needs such as regulatory compliance, quality management, training and real-time analytics.
- A media server or content distribution system stores and serves streaming video to the Customer Location while the customer is in queue, or when initiated by the expert.

- Cisco Remote Expert Manager is the core control system of the Remote Expert Smart Solution, orchestrating the collaboration features that makes customer interaction so simple and effective.
- The Interactive Experience Manager Platform is a centralized solution that enables configuration, control, and support of Cisco Interactive Experience Client (IEC) 4600 endpoints.

- Cisco Remote Expert Smart Solution utilizes Cisco Contact Center Enterprise for skills-based call routing, expertise management, and reporting.
- Cisco Unified Communications Manager extends video between experts and customers.
- Cisco Unified Customer Voice Portal and Voice XML Gateway work together to queue the call until an agent is available.
- When integrated with a CRM database, call & customer information is transferred to the agent, providing a seamless customer service experience.

- The Cisco Media Control Unit (MCU) 4501 high-definition (HD) video conferencing bridge offers a cost effective solution for up to 1080p multipoint video.
- Multipoint conferencing enables multiple remote agents to simultaneously join the Cisco TelePresence conference to assist the customer during a Remote Expert Smart Solution session.

For More Information
<http://www.cisco.com/go/remotexpert>