

Transform Customer Care with Media-Rich Interactions

Cisco WebEx Support Center for
Customer Service
Product Overview



Cisco WebEx Support Center for Customer Service Highlights

- Build brand loyalty and preference with personalized, high-touch customer care
- Speed problem resolution and increase online sales through more collaborative and consultative interactions
- Lower customer service costs by improving process efficiencies
- Meet regulatory, policy, and service-level agreement (SLA) requirements

Take Customer Intimacy to a New Level

Cultivating and keeping high-value customers requires high-touch, efficient service. Bring a new dimension of personalized interaction to your high-value customers by combining the personal interactions of face-to-face meetings with the convenience of conducting business online. Turn rudimentary chat sessions into more rewarding and effective consultations, where agents can easily bring additional dimensions of support to a conversation—including high-quality audio and video, document and application sharing, and real-time collaboration with subject-matter experts. Agents can also initiate a warm transfer to a supervisor or invite a subject-matter expert to join the session.

A Personal Touch Begins with Reaching the Right Person

Strengthen brand loyalty by connecting customers with the right resources faster. Eliminate long waits and multiple handoffs through a fully integrated web-based automated-call-distribution (ACD) system. Route requests to agents based on any business logic, such as skill set, geography, and time of day. Create dedicated click-to-chat URLs for any customer service representative so customers can reach the same agent for continuity.

Count on Cisco for Secure, Reliable Services

WebEx® services are delivered on demand over the global Cisco Collaboration Cloud, a secure, carrier-class network. You do not have to buy or install any hardware or software, making WebEx services easy to implement and scale as your needs change. You can make Cisco WebEx Support Center a transparent extension of your existing call center operations, and incorporate open application programming interfaces (APIs) to make it easy to integrate with your reporting, customer-relationship-management (CRM), or salesforce automation systems. The Cisco Collaboration Cloud employs a robust, multilayer security model to protect session data. This model includes the use of 128-bit Transport Layer Security (TLS) and 256-bit Advanced Encryption Standard (AES) encryption for data transmission along with granular policy controls. Cisco security processes are continually audited, with compliance details provided in the Statement on Standards for Attestation Engagements (SSAE) report.

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A Quality Customer Service Experience from End to End

Features	Benefits
Inbound request routing	<ul style="list-style-type: none"> Use a branded button on your website, product, or email signature to simplify customer connections Automatically route support requests to a customized request form or directly to an agent queue Control inbound routing to meet internal policy, SLA, or compliance requirements
Dedicated agent URLs	<ul style="list-style-type: none"> Provide customers with a dedicated URL assigned to an agent for continuity
Callback and wait times	<ul style="list-style-type: none"> Provide a callback request option with estimated wait times, with the ability to join an audio or web conference after receiving a callback, or leave a message if the wait time threshold is exceeded
Web, desktop, and application sharing	<ul style="list-style-type: none"> Agents can launch a web conferencing session to securely share webpages, desktops, applications, and streaming videos with customers
High-quality video and integrated audio	<ul style="list-style-type: none"> Provide more personalized interaction with high-quality (360p) two-way video along with teleconferencing or voice over IP (VoIP)
Multi-session chat management and script library	<ul style="list-style-type: none"> Agents can manage multiple chat sessions in a single window using a tabbed client interface Agents can take advantage of a library of frequently used chat scripts that can be pushed to a customer in a chat window
Agent inbox	<ul style="list-style-type: none"> Agents are automatically notified when a customer is in their queue, which are preferred customers, and how long each customer has been waiting
Real-time status of other agents	<ul style="list-style-type: none"> Allow agents to see all other agents' queues and availability to enable call distribution or problem escalation
Customer satisfaction survey	<ul style="list-style-type: none"> Deliver satisfaction customer surveys automatically at the end of a session for more immediate feedback
Network-based session recording and after-session reporting	<ul style="list-style-type: none"> Record and archive sessions manually or automatically; save every action within a session, including chat, audio, video, and document sharing for review and auditing View detailed reports by individual sessions and agents, and global reports across queues and agent pools

Manager Tools

WebACD Queue Manager

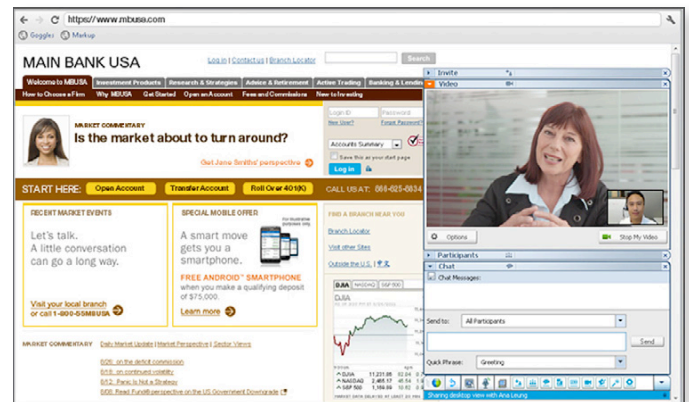
Set queues with rules-based routing, including by availability, time of day, geography, or skill set. Distribute a large number of requests by allocating to sub-queues by percentage.

WebACD Manager Dashboard

Monitor all sessions and activities at both the queue and the individual agent levels.

Management Reporting

Meet compliance, internal policy, and SLAs with extensive management reporting features. Measure help desk and support statistics, including number of sessions, session time, and session feedback. Get on-demand reports of chat transcripts, time and duration of session, and more.



Share web content, applications, videos, and documents with online customers.

Cisco WebEx Support Center is updated regularly to meet the latest system compatibility needs. Please visit <http://www.webex.com> to see system requirements.

Languages supported include Brazilian Portuguese, Chinese (simplified and traditional), Dutch*, English, French, German, Italian, Japanese, Korean, Russian*, and Spanish (European* and Latin American).

* Supported only in the MS Windows environment.

