

## Hosted Collaboration Solution for Contact Center: Elevate Customer Care

In the face of fierce competition, delivering superior customer service has never been more important. Cisco® Customer Collaboration (contact center) solutions can significantly enhance your customers' experience while lowering costs. These solutions can now be deployed many ways, including in the cloud with Cisco® Hosted Collaboration Solution for Contact Center. Hosted Collaboration Solution for Contact Center is:

- Flexible: Quickly deploy applications and provision capacity
- Affordable: No large capital outlay is required
- Dynamic: Scale your contact center up or down as your business needs change
- Efficient: Pay only for what you use

Read on to learn more about how running your contact center in the cloud can benefit your organization.



### Deploy Customer Care Your Way

As part of the Cisco Collaboration solutions portfolio, Cisco Customer Collaboration solutions are not bound by a single deployment model. These solutions are based on an open and interoperable IP platform, which provides complete flexibility to match the delivery model to your preferences, your business needs, and your legacy technology investments. Service delivery options for Cisco Collaboration solutions include:

- On-Premises, in which the customer owns and manages the hardware and software
- Managed Customer Premises Equipment (CPE) Services, where the customer owns the solution, but the service provider manages it
- Fully Hosted, where the service provider hosts dedicated equipment for a predictable monthly cost

- Managed Cloud Services (collaboration as a service), where the service provider or system integrator maintains and owns the software, which is delivered over the cloud as a service, and the customer pays a license fee to use it

**Figure 1.** Demand for managed services will outpace the traditional on-premises deployment model.



Y/Y CAGR\* (2009 - 2013)

Forrester Research, March 2009: Cisco Commissioned Research on Global Managed Services Opportunity

### Many Services Will Migrate to the Cloud

In March 2009, Cisco commissioned industry analyst firm Forrester Research to conduct a study of the deployment models Cisco customers are considering. The survey showed that between 2009 and 2013, the demand for managed services would grow significantly, outpacing the traditional deployment model of buying and managing unified communications and collaboration technology on site. A growing number of companies indicated that they would:

- Choose hosted collaboration services, letting their provider host dedicated equipment for their organization
- Follow the managed CPE model, in which they would buy the equipment and keep it on site but have a service provider manage it
- Opt to pay a license fee and have collaboration services delivered by a service provider over the cloud

**“By 2012, 40% of businesses will adopt a blend of cloud- and premises-based approaches to meet their unified communications needs, compared with an estimated 3% to 5% of businesses in 2009.”**

— Daniel O’Connell, Research Director, Gartner (ComputerWeekly.com, January 14, 2010)

## Expanding Your As-a-Service Options

Cisco's strategic vision for collaboration-as-a-service spans everything from basic IP dial tone to the most sophisticated contact centers. Our goal is to make it possible for companies of every size and in every industry to obtain the many benefits of collaboration, even during times of great business complexity. Cisco provides cloud-based solutions through the Cisco® Hosted Collaboration Solution (HCS), a subscription-based, "as-a-service" solution offering Cisco Collaboration applications, including Cisco Unified Communications Manager, Cisco Unity® Connection, Cisco Unified Presence, Cisco Unified Mobility, Cisco WebEx® meeting applications, Cisco Hosted Collaboration Solution for Contact Center, and more. Cisco HCS is a complete solution that includes the architectural blueprints, Cisco industry-leading applications, and management tools to automate the provisioning, assurance, and billing mediation for these applications.

## The Power of Cloud Computing: Flexible. Affordable. Dynamic. Efficient.

Cloud or Internet-based computing has the potential to dramatically impact IT as we know it. According to Forrester Research, cloud computing is an IT outsourcing model that has three core characteristics. Cloud computing is:

1. A standardized IT service
2. A pay-per-use consumption model
3. A "self-service" solution that can be delivered quickly via web browser

"Cloud computing, especially in the form of Infrastructure as a Service (IaaS) and Platform as a Service (PaaS), takes evolutionary steps in hosting that change both the deployment model and the business value of IT in profound ways. Those that acknowledge this and accept what truly is different about it stand to gain the most from it. But let's be clear, cloud computing isn't your future - it's a new part of your overall IT portfolio."

— James Staten, Principal Analyst, Forrester Research

The ability to dynamically provision, pay, and scale on-demand is changing how most businesses will deploy IT in the future. Cloud computing will make it possible to turn on services when they're needed and shut them down when they're not. Cloud computing can include three models.

- Software as a service (SaaS): Software is deployed over the Internet and/or is deployed to run behind a firewall in your local area network or personal computer.
- Platform as a service (PaaS): The delivery of a computing platform and solution stack to facilitate the building and running of custom applications.
- Infrastructure as a service (IaaS): A provision model in which an organization outsources the equipment used to support operations, including storage, hardware, servers, and networking components.



The benefits of cloud computing are compelling.

- No lengthy deployment time: There's no telephony equipment to install, so your collaboration service can be operational in a matter of weeks.
- No capital expenses (CapEx): No hardware. No software. No data center. It's all handled by your service provider. And because you're buying less equipment, you'll use less power and enjoy the benefits of "green" computing.
- No additional staff required: Limited expertise is required. That means lower support costs.
- No unpredictable costs: Pay only for what you use when you use it.
- No upgrades: New features and upgrades are delivered on-demand by your service provider, without disrupting your business or your customers' business.
- No worries: Cloud computing transforms the way in which services are provided, enabling unprecedented agility, scalability, and profitability. You can rapidly respond to changes in the market without having to manage a lot of infrastructure.
- No long-term commitment to a specific solution: Companies can quickly acquire new services and capabilities without a long-term investment.

## Transform Customer Care with Rich Interactions

Customer care has seen significant changes over the past decade. The introduction of IP-based contact centers has resulted in new ways to engage with customers, making it possible to increase customer satisfaction and loyalty while reducing costs. Cisco has led the way in expanding the scope of customer care with the introduction of ground breaking customer care solutions.

Cisco's customer care solutions transform simple phone transactions to rich interactions that use voice, web, email, and video to provide personalized, customer-centric services. The solutions in Cisco's comprehensive customer care portfolio provide state-of-the-art contact center capabilities such as:

- Intelligent contact routing
- Call treatment
- Network-to-desktop computer telephony integration
- Multichannel contact management
- Speech-enabled self-service
- Presence-enabled call handling
- Reporting and business analytics

These advanced capabilities deliver big benefits. According to research firm Chadwick Martin Bailey, unified contact centers can deliver:

- Up to a 10-percent increase in first call resolution
- Up to a 25-percent improvement in response rates
- Up to 30-percent more calls handled with the same staff; greater volume increases customer satisfaction and revenue
- Up to a 50-percent reduction in monthly telecom charges as a result of upgrading to next-generation contact center technology

## Hosted Collaboration Solution for Contact Center: A Complete Contact Center in the Cloud

Hosted Collaboration Solution for Contact Center is a contact center solution designed for companies with up to 1,000 knowledge workers or agents. It is integrated with Cisco Hosted Collaboration Solution (HCS) so customers can tap into multiple applications and services on one seamless platform. Hosted Collaboration Solution for Contact Center delivers the advanced capabilities of Cisco Unified Contact Center Enterprise and Cisco Customer Voice Portal with all the benefits of cloud computing. With this innovative solution, you can:

- **Provision rapidly:** Advanced contact center capabilities can be obtained in weeks instead of months.
- **Control costs:** Large capital expenditures can be avoided entirely. For a predictable fee you can spur growth and profitability by increasing close rates and cross-sell and up-sell opportunities. The solution also reduces operating costs through streamlined management.
- **Scale easily:** You can scale up to handle special promotions or seasonal peaks and then quickly scale back. There's no need to increase infrastructure or management costs to handle peak loads.
- **Focus on core business functions:** Your service provider manages the solution, so you can concentrate on other strategic business initiatives.
- **Increase customer loyalty:** By driving customer intimacy and ensuring superior service with advance capabilities, you can proactively manage relationships and your brand.

Hosted Collaboration Solution for Contact Center transforms customer service by making it possible to solve service issues in the cloud in real-time. Businesses can now avail the latest contact center technology and applications without a large capital investment. The result? More satisfied customers and fewer incoming calls.

## Why Cisco?

Cisco is uniquely qualified to help you make cloud computing part of your overall IT portfolio.

- **No one knows more about applying the power of the network than Cisco.** As a pioneer of the Internet, IP is in our DNA. We understand our increasingly IP-based world better than anyone, because we helped build it.
- **Cisco is the world's foremost IP security expert.** We make security the top priority in the design, deployment, and maintenance of our cloud computing platforms and applications, so you can incorporate SaaS solutions with confidence, even in environments with the most stringent security requirements.
- **Cisco is #1 in enterprise telephony.** Companies of all sizes, including more than 85 percent of Fortune 500 companies, use Cisco's network-centric unified communications solutions to build competitive advantage. Cisco Unified Communications has consistently been identified as a Gartner Magic Quadrant leader for its ability to facilitate collaboration, increase productivity, and build competitive advantage through speed and innovation.
- **Cisco's award-winning contact center solutions deliver state-of-the-art capabilities over an IP infrastructure.** Cisco has led the way in contact center transformation. Today, we're taking customers beyond the contact center to customer collaboration, making it possible for organizations to build customer loyalty and brands through social-network-enabled customer advocacy.
- **Cisco is the proven leader in on-demand collaboration.** The WebEx Collaboration Cloud spans continents, platforms, languages, and time zones and meets the needs of more than 10 million meeting participants monthly, providing 99.99%+ uptime.

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- **Collaboration as a service is part of Cisco's overall collaboration architecture:** This end-to-end architecture is highly secure, available, and flexible, yet open. It's designed to provide the broadest possible choice of deployment options across Cisco's collaboration portfolio.

### Collaborate with the Best

Hosted Collaboration Solution for Contact Center is part of a broader collaboration-as-a-service offering that is designed to give our customers the full spectrum of deployment options. Cisco's network-centric solutions break down silos between content formats, individual tools, and devices; between companies; and ultimately, between people working toward a common goal.

### For More Information

For more information, visit: <http://www.cisco.com/go/cc>

Cisco Hosted Collaboration Solution for Contact Center: <http://www.cisco.com/go/hcscontactcenter>



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