



## Cisco Remote Expert Smart Solution

In the era of globalization, the ability to deliver expert and personalized knowledge to customers of all types is increasingly critical to achieving high levels of customer care, business agility, and profitability. Companies have a wealth of experts whose knowledge could be optimized both internally and externally. However, they often lack the business processes and supporting technologies to identify, cultivate, manage, and access those experts when and where required.

Cisco® Remote Expert Smart Solution transforms how companies manage their distributed expert resources by delivering a superior, on-demand customer video collaboration experience—an immersive, lifelike experience between customers and subject-matter experts wherever they may be located. Remote Expert can be delivered in real time, anytime, anyplace, and on any device. The solution boosts revenue, minimizes turnover, and builds an adaptable platform for future growth. It delivers results in these important areas:

- **Simplified multichannel delivery and accessibility:** Instantly identify and connect with the right domain experts so they can personally share knowledge with internal and external customers in business-to-business and business-to-customer scenarios.
- **Immersive virtual experience:** Use high-quality audio and video to consistently deliver a compelling customer experience.
- **Virtualized workforce:** Create a virtual pool of experts no matter where they are located—in specific centers, dispersed within your network, or located at home—for instant access to knowledge workers who can help maximize sales opportunities.

This document describes:

- Challenges facing companies that want to take better advantage of their expert knowledge base and increase revenue while reducing costs
- How the Cisco Remote Expert Smart Solution can help you meet those challenges
- Real-world business benefits of the Cisco Remote Expert Smart Solution
- Why Cisco is a valuable partner for your business

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## Taking Advantage of Your Expert Knowledge Base to Increase Revenue While Reducing Costs

To grow revenue, companies and organizations worldwide are undergoing significant changes in the way they support customer interactions to ensure accessibility to the right person for effective knowledge transfer and help.

Gone are the days when companies deployed off-the-shelf customer-relationship-management (CRM) solutions to manage external customers and called it good. Now, delivering a superior customer experience is considered essential for success. Companies are racing to better understand customer expectations, emerging market segments, technological advancements, and new competitive threats. Whether in business-to-business or business-to-customer situations, the customer is king.

To remain competitive and gain greater market share, today's companies have expanded their product and service offerings. They have also continuously added more delivery channels in an effort to address the ever-changing demands of a more mobile, tech-savvy customer who demands instantaneous service anytime, anywhere.

To help sell products or to prevent customers from going elsewhere, companies need the ability to connect in meaningful ways with experts wherever they are located. The human factor of being able to talk with a real expert, preferably in real time and interactively, is what really makes a difference for any customer experience.

When making critical decisions, customers highly value personalized expertise that enables them to effectively handle unique inquiries from customers. Industry research indicates that a high percentage of customers will turn elsewhere if their needs are not met on the first call. Regardless of where or how the customer interaction takes place, your customers seek personalized interaction with an expert, especially for complex products and services and high-value-add transactions.

In addition, there is a growing need for companies to provide trained and licensed experts in knowledge domains that are of particular interest to their clients. Many companies have a limited supply of these individuals. Often, they must travel from location to location throughout the week to address a growing array of client requests. For example, companies with hundreds of locations often place specialized product-line experts in just a few locations. It is expensive to staff experts at every location, let alone all delivery channels.

One of the best solutions on the market, the Cisco Remote Expert Smart Solution overcomes these problems by providing a unique virtualized multidimensional knowledge delivery system that adds the new dimensions of real-time video and collaboration to the sales and retention process.

### How the Cisco Remote Expert Smart Solution Can Help You Meet the Challenge

The Cisco Remote Expert Smart Solution combines the strength and immediacy of face-to-face relationship building with the capabilities of next-generation, multimedia networking technology. With the Cisco Remote Expert Smart Solution, you gain the agility to increase organic growth and cross-sales. The solution delivers the right offer at the right time at the right place, while maximizing the value of your experts across the enterprise. At the same time, you can remodel your expense structure by increasing productivity and simplifying processes. Remote Expert is not just for customer service; this solution can help you in many business-to-business and business-to-customer situations.

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Built on the Cisco Unified Communications infrastructure that many companies already have in place, Cisco Remote Expert provides a full spectrum of multiple-endpoint customer service capabilities that extend across your entire organization and all its delivery channels.

Cisco Remote Expert creates an enterprisewide, skills-based database of your subject-matter experts, and provides a platform to manage and track their availability, so you can quickly connect customers with the expertise they need across the entire customer interaction continuum, including:

- Online videoconferencing
- In-branch-office videoconferencing and Cisco TelePresence® sessions for in-person consultation
- Phone and mobile calls
- Online chat and collaboration

The Cisco Remote Expert Smart Solution can integrate with your CRM and customer-information-file (CIF) systems to provide subject-matter experts with a complete view of customer relationships and activities, regardless of where experts are located or how they are communicating with the customer. And the solution offers an in-person virtual experience that includes digital voice capture of all interactions to help you meet regulatory and internal risk-management requirements.

With the Cisco Remote Expert Smart Solution, knowledgeable advisors can address your customers' concerns in real time; they can answer customers' questions regarding your company's products and services. As part of the interactive video conversation, your experts can also take the opportunity to up-sell or cross-sell related products and services that best fit your customers' situations.

A customer collaboration platform that extends across all delivery channels, the Cisco Remote Expert Smart Solution can support hybrid live and virtual communications that benefit customers, subject-matter experts, and industry analysts. Remote Expert delivers all of these capabilities with a single solution that provides:

- An outstanding customer experience, thanks to the ability to link customers with relevant subject-matter experts over any channel and deliver high-quality video, audio, and collaboration over the Internet
- A comprehensive all-in-one solution that combines customer-contact applications with Cisco Collaboration technology, services, and expertise
- A capability for greater collaboration throughout a company's workforce
- A proven solution running over your existing Cisco network, so that high-definition video over broadband Internet connections is practical and no new separate systems or external services are required

Cisco Remote Expert Smart Solution is part of the Cisco Collaborative Customer Experience suite of next-generation business solutions. The Collaborative Customer Experience portfolio combines technologies from Cisco partners with proven Cisco networking and communications technologies to provide a well-tested, robust enterprise solution.

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## Business Benefits

The Cisco Remote Expert solution enables your institution to transform your customer interaction business model, resulting in the following business benefits:

- **New sales and cross-sales revenue:** Cisco Remote Expert capabilities help reduce revenue leakage and minimize turnover. Independent industry analyst firm Forrester estimates that if an expert is not present in the delivery channel when and where a customer or prospect makes an initial inquiry regarding a product or service, 70 percent of the customers and prospects will choose alternative companies. Furthermore, relating to enhancement to contact center interaction, the conversion rate of an interaction between a subject-matter expert and a potential customer using audio only is 50 percent. The conversion rate with audio and video is greater than 90 percent. Finally, this research shows that cross-sales increased from 1.4 products per customer to 2.5 products per customer when video capabilities were added (as compared to audio-only capabilities).

There is no question that video provides an optimum customer experience, increased satisfaction, greater loyalty, and additional revenue opportunities by enabling in-person interactive virtual communication experiences.

- **Cost efficiency:** Many companies are able to use orchestrated pools of knowledge experts to provide coverage throughout the enterprise and beyond into partner networks. Virtualizing these experts not only improves their use by expanding the coverage area, it also reduces travel expenses that experts would otherwise incur.
- **Customer acquisition:** Companies worldwide are aggressively developing and marketing products to a wider set of prospective customers. Cisco Remote Expert creates a differentiated experience that impresses and attracts new customers.
- **Customer retention:** Offering customers instant access to knowledgeable experts introduces a personal service that strengthens customer confidence in the relationship and builds greater loyalty—even when customers are in remote areas.
- **Green initiatives and carbon footprint reduction:** Environmental concerns, corporate imperatives to become “carbon neutral”, and rising energy costs all call for environmentally friendly business practices. Video communications plays a significant role in reducing travel, saving time, and improving operational efficiency, further contributing to green initiatives.

The Cisco Remote Expert Smart Solution provides a powerful collaboration platform to enhance both internal and external customer interactions. Remote Expert streamlines business processes and improves problem resolution. The solution also greatly improves customer service channels and can be used as the collaborative enterprise fabric that streamlines and strengthens your entire operations.

In addition to the solution benefits, you can use the video infrastructure of Remote Expert to deliver both live-streaming and on-demand video in support of corporate communications, digital signage, and staff training.

Real-world business benefits of the Cisco Remote Expert solution include:

- Instant and in-person access to technology solution experts
- Improved business agility
- Accelerated sales cycle
- Reduced company revenue leakage

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- Increased overall customer satisfaction
  - Increased productivity and morale of valued specialists
  - Accelerated resolution of solution-level problems
  - Increased performance of IT operations
  - Maximized uptime
  - Ability to gain the full value of your Cisco technology investments; for example, you can use the technology and infrastructure for additional capabilities such as digital signage

## Why Cisco?

Cisco is a global leader in networking and communications solutions for companies in a wide variety of industries, and we are committed to delivering the technologies you need to increase revenue, improve operational efficiency, and mitigate risk. As an innovator and leader in the convergence of data, voice, and video, Cisco has the proven expertise needed to deliver solutions to companies and institutions of all sizes.

## Summary

Cisco Remote Expert Smart Solution can transform how you manage your distributed expert resources. The solution enables customers in business-to-business and business-to-customer situations to connect through video collaboration with domain experts and advisors in real time, using whatever channel they choose and regardless of where the experts are located within or outside of your enterprise.

Based on the industry-leading Cisco Unified Communications collaborative infrastructure, the Cisco Remote Expert Smart Solution provides a full spectrum of internal and external communication capabilities that extend across your entire organization and all its delivery channels. With Remote Expert, you can remotely interact with experts in an instant, personalized, easy-to-use, virtualized manner that is structured in ways that help ensure effective collaboration. The solution enables companies and institutions to overcome barriers to effective knowledge sharing, management, and collaboration, greatly improving the customer experience and reducing turnover.



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