Speaker Series: Customer Collaboration Update

John Hernandez, VP/GM, Customer Contact Business Unit

Chris Botting, Director of Product Management, CCBU

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Agenda

- A market in transition – from contact centers to customer collaboration

- Developing a customer collaboration platform

- New capabilities in Contact Center 8.0

Customer Care Market Dynamics

Collaboration Drives Business Value

Cost Reduction | **Employee Productivity** | **Customer Intimacy** | **Competitive Differentiation** | **Innovation**

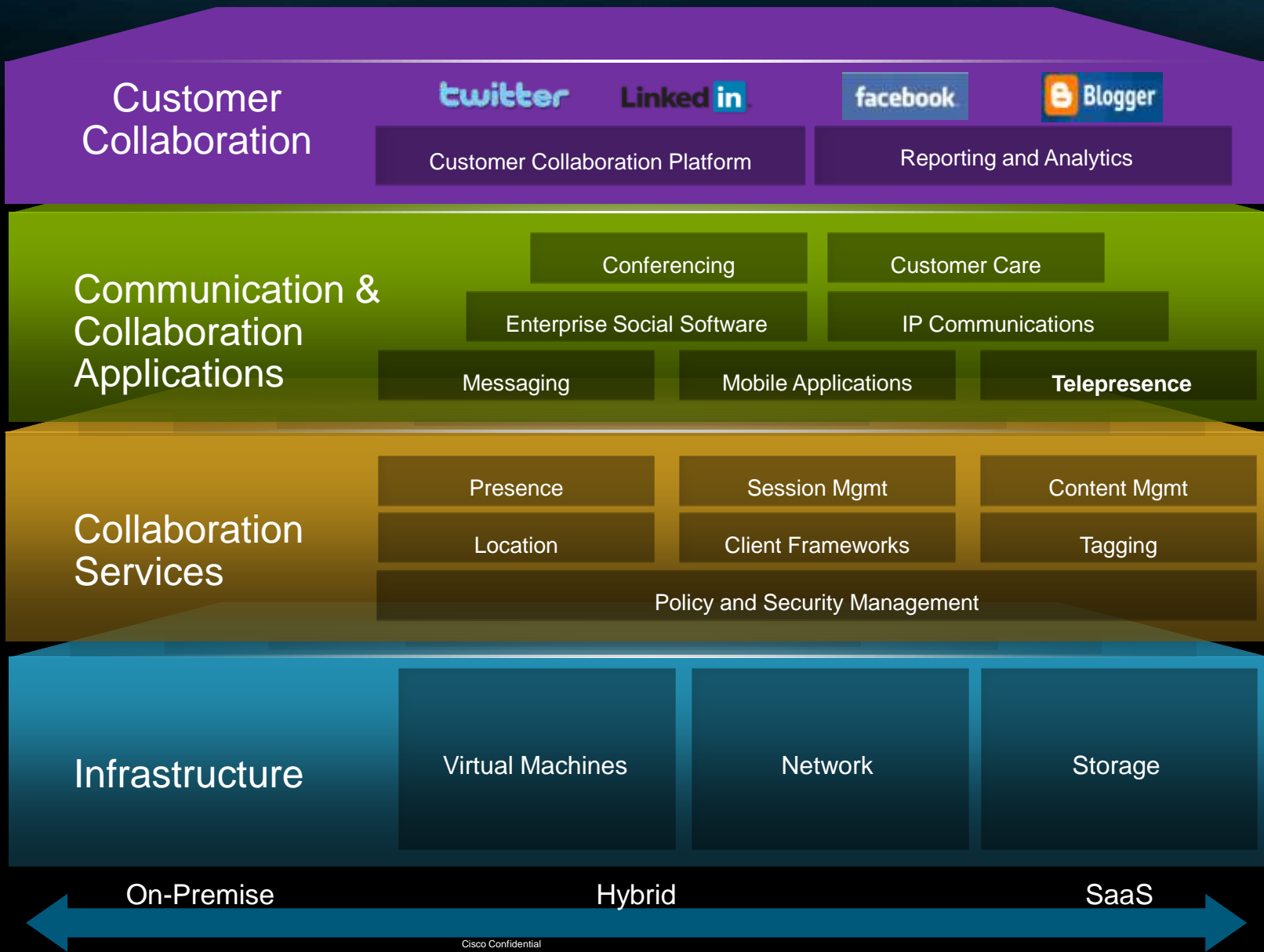Messaging   TelePresence   Mobility
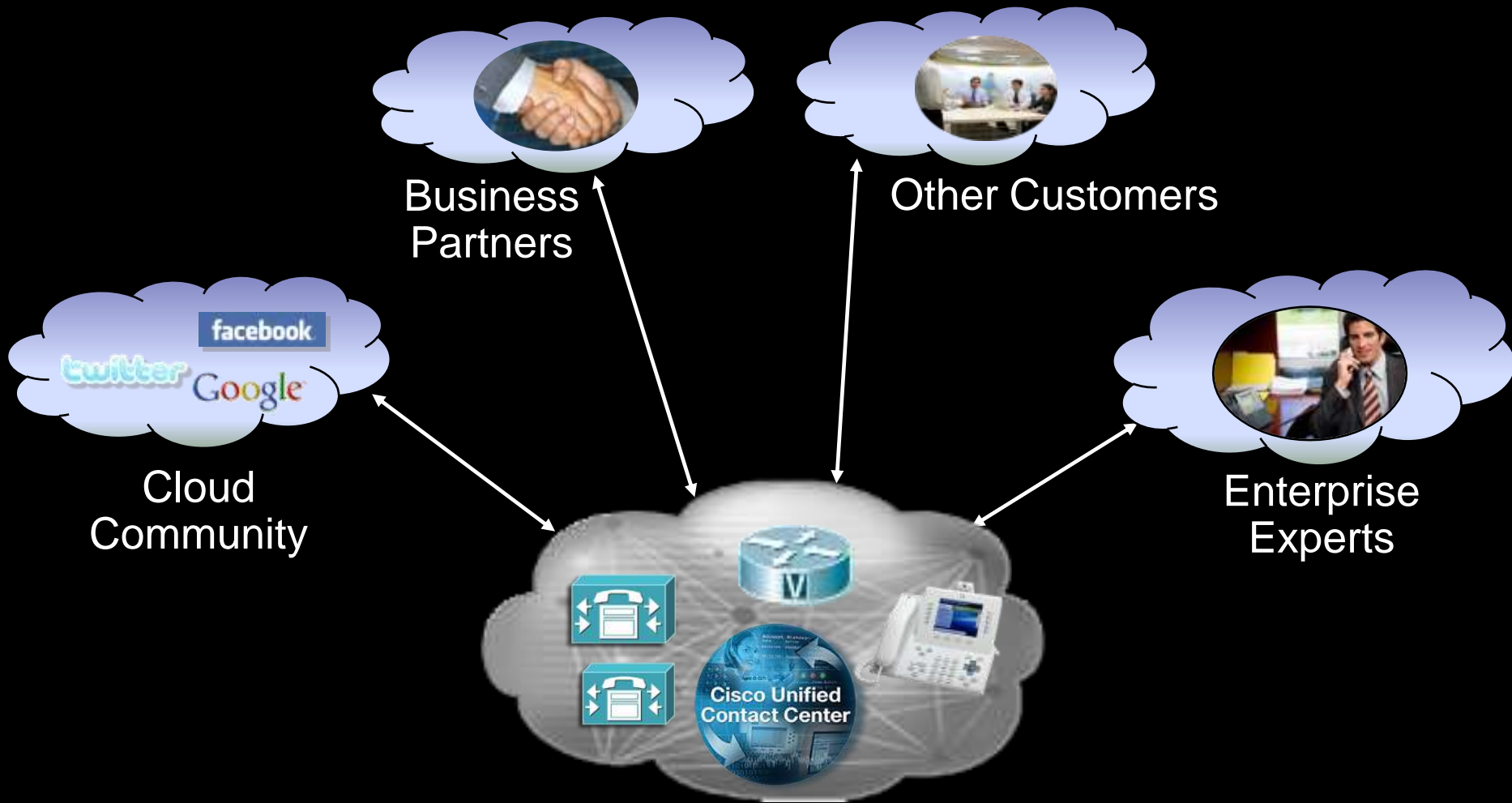
Communities   Customer Care

IP Communications   Conferencing   Enterprise Social Software

Customer Collaboration Architecture

Customer Collaboration

twitter	Linked in	facebook	Blogger

Customer Collaboration Platform	Reporting and Analytics

Communication & Collaboration Applications

Conferencing	Customer Care
Enterprise Social Software	IP Communications

Messaging	Mobile Applications	**Telepresence**

Collaboration Services

Presence	Session Mgmt	Content Mgmt
Location	Client Frameworks	Tagging

Policy and Security Management

Infrastructure

Virtual Machines	Network	Storage

On-Premise	Hybrid	SaaS

Customer Collaboration – Today and Tomorrow

Business Partners

Other Customers

Cloud Community

Enterprise Experts

Cisco Unified Contact Center

Bridging Today's Capabilities to Tomorrow's Requirements

Market Transitions Driving Customer Collaboration

Operational Metrics	Customer Intimacy
Reactive	Proactive
Agents	Experts
Solicitation	Participation
Cost Center	Growth Engine

Developing a Customer Collaboration Platform

This section under non-disclosure

Our Vision For Customer Collaboration

Establish deeper customer relationships and generate revenue by leveraging customer care operations and marketing resources to listen to customers and proactively engage on social media networks

Cisco Customer Collaboration Platform

Social Media Campaign Management

- Real-time monitoring for brand mentions, analysis, and queuing for engagement by agents and brand managers

Customer Collaboration Desktop for Agents and Brand Managers

- A collaboration desktop leveraging the Enterprise Collaboration Platform (ECP) + Cisco UC capability + social media network integration + social media customer profiling

Social Media Care Analytics

- Metrics and dashboards to analyze social media customer care and brand impact

Community Care

- An enterprise controlled public community/forum solution for customer care

Customer Collaboration Platform
Social Customer Care System

Overview

- "Social Customer Care System" allowing organizations to perform customer care and brand management via social media platforms

Features

- Leverages Enterprise Collaboration Platform

- Social media campaign management (brand monitoring)

- Social media customer profiling

- Queuing and routing brand mentions to experts

- Unified communications and collaboration tools

- Conversation history for social media and traditional care channels (phone, email, web)

- Brand monitoring metrics

- Agent and brand manager performance metrics

Customer Collaboration Platform
Social Customer Care and Brand Management

Brand Manager dashboard

Prioritized Brand Mentions

Social Customer Profile Mashup

Conversation History

Brand Metrics

Customer Care dashboard

Expert Routing

Unified Communications

Social Media Communication Interfaces

Performance Metrics

Business Benefits

- Customer Service
    - Help customers in trouble
    - Turn-around poor customer sentiment
    - Identify process failures

- Sales
    - Find new customers
    - Upsell new products and services
    - Interact with customers through branded mobile applications

- Brand Management
    - Support Social Media Marketing Campaigns
    - Increase and amplify positive brand mentions
    - Manage negative viral brand situations
    - Influence the influencers

Customer Collaboration Platform Roadmap

Phase I

Virtual Contact Center

- Network Routing
- Enterprise CTI
- Enterprise Reporting

Phase II

Unified Contact Center

- Multi-channel and Cross-Channel Customer Care
- CRM Desktop Integration
- Voice Portal
- Knowledgeworker, informal contact center

Phase III

Proactive Care

- Customer Care via Social Media Platforms
- Social Media Campaign Management
- Integrate Customer Care Workspace

Phase IV

Marketing and Care Convergence

- Brand Monitoring
- Social CRM Metrics
- Social Customer Profiling

Phase V

Community Care

- Integration of Customer, Partner, and Corporate Communities
- Crowd-sourcing
- Event Monitoring

New Announcements

What's new in Customer Care in UC 8.0

What's New?

- **Focus** on serviceability, scalability, simplicity, manageability, key feature deliverables

- **Updated** versions of Unified Contact Center Enterprise, Express, Customer Voice Portal

- **Updated** Cisco Unified Expert Advisor

- Reporting **enhancements** and packaging changes in Cisco Unified Intelligence Center

- First instantiation of **Customer Collaboration**

    Cisco and salesforce.com Customer Interaction Cloud

Cisco Unified Contact Center Express 8.0

Enhanced Redundancy and Improved TCO

New Capabilities

High-availability over WAN for disaster recovery

Simplified install, upgrades and reversion for reduced TCO

Improved diagnostics through support of the Diagnostics Portal

Support for Cisco IP Phone 89xx as agent phones and cross cluster extension mobility

Benefits

Improved availability with geographical redundancy

Increased security reduces system downtime

Cisco Unified Contact Center Enterprise 8.0

Lower TCO, Enhanced Serviceability

New Capabilities

Virtualization support

SIP-based dialer - scalability

15 minute interval reporting

Manageability via Diagnostics Portal

Integrated reporting via Unified
Intelligence Center

Benefits

Improved supervisor productivity with
Cisco Unified Intelligence Center

Lower TCO through Virtualization

Cisco Unified Customer Voice Portal 8.0

Lower TCO, Virtualization, Enhanced Serviceability

New Capabilities

Courtesy Callback

Support for VMWare w/co-resident Peripheral Gateway

Integrated management via Diagnostics Portal

Enhanced SIP capabilities

Benefits

Greater customer satisfaction with callback option

Fewer servers to deploy and manage

Easier, more comprehensive system management

More information about the call/caller

Cisco Unified Expert Advisor 8.0

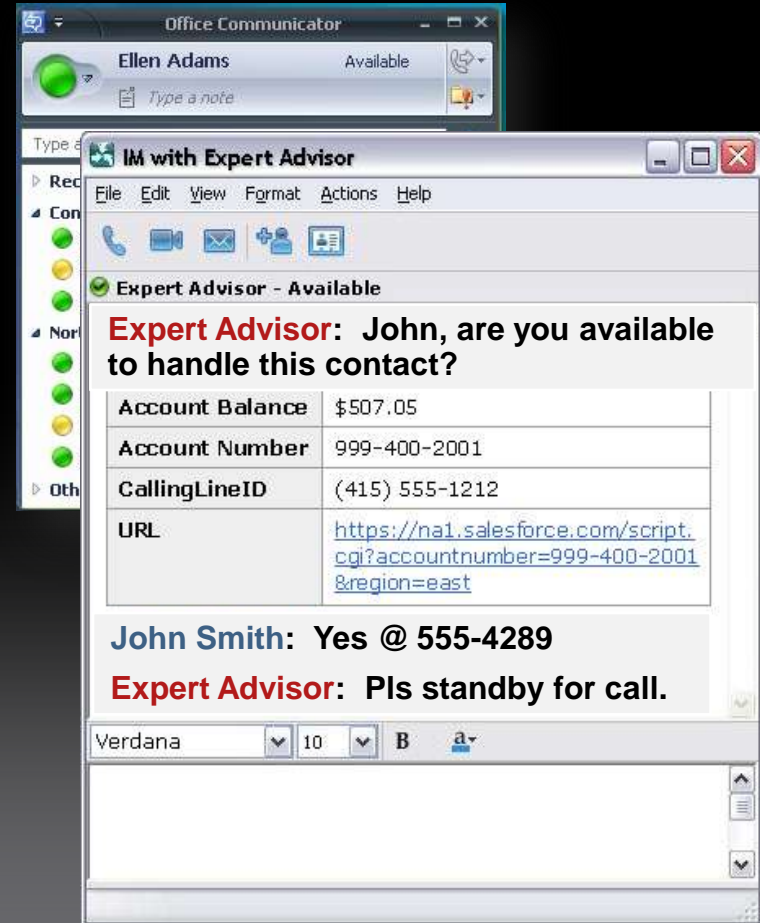**Expanded access to experts**

New Capabilities

Mobility for Experts

Certified with Cisco UC Integration for MOC

Benefits

Extend customer care to experts anywhere in the enterprise

Leverage experts with existing Microsoft Office Communicator deployments

Cisco Unified Intelligence Center 8.0

Customizable and Flexible Reporting

New Capabilities

Integrated offering as part of Unified CCE/CCH/ICM

Out-of-the-box templates for Unified CCE, CCH, ICM, Unified Expert Advisor and Unified Customer Voice Portal
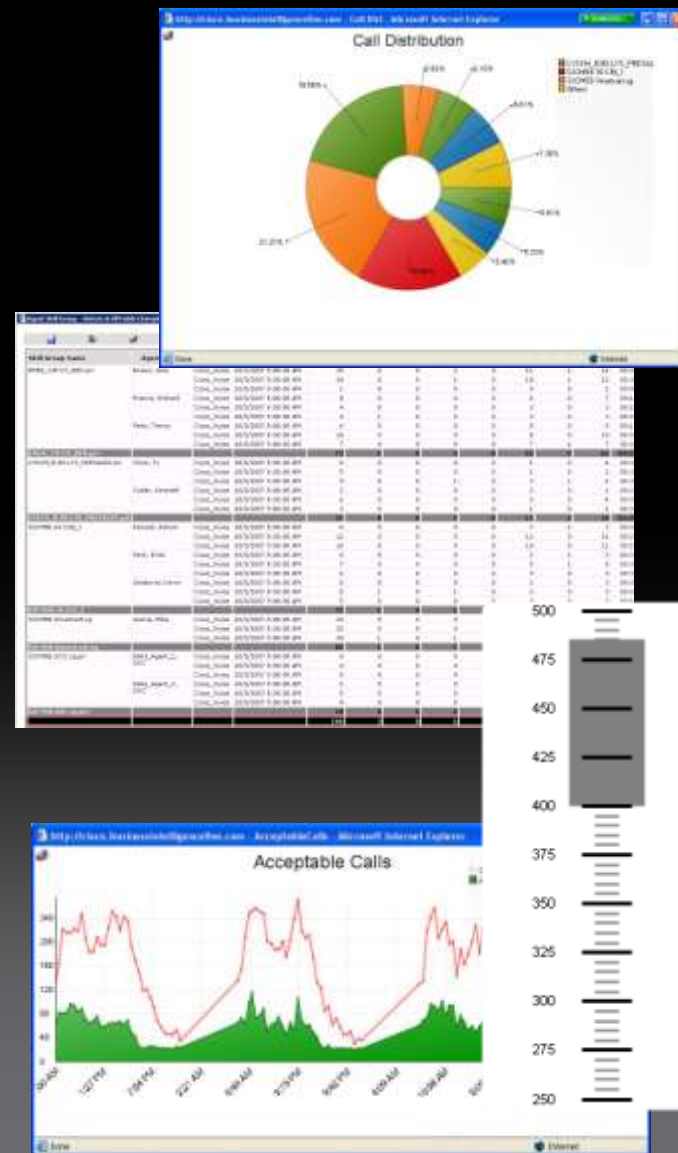
Cluster deployment for resiliency and fail-over

Localization and Internationalization to 17 languages

Benefits

Easily customizable integrated reporting

Flexible Web 2.0 Interface

Partition information virtually

Cisco and salesforce.com Customer Interaction Cloud

Moving from Capex to Opex

New Capabilities

Complete contact center in the cloud

Leverages the power of social media in customer care

Integrated Cisco Unified Contact Center capabilities with salesforce.com CRM

Benefits

Rapid deployment

Reduced TCO

Flexible scalability

Summary

- Focus in 8.0 on serviceability, scalability, simplicity, manageability, key feature deliverables

- New opportunities with social media and customer care – evolution to Customer Collaboration

Q & A