

New Solutions for Contact Centers



Cisco IT Insights

Introduction

Cisco contact centers are undergoing changes to update and replace current technology with newer, feature-robust platforms and devices. The following interoperable solutions address the growing demand to update aging infrastructure, develop next-generation contact centers, increase efficiency and flexibility, and provide a better, more personal customer experience.

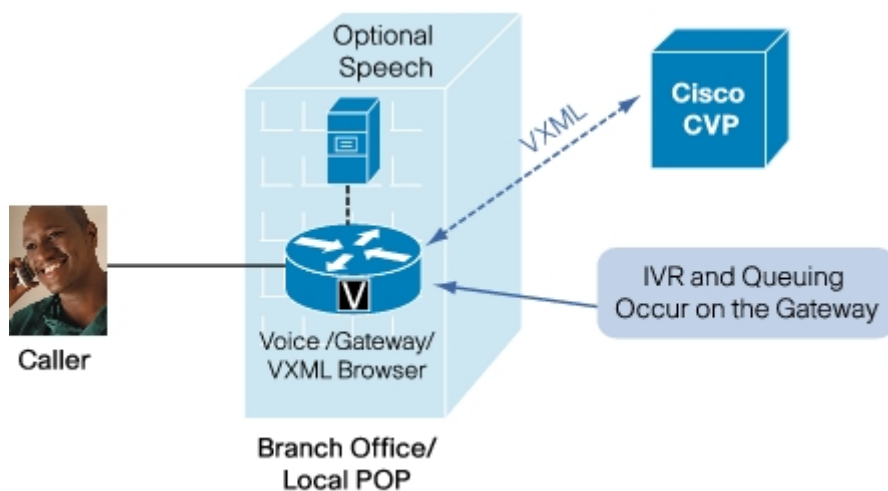
- Unified Customer Voice Portal (CVP) replacing Interactive Voice Response (IVR)
- MediaSense, Cisco's own recording solution, replacing legacy third party technology
- Transitioning the reporting platform to Cisco Unified Intelligence Center (CUIC) from Cisco WebView
- Upgrade to Unified Contact Center Enterprise (CCE) 10.0, scheduled for FY2015

Cisco Unified Customer Voice Portal replacing Cisco Unified IP Interactive Voice Response

"When Cisco brought contact centers into the IP world more than a decade ago," says Mary Mazon, Cisco IT service manager, "we migrated from the legacy TDM telephony solution onto the Cisco Unified Contact Center Enterprise with Cisco Call Manager." Unified IP IVR provided menu prompting, customer response collecting, and smart queuing capabilities for the Cisco® Unified CCE solution. Today, Unified CVP, a software application, runs on Cisco Unified Computing System™ (UCS®) hardware and will replace the first-generation IP IVR that has been in the environment since Cisco released its first contact center product.

While IP IVR is a location-based, Call Manager-attached device, the software that Unified CVP provides is a more feature-robust VRU platform. CVP interacts with Call Manager, but it is not fully dependent on Unified Communications Manager and can direct calls to the proper contact center immediately (Figure 1).

Figure 1. CVP Enables Caller to Get IVR Service on Nearest Gateway



Tightly integrated with CCE, CVP offers another level of open Application Programming Interfaces (APIs) for advanced features. Many other features of CVP will transform the contact center environment, including Agent Whisper and Agent Greeting, and will provide additional intelligence to the agent or replace agent repetitive events to improve productivity.

Earlier this year, the Cisco Hong Kong UCCE cluster successfully brought online the first of what will be six Cisco Voice Portals and is currently running client applications. Hardware deployment for Sydney, RTP, and San Jose is complete, while EMEA and Bangalore will see deployment in FY2015.

Cisco faced challenges prior to integrating Unified CVP into its contact centers, including upgrading infrastructures and migrating IP IVR applications onto Unified CVP. The team will enhance the VRU applications with CVP features such as database dips, text-to-speech, speech recognition, Agent Whisper, and Agent Greeting. "Businesses need to ensure their contact center technology is up-to-date since release sets across the platform are more important for on-going support," says Mazon. "Unified CVP requires deploying new technology across the business infrastructure."

The Unified CVP solution suits multiple environments and is highly scalable with an ability to handle higher volumes than traditional IP IVR. This more robust and flexible technology enables contact centers to benefit from the ability to queue calls on the edge of the network via a central distribution point, which reduces costs. With Unified CVP's capabilities for enhanced call control, platform management, and reporting services, contact center operations become more flexible, consistent, and transparent.

Using MediaSense for Call Recording

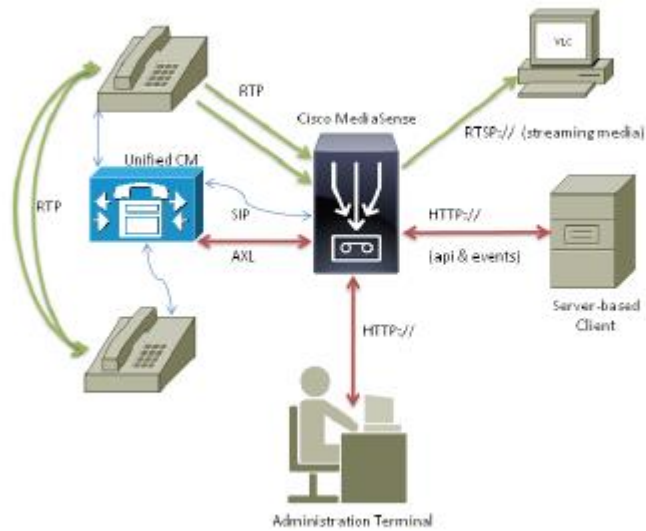
Cisco contact centers are excited to use MediaSense, the complete Cisco recording solution that uses the Cisco Unified Intelligence Center (CUIC) reporting tool as its frontend user interface (Figure 2). The tool records, plays, streams, and stores media (audio and HD video) on the network rather than on a device to simplify architecture and reduce costs.

Features such as open architecture support robust failover capabilities, flexible requirements, and product compatibility, and enable MediaSense to be deployed at any scale and in any environment where recording is a business requirement. To ensure Cisco is in legal compliance with countries regarding recording permissions, Cisco offers an "opt-out" option to maintain transparency with the customer base.

MediaSense captures real-time data between businesses and their customers for greater enterprise intelligence. Since data is recorded onto the network, conversations can be examined through analytics to glean valuable business functions, including:

- Regulatory compliance review
- Quality management
- Service optimization
- Legal discovery
- Business intelligence gathering
- Agent training
- Real-time guidance for improved customer care

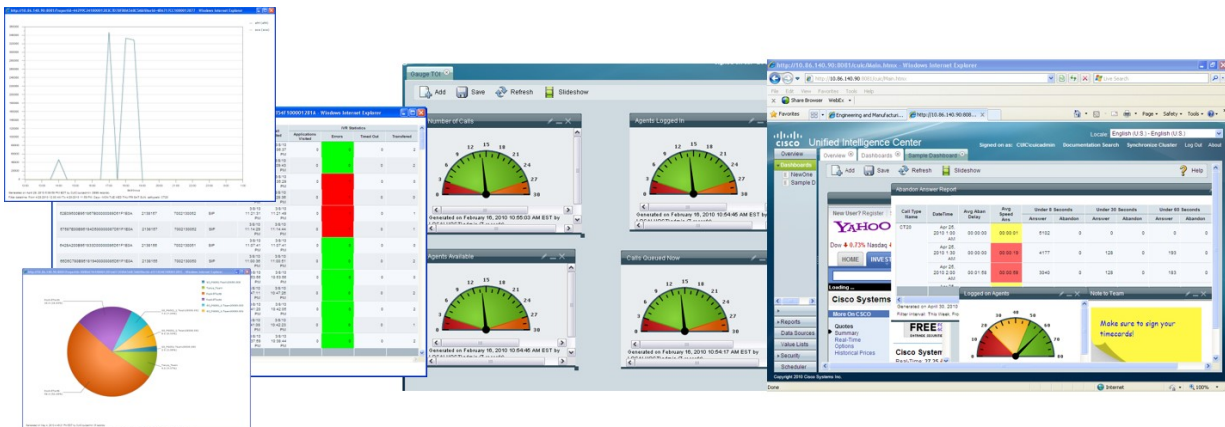
Figure 2. A Cisco MediaSense Server and Unified CM Server, Each Considered as Cluster of Such Servers.



Transitioning from Cisco WebView to Cisco Unified Intelligence Center (CUIC)

Over a 9-month cutover period, Cisco contact centers transitioned to CUIC, a web-based reporting application that provides comprehensive, real-time, and historical reporting for supervisors and business users in a single, user-friendly interface. Integrated features enhance the contact center environment, including flexible presentation options, customizable reports and dashboards, one-click access to contact center information permalinks, and controlled privileged or authorized access to reports and dashboards (Figure 3).

Figure 3. Collection of Cisco UIC Reports: Simplifying Complex Data.



The secure, 360-degree view of the enterprise offers users accuracy reporting to measure and monitor mission-critical information and change.

CUIC allows customers to extend boundaries of traditional contact center reporting to an information portal. Benefits include:

- Reduction of training costs for both end-users and report developers
- Capture of data from nontraditional sources to improve business efficiency and effectiveness
- Increased efficiency in reporting relevant business data across the enterprise
- Better allocation of resources

For More Information

Cisco Unified Contact Center Enterprise: <http://www.cisco.com/c/en/us/products/customer-collaboration/unified-contact-center-enterprise/index.html>

Cisco Unified Customer Voice Portal: <http://www.cisco.com/c/en/us/products/customer-collaboration/unified-customer-voice-portal/index.html>

Cisco MediaSense: <http://www.cisco.com/c/en/us/products/customer-collaboration/mediasense/index.html>

Cisco Unified Intelligent Center: <http://www.cisco.com/c/en/us/products/customer-collaboration/unified-intelligence-center/index.html>

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