

Cisco Remote Expert Solution for Retail



Today, the ability to deliver expert and personalized information is increasingly critical to achieving high levels of customer intimacy and profitability. Most companies employ a number of experts whose knowledge can be optimized internally and externally. However, they often lack the business processes and supporting technologies that allow customers to access those experts and support product sales.

The Cisco® Remote Expert Solution transforms the shopping experience by providing customers with immediate, face-to-face access to product experts via superior, on-demand video collaboration. Through mobile, immersive, and on-site kiosks, Remote Expert connects retail customers with subject matter experts wherever they are located, in real time, at any time. Strengthening the store's relationship with shoppers across multiple channels, Remote Expert helps to boost revenue, minimize turnover, and build an adaptable platform for future growth. It delivers:

- **Simplified multichannel delivery and accessibility:** Instantly identify and connect with the right experts to share their knowledge in business-to-business and business-to-customer scenarios.
- **On-demand voice and video customer collaboration:** Use immersive visual and interactive communications to increase sales, drive loyalty, and optimize operations.
- **Virtualized workforce:** Create a virtual pool of experts across the company—in specific centers, dispersed within your network, or located at home—to support and train the sales force.

Increase Revenue While Reducing Costs

To grow revenue, companies worldwide are undergoing significant changes in the way they support customer interactions. Gone are the days when stores deployed off-the-shelf customer relationship management (CRM) solutions. Now, delivering a superior customer experience is considered essential for success. Retailers are racing to better understand shopper expectations, emerging technologies, and new competitive threats. Whether in business-to-business or business-to-customer situations, the customer experience is essential.

To meet this need, retailers have continuously added more delivery channels to address the ever-changing demands of today's mobile, tech-savvy customer. The human factor of seeing and talking with a knowledgeable person, in real time, can make the difference between an inquiry and a sale. According to industry analyst Forrester, when no expert is available, 70 percent of prospective customers will find alternatives if their needs are not met on the first call. Especially for complex, high-value transactions, your customers are more likely to proceed to a purchase based on a high-touch interaction.



In addition, there is a growing need for companies to provide trained and licensed experts in specific markets. Experts may be expected to travel extensively to address customer needs. For example, companies with hundreds of locations often place specialized product-line experts in just a few locations. Obviously, it is expensive to staff these experts at every location, let alone in all delivery channels. The Cisco Remote Expert Solution overcomes these problems by providing a virtualized knowledge delivery system that adds a new dimension of on-demand video collaboration to the consultation, sales, and loyalty process.

The Cisco Remote Expert Solution

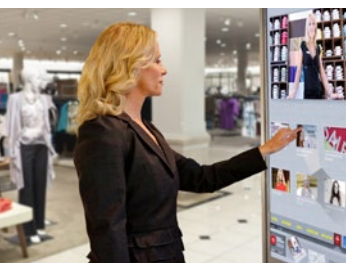
The Cisco Remote Expert Solution combines the strength and immediacy of face-to-face relationship building with the capabilities of next-generation, multimedia networking technology. With Cisco Remote Expert, stores gain the agility to increase organic growth and cross-sales. At the same time, you remodel your expense structure by increasing productivity and simplifying processes.

The Remote Expert Solution is available in three customer experience modes, all running on a common infrastructure and designed to work as standalone solutions or in concert:

- **Immersive:** High resolution video endpoint, touch screen, integrated signature tablet, printer, document camera in a pod or cluster; ideal for complex, high value transactions requiring extensive interactivity and privacy
- **Kiosk:** Integrated touchscreen, microphone, camera; ideal for general inquiries in a public setting, browsing, self-service on-demand to expert
- **Mobile:** API-enabled tablets, laptops and PCs; ideal for consumers at home, field engineers and mobile workers

The Cisco Remote Expert enterprise-wide, skills-based database of subject matter experts provides a platform to manage and track availability to quickly and automatically connect customers with the expertise they need, including:

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



It integrates with existing CRM and customer information file (CIF) systems to provide a complete view of customer relationships and activities. The solution also offers digital voice recording of all interactions to help meet regulatory and internal risk management requirements. Not only can knowledgeable advisors address customer questions and concerns, they may also take the opportunity to upsell or cross-sell related products and services.

A customer collaboration platform that extends across all delivery channels, the Cisco Remote Expert Solution supports 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
- A comprehensive solution that combines customer-contact applications with Cisco Collaboration technology, services, and expertise
- A capability for greater collaboration throughout the store's workforce
- A proven solution running over your existing Cisco network, keeping high-definition video over broadband Internet connections cost-effective and affordable

The Remote Expert Solution is built on Cisco's industry-leading collaboration portfolio including IP Communications, Contact Center, and TelePresence.

Business Benefits

The Cisco Remote Expert Solution enables your business to transform your customer interactions resulting in:

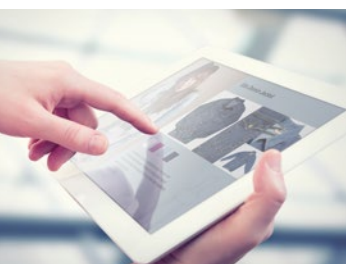
- **Improved cross-selling and conversion rates:** Cisco Remote Expert video collaboration can reduce revenue leakage and minimize turnover. Forrester estimates that the conversion rate of an interaction between a subject matter expert and a potential customer using audio only is 50 percent, but that the conversion rate with audio and



video is greater than 90 percent. Finally, the same research shows that cross-sales increased from 1.4 products per customer to 2.5 products per customer when video capabilities were added.

- **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 availability by expanding the coverage area, it also significantly reduces travel expenses.
- **Customer acquisition:** Companies worldwide are aggressively developing and marketing products to a new set of markets. Cisco Remote Expert creates a differentiated experience that attracts and localizes the customer experience.
- **Customer retention:** Offering instant access to knowledgeable experts introduces a personal service that strengthens customer intimacy and builds greater loyalty—regardless of where the customer is.
- **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 collaboration plays a significant role in reducing travel, saving time, and improving operational efficiency.

In addition, the solution's video infrastructure enables both live-streaming and on-demand video in support of corporate communications, digital signage, and staff training.



Cisco Remote Expert Services— A Lifecycle Approach

Cisco Services for Remote Expert accelerates your store's transformation to enable improved customer service, business agility, and profitability. Taking an architectural approach, our business and technical consultants support retailers throughout the solution lifecycle to deploy services uniquely tailored to the business. Cisco's portfolio of services includes assessment, analysis, and development of technical requirements and services, as well as design validation, solution deployment, and optimization. We work with you to successfully meet objectives with a solution strategy, prioritized use cases, architecture, and design based on proven best practices.

As a result, your store is positioned to achieve agility, cost efficiency, and profitability. Our team helps you to plan, build, manage, and support an omnichannel solution that intelligently integrates video, call center, and Cisco TelePresence technologies into existing collaboration infrastructures to:

- Speed deployment of differentiated services, accelerating new revenue streams and driving customer service
- Improve efficiencies and TCO with a solution architecture that optimizes the value of the communications infrastructure
- Reduce deployment risk with proven best practices, tools, and methodologies
- Ensure an architectural approach, building in leading practices for security, scalability, and performance

Cisco Services also works with lines of business to implement a change management strategy and plan to accelerate collaboration between experts and shoppers, co-workers, and partners. By extending on-demand access to remote experts through a compelling customer experience, Cisco Services optimizes existing network investments and helps you achieve rapid ROI.

Why Cisco?

Cisco is a global leader in networking and video 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.

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

For more information, please contact your Cisco representative and visit our [Remote Expert webpage](#) to learn more about our products, services, and special offers.



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV Amsterdam,
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

Cisco and the Cisco Logo are trademarks of Cisco Systems, Inc. and/or its affiliates in the U.S. and other countries. A listing of Cisco's trademarks can be found at www.cisco.com/go/trademarks. Third party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1005R)