More personal, productive, and profitable: Your contact center

**Work smarter with
Webex Contact Center**

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by CISCO

Customers today expect fast, friendly, and personalized service, and they expect it whether they're talking to a retail clerk, a bank teller, or a contact center representative. Customers have a wealth of choices at their disposal and will be quick to pass the word on when they have a good or bad experience.

Delivering on these high expectations, particularly with older contact center solutions, isn't easy. But with technologies like cloud, artificial intelligence (AI), machine learning (ML), and data analytics, your contact center can go beyond meeting expectations to becoming a center for growth.

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01
Today's contact center challenges

Ultimately, the goal of a contact center isn't just about solving customer problems quickly. It is to contribute to the overall success of an organization by increasing revenue and helping gain new customers. Yet contact centers today face a number of challenges that are standing in their way.

Connecting the customer to the right expertise

Agents need quick and easy access to context, customer data, and experts in your organizations. You need to find a way to give them this without overloading or distracting them.

Seamless multichannel experience

Customers want to engage easily with you on the channels of their choice. But when channels are siloed, it hinders your agents' productivity and delivers an inconsistent and fragmented experience for your customers.

1. Source: Experience Is Everything: Here's How to Get It Right, PwC, 2018

46%
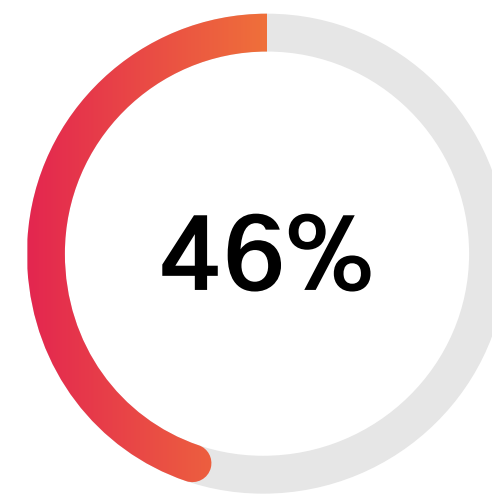
of all consumers will abandon a brand if the employees are not knowledgeable.[1]

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Accessing innovation

Contact centers have traditionally struggled to adopt modern technology. While the cloud has led to rapid innovation in many areas of organizations, contact centers have been left behind.

Agent productivity

Keeping agents productive requires efficient processes and intuitive desktop tools. And the more you can automate routine tasks and connect agents to the people and content they need, the more successful they will be at serving your customers.

Agent turnover

Contact center agents are valuable resources. Keeping them happy and productive is the number one challenge of contact center managers. Agents need tools that help them manage information overload. That means there is less agent turnover, so you can minimize recruiting and training, which is expensive and time consuming.

IT productivity

IT staff needs to be able to manage your contact center efficiently and cost-effectively while meeting the strategic needs of the business. You need a solution that minimizes cost and complexity, one with an open architecture to ensure that your contact center connects to your in-place systems and investments, and lastly, one that is scalable to improve IT resource productivity.

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02

From cost center to profit center

In reality, the challenges facing today's contact center disguise an exciting opportunity. Solve them, and you won't just exceed customer expectations, you will also power business growth.

A cloud-based software-as-a-service contact center is the best way to achieve these goals:

- Start using and benefiting from new features as soon as they're available
- More easily implement new technologies like AI
- More easily integrate with other cloud apps like Salesforce

A move to the cloud doesn't have to be difficult, either. Cloud-based solutions can live alongside or supplement existing on-premises systems, adding functionality without requiring complicated migrations.

Cloud innovation will ultimately result in:

- Boosted agent productivity and minimized agent turnover
- Improved first-contact resolution
- Increased customer loyalty and lifetime value
- Boosted business operations and performance

Benefits of a cloud contact center

- Improved agility
- Innovative features
- Reduced costs
- Faster deployment of services
- More efficient IT
- Higher security

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03

The Webex Contact Center difference

It's time for a new contact center — one that uses technology to help every agent and every customer. Webex® Contact Center is a native cloud contact center solution that enables enriched customer engagement experiences between businesses and their customers.

Native cloud

Designed and built as a cloud solution for security, reliability, flexibility, and scalability.

Collaborative teams

Webex voice and chat collaboration tools let agents quickly communicate with supervisors and back-office SMEs to solve customer issues the first time, every time.

Integrated experience

All your customer interactions — voice, chat, SMS, social, and email — handled within one unified desktop experience. Minimize app switching with integrated CRM and other business applications.

Skills-based routing

Customers are matched to the agent with the best skills to improve first-contact resolution, customer satisfaction, and net promoter score.

73%
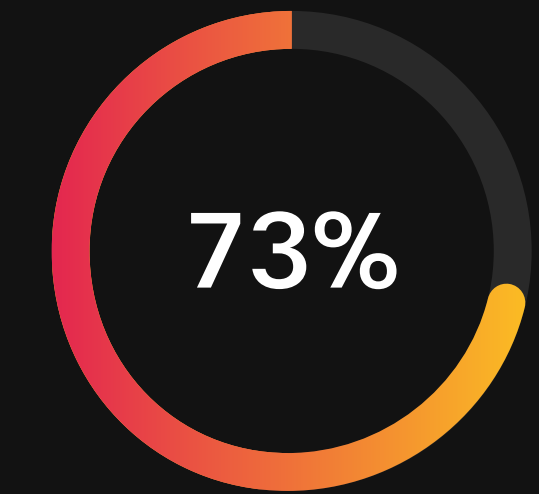
of consumers point to customer experience as an important factor in their purchasing decisions.[1]

83%
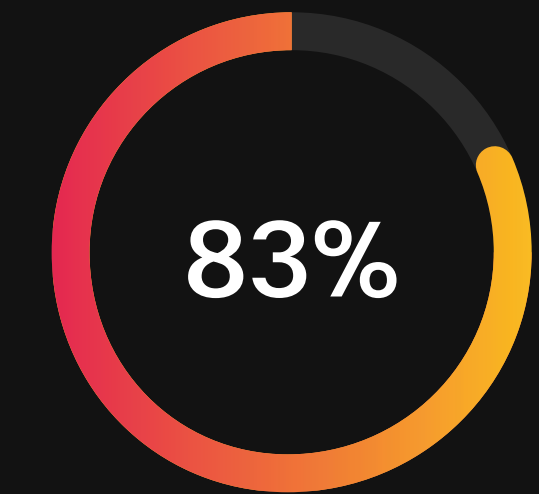
of consumers have to repeat the same information to multiple agents.[2]

1. Source: Experience Is Everything: Here's How to Get It Right, PwC, 2018
2. Source: https://infolink-exp.com/ negativecustomerservicesexperiences

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04

The cognitive contact center

The cognitive Webex Contact Center uses AI to empower your agents with the knowledge, data, and context they need to have fast, accurate, and more personalized conversations with customers.

Providing self-service virtual assistant options to your customers is the most effective way to give them faster service, minimize wait times, and improve customer satisfaction. If the bot detects that an agent is needed, it escalates the customer chat to an agent along with all the history of the interaction, making the transition from self-service to agent-assisted chat a breeze.

Likewise, Agent Answers gives your agents real-time contextual help while they interact with customers. It listens to the phone and chat interaction and proactively displays relevant answers for your agents, removing the chaos of app switching and minimizing endless search time.

Now you have happier agents who can care for each customer at a highly tailored and individualized level.

32% of people will walk away after one bad experience, even if they love your company or product.[1]

46% of people will abandon a brand if employees are not knowledgeable.[1]

60% of people will stop doing business with a brand if the service was not friendly.[1]

1. Source: Experience Is Everything:
    Here's How to Get It Right, PwC, 2018

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05

Integrated and cost-effective

Using integrated business applications in your contact center can improve customer and agent experiences. Webex Contact Center has prebuilt connectors for deep integration with your most common CRM and other apps, including Salesforce, Microsoft Dynamics, and Zendesk. The result? Higher productivity, minimized silos, and streamlined workflows.

When you run your entire contact center from within Salesforce, Microsoft Dynamics, or Zendesk, you gain:

Increased productivity with less complexity

100 percent native application integration for managers, administrators, and agents

Unified agent user experience

Native agent workflow, call handling, screen pop, call control, click-to-dial, automatic call logging, and omnichannel communications

Unified visibility, control, and reporting

Customer, call, and agent data gets integrated into the CRM application for a 360-degree view of customer experience and agent performance

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06
Why Webex for contact center

Global cloud leader
Cisco is the market-share leader for contact centers: number one in North America and number two worldwide.

Integrated portfolio
Our broad and tightly integrated portfolio provides deep expertise in all areas of communications, contact center, collaboration, calling, security, networking, and devices.

Flexible migration
Our "cloud first, not cloud only" approach makes it easy for you to take your first steps to cloud.

Intelligent journeys
AI and ML practices help you provide contextual, suggestive, and predictive customer experiences.

Unified open platform
Our open platform architecture enhances business processes and workflow efficiency, as well as integrates with all the business tools that touch your contact center.

Security and trust
Cisco has an unassailable reputation for true security, and we continue to invest billions of dollars to make your contact centers more secure.

Learn more

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