



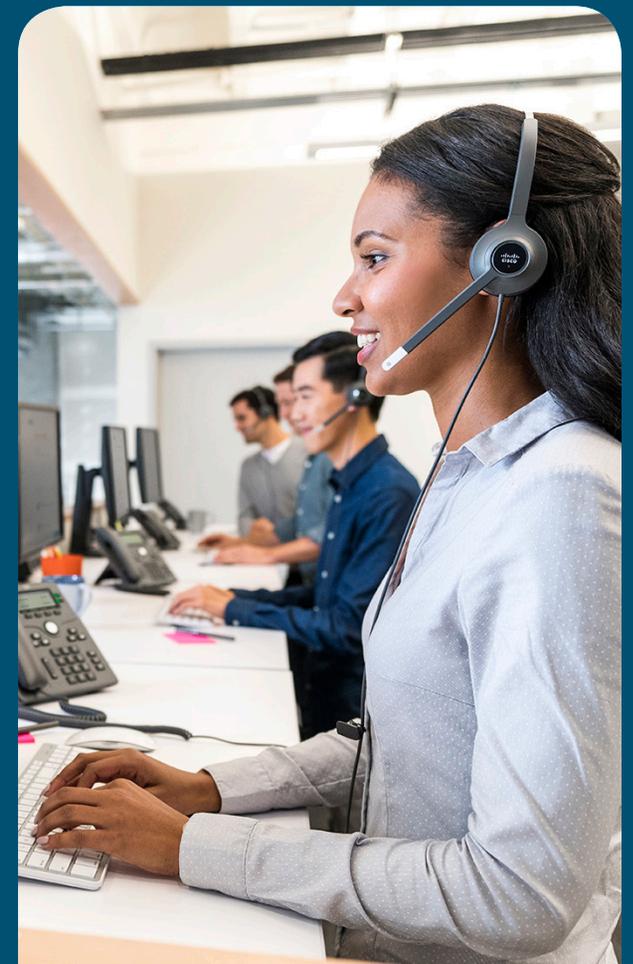
Become a high-performing, agile contact center focused on the customer experience

Overview

While operational efficiency will always be a priority for contact centers, more and more are aspiring to be a strategic corporate asset by contributing to revenues, improving agent performance and productivity, and increasing overall customer satisfaction and retention rates.

The Cisco® Customer Journey Platform provides sales and service contact centers the ability to improve their customer experience and optimize their performance with dynamic, predictive analytics. By leveraging the data in multiple contact center systems and applying predictive analytics, the Cisco Customer Journey Platform dynamically predicts each customer's needs and matches the customer with the best agent to handle that need, improving performance, sales, and the customer experience.

The Cisco Customer Journey Platform is a unified, omnichannel contact center solution that is centrally managed and administered from the cloud to improve operational efficiency and reduce costs.



The successful contact center

Recent studies show that three key initiatives differentiate today's successful contact centers: analytics, agent performance management, and collaboration.

Agent performance management

- Only 12% of contact centers match customers with agents based on agent performance
- Only 27% consider their process of tracking agent performance to be very effective
- Fewer than 25% track agent performance in real-time

—Contact Center Pipeline

Analytics

Best-practice contact centers that use analytics to manage performance have increased revenue, greater upsell volume, and higher customer satisfaction per call.

—Aberdeen Group

Agent and expert collaboration

- 40% of customer support calls require assistance from an expert to close
- 33% of customer contacts are not resolved during the first interaction with the contact center
- 12% of these customers will take their business elsewhere

—ICMI, 451 Research

Optimize the performance of your contact center

Cisco Customer Journey Platform is a Software-as-a-Service (SaaS) offering that creates a single, global queue in the cloud from which to route omnichannel customer interactions to one or more teams, sites, or outsource partners. The Customer Journey Platform optimizes performance by dynamically determining how best to route each interaction based on predictive analytics.

- **Improve business outcomes** by increasing sales conversions, revenues, retention, customer satisfaction scores, and first-call resolutions.
- **Optimize the customer journey** with analytics that tell you what is really happening and predictive-analytics routing that anticipates customer need and matches each customer to the right agent for that stage of their journey.
- **Provide a consistently personalized customer experience globally** by centrally queuing voice, email, and chat so that the same routing rules are applied across the entire contact center.
- **Reduce call abandon rates** with a global queue that routes based on real-time data about call volumes, resource availability, and other variables.
- **Improve performance across sites** by centrally monitoring the business and operational performance of agents, teams, sites, systems, and outsource partners in real time.
- **Reduce administrative overhead** by managing all contact center operations, resources, and interactions from a central command center in the cloud at a reduced TCO.
- **Protect your investments** because the Customer Journey Platform works with your existing Cisco systems and infrastructure and leverages the data in your other contact center applications.

Customer Journey Platform key capabilities

The Customer Journey Platform gives you control over every incoming and outgoing interaction from a central point, regardless of organization, technology, or location. It knows which agents, teams, sites, and partners are available at any given time and sends each interaction to the agent with the best performance record for handling it. Collaboration capabilities for agents to engage peers inside and outside the contact center improve your customer's experience and optimize the customer journey during every interaction.

Figure 1. An innovative set of capabilities for the cloud-based contact center of today and tomorrow



- **Native cloud.** Designed and built as a cloud solution with a design philosophy to bring security and unlimited visibility, flexibility, and scalability to contact centers. It reduces complexity and expense and enhances productivity to lower the total cost of ownership. Flex pricing makes it easy to buy.

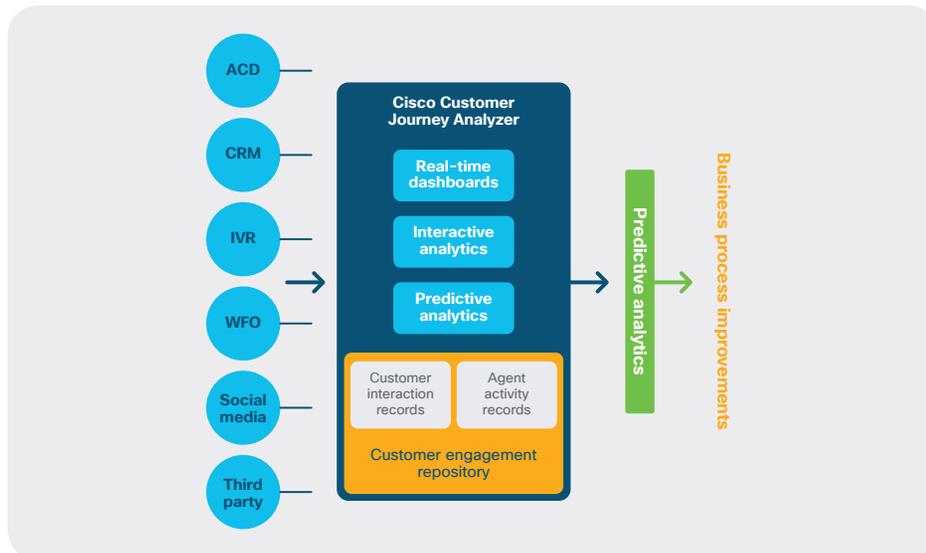
- **Omnichannel.** Voice, email, and chat communications are in a unified environment for your agents, managers, and administrators, providing a seamless customer experience and eliminating data silos. Integrated interaction histories give the agent context about the customer and why they might be calling, enabling better customer service.
- **Predictive analytics-based routing.** Customer and agent matching uses big data analytics to understand your customer's journey to date, predict the customer's need, and identify the agent with the best performance record to meet that need and deliver the desired business results.
- **Expert collaboration and communications.** Embedded voice and chat collaboration capabilities and integration with unified communications provides on-demand collaboration between your agents, managers, and subject matter experts throughout the enterprise to speed first-contact resolution and enhance your customer's journey.
- **CRM integrations.** Going well beyond standard screen pops, the Customer Journey Platform uses your CRM data to determine routing and to provide agents rich contextual data for each customer interaction.
- **360-degree customer journey analytics.** Cross-channel customer interactions with the same intent are linked and analyzed to understand the customer experience at each stage of the journey and improve your customer service. Data from other contact center systems, such as your CRM, Workforce Optimization (WFO), or outbound campaigns, is integrated and analyzed to provide a 360-degree view not possible before.
- **Comprehensive WFO suite in a unified environment.** A Workforce Optimization Suite includes Workforce Management (WFM) with dynamic scheduling that encourages agent participation, Quality Management (QM), and "voice of the customer" insights across channels via speech, and desktop analytics.
- **Outbound campaigns.** An outbound campaign manager automates outbound calls for sales and marketing campaigns. Preview and progressive dialing help assure agent productivity. Easy administration, a compliance tool, flexible and intelligent list management, and sophisticated dial management rules – including campaign chaining – put you in control.

Customer Journey Analyzer

The Customer Journey Analyzer brings data together from your Automated Call Distributor (ACD), Interactive Voice Response (IVR), Workforce Optimization (WFO), outbound campaign, Customer Relationship Management (CRM), and other customer applications and data sources into a Customer Engagement Repository in the cloud. With all the data in one unified view, you can analyze, understand, manage, and automate customer interactions in new and innovative ways. Agent and customer activities can be directly linked to business outcomes so you have the information you need to optimize the customer journey from beginning to end.

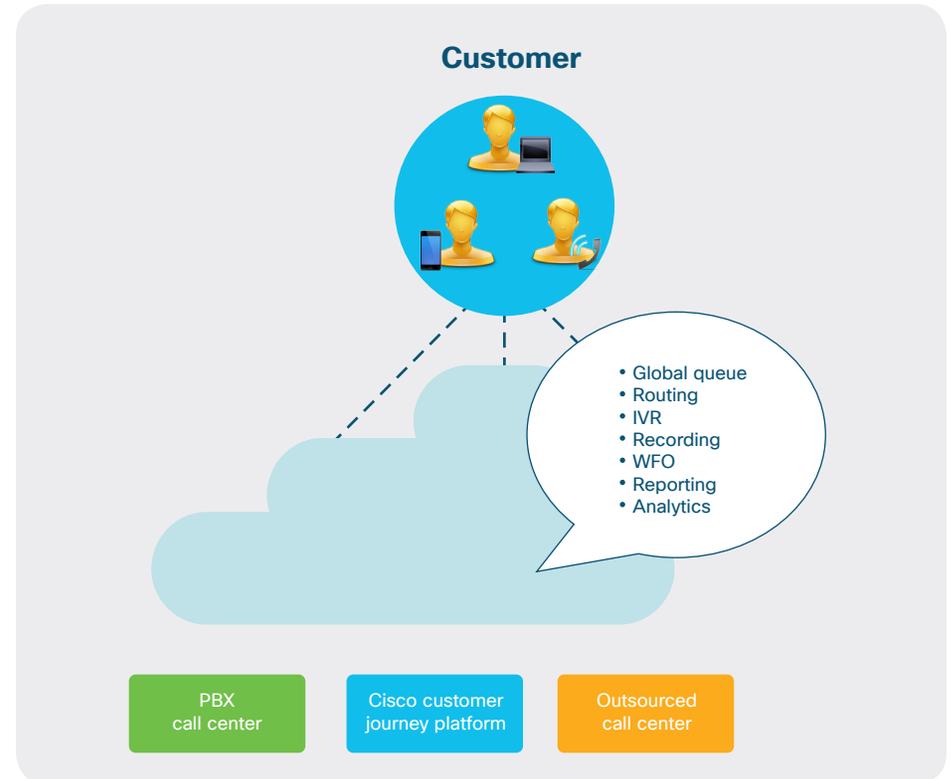
- **Standard real-time dashboards and scheduled reports** are easy to customize, or you can create your own.
- **An interactive analytics tool** is designed for the business user to combine data to create custom Key Performance Indicators (KPIs) and to drill deep into the data to determine root causes and what really matters to the business.

Figure 2. The Cisco Customer Journey Analyzer uses big data and predictive analytics to improve business performance



Protect your investment

Figure 3. Leverage existing investments with centralized cloud routing



If you are an existing Cisco customer, we understand that you want to make the most of the investment you've made in your existing contact center systems. The Customer Journey Platform can overlay your on-premises Cisco infrastructure and give you new, innovative functionality and centralized control of contact center operations from the cloud. If you are new to Cisco, we will help ensure that your business always has access to the most innovative features and capabilities, so you can optimize your contact center operations, business outcomes, and customer journeys.

Use cases

Type of contact center	Use case
Sales	<ul style="list-style-type: none">▪ Predict every potential customer's propensity to buy and provide service accordingly▪ Match each customer with the best agent for that particular customer▪ Know who your best-performing sales teams are – and aren't – based on objective, statistical data▪ Make the right offers to the right customers with the right agents to increase sales, upsells, and cross-sells
Customer service	<ul style="list-style-type: none">▪ Anticipate the service needs of your customers at each stage of their customer journey▪ Proactively meet customer service needs▪ Service customers in context for improved customer satisfaction▪ Optimize your processes with customer journey analytics that provide a 360-degree view
Marketing	<ul style="list-style-type: none">▪ Increase connect rates with automated dialing based on strategically planned schedules▪ Maximize agent time spent talking to customers with preview and progressive calling▪ Track the effectiveness of every campaign with unified cross-system reporting▪ Maximize each campaign with intelligent, flexible campaign strategies that map to business needs
Operations	<ul style="list-style-type: none">▪ Understand agent efficiency, productivity, and true performance with statistical performance data▪ Let predictive analytics drive the behavior of your systems and agents to maximize desired business outcomes▪ Centralize routing from the cloud to reduce abandoned calls▪ Reduce capital expenditures and overall TCO with the cloud

Start improving your customer's journey today

Turn your contact center into a strategic asset that optimizes your customer's journey and maximizes your business outcomes.

[Visit](#) for more information. Or start the conversation now about how the Cisco Customer Journey Platform can benefit your business by contacting your Cisco Services sales representative or Cisco authorized channel partner.

The Cisco advantage

Cisco is a long-time technology and market-share leader in on-premises contact center solutions. Many of the industry's biggest call centers rely on Cisco. Now Cisco brings that expertise and experience to the cloud so that every business with a contact center, regardless of size, can benefit from what Cisco offers.