# What's New With **Contact Centers?**

August 27, 2019



## **Today's Presenters**





### **Kleid Gjataj, Principal Consultant**

- **15 years of Collaboration and Contact Center** experience
- Joined Mindsight in 2012
- **Consulted for over 100 corporations**
- Passionate about technology and the cloud evolution

### John Irey, Principal Consultant

- **Over 16 years experience as a Contact Center** technology consultant focused on Cisco Contact Centers
- **Involved** in the full project lifecycle
- Expertise in technical sales, design, implementation, and support for enterprise and SMB organizations







## **About Mindsight**

### IT Services and Consulting Firm

- Specializing in Contact Center Consulting and Services
- Established in 2004
- Client-First Philosophy
- Cisco and Genesys Partner
- Continuous Investment in People, Processes and Technology





## **Partnering with Leading Providers**

# CISCO

# **SENESYS**<sup>™</sup>







## Agenda

- What is Driving Cloud Contact Centers
- Evolution of Cisco Platforms
- Evolution of Genesys Platforms
- Genesys PureCloud Demo
- Questions



## Age of the Customer

Figure 1 We Have Entered The Age Of The Customer







### Source: Forrester Research, Inc.

## The Age of Convenience

### "We're living in the age of convenience, instant gratification and absolute modern luxury."







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## **Effortless/Frictionless**

96% of customers who exert high effort to resolve issues become disloyal.

### MATTHEW DIXON, BESTSELLING COAUTHOR OF THE CHALLENGER SALE NICK TOMAN AND RICK DELISI

### of CEB

"A business detective story, in which cherished truths are systematically investigated—and frequently debunked. —From the foreword by Dan Heath, coauthor of Decisive, Switch, and Made to Stick

### THE EFFORTLESS EXPERIENCE

CONQUERING THE **NEW BATTLEGROUND FOR CUSTOMER LOYALTY** 



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### The Evolution of **>> Cisco's Platforms** John Irey – Contact Center Principal Consultant

## **It Used To Be Simple:** Route, Queue, Report



## Simple!







## The Cisco Portfolio Was Easy to Understand

### Mid Market Up to 400 Seats

### Enterprise Up to 12,000 Seats

### UCCE

(Cisco Unified Contact Center Enterprise)

UCCX (Cisco Unified Contact Center Express)





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## Then It Started To Get A Little Complicated









## The Market Continues to Evolve

Market trends



- Cloud moving up-market
- Customer journey focus
- AI/ML/automation interest
- Consolidation and extension

Cloud Contact Center Challenges

- Secure global reach
- Graceful and gradual migration
- Making AI/ML meaningful
- Managing many tools and vendors











## **Cisco Acquires Broadsoft**











Webex Calling



**Customer Journey Platform** 







Customer Journey Platerm

CISCO Webex CC







## **Cloud First, Not Cloud Only**









Any channel, anytime, anywhere. When they connect with a business, they feel understood and valued.

### Customers

Handle interactions they should, equipped with the tools and AI assistance to solve customer issues faster and more efficiently. Easy, effortless, fun.

**Agents/Supervisors** 

Smarter, faster, agile, secure, profitable. Analyze interactions, identify best practices, and embed them back into the business.

### Line of business





"By 2020 customers are going to make their buying decisions based on *customer* experience - not product, not price."











## **Keeping Premise Systems Relevant**

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## **Transforming CX In The Cloud**







## **Expanding Cloud Features**

### **Customer Journey Analyzer**

- Cloud-based analytics service available for onpremises customers
- Converged cross-platform data architecture in the cloud
- Enabling customers to leverage their existing • on-premises investments
- Helping customers migrate data to the cloud now for easier cloud transition later







## **Expanding Cloud Features**



- Journey Mapping
- Predicative Analytics
- Integrations
- Dashboards
- Actionable Insights
- Text Analytics
- Surveys





### The Best Is Yet To Come

### Did you know?





Contact center employees spend 17% of their time looking for information they need to do their jobs.<sup>1</sup> Companies that integrate unified communications with contact center technologies see a 31% increase in agent productivity.<sup>1</sup> Organizations with AI-powered virtual customer assistants have up to 70% fewer call, chat, and email inquiries.<sup>2</sup>









### The Evolution of **>> Genesys Platforms** Kleid Gjataj – Contact Center Principal Consultant

## **Evolution Of Genesys**









### Why Genesys PureCloud X 0 True Cloud 000 000 000 Continuous Vendor Delivery Reputation ••• Redundancy Scalable ALL-IN-ONE API/Open Platform









### **Connect To Consumers, Manage Tasks, See Trends**



### **Customer Engagement**

All-in-One + Single Interface Self Service IVR Skills and Bulls-Eye Routing

### **Employee Engagement**

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WFO/WFM

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- Mobile, Web Phone & Voice
- Agent Collaboration & PureCloud Communicate



- **Platform Security**
- Analytics
- Integrations



### **Business Optimization**

### Platform Availability





## **Genesys PureCloud Demo**

- PBX/Collaboration Features
- Agent Experience (Voice and Chat)
- Supervisory Features
- Reporting and Quality Management





## **Contact Center Roadmap**

**Business Process Improvements** 



Contact Center Systems and Tools



**Custom Applications and Integrations** 



Managed Services



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# » QUESTIONS?



# » THANK YOU!

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