

Webex Contact Center Expert

Add Ons Overview

Module 10

Module Objectives

- Understanding the WXCC add -on components that are available.

Campaign Management

Acqueon

Campaign Manager

- The outbound campaigns option improves agent productivity and the overall business performance of a contact center by letting agents spend more time talking to customers and less time trying to reach them. The outbound campaigns add-on feature provides:
 - Outbound campaign management, including campaign chaining
 - Contact list management
 - Advanced contact strategies across multiple contact numbers
 - Automation with preview dialing
 - Compliance tools

List and Campaign Management Capabilities

- The outbound campaigns add-on provides powerful, yet flexible contact list and campaign management capabilities. This allows contact center managers to focus on their customer engagement strategy instead of spending time maintaining lists
- There are flexible options to upload outbound calling lists into the campaign manager. This can be done by uploading flat files or integrating with customer databases or third-party data sources
- These imported outbound lists can then be segmented using business rules-driven filters to be consumed by various outbound campaigns. Administrators can make real-time adjustments to the lists based on campaign performance or a shift in business strategy

Campaign Runtime Strategies

- Dialing rules
- Schedule-based campaign runtime automation
- Ability to switch across contact points based on outcome
- Contact-specific retry strategy
- Telephony dialing modes - The outbound campaign function supports preview dialing mode, whereby, at the end of a call, agents see the next call in the list. They review the contact record and decide when to make the call or skip to the next name on the list. This is ideal for sales where the agent needs to conduct research between calls to increase the chance of a successful sale

Compliance tools

- For the United States, it has superior Telephone Consumer Protection Act (TCPA) compliance tools, which include checking do-not-call lists at the federal, enterprise, and/or campaign level and manual dial-out options to contacts who have not provided prior express written consent (PEWC)
- It also maintains compliance with state laws around calling, such as time-zone-specific calling windows
- In the United Kingdom, the compliance tool helps ensure adherence to Ofcom's (the UK's communications regulator) outbound calling rules. The tools allow administrators to set communication thresholds and retry strategies for each contact number

Cisco Webex Workforce Optimization Calabrio

Cisco Webex[®] Workforce Optimization

<https://www.cisco.com/c/en/us/products/collateral/contact-center/unified-contact-center-express/datasheet-c78-743932.html>

- Transforms the supervisor experience, giving supervisors access to more data and more powerful tools in simplified and flexible views so they are better equipped to lead their teams in delivering exceptional customer experiences.
- The powerful Webex Workforce Optimization suite of applications includes:
 - Call recording and quality management
 - Workforce management
 - Analytics

Call Recording and Quality Management

<https://www.cisco.com/c/en/us/products/collateral/contact-center/unified-contact-center-express/datasheet-c78-743932.html>

- **Call recording** enables 100-percent call recording of agents or knowledge workers for compliance and transaction verification and includes on-demand recording and archiving. It also includes the search and play application to find and play back recordings.
- **Quality management** provides audio and screen call recording, quality evaluations, a performance dashboard, and reports.

Key Features

<https://www.cisco.com/c/en/us/products/collateral/contact-center/unified-contact-center-express/datasheet-c78-743932.html>

- Voice and screen recording
- screen monitoring
- Workflow-based contact recording
- Configurable quality evaluation forms, including points and percentage-based scoring, section- and question-level weighting, and unlimited number of sections and questions
- Customizable metadata fields, providing the ability to append important enterprise and customer data to recordings for easy search and retrieval
- The ability to export calls in bulk for compliance and transaction verification through the recording export application
- 100-percent voice recording for compliance and transaction verification
- Non-agent or knowledge worker recording
- The ability to evaluate, score, and report on the quality of customer interactions through any channel (chat, email, social media, etc.)
- Evaluation calibration capabilities, enabling contact center managers to benchmark evaluators
- Configurable and graphical reporting
- Role-based alerts to streamline evaluation workflows

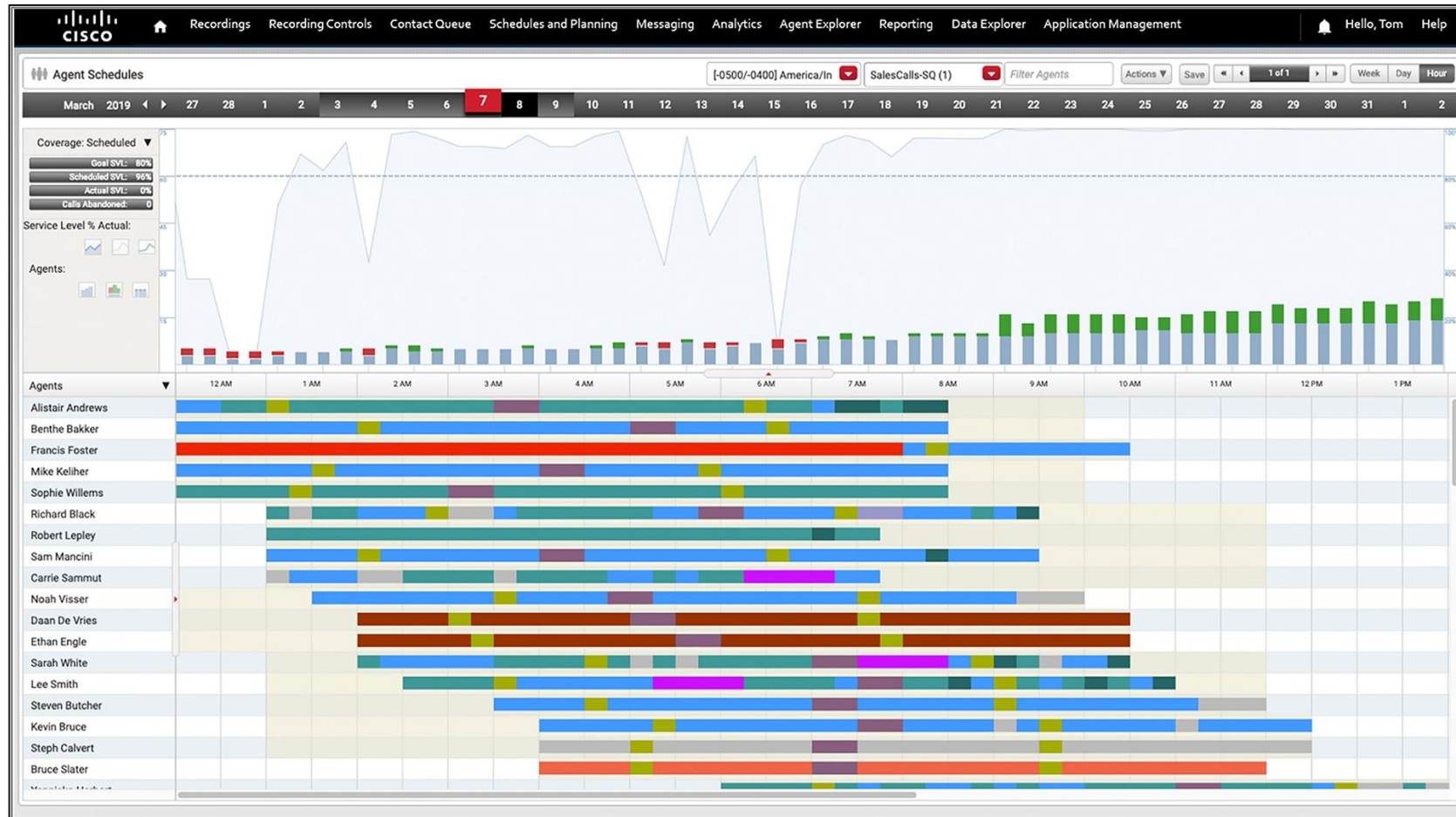
Workforce Management (WFM)

<https://www.cisco.com/c/en/us/products/collateral/contact-center/unified-contact-center-express/datasheet-c78-743932.html>

- A modern workforce management solution should do more than just digitize scheduling. It should help your people work smarter. It should help you make your people better. Cisco Webex Workforce Optimization workforce management gives you the toolset to get the very best from your people. Free managers from tedious scheduling so they can focus on strategic improvements and engage with real-time feedback and gamification.

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Key Features

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- Forecasting and scheduling
- Real-time adherence management
- Agent access to schedules and shift trades
- Multi-skill agent queuing
- Alerts and notifications
- Automated request approvals
- An agent schedule view for supervisors, which provides agent and team schedules, adherence, and a coverage view on a single, unified screen
- Drag-and-drop schedule editing, which allows supervisors to make quick and easy scheduling changes, preview the effect on performance, and put the changes into production
- Intraday dynamic scheduling and dynamic availability to improve agent scheduling
- Project scheduling
- Shrinkage planning and intraday adjustment capabilities to match agent schedules to service-level goals

Analytics

<https://www.cisco.com/c/en/us/products/collateral/contact-center/unified-contact-center-express/datasheet-c78-743932.html>

- Cisco Webex Workforce Optimization analytics helps organizations gain data-driven insights to improve the customer experience and to drive revenue with every customer interaction.
- Companies can analyze interactions and make valuable discoveries about your customers, employees, and business. With sophisticated speech, desktop and text analytics, organizations can unlock a gold mine of intelligence buried in the contact center.

Analytics

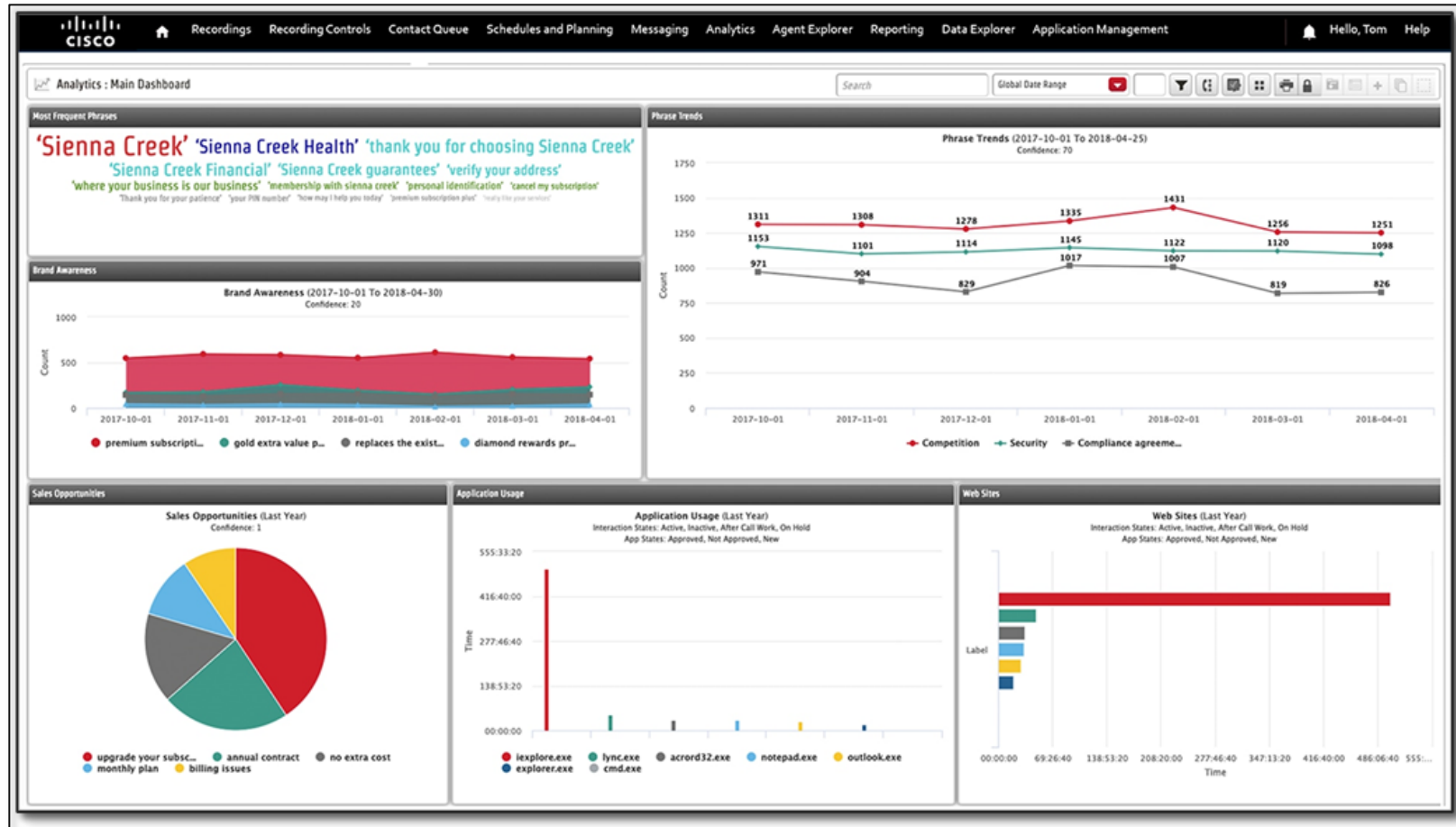
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The screenshot displays the Cisco Webex Contact Center Expert Analytics interface for a specific contact (ID 11200). The interface is divided into several sections:

- Contact Information:** Details about the contact, including ID (11200), duration (00:02:49), reason (Archive), HR status (No), training status (No), state (In Progress), contact type (Call), recording type (Unknown), end of call workflow (Default), video file upload state (File is uploaded), audio file upload state (File is uploaded), contact direction (Inbound), time zone (America/Chicago), and organization (User, rndlab, Default Group, Default Team).
- Transcription:** A central pane showing the call transcript with timestamps. The transcript includes the following text:
 - Thank you for calling to Santa Creek where your business is our business. My name is Kaitlyn, how may I help you today. (00:02)
 - Oh, hi, I'm calling about a discrepancy on my deal and this is the **second** time I've called. (00:05)
 - I'm **sorry** to hear that I'd be **happy** to assist you. But **first** I'll just need to **verify your identity** to keep your account safe and my speaking with Jim Cooper. (00:12)
 - Oh, yes, this is Jim Cooper. (00:19)
 - Thank you. Can you please provide me your **personal identification** or **Pin** number. (00:21)
 - It's **1337**. (00:24)
 - Thank you, Mr. Cooper. Can you **verify your address** for me? (00:26)
 - Sure, it's 1337 Melody Lane Winnipeg Manitoba. (00:29)
 - Thank you and how can I help you today. (00:35)
 - My most recent billing statement has an extra charges on it. I'm wondering what they are. (00:37)
 - Let me take a look. Give me just a moment. (00:42)
- Audio:** A waveform visualization of the call audio.
- Sentiment:** A bar chart showing sentiment levels over time.
- Phrase Hits:** A bar chart showing phrase hits over time.
- Desktop:** A screenshot of the agent's desktop environment.
- Screen Capture:** A screenshot of the agent's screen, showing a map and other application windows.
- Evaluation (In Progress):** A section for evaluating the call performance, including a current score of 80 and a section score of 80. It includes a table for KPIs (Key Performance Indicators) and a section for adding comments.

Analytics

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Cloud Contact Center AI

CCAI

- CCAI is the conversational IVR solution for Webex Contact Center customers moving forward and will be available on Webex CC 2.0
- CCAI Conversational IVR (powered by Google) is a more robust solution compared to Inference Directed Dialog – instead of simply matching utterances to a defined set of menu options/submenu options, conversational IVR uses NLU to flexibly match users requests to intents and can do basic fulfillment or escalate to the appropriate agent based on the understood intent + agent queues/skills.

CCAI

- Secure Payments: CCAI supports both secure credit card payment via DTMF or voice (using the Dialogflow system entity – either sys.number-sequence entity or a regexp entity)
- Call flow libraries: Out of the box call flow libraries are planned to be part of Flow Builder and are currently in the backlog (timing TBD). Google Dialogflow currently supports several pre-populated virtual agent libraries.

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