

Webex Contact Center Expert

Product Overview and Connectivity Options

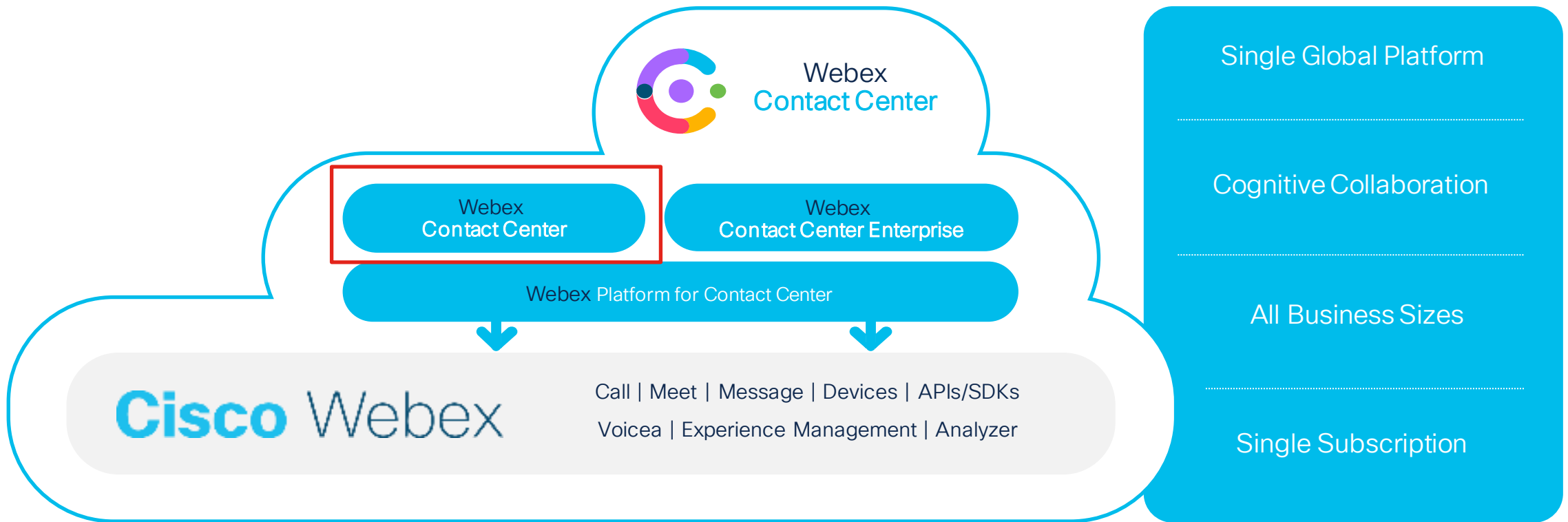
Module 2

Module Objectives

- Understanding the Cisco Cloud Contact Center Portfolio
 - Main Features and Benefits
- Understanding the capabilities of each Webex Contact License
 - Standard
 - Premium
- Understanding the Webex CC Connectivity options

Webex Contact Center Portfolio

 in scope of this course



The new Webex Contact Center

Next Generation Platform

- **Multi-Cloud**, for customer choice and flexibility
- **Open and Extensible** via APIs for customization
- **Intelligent** and insightful, leveraging the power of AI
- **Accessible** to enable autonomous operations without code
- **Secure** – backed by Cisco's decade of domain experience

The new Webex Contact Center

Next Generation Platform

- **Native cloud** - Webex Contact Center is designed and built as a cloud solution with a design philosophy to bring security and unlimited visibility, flexibility, and scalability to contact centers. It can reduce complexity and expense and enhance productivity to lower the Total Cost of Ownership (TCO). Cisco Collaboration 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. Interaction histories give the agent context about a customer, enabling better customer service.
- **Skills-based routing** - Customers and agents are matched using data about the agent with the best skills to meet that need and deliver the desired business results.
- **Agent and expert collaboration** - Cisco Webex voice and team collaboration tools provide on-demand collaboration between your agents, managers, and subject matter experts throughout the enterprise to speed first contact resolution and enhance your customer's experience.
- **Business application integrations**. Pre-built connectors for CRM and other business applications (Salesforce, Microsoft Dynamics, Zendesk, and more) create seamless workflows that improve contact center performance and first contact resolution.



The new Webex Contact Center

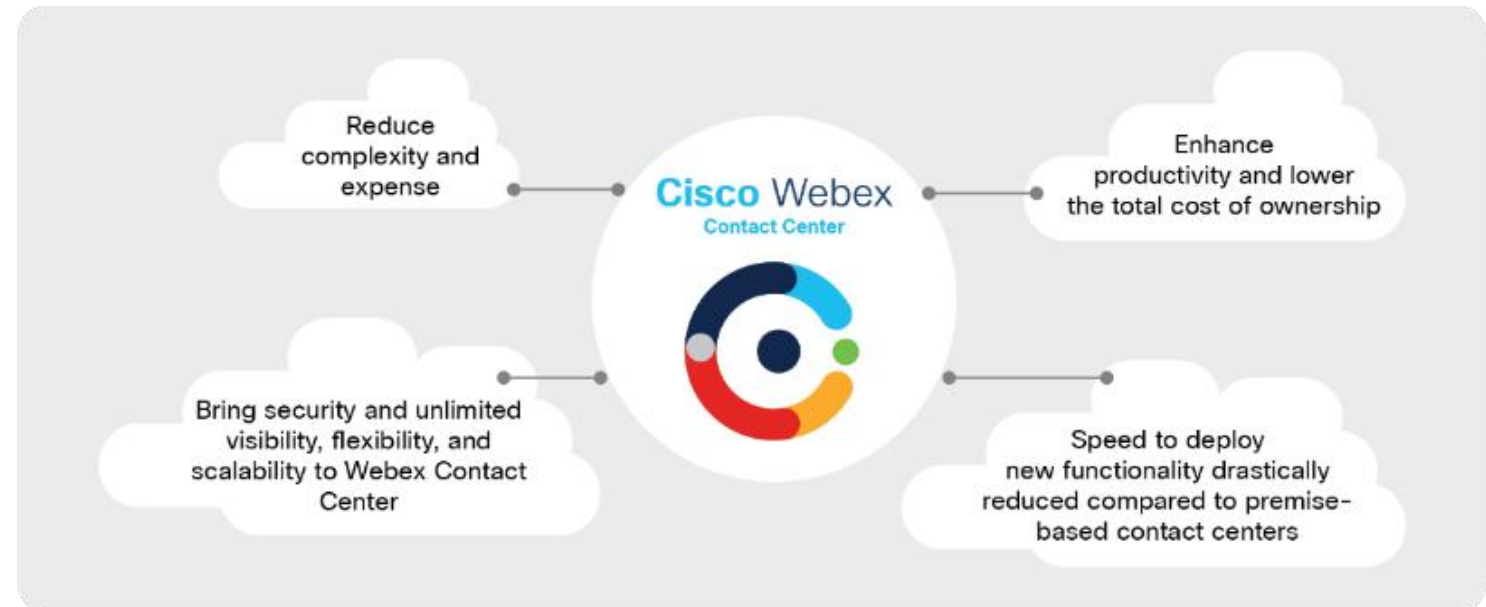
Next Generation Platform

- **Reporting and dashboards** - Data from customer interaction and agent activity records, including Interactive Voice Response (IVR) and Automatic Call Distributor (ACD), is brought together into real-time and historical reports and dashboards to optimize contact center operations.
- **Comprehensive Workforce Optimization (WFO) suite** in a unified environment (optional) - Offer contact center supervisors, agents, and staffing analysts the ability to dynamically manage agent schedules, forecast and plan staffing based on trends, and ensure adherence to schedules. Quality Management (QM) helps customers measure agent efficiency and performance using tailored evaluation forms.
- **Outbound campaigns** (optional) - An outbound campaign manager automates outbound calls for sales and marketing campaigns. Easy administration, a compliance tool, flexible and intelligent list management, and sophisticated dial management rules—including campaign chaining—put you in control.



Webex Contact Center

- Cisco Webex® Contact Center is an omnichannel cloud contact center solution that can transform your customers' experience and improve your business results.



Webex Contact Center Core Features

The new Webex Contact Center

Next Generation Platform

Feature	Description
Queue Management	Webex Contact Center intelligently distributes calls across: Teams and agents in multiple sites Remote agents Calls are queued in the cloud network , not on-premises based equipment.
Routing Types	Skills Based Routing Longest Available agent Routing Capacity-based Team Routing
Call Distribution	Call distribution configuration, management, and reporting is managed through the web-based Webex Contact Center flow builder. Access rights are restricted by user login, so customer administrators or supervisors can only manage the sites for which they are responsible
Flow Builder	The Webex Contact Center flow builder provides a drag-and-drop interface that allows business users to build custom contact flows on top of system-generated events (such as agent answer, transfer, hang up) as well as external third-party variables, allowing contacts to be handled with precise workflows and routing

The new Webex Contact Center

Next Generation Platform

Feature	Description
Disposition Codes	<p>Administrators can create disposition codes (wrap-up codes) that can track the reason for a call's end and the reason for agent inactivity (idle codes)</p> <p>The idle reason codes can be for any non-contact-related agent activity. They allow supervisors to track agent availability in detail</p> <p>There are specific reports—called auxiliary code reports—that track idle codes and wrap-up codes</p>
Callback Options	<p>Webex Contact Center offers callback from queue functionality. When the queue reaches a specific predetermined point, callers can be offered the option to leave their phone number for a callback rather than waiting in queue</p>
Agent Greeting	<p>With professional services support, Webex Contact Center can be set to play a configurable, automated agent greeting to callers, standardizing the caller experience.</p> <p>The greeting helps keep the agent voices fresh because they do not have to repeat the same greeting in every call</p>

The new Webex Contact Center

Next Generation Platform

Feature	Description
Agent Desktop	Provide agents with an experience-focused, extensible agent desktop. Agent State timer and connected timer Channel Capacity Interaction History Virtual Agent – chat bot interactions Campaign Call Notifications Settings Toaster Notification Screen Pop Pause and Resume Recording Desktop Layout Reset Error Report Downloads Install as an Application Performance Statistics Admin Desktop layout and customization options

The new Webex Contact Center

Next Generation Platform

Feature	Description
Supervisory Features	Call monitoring Coaching Barge-in
Call Recording	Recording can be restricted at the site, team, and agent level and includes the flexibility of deciding whether all or only a percentage of total calls will be recorded The recording schedule also provides an option to allow agents to pause recording for a specific duration when sensitive information is to be shared
Multi- Media Channels	Email Chat
Virtual Agent	Chat or Voice Bots

The new Webex Contact Center

Next Generation Platform

Feature	Description
CRM Integrations	Webex Contact Center has pre-built connectors for integration with several industry-leading CRM systems, including Salesforce, Zendesk, and MS Dynamics Additionally, the Cisco Professional Services team can help deliver integration with other CRM applications as a custom paid professional services engagement
Reporting and Dashboards	Analyzer brings data together from your Webex Contact Center Automated Call Distributor (ACD) and interactive voice response (IVR) so that you can analyze, understand, and manage your contact center and optimize for operational efficiency in new and innovative ways. Real-time Historical Scheduled
Integrations and Open API's	Webex Contact Center APIs allow third parties to develop software to leverage and extend Webex Contact Center capabilities.

Webex Contact Center Licenses

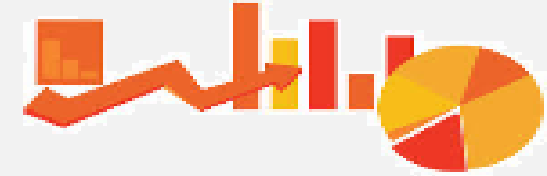
Webex Contact Center Licenses

Standard:

- Standard Agent provides essential functionality to voice-only call centers with typical or sophisticated needs. Standard Agent functionality includes browser-based agent desktop, inbound and outbound voice, call recording, touch-tone IVR, web and voice callbacks, and standard CRM connectors.
- Agent User type only.

Premium:

- Premium Agent includes all Standard Agent features and adds omnichannel communication such as chat, email, multi-channel reporting and analytics, and supervisor monitoring and barge-in for all types of agents.
- Agent, Supervisor and Administrator User types.



Webex Contact Center Licenses

Feature Comparison

Features	Standard	Premium
Inbound and outbound voice	Included	Included
Intelligent skills-based routing and queuing	Included	Included
Browser-based agent desktop	Included	Included
Touch-tone IVR	Included	Included
Voice callback ¹	Included	Included
Web callback ¹	Included	Included
Basic outbound (preview dialing) ²	Included	Included
Call recording (with one month of storage)	Included	Included
CRM connectors for Salesforce, Zendesk, and MS Dynamics	Included	Included
Standard and customizable reporting	Not included	Included
Multi-channel reporting and analytics (Analyzer)	Not included	Included
Real-time and historical reports data storage	Not included	Included
Email and Chat	Not included	Included
Supervisor privileges (monitoring, barge-in, and coaching of all agents)	Not included	Included

Note: Workforce optimization services will be billed for all Webex Contact Center Named Agents.

¹ May require services

² May require campaign management software

³ WFO analytics and WFO analytics with transcription cannot be ordered together

⁴ WFO bundle cannot be mixed with a-la-carte quality management, workforce management, WFO analytics, and WFO analytics with transcription

Webex Contact Center Licenses

Feature Comparison

Features	Standard	Premium
Virtual Agent – Chat	Optional	Optional
Virtual Agent – Voice	Optional	Optional
Speech-enabled IVR	Optional	Optional
Additional recording storage	Optional	Optional
Campaign management (outbound campaigns)	Optional	Optional
Workforce optimization Quality Management (QM)	Optional	Optional
Workforce management (WFM)	Optional	Optional
Workforce optimization (WFO) analytics ³	Optional	Optional
Workforce optimization (WFO) analytics with transcription ³	Optional	Optional
Workforce optimization (WFO) bundle ⁴	Optional	Optional

Note: Workforce optimization services will be billed for all Webex Contact Center Named Agents.

¹ May require services

² May require campaign management software

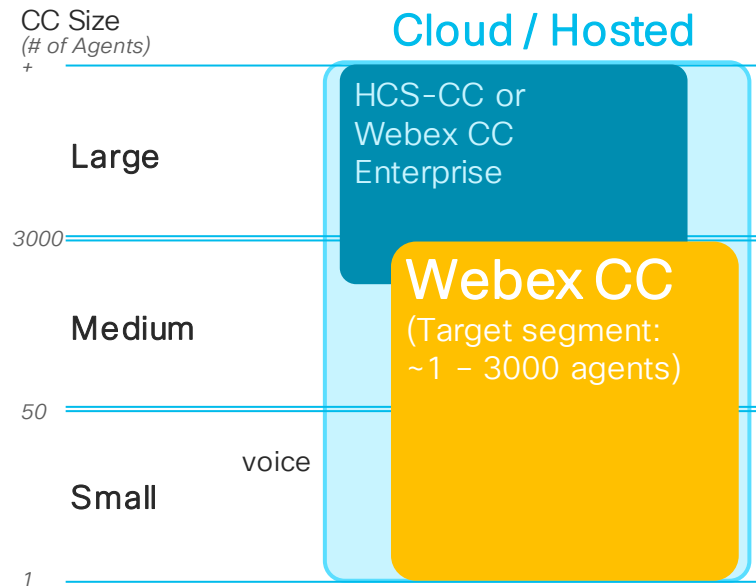
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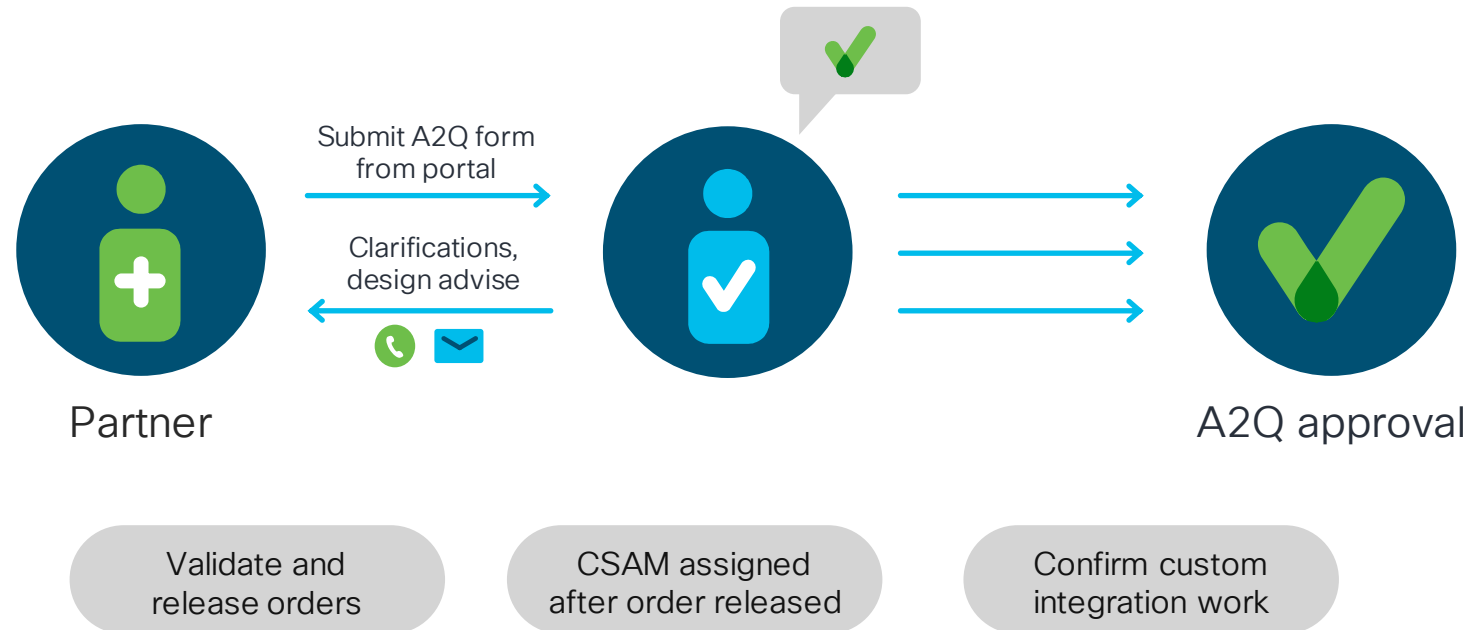
Webex Contact Center Target Customers

Target customer:

- Solely defined by Contact Center size at this stage, for simplicity reasons
- Target range: 1–3000 agents
- Request for exceptions need to be addressed in A2Q (Assurance to Quality) process



Assurance to Quality Process



✓ High level validation off design proposed

✗ Detailed design and workflow review

✓ Confirms expectations of the product deliverables

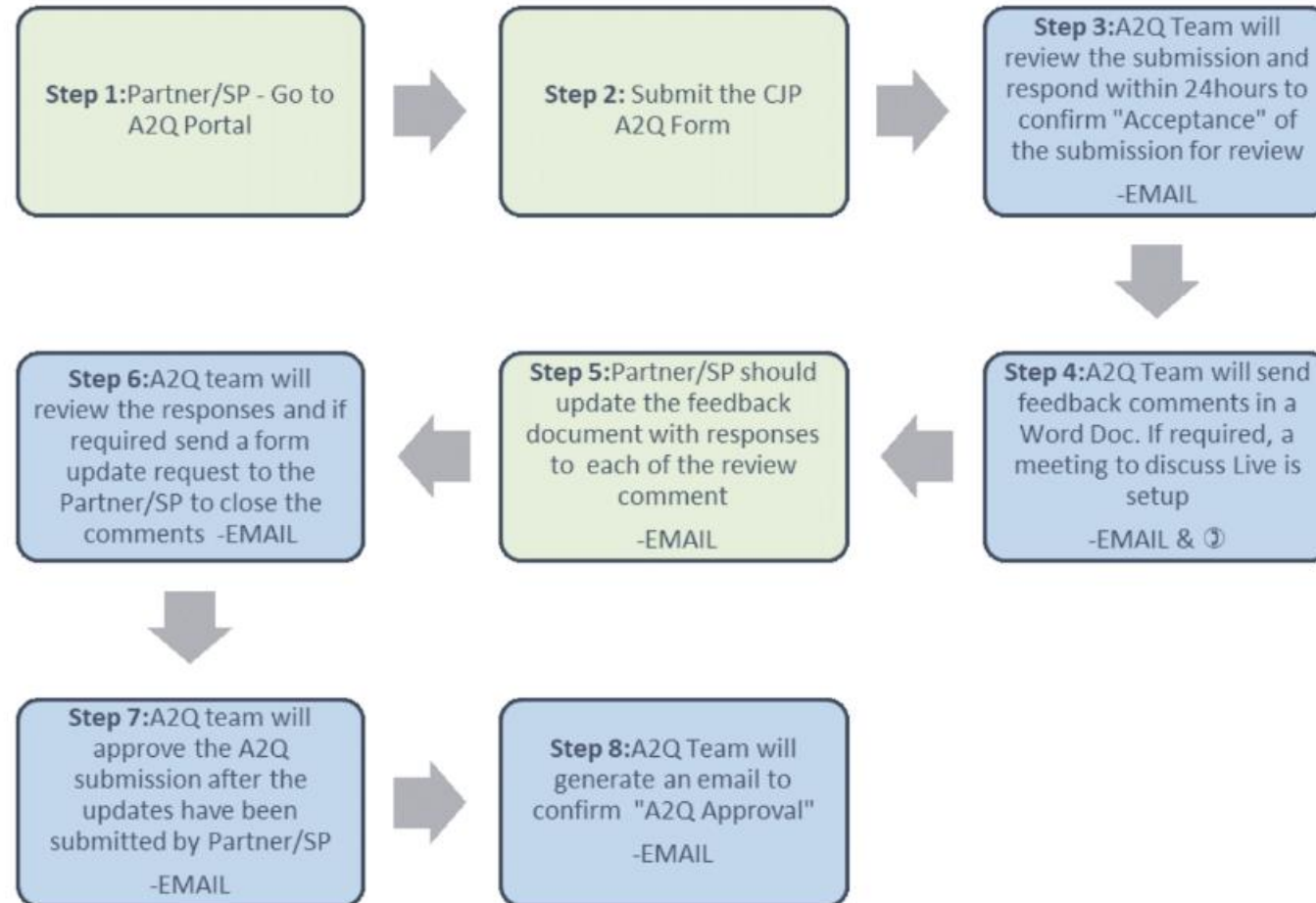
✗ Cisco confirmation that there will be no issues in the field

✓ Validates any customization requirement

✗ Detailed scripting or configuration overview

A2Q Process

48 hrs*



Review Questions

What is the License most suitable for customers who want to receive email interactions?

Premium

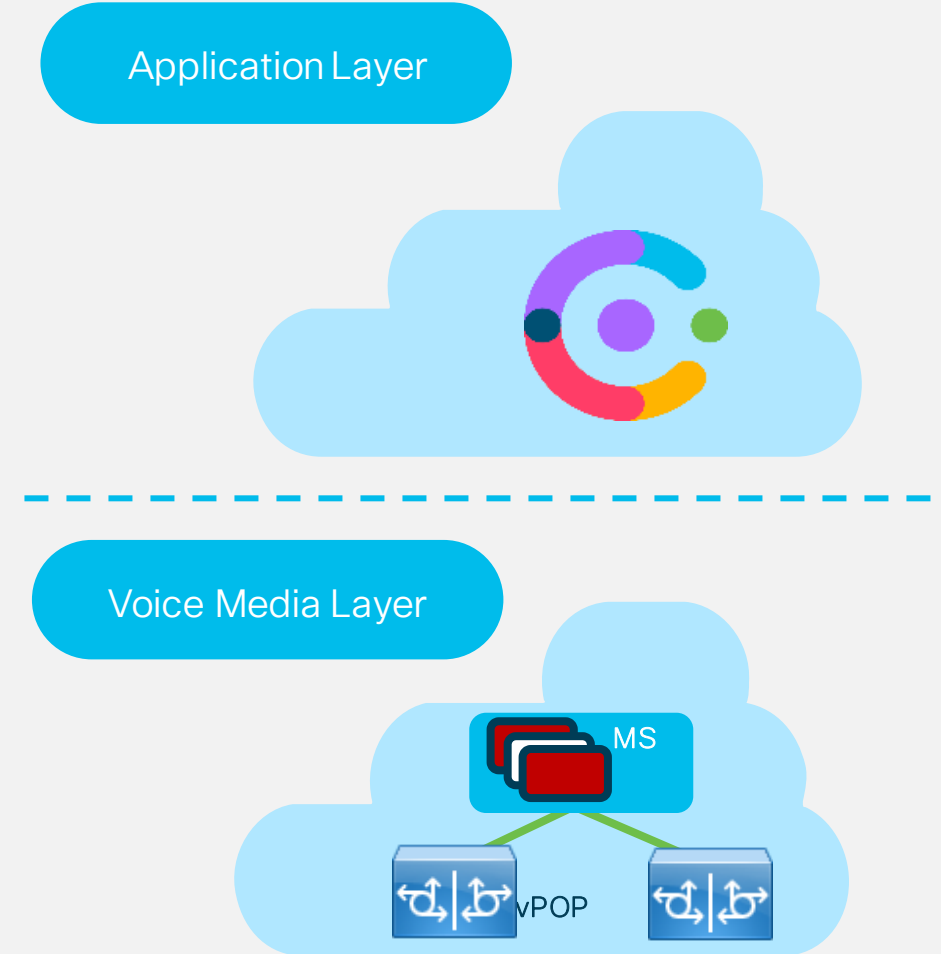
What are the main differences between Standard and Premium licenses?

Omni-channel Interactions and Supervisory features Analytics

Webex Contact Center High-Level Architecture

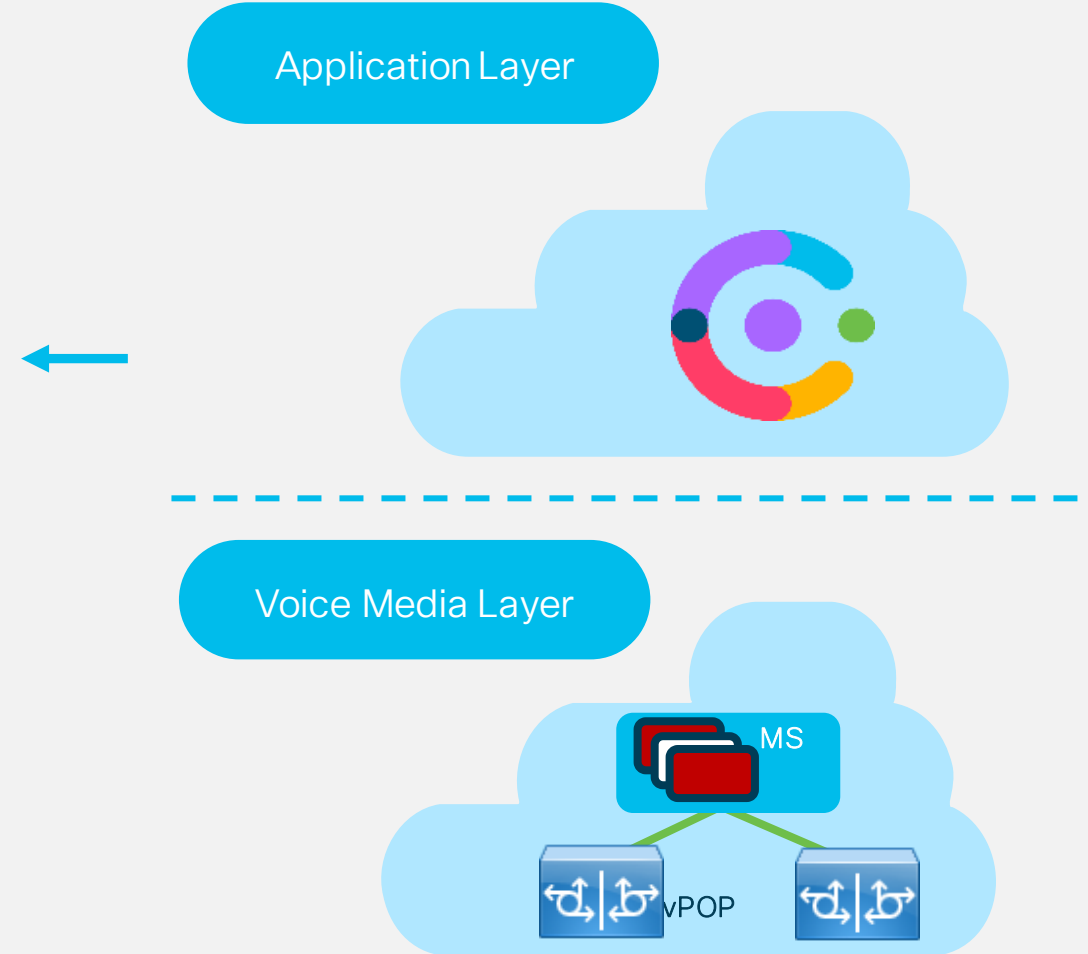
Webex CC High-Level Architecture

- Webex CC's architectural strength is in the separation of media from application
- Media is handled by voice POPs (vPOPs) and stays in the vPOPs, Application functionality is handled in the Cloud
- Media is kept in geographic region, application logic is centralized (Cloud)



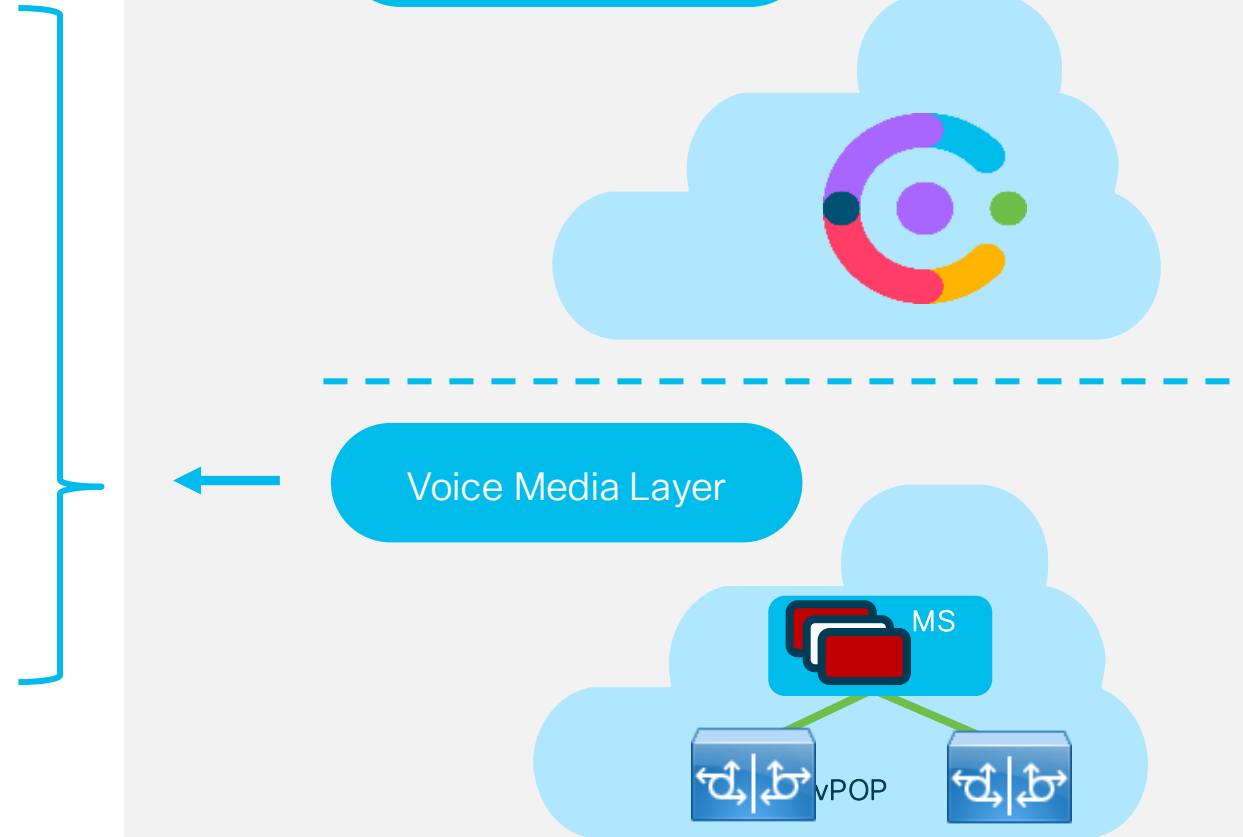
Webex CC Application Layer

- House Voice, Multimedia and Analytics application stacks
- End users access their applications via the Internet
 - Zero footprint on customer premise
- Voice stack works with multiple voice media layer
- Voice application generates data that is fed into the Analytics stack in real-time



Webex CC Media Layer

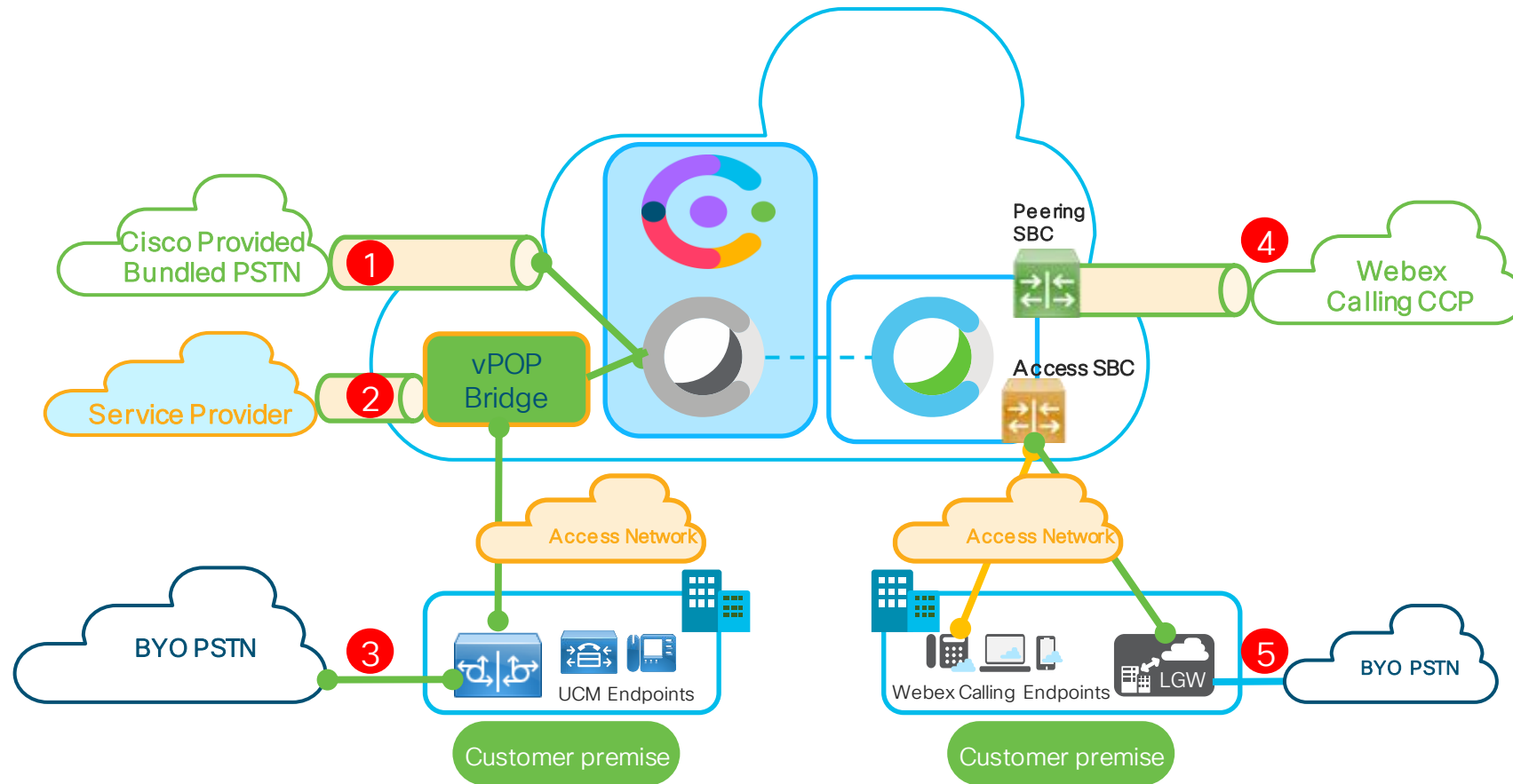
- Handles Voice call media
- Includes basic IVR and SBCs
- Call Control (Answer, transfer, conference,...)
- Recording
- PSTN integrations
- AI integration



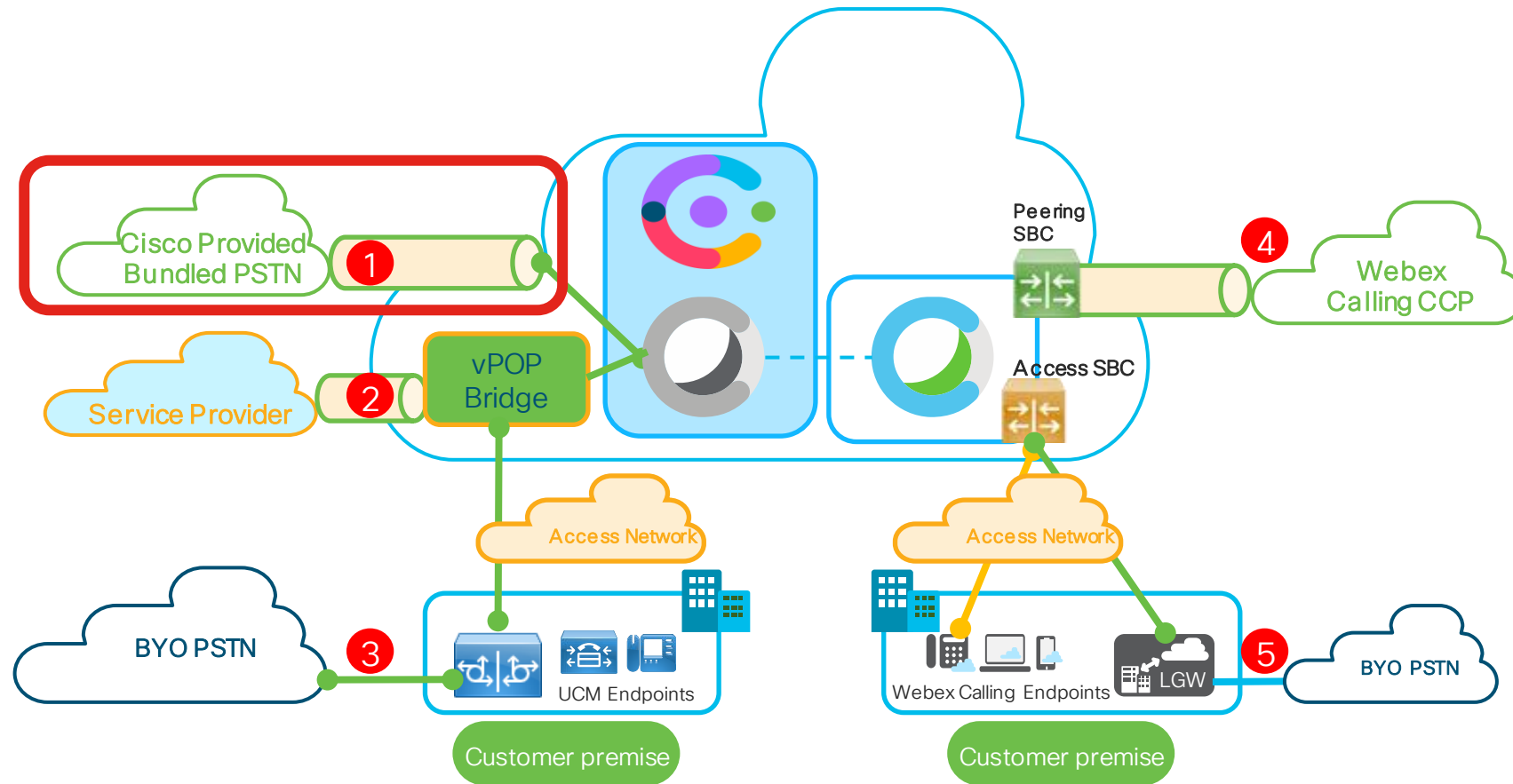
Webex Contact Center Connectivity Options

New WxCC with Webex Calling

All the PSTN Options



WxCC with Cisco provided bundled PSTN



Bundled PSTN Add-on SKUs for Contact Center

Only for US and Canada

- SKUs available on CCW as of May 18, 2020.
- Bundles need to be purchased for all Webex CC agents
- No additional recurring charge for the numbers or number porting
- No metering/reporting of PSTN usage
- Bundled PSTN for CC is a non-regulated service
- Webex CC is an over-the-top service, E-911 not supported

1

Local number access into Webex CC

+

Per peak concurrent agent (Standard + Premium) per month
PSTN termination to agent

2

Toll-free access into Webex CC

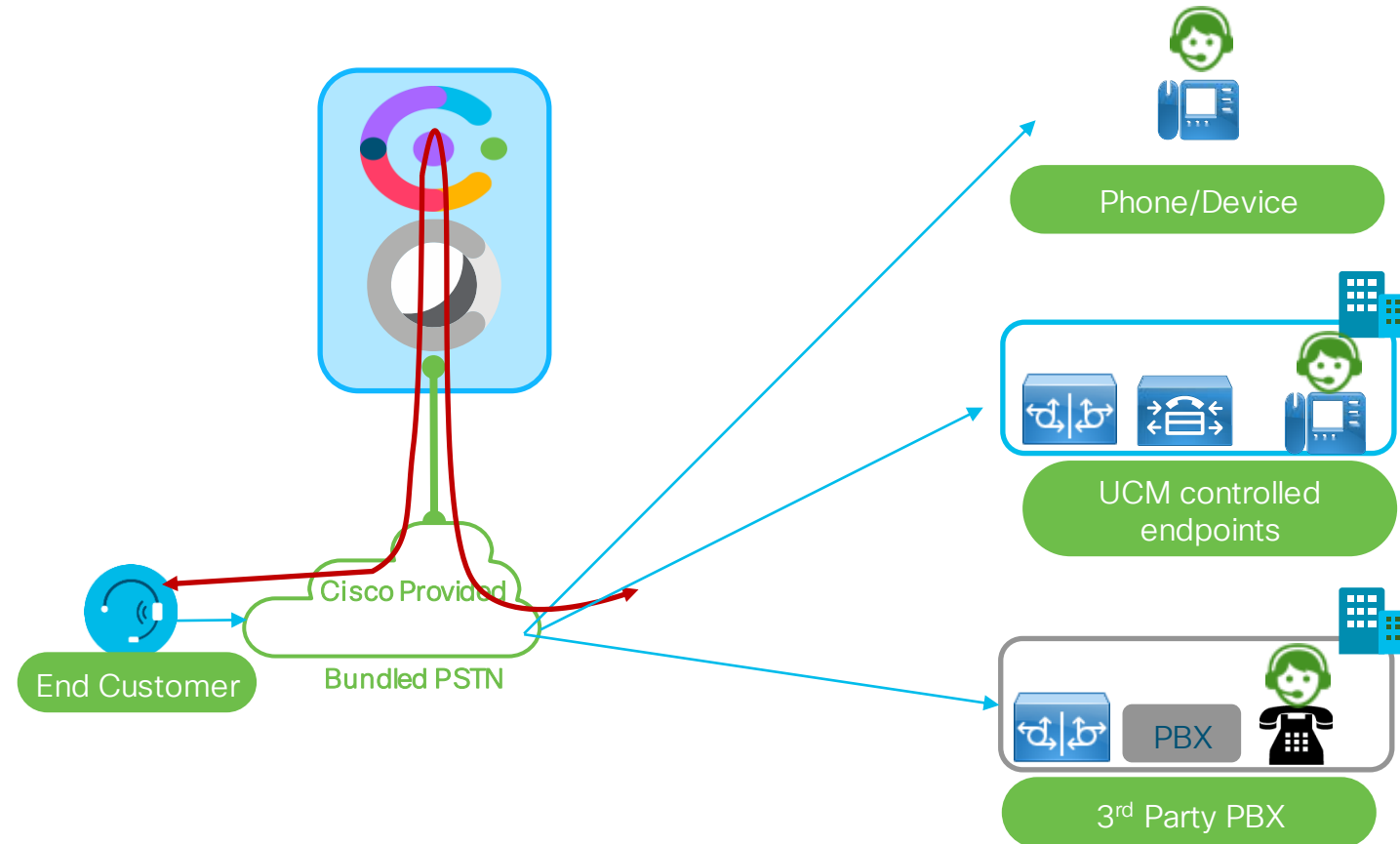
Per peak concurrent line (agent + IVR) per month

US Only

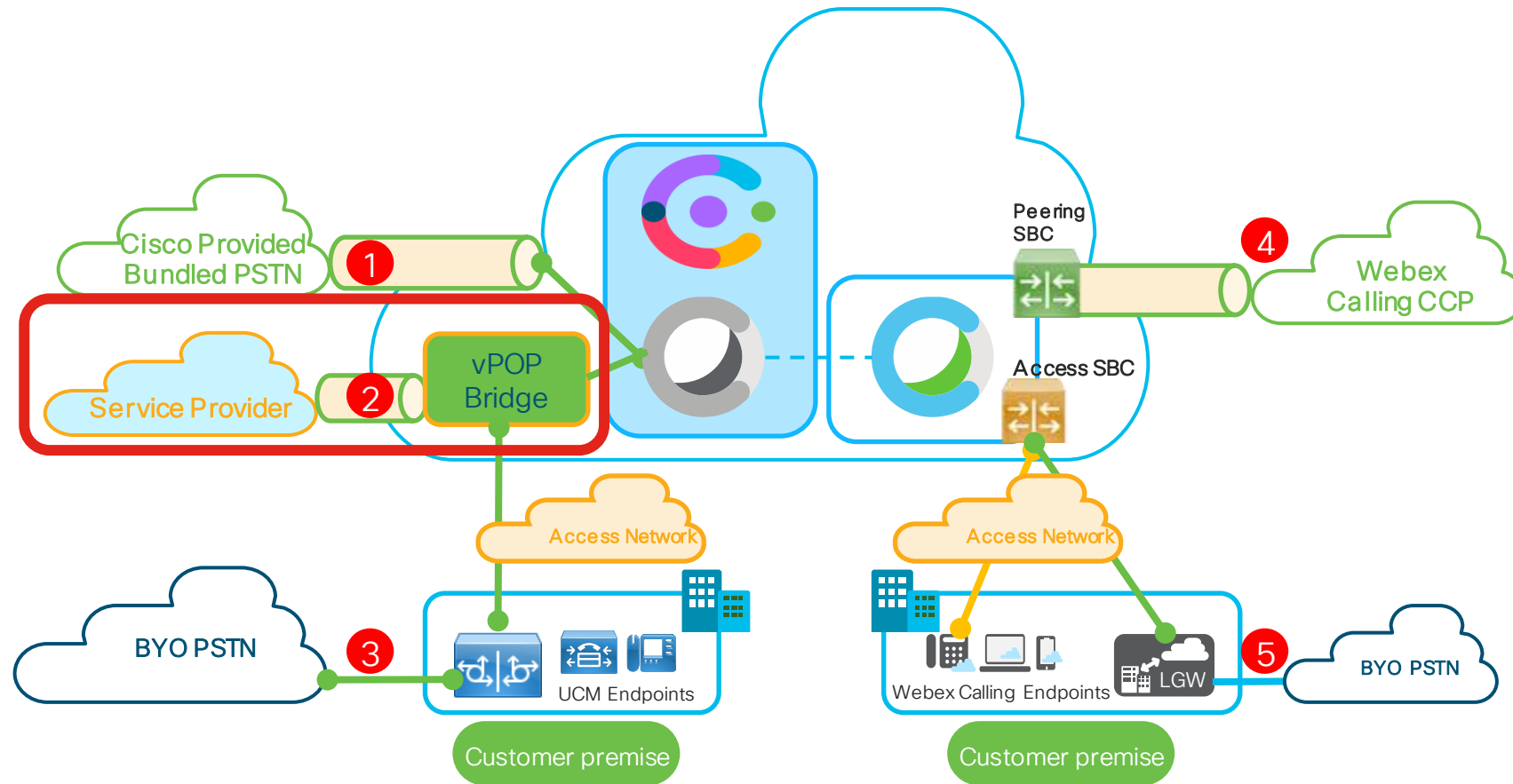
New WxCC with Webex Calling

Cisco provided bundled PSTN

- Calls come in via Cisco provided PSTN
- After getting contact center treatment, it goes out to the same PSTN to reach the agent at the customer premises



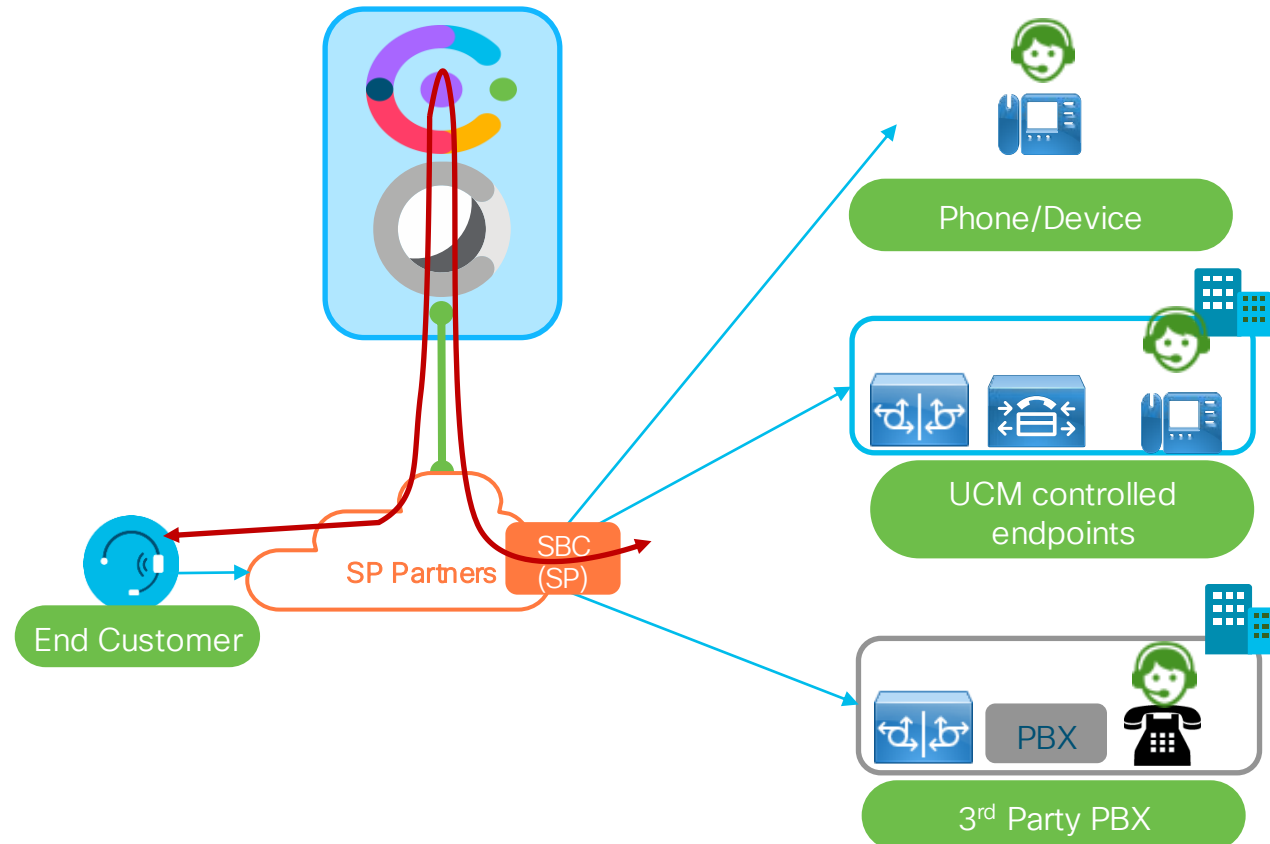
WxCC with Service Provider



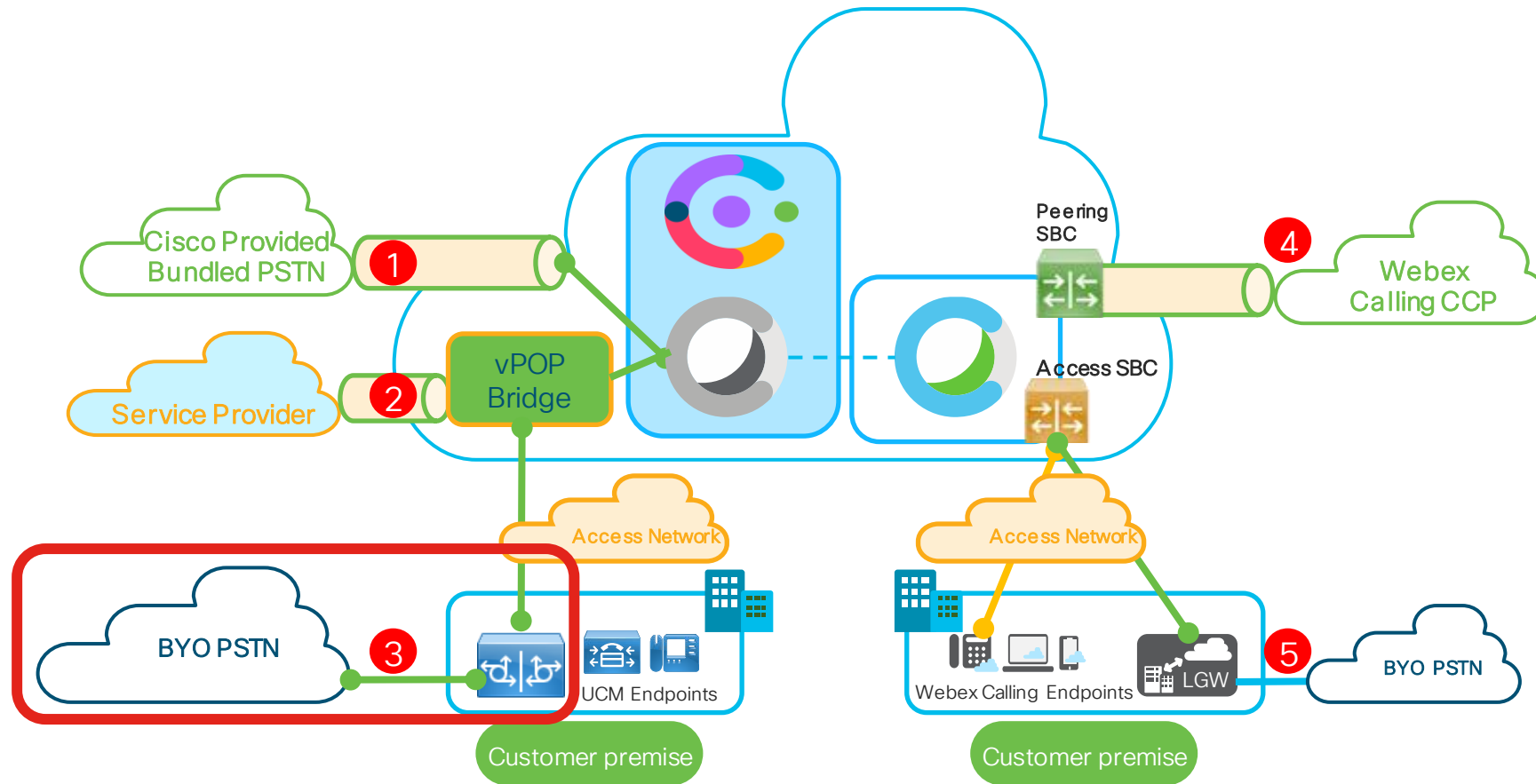
New WxCC with Webex Calling

vPOP Bridge

- Webex Contact SP partners send the incoming call to the vPOP bridge and on the egress to towards the agent on customer premises
- Requires Voice Media Manager (VMM) steering digit support (CUBE's in vPOP bridge)



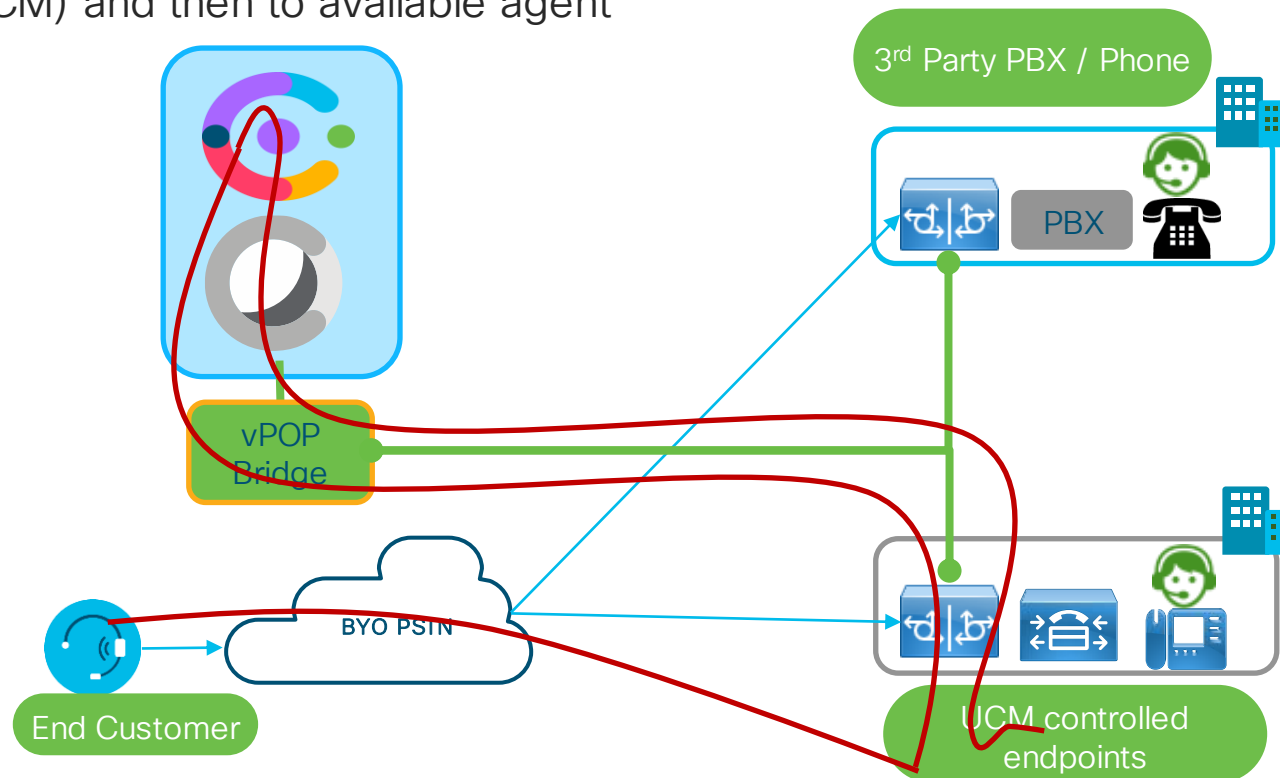
WxCC with BYO PSTN



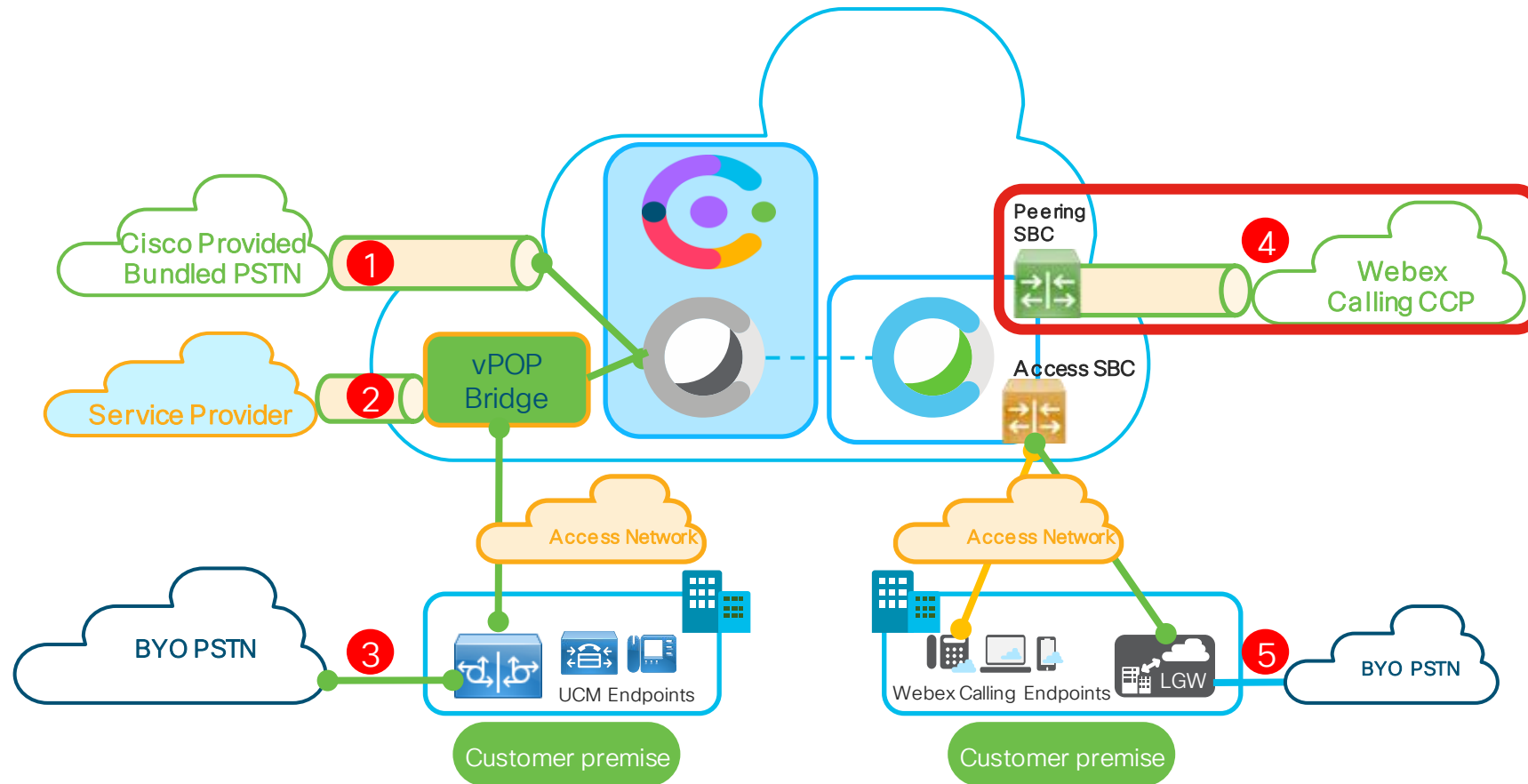
New WxCC with Webex Calling

BYoPSTN – Customer owned PSTN service

- Call comes in via customer owned PSTN service, terminating on CUBE
- The same or a different CUBE delivers the call to the vPOP
- After getting contact center treatment, call is sent to the customer premise (same CUBE as above), which delivers it to the call control (e.g. UCM) and then to available agent



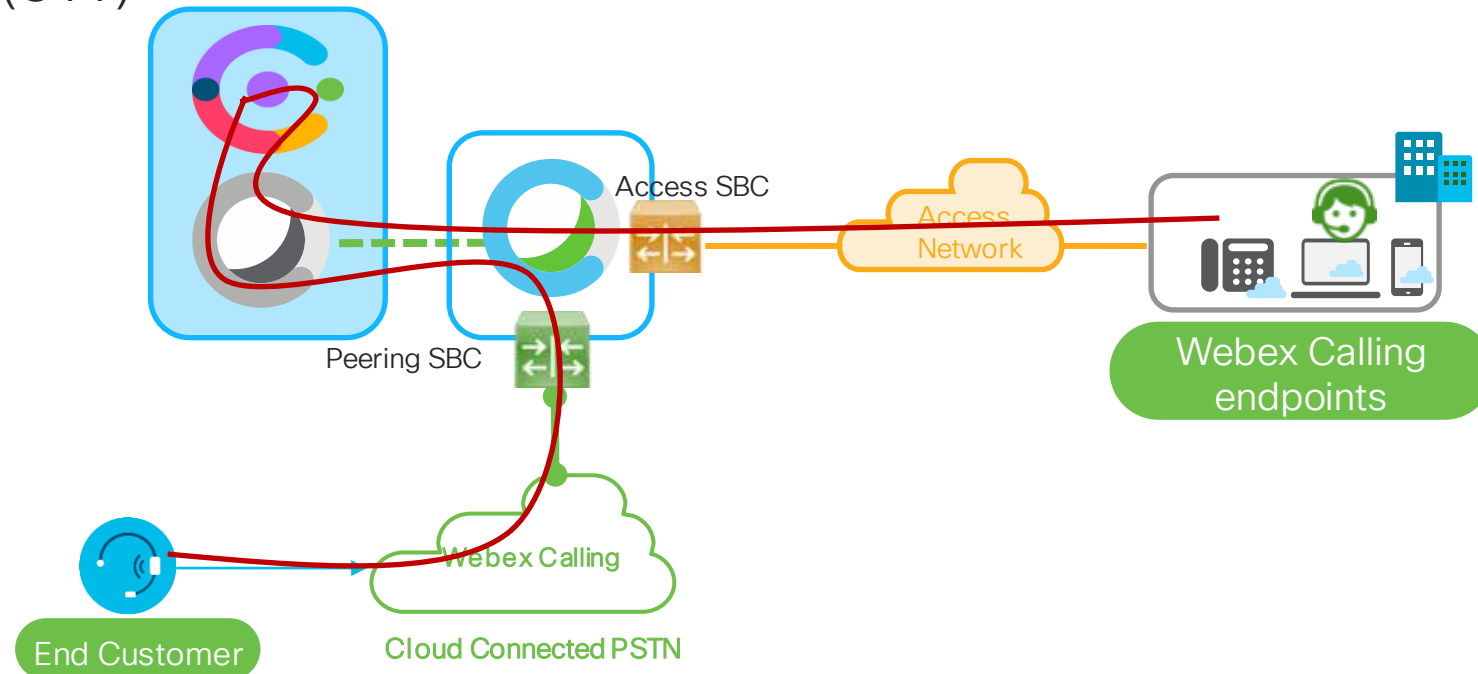
WxCC with Webex Calling Cloud Connected PSTN (CCP)



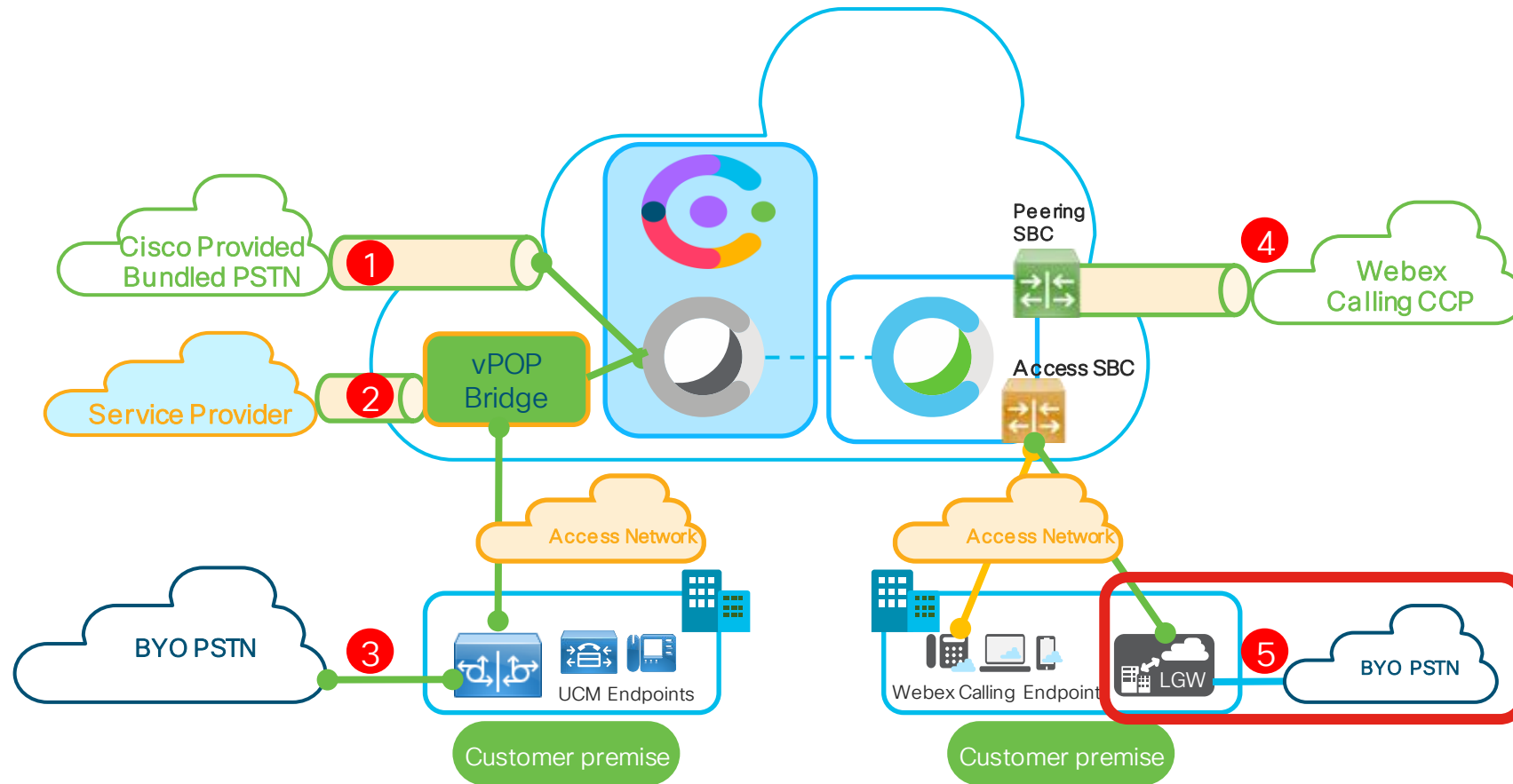
New WxCC with Webex Calling

Customer has Webex Calling Cloud Connected PSTN (CCP) service

- All inbound PSTN calls come in via the Cloud Connected PSTN (CCP) service or LGW, the enterprise has subscribed to
- After getting contact center treatment, call is sent to the agent (Webex Calling endpoint) via the Webex Calling Access SBC (OTT)

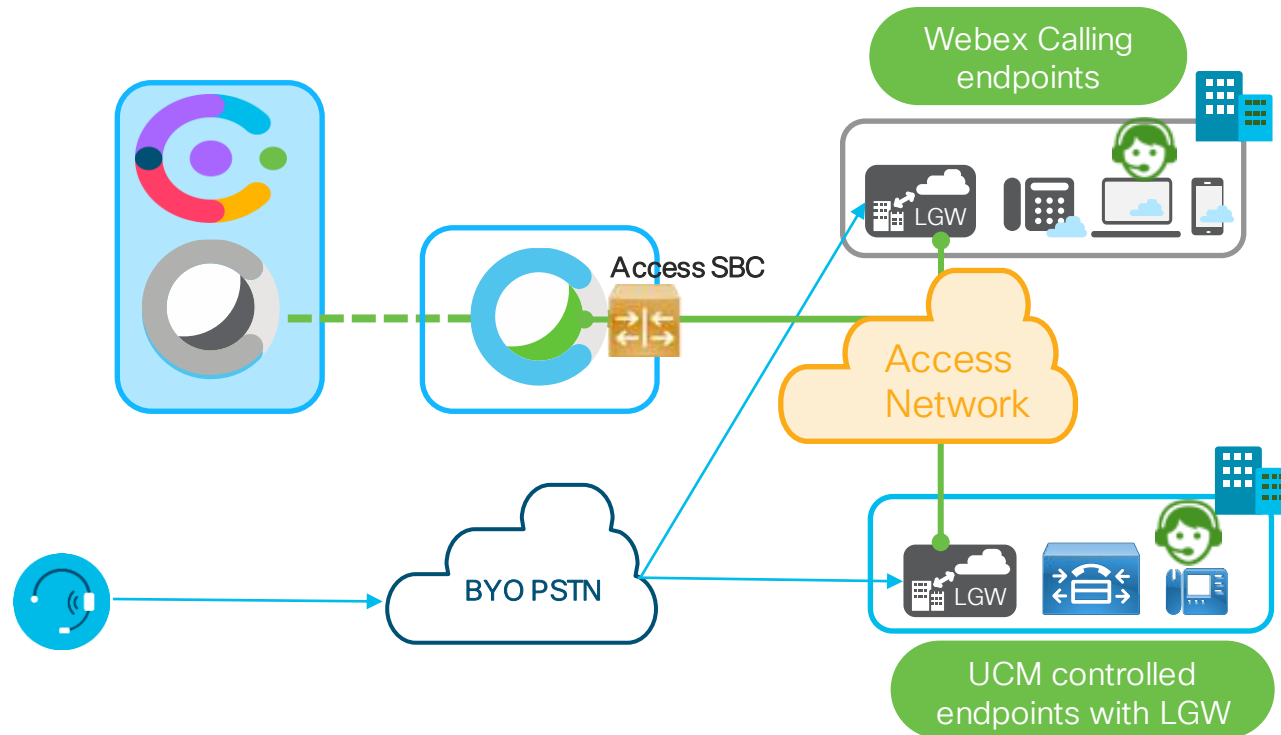


WxCC with Webex Calling BYO PSTN



New WxCC with Webex Calling

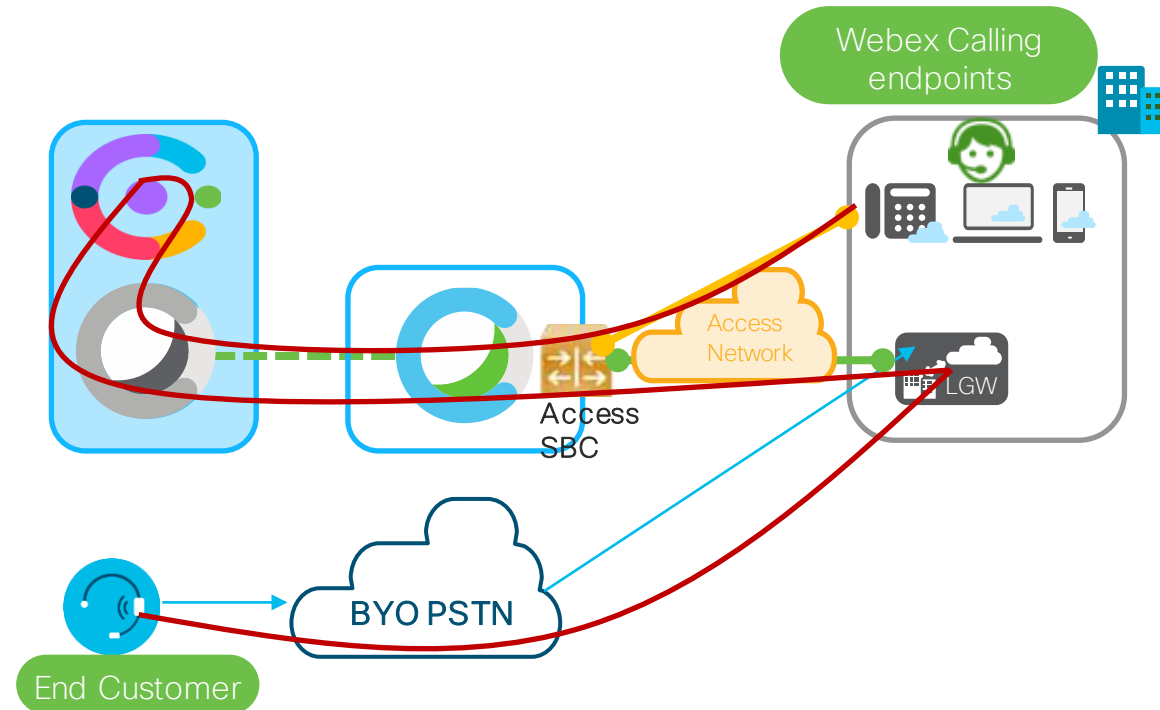
BYoPSTN with Local Gateway- Customer owned PSTN service



New WxCC with Webex Calling

BYoPSTN with Local Gateway- Webex Calling customer

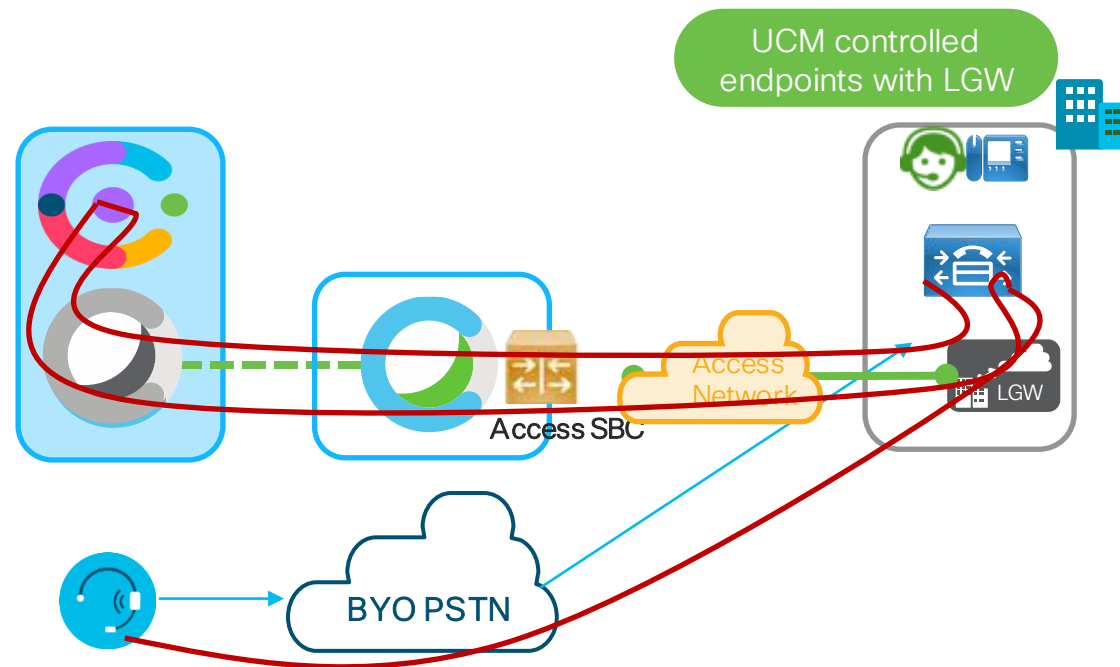
- Call comes in via customer owned PSTN service, terminating on LGW
- LGW delivers the call to the Webex Calling Access SBC/Webex Contact Center with Webex Calling
- After getting contact center treatment, call is sent to the agent (Webex Calling endpoint) over the Internet



New WxCC with Webex Calling

BYoPSTN with Local Gateway- On-premise UCM Agent

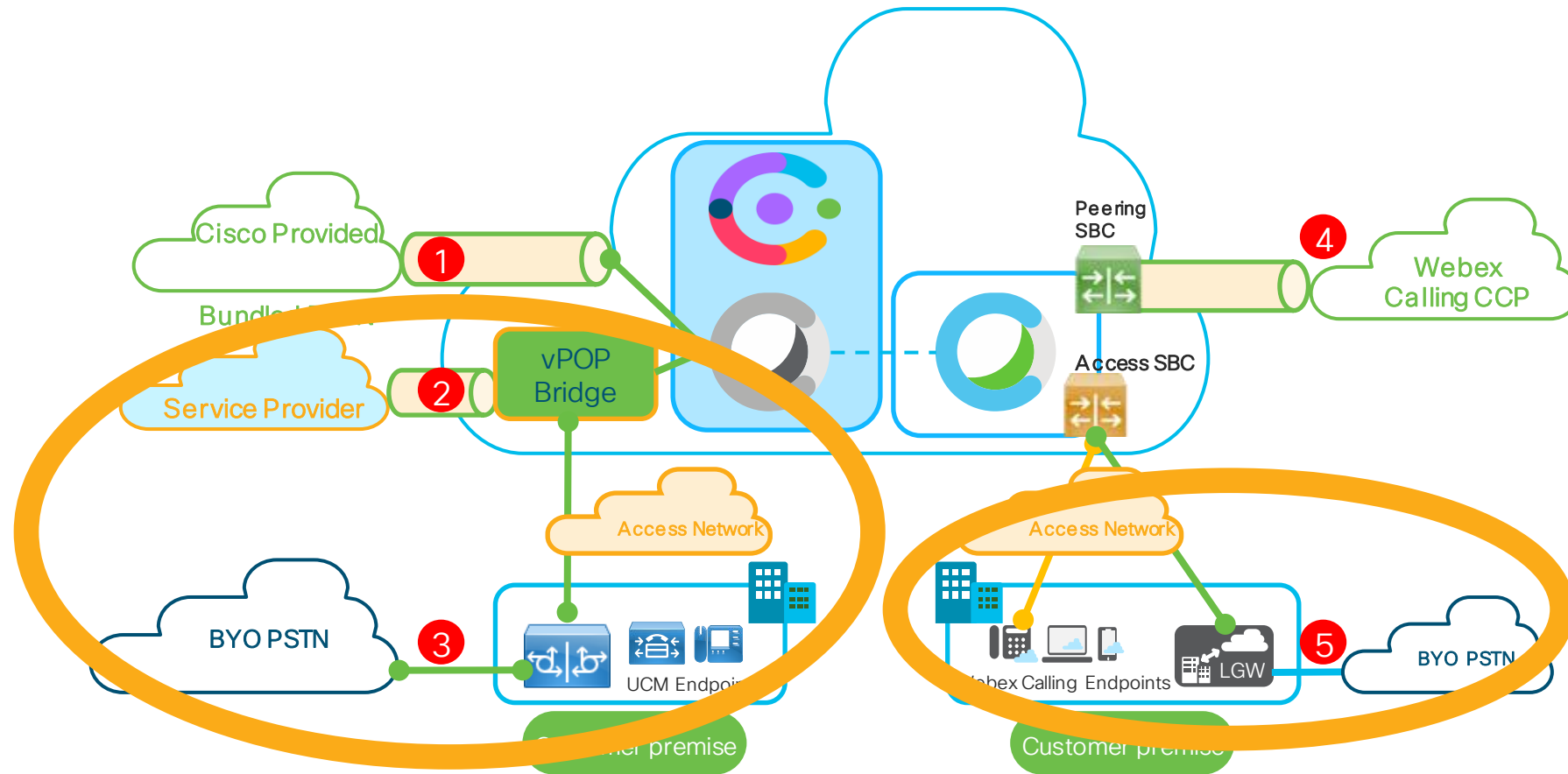
- All inbound PSTN calls come into the LGW, which sends it to UCM (centralized dial plan – combination of agent and non-agent phones)
- UCM sends the call to Webex Contact Center with Webex Calling via the LGW
- After getting contact center treatment, call is sent to the agent (UCM endpoint) via the LGW (OTT)



Trunk Sizing

Trunk Sizing

Connectivity Options



Trunk Sizing

Enterprise Trunk size = 2 x Maximum Number of Active Agents + Number of Supervisors +
Max Calls in all Queues + Max Calls in all IVRs

Example

- Max Agents = 100
- Number of Supervisors = 5
- Max Calls in all Queues= 10
- Max Calls in all IVRs= 15
- Minimum Number of Trunks = 230

All Trunks should be provisioned with the maximum number of calls

Connectivity and Bandwidth

Service Provider / Enterprise and WXCC

- Physical Interconnection
 - Internet (OTT)
- SIP Signalling
 - 1.5kb/s per concurrent call
- Media
 - Number of Trunks (see previous slide) * Codec bandwidth

Agent Requirements

Agent Requirements

Many features of the Agent's PBX System may affect the behavior of calls.

These features are highly recommended to be disabled

- Voicemail
- Call Waiting
- Outgoing call capabilities
- Shared lines
- Any feature that may answer the call instead of the agent.

Webex Contact Center Global Reach



Webex Contact Center Global Reach



Data Center

Country Mapping

Based on the country selected while mapping a Webex Contact Center order to a customer organization on commerce.webex.com, the Tenant gets created at the closest Regional data center.

Country	Data Center
United States	US
Japan	US
Mexico	US
Canada	Canada
Australia	AU
New Zealand	AU
Europe	UK/DE

Data Residency Examples



- Webex CC Data stored in USA
- CI, Chat/Teams Data stored in the USA



- Webex CC Data stored in the UK
- CI, Chat/Teams Data stored in the UK



- Webex CC Data stored in AU
- CI, Chat/Teams Data stored in the USA









- Webex CC Data stored in the DE
- CI, Chat/Teams Data stored in the AMS, DE

More info can be found at <https://help.webex.com/en-us/n0p6xa1/Data-Locality-in-Cisco-Webex-Contact-Center>

Localization

- The Agent Desktop, Management Portal and Analyzer are localized in 6 languages
 - Eng, Japanese, French, German, Italian and Spanish
- Chat Bubble will be localized in these 18 languages -
 - cs-CZ, Czech - Czech Republic, de-DE, German - Germany, en-US, English - US, es-ES, Spanish - Spain, fr-CA, French - Canada, it-IT, Italian - Italy, nb-NO, Norwegian - Norway, pl-PL, Polish - Poland, sv-SE, Swedish - Sweden, da-DK, Danish - Denmark, en-GB, English - United Kingdom, es-CO, Spanish - Columbia, fi-FI, Finnish - Finland, fr-FR, French - France, ja-JP, Japanese - Japan, nl-NL, Dutch - The Netherlands, pt-BR, Portugese - Brazil, tr-TR, Turkish - Turkey

UI Language Support	 US English	 Japanese	 French	 Italian	 German	 Spanish	Other
Agent/supervisor Desktop	✓	✓	✓	✓	✓	✓	
Management Portal	✓	✓	✓	✓	✓	✓	
Chat end-user interface	✓	✓	✓	✓	✓	✓	12 more
Analyzer	✓	✓	✓	✓	✓	✓	

Review Questions

How many outbound calls from the WXCC platform are set up for Agent and Supervisor client calls?

Two

1 to the Agent

1 to the Supervisor

Review Questions

What are inbound calls according to WXCC?

Calls to Call Center TNs

Review Questions

What are outbound calls according to WXCC?

Calls to Agents

Calls to Customers

Calls to Supervisors

Review Questions

What should you take into account for the Trunk connection sizing?

Max number of Agents times two

Number of Supervisors

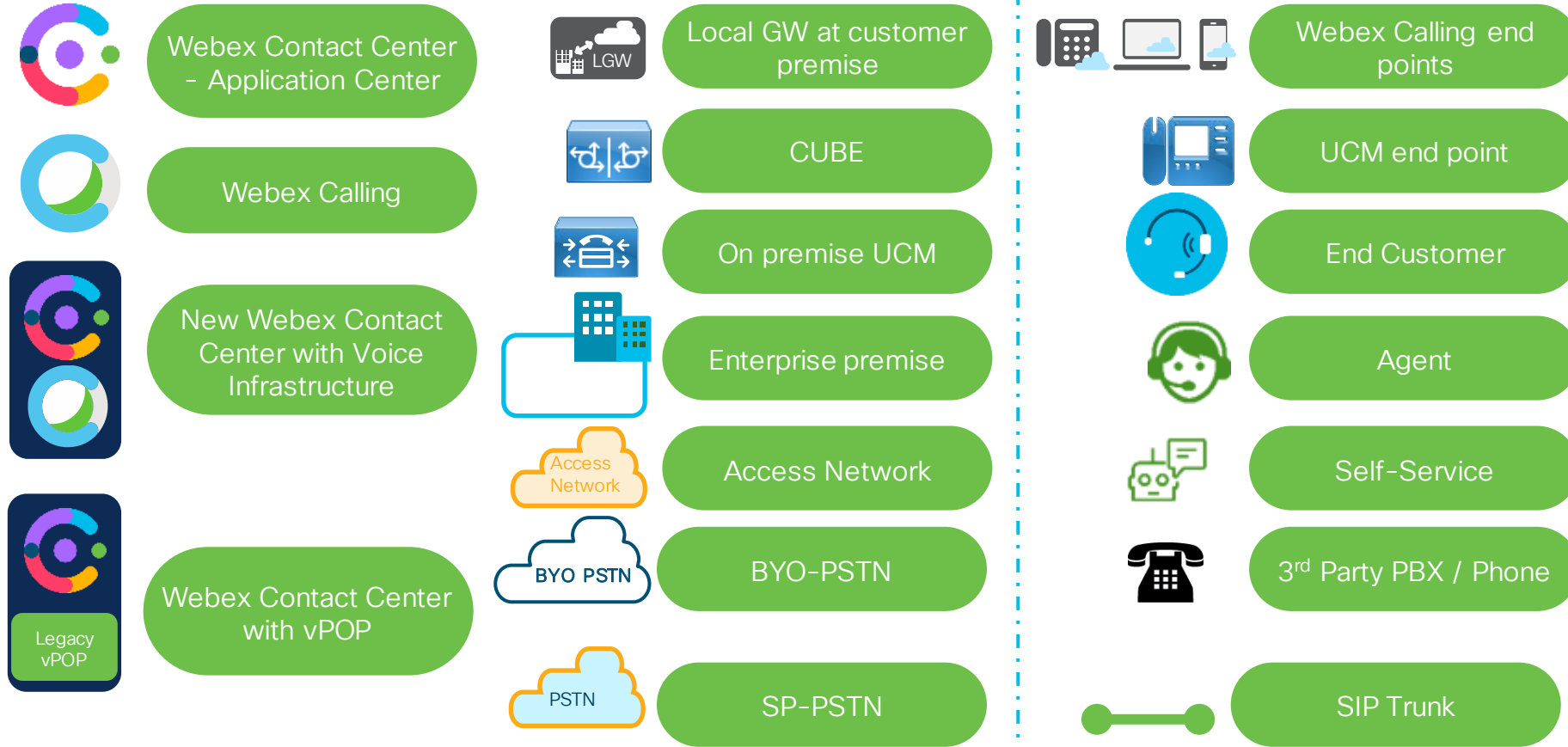
Queue and IVR sizes

Codec










Signaling



Notational Conventions



Terminology

	WxCC	Webex Contact Center	Cloud based omnichannel contact center solution that is centrally managed and administered from Cisco Cloud
	WxC	Webex Calling	Complete business phone service operated and managed in Cisco cloud
	CCP	Cloud Connected PSTN	Webex Calling's cloud based PSTN option
	LGW	Local Gateway	On premise IOS-XE voice platform that registers and connects to cloud calling (Webex Calling). It enables bring your own PSTN and IP PBX interop for Webex Calling
	CUBE	Cisco Unified Border Element	On premise IP-IP voice gateway
	BYO-PSTN	Bring Your Own PSTN	Customer (enterprise) owned existing premised-based PSTN (contract with a PSTN SP provider)
	SP	Service Provider (Carrier)	PSTN service provider
	vPOP	Voice Point Of Presence	An option to integrate Webex contact center to PSTN and the first connectivity point for customers. It also has media server for treatment as well as call recording
	Access Network		Mode of connectivity between customer premises and cloud. Could be OTT (Internet) or Direct Connect