



Moving Your Contact Center to the Cloud

Take your customer experience to a new level with cloud technology

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The future of Customer Experience

Your contact center is one of your most important interfaces with customers and potential customers. And it's likely that now is an ideal time to examine future technologies that can take your contact center into the future.

It's not about a “someday” aspirational future. Or a disruptive “rip and replace” future. Rather, it's about a future that's available now.

A contact center that leverages new innovations in cognitive collaboration, data analytics, artificial intelligence (AI), and machine learning (ML) to:

- Create personalized customer experiences that improve customer lifetime value.
- Break down silos across your business to empower employees with timely, relevant information.
- Better manage the multiple applications and workflows that serve your contact center.
- Turn customer data into actionable insights
- Optimize workforce productivity and improve the agent experience
- Meet and exceed security compliance requirements

The benefits of cloud deployment

Reading the words “moving your contact center to the cloud” might lead you to ask: is it worth it?

The cloud offers opportunities to innovate, grow, and consume IT in a smarter way. It can offer better security, too.

Let’s explore the benefits of a cloud contact center.

Improved agility, flexibility and scalability, plus faster deployment of new capabilities

Innovative cloud features and emerging technologies and easy integration with major cloud apps

Reduced costs and capital overlay, plus more accurate and predictable budgeting

Faster and more **frequent deployment of services** and new features, with no disruption to your employees

IT staff and operational efficiencies, with more time to focus on strategic initiatives

Higher security, to meet strict regulatory and legal compliance requirements, while protecting contact center uptime and customer privacy



Let's talk about hybrid cloud services

A practical approach to cloud transformation can happen sooner than you think.

Cisco takes a “cloud first, not cloud only” hybrid approach to contact center solutions. What does this mean? We recognize how time-consuming and costly a complete contact center infrastructure upgrade is. So we offer a number of strategies that meet your specific technology refresh and migration needs, no matter where you are in the cloud transformation process.

Think of it as a step-by-step approach.

This allows you to adopt new, innovative cloud services and technologies like advanced data analytics and AI, without disrupting your current on-premises Cisco contact center deployment. This formula minimizes risk and maximizes your current on-premises investment.

A hybrid approach enables you to keep your on-premises contact center infrastructure and layer cloud services on top. This is a smart and practical way to take advantage of the future without disrupting the present. With this approach you can “cloud-enable” your contact center quickly and cost-effectively, while completing your overall transition to the cloud at whatever pace you're comfortable with.



As a bonus from a strategic management perspective, cloud/hybrid deployment enables cost savings that can finance investments in other innovations.

To put it simply, Cisco's hybrid approach opens opportunities.



The Four Rs of transforming your contact center

The biggest opportunity of a cloud deployment approach is one you're probably already aware of:

Transforming your contact center operation from a cost center to a business asset. New cloud services give you the ability to do precisely that by significantly boosting the effectiveness of four key components of contact center activity.

1 Relevance

The ability of your agents, both human and digital, to have real-time access to information that matters most to customers

2 Responsiveness

The ability for the contact center to be predictive and proactive as it interacts with your customers in real-time

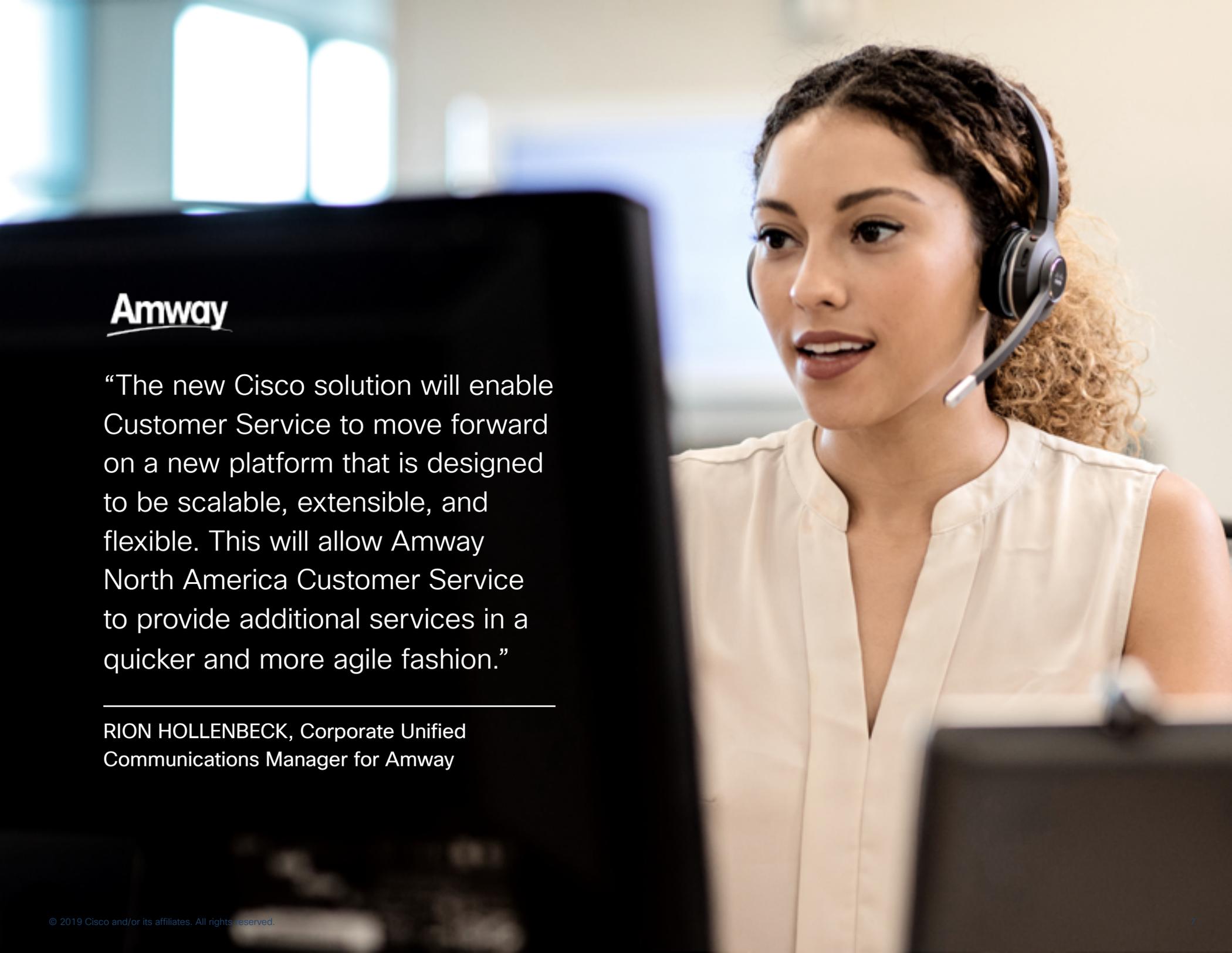
3 Relationships

The ability to make your customers feel like their passion for your brand is reciprocated by your personal attention to them

4 Revenue generation

The ability of your contact center to act as an extension of your sales and marketing teams

With a Cisco-powered Contact Center, you're on the right path already. Now is the time to take it to the next level.

A woman with curly hair, wearing a white sleeveless top and a headset, is looking at a computer monitor. The background is a blurred office setting with windows.

Amway

“The new Cisco solution will enable Customer Service to move forward on a new platform that is designed to be scalable, extensible, and flexible. This will allow Amway North America Customer Service to provide additional services in a quicker and more agile fashion.”

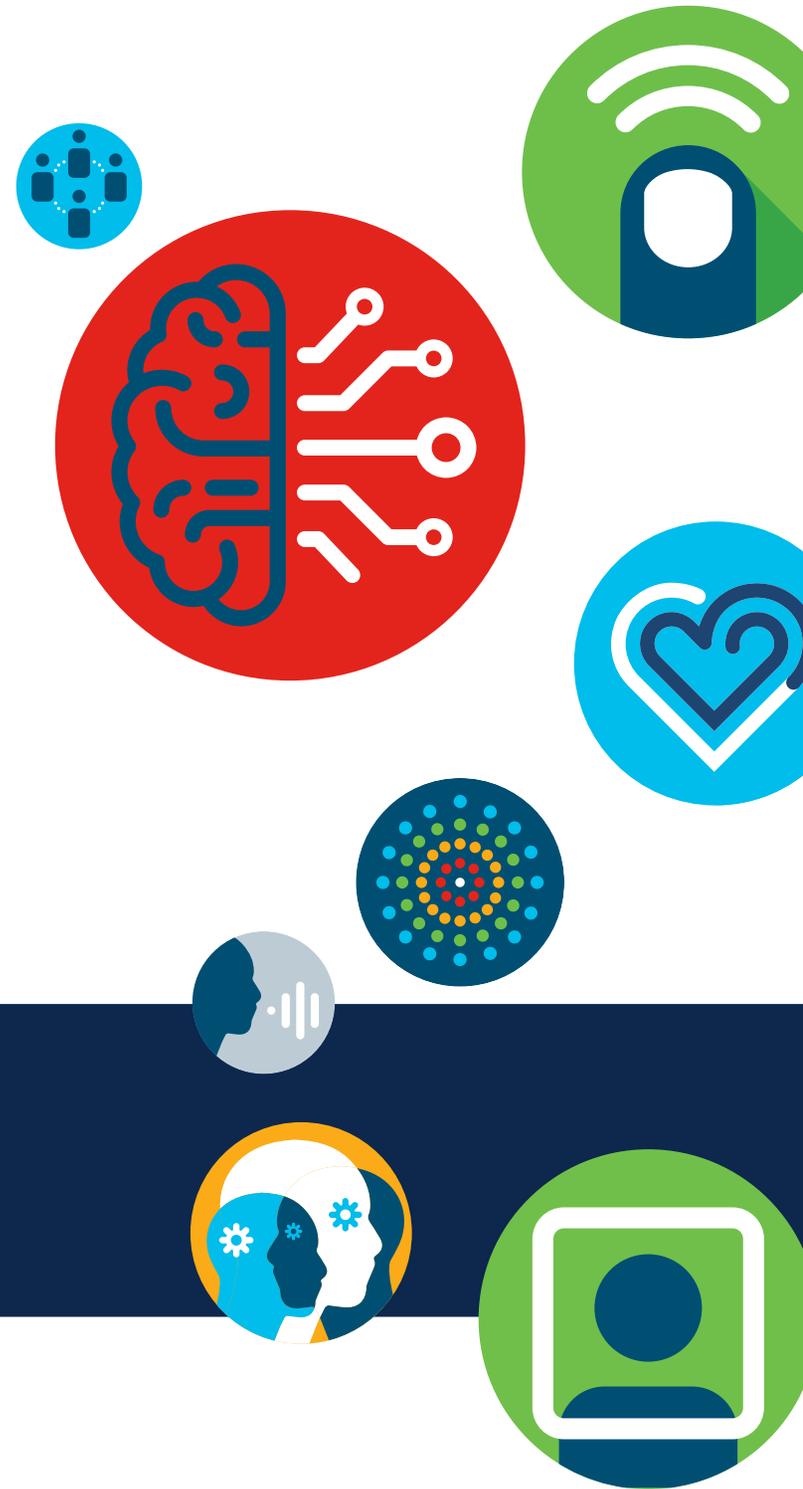
RION HOLLENBECK, Corporate Unified Communications Manager for Amway

Actionable insights create more intelligent customer experiences

Only Cisco can provide a complete collaboration solution from the cloud, including analytics and artificial intelligence, that enables contact centers to create personalized customer experiences.

And highly personalized interactions starts with customer data. By cross-analyzing data, customer interactions, and agent activity, you can find opportunities for optimizing business results that you never knew existed.

With Cisco, you can transform fragmented experiences that hinder customer retention into personalized experiences that increase customer lifetime value.



Contextual insights optimize the agent experience

Because you trust them to engage with your most precious resource – your customers – agents play a key role in your business. Many companies claim that they create a customer-first culture. But sadly, agents often need to scramble from screen to screen looking for information. As your agents scramble, your prospects and customers wait. This is just as frustrating for them, as it is for your agents. This is one of reasons agent turnover rates are so high.

Investing in intuitive, AI-enabled tools to eliminate information searches would go a long way in enhancing the agent's state of mind, productivity, and job satisfaction.

So, Cisco offers a cloud-based service that:

- 1 **Adapts** as conversations evolve and the customer's prior data is reviewed.
- 2 **Assists** by providing agents with the best information to handle each particular case in a single dialogue box – ensuring the end customer's experience is always consistent.
- 3 **Learns** how to improve over time through the power of machine learning.



With Cisco, you can transform low productivity and high turnover agents into an optimized workforce armed with cognitive capabilities that improve first-contact resolution.

Cisco's seamless omni-channel experience

Your customers have different preferences when it comes to interacting with your company. They email and text. They chat with BOTs. They call. They respond to your outbound campaigns. They use social media.

Having the capacity to offer a silo-free omni-channel experience built around the ability to shift quickly from one channel to another when it makes sense and deliver a fluid customer experience isn't just a big advantage, it's what many customers now expect. Some customers – especially your younger cohort, but increasingly Baby Boomers, as well – only conduct business digitally.

Cisco brings that omni-channel experience to life.

Agent desktop experience – Means your agents can manage all incoming channels from one screen.

Intelligent routing – Is your AI-assisted system that can route customers to the right agent based on skills and channel.

Customer experience – Means your customers can engage with your company however they prefer.

No matter how your customers want to connect with your company, Cisco can make it happen.



Collaboration is a matter of teamwork

The same removal of silos should apply with respect to collaboration within your enterprise. After all, calls can escalate and an agent can need help from other members of your organization to provide the best customer experience.

That means they need technology tools to streamline how they communicate internally with other agents, experts, and colleagues in other departments such as sales ops or the back office.

Beyond phones and headsets, these tools include chat, presence, mobility, high-quality video, document sharing, desktop sharing, and directory services. Cisco makes it possible for employees to use a single tool to interact between all these channels and pass information on customers and their requests to colleagues seamlessly.

Another important point: It's much easier to unite and manage collaboration and contact center systems under a single vendor. Yes, Cisco offers all of these components on one platform.

That means Cisco innovation helps you transform a costly and a complex platform of IT infrastructure and integrations into a much more consolidated system easily managed through a centralized administration portal and streamlined purchasing agreement.

A brief overview

What kind of cloud-based services does Cisco offer to help you transform your contact center today while transitioning to the cloud at your own pace? Here are two.



Cisco Customer Journey Analyzer

Your best source for a unified view of your customer's journey is a tool that mines and consolidates data from multiple sources – even systems built in-house. This allows you to interactively cross-analyze customer and agent activity with financial results in real time so you can make operational changes whenever needed.

Cisco Answers

A cloud-based “intelligent agent” powered by Google Contact Center AI, Cisco Answers listens to customer conversations in real-time, and gives your agents contextual help. It puts relevant information like process guidelines, pricing, membership benefits, and coupons at your agents' fingertips, while they're interacting with a customer.



Let's talk about your Flex Plan

The Cisco Collaboration Flex® Plan is a simplified user-based subscription purchasing plan for all your collaboration needs: Meetings, team collaboration, calling, and of course, contact center services. Choose Flex Plan for one solution or choose Flex Plan for a combination.

With Flex Plan, you can deploy Cisco contact center solutions however you want: On-premises, hybrid, or completely in the cloud.

Cisco makes innovating easy

The contact center is evolving from cost center to strategic business asset.

Only Cisco can provide the security, product stack, migration services, and customer journey intelligence to move the contact center beyond offering isolated interactions to offering personalized, seamless, and cross-channel customer experiences.

By layering innovative cloud services on top of the on-premises Cisco Contact Center solutions you have now, you can take advantage of data analytics, AI, and ML to deliver better customer experiences.

It's easier than you think.



Contact a [Cisco representative](#) for help with your cloud Contact Center transformation.



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Take the [Cloud Collaboration Readiness Assessment](#)