



Cisco **Intelligent Contact Management** Enterprise Edition

Cisco IP Communications is a comprehensive system of powerful, enterprise-class solutions—including IP telephony, unified communications, IP video and audio conferencing, and contact center—that is enabled by Cisco AVVID (Architecture for Voice, Video and Integrated Data). Cisco IP Communications can increase your organization's competitive advantage and deliver measurable return on investment (ROI) by improving efficiency, boosting productivity, and enhancing customer loyalty. Cisco Intelligent Contact Management (ICM) Enterprise Edition—an integral component of the Cisco IP Communications system—delivers an integrated suite of capabilities that enables your business to deploy a single solution that transparently blends multiple communication channels while easing the transition from a traditional automatic call distributor (ACD) to an IP-based ACD.

The Cisco ICM Enterprise Edition is a strategic platform that enables customers to move into the next phase of customer contact—beyond today's Contact Center to a Customer Interaction Network. The Customer Interaction Network is a distributed, IP-based customer service infrastructure that comprises a continuously evolving suite of innovative, multi-channel services and customer relationship management applications. These services and applications provide

enhanced responsiveness and streamlined customer exchanges to help your organization deliver superior customer service. A Customer Interaction Network extends customer service capabilities across the entire organization, giving your business a more integrated and collaborative approach to customer satisfaction.

Cisco ICM Enterprise Edition Overview

Through a combination of multi-channel contact management, intelligent routing, and network-to-desktop computer telephony integration (CTI), the Cisco ICM Enterprise Edition segments customers, monitors resource availability, and delivers each contact to the most appropriate resource anywhere in the enterprise. To complete this transaction, the software profiles each customer using contact-related data such as dialed number and calling line ID, caller-entered digits, data submitted on a Web form, or information obtained from a customer profile database lookup. Simultaneously, the system monitors the resources available in the contact center to meet customer needs, including agent skills and availability, interactive-voice-response (IVR) status, queue lengths, etc.

The Cisco ICM Enterprise Edition gives your customers the choice to interact with your contact center via phone, Web, voice over IP (VoIP), text chat, or e-mail. Cisco



ICM Enterprise Edition provides centralized management control over customer contacts, allowing users to implement a single set of business rules that uniformly address customer needs independent of contact channel or resource location.

This combination of customer and contact center data is processed through user-defined routing scripts that graphically reflect a company's business rules—enabling the Cisco ICM Enterprise Edition to route each contact to the optimum resource anywhere in the enterprise. Wherever an agent is based, the system delivers a unique and rich set of call event and customer profile data to the targeted desktop as a contact arrives, personalizing service and maximizing efficiency. Throughout the process, carrier-class, distributed fault tolerance from the network to the desktop ensures uninterrupted operation in the contact center.

Features and Benefits

Cisco Pre-Routing and Post-Routing

The Cisco Pre-Routing[®] function makes routing decisions for each call while it is still in the carrier's network, enabling the Cisco platform to effectively segment customers, balance calls across the enterprise, and deliver each contact to the best enterprise resource the first time.

The Cisco Post-Routing[®] function provides the intelligent distribution of contacts already connected to a peripheral (ACD, private branch exchange [PBX], IVR, or Web or e-mail server) in a company's private network. When a contact requires redirection, Cisco ICM Enterprise applies business logic instructing the peripheral to send the contact to the best available enterprise resource. For contacts flowing between sites, among agents, skill groups, or IVRs, Post-Routing optimizes each customer's interaction by retaining data collected during the Pre-Routing function and applying it to the Post-Routing function—eliminating the need for the end customer to restate any previously collected information.

Customer Profile Routing

Cisco ICM Enterprise Edition extends the sources of data available for making contact routing decisions and for populating agent desktop applications. For instance, Cisco ICM Enterprise can perform a customer profile database lookup during routing to more effectively segment customers and determine the optimal destination for each contact. Moreover, information obtained from customer relationship management (CRM) packages can be used to even more precisely match customers with agents and expand the data available to screen pop applications.

Cisco Computer Telephony Integration Option

Cisco ICM Enterprise Edition enables companies to deploy a complete network-to-desktop CTI strategy, including comprehensive functionality at the agent's workstation. Cisco ICM Enterprise delivers a unique and rich set of data to business applications, providing enterprise-wide call-event and customer-profile information to a targeted agent's desktop. Cisco ICM Enterprise sets a new standard for true enterprise-wide, network-to-desktop CTI with minimal custom development or systems integration, enabling an organization to implement CTI quickly and cost-effectively.



Cisco Web Collaboration Option

The Cisco Web Collaboration Option enables your contact center agents to respond immediately to questions from customers using your Web site backed by Web pages and other Web-hosted content. Agents may also use Web collaboration to help a customer via simultaneous voice-and-visual interaction. Web collaboration allows contact center agents and customers to share Web pages, collaboratively complete online forms, and share any Windows desktop application using nothing more than a Web browser. Cisco ICM Enterprise will route customer requests from your Web site utilizing the same call routing logic used for voice calls. By facilitating effective, personalized assistance designed to greatly enhance the customer experience, Cisco Web Collaboration is an ideal solution for both sales- and service-oriented contact centers.

Cisco E-Mail Manager Option

The Cisco E-Mail Manager Option is a comprehensive, enterprise-class solution for managing high volumes of customer e-mail inquiries submitted to your company mailboxes or Web site. Based on customizable business rules, Cisco E-Mail Manager accelerates the response process by automatically directing messages to the right agent or support team, categorizing and prioritizing messages, suggesting relevant response templates, and, if desired, sending automated replies. Quick, accurate turnaround of inquiries translates to strengthened customer relationships and added value and efficiency in the contact center.

Cisco Outbound Option

The Cisco ICM Enterprise Edition has traditionally enabled companies to distribute inbound service volume to a variety of termination points, including ACDs, IVRs, home agents, and network terminations. With the addition of the Outbound Option, ICM now can combine outbound dialing modes with the powerful inbound call-handling capability of Cisco ICM Enterprise. The blending of agents handling both inbound and outbound contacts offers a way to increase resource utilization in a contact center.

IVR Integration

IVR integration supports customer identification and segmentation, skills-based routing, and IVR load balancing while extending the value of IVR investments. The open IVR interface of Cisco ICM Enterprise allows any IVR application to communicate with the Cisco platform, enabling the IVR to act as a routing client, as a managed resource, and as a queue point. A service control interface enables Cisco ICM Enterprise to control IVR scripting, providing a single, unified scripting environment to which business rules can be applied. This Cisco solution also supports call queuing at a premises- or network-based IVR and directs the IVR to connect the call when an appropriate agent becomes available anywhere in the enterprise.

Cisco Enterprise Reporting

Cisco ICM Enterprise provides a collection of real-time and historical data necessary for mission-critical contact center reporting. Cisco ICM Enterprise reporting provides accurate and timely reports on contact center activity, enabling managers to make informed decisions regarding staffing levels, contact handling procedures, and technology investments. Standard reporting templates provide “out-of-the-box” functionality for common reporting needs. Custom reports extend the standard reporting package to meet your specific reporting needs. Furthermore, the open software architecture of Cisco ICM Enterprise allows for the consolidation of timely and accurate information from the Internet, carrier networks, ACDs, IVRs, Web servers, databases, business applications, and other resources, creating a complete view of the contact center enterprise.



Distributed Fault Tolerance

Cisco knows that the handling of customer contacts is a mission-critical business function. From the network to the desktop, all Cisco ICM Enterprise components and external application links provide carrier-class, distributed fault tolerance at both the hardware and software levels, with real-time application failover capabilities. Self-diagnosing and self-healing, the system automatically takes advantage of redundant components when required and is resilient to hardware component failures, communications network failures, and asynchronous software errors. Cisco ICM Enterprise also includes a Simple Network Management Protocol (SNMP) feed for integration into a corporate-wide fault-management system.

Multi-carrier, Multi-vendor Capabilities

The Cisco solution helps customers meet business objectives without the limitations of proprietary or custom solutions. The open architecture of Cisco ICM Enterprise supports a heterogeneous environment of carrier networks, ACDs, PBXs, and IVRs, and complementary software applications—enhancing the value of existing investments while supplying advanced functionality traditional offerings do not provide (ask your representative for a complete list of current Carrier networks, ACD/PBX and IVR platforms supported). By integrating these applications, Cisco ICM Enterprise also permits normalized, consolidated reporting and enables a company to apply consistent performance standards across the enterprise.

In the U.S. and internationally, Cisco ICM Enterprise meets the certification standards of the major carriers, enabling a company to utilize multiple toll free carrier networks in a single contact center enterprise.

Cisco also offers platform independence, while extending the value of premises-based equipment, by supporting a mixed environment of ACDs and IVRs. Finally, integration with best-of-class applications for CRM, agent scheduling, workflow management, voice recording, and other activities allows a company to address unique business requirements while maintaining an enterprise view of contact center performance.

System Partitioning

Partitioning enables a company to deploy a single Cisco ICM Enterprise Edition and support multiple business units and treat them as completely separate instances. Individual business units maintain autonomy over policies, procedures, and contact center operations, including scripts, enterprise skill groups, and schedules. At the same time, the corporation retains operational control over the enterprise contact center, optimizes the use of corporate resources such as ACDs and network equipment, and maintains an enterprise view of all activity managed by the Cisco Contact Center solution.

Scalability

Cisco ICM Enterprise Edition supports both enterprise-wide and single site architectures and can scale to accommodate thousands of agents at multiple sites depending on the contact center requirements. If your company's use of the Cisco ICM Enterprise grows to span many locations, the system is fundamentally architected to accommodate your changing environment while protecting your initial investment.

Cisco Contact Center Services and Support

Cisco Contact Center services and support reduce the cost, time, and complexity of implementing a contact center. Cisco and its partners have designed and deployed some of today's largest and most complex contact centers—meaning that they understand how to integrate a contact center solution into your network infrastructure, a solution that will help you more quickly realize business results and gain a competitive advantage.

Based on this extensive experience, Cisco has set industry standards with a Services Blueprint that defines critical service requirements to accelerate your success with Cisco Contact Center solutions. Cisco and partner service programs map to this Services Blueprint, providing you a flexible suite of collaborative offerings that help you plan, design, implement, operate, and grow a contact center solution.

Through these services, your organization benefits from the experience gained by Cisco and its partners. Taking advantage of this valuable experience, you can create and maintain a resilient solution that will meet your business needs today—and in the future.

Summary

The Cisco ICM Enterprise Edition allows customers to transparently integrate traditional inbound and outbound voice applications with today's Internet applications such as real-time chat, Web collaboration, and e-mail. This integration allows for unified capabilities, enabling a single agent to support multiple interactions simultaneously, regardless of the communications channel the customer has chosen. Each interaction is unique and, therefore, may require individualized service. Cisco provides contact center solutions to manage each interaction based on virtually any contact attribute.

Within these capabilities, Cisco can bridge the gap between time-division multiplexing (TDM) and IP infrastructures, providing a seamless integration of voice, chat, e-mail, and Web collaboration applications over both of these technologies. This allows customers to maintain their current investments in call center products such as ACDs, IVRs, PBXs, etc. and take advantage of Cisco's wide range of solutions to support the same contact center requirements in a converged network environment—continuing the evolution towards a true Customer Interaction Network.



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