

Cisco IP Contact Center 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 IP Contact Center (IPCC) Enterprise Edition—an integral component of the Cisco IP Communications system—delivers a comprehensive solution that provides intelligent routing and call treatment with transparent blending of multiple communication channels.

The Cisco IPCC 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 IPCC Enterprise Edition Overview

An integral part of Cisco AVVID, Cisco IPCC Enterprise Edition delivers intelligent contact routing, call treatment, network-to-desktop computer telephony integration (CTI), and multi-channel contact management over an IP infrastructure. By combining multi-channel automatic call distributor (ACD) functionality with IP telephony in a unified solution, Cisco IPCC Enterprise Edition enables companies to rapidly deploy a distributed contact center infrastructure.

Cisco IPCC 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, and 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.



This combination of customer and contact center data is processed through user-defined routing scripts that graphically reflect a company's business rules—enabling Cisco IPCC Enterprise to route each contact to the optimum resource anywhere in the enterprise. Wherever an agent is based, the system delivers a uniquely 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.

Routing Capabilities and Benefits

Cisco Pre-Routing and Post-Routing Functionality

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 IPCC 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 IPCC Enterprise Edition extends the sources of data available for making contact routing decisions and for populating agent desktop applications. For instance, Cisco IPCC Enterprise is able to 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 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 IPCC 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 Option 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, the Cisco E-Mail Manager Option 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 Outbound Option and its combination of outbound dialing modes complements the powerful inbound call handling capability of the Cisco IPCC Enterprise platform with a robust outbound call management solution. Campaigns can be built to utilize predictive, progressive, or preview dialing, which is integrated with inbound calls and compliant with contact center service levels to offer a powerful blended solution. Agents can be allocated to handle pure inbound, pure outbound, or both inbound and outbound contacts, offering an effective way to increase resource utilization in a contact center.

Agent Capabilities and Benefits

Cisco Computer Telephony Integration Option

Cisco IPCC Enterprise software enables companies to deploy a complete network-to-desktop CTI strategy, including comprehensive functionality at the agent's workstation. Cisco IPCC Enterprise solutions deliver a uniquely rich set of data to business applications, providing enterprise-wide call-event and customer-profile information to a targeted agent's desktop. Cisco IPCC 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.

Universal Queue

Cisco IPCC Enterprise coordinates an agent's ability to work on multiple tasks from various channels while allowing your agents to be interrupted with high priority tasks as required. For instance, if an agent is assisting a customer using text chat, another text chat request could be delivered to that agent, increasing the agent's productivity. Agents also may be delivered a task of a different channel type than their active task. For example, an agent may be responding to a customer's e-mail when a voice call arrives. Cisco IPCC Enterprise can route the voice call to the agent, interrupt the agent's work on the e-mail, allowing the agent to handle the real-time voice call, and then return to the e-mail when the voice call is complete. In this way, Cisco IPCC Enterprise can optimize your agent's activities, ensuring the highest level of customer service with the resources available.

Unique to universal queue is the ability to accurately report on an agent's tasks and activities. Cisco IPCC Enterprise provides real-time status and historical reporting of universal queue and task interruptability. Real-time displays accurately depict the agent's current task and time associated. Historical reports track the cumulative time associated with these tasks, omitting the time the agent's focus was diverted to another routed task.



Remote Agent Support

Remote agent support extends the Cisco IPCC Enterprise environment by providing CTI, contact distribution, and reporting capabilities to remote agents. In addition to skills-based routing, Cisco IPCC Enterprise provides softphone, screen pop, and third-party call control functionality for remote agents—delivering a single, network-to-desktop CTI solution for the enterprise. By incorporating agents outside of the physical location of a contact center, the Cisco IPCC Enterprise solution enables companies to better utilize existing and on-demand resources and fully extend CTI functionality across an entire enterprise, regardless of agent location.

Call Treatment Capabilities and Benefits

IVR Integration

Cisco IPCC Enterprise supports call queuing and treatment on a premises- or network-based IVR. This intelligent call treatment device allows your contact center to provide dynamic information to your callers while they are queued for an agent. This dynamic information could consist of the number of calls in queue and expected wait time or product or service messages tailored to your callers' needs. For instance, callers might be prompted for their account code and offered options to be routed to the service desk. The Cisco IPCC Enterprise accesses the customers' data files and, while waiting for an agent, callers hear service information related to their product, options, and service history. The result is better-informed callers, reduced agent talk time, and increased up-sell and cross-sell opportunities.

Management Capabilities and Benefits

Supervisory Features

Cisco IPCC Enterprise Edition allows supervisors to view agent states and call information, send text chat messages to agents, barge-in and intercept calls and, depending on the configuration of the desktop, record conversations and silently monitor agent calls. These features add value to the supervisors' role in the contact center and help them effectively manage their team.

With supervisor and agent chat capabilities, supervisors can send text messages to agents participating in a call. This allows supervisors to coach agents on cross-sell and up-sell opportunities and enables agents to resolve customer issues without putting the customer on hold to consult with a supervisor or another agent. Barge-in allows supervisors to interrupt an agent's call—creating a three-way conference. The supervisor can then interact with both the caller and the agent to help resolve a caller issue. A supervisor can remove the agent from a call using the intercept feature, allowing the supervisor and caller to complete the call on their own while freeing the agent to handle another customer request.

Supervisors also can change an agent's state from their desktop. New agents commonly have difficulty remembering to make themselves available to take calls after a break, or to log out when away from their workstation for an extended period. A Cisco IPCC Enterprise supervisor can easily remedy these situations with a simple click of the mouse—logging out missing agents or making unintentionally idle agents ready to take calls.



Finally, advanced features such as call recording and silent monitor provide supervisors with the tools they need to effectively manage their team. Call recording allows supervisors to initiate recording of an agent conversation and play it back at a later time. These recordings can then be used in quality assurance or training sessions, providing audible proof that high standards are consistently being met. Equally important is the silent monitor feature, which provides supervisors the ability to select an agent and monitor his or her active calls in real time. This function improves the supervisors' knowledge of contact center activities, allowing them to gauge quality levels and pinpoint potential training needs.

Administration

Streamlined multi-channel administration allows managers to set up a Cisco IPCC Enterprise agent once through a single user interface. The intuitive, user-friendly interface allows agents to be set up to handle voice, Web, chat, and e-mail contacts, depending on their assigned skill sets. The administrative workstation is the user interface into the Cisco IPCC Enterprise environment, enabling system managers, administrators, and supervisors to define, modify, or view routing scripts; manage the system configuration; monitor contact center performance; define and request reports; and ensure system security. This one user interface provides enterprise-wide control across the single- or multi-site contact center.

Reporting

The Cisco IPCC Enterprise solution provides a collection of real-time and historical data necessary for mission-critical contact center reporting. Cisco IPCC 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 IPCC 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.

System Capabilities and Benefits

Open Systems

Cisco IPCC Enterprise software takes full advantage of industry-standard software enabling customers to reap the benefits of world-class software functionality at a modest hardware cost. Moreover, the open architecture of the system, which includes an Open Database Connectivity (ODBC)-compliant database, an open Computer Supported Telecommunications Applications (CSTA) switch interface, and Java and ActiveX interfaces for CTI applications, integrates existing contact center solutions, preserves investments in traditional systems, and provides a platform for future applications.

Scalability

Cisco IPCC Enterprise software supports both co-resident and nodal 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 IPCC Enterprise platform grows to span many locations, the system is fundamentally architected to accommodate your changing environment while protecting your initial investment.



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 IPCC Enterprise software 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-diagnostics and self-healing features allow the system to automatically take advantage of redundant components when required; the system is resilient to hardware component failures, communications network failures, and asynchronous software errors. Cisco IPCC Enterprise software 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 the Cisco IPCC Enterprise software supports a heterogeneous environment of carrier networks; ACD, private branch exchange (PBX), IVR, Web, and e-mail platforms; and complementary software applications—enhancing the value of existing investments while supplying advanced functionality that traditional offerings do not provide (ask your representative for a complete list of current network and platform support).

Cisco IPCC Enterprise support for legacy ACD and IVR platforms provides a unique migration path to a full Cisco IP Contact Center. By integrating to your existing ACD and IVR platforms, Cisco IPCC Enterprise allows users to fully realize the investments in these products while beginning the migration to IP. By combining previously heterogeneous applications, the Cisco IPCC Enterprise solution also permits normalized, consolidated reporting and enables a company to apply consistent performance standards across the enterprise. As these devices are fully depreciated, their functionality is replaced by Cisco IPCC Enterprise to complete the migration.

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.

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

Cisco IPCC Enterprise Edition provides a state of the art VoIP contact center solution that allows customers to seamlessly integrate inbound and outbound voice applications with Internet applications including 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. Since each interaction is unique and may require individualized service, Cisco provides contact center solutions to manage each interaction based on virtually any contact attribute.

Furthermore, Cisco can bridge the gap between TDM and IP infrastructures, providing a seamless integration of voice, chat, e-mail, and Web collaboration applications over both of these technology platforms. This allows customers to preserve the value of their existing current investments in call center products such as ACDs, IVRs, PBXs, etc. while leveraging 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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