

Reimagining Customer Experiences



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 **webex**
by CISCO

Customer expectations are changing

The customer service industry is at a pivotal point in its history. In the same way hybrid work was accelerated by the pandemic, the way customers engage with businesses has also been forever changed. The new reality is that customers expect to interact with businesses via any digital channel, not just over the phone. And if they do pick up the phone to talk to your customer service team, they also expect you to know who they are and what they need from your company.

Customer service is the new storefront

Another consequence of the world seemingly going virtual overnight, is customer service centers becoming the main touch point. But in order for the customer service teams to be able to fulfill their roles successfully, they must immediately recognize what a customer needs before it becomes a significant issue later in the customer's journey.

Now more than ever before, businesses must tailor every touch point along the way with personalized experiences that consistently exceed customer expectations. Without this level of excellence, even well-established brands risk losing customer loyalty overnight—loyalty that has been earned through years of hard work.

Failing to deliver at this crucial point gives competitors a critical advantage.

The most memorable customer experiences are created when agents have historical context about the customer, are armed with the right resources to serve them, and are given intuitive collaboration tools to get help from other teams to quickly solve for their customer's needs.

What all of this means is that customer service is no longer a department in the back corner of a store. Customer service is the front door, and customer service agents are now the directors of first impressions.

But not all organizations are set up for success in this key area, and often it is because they lack the technology that empowers them to better serve customers.

Few second chances: why customer experiences need to be reimaged

The stakes have never been higher.

43

Studies have shown that people spend an average of 43 days on hold in their lifetime. That equals to more than 1000 hours of listening to hold music.

[Learn more](#)

1 of 2

customers say that their customer service experiences are fragmented.

[Learn more](#)

59%

of customers say that they'd be willing to abandon a company they love after 2 to 3 negative experiences.

[Learn more](#)

32%

say they'd abandon a company after just one single negative interaction.

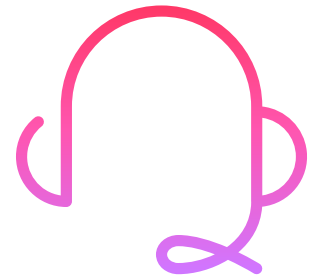
[Learn more](#)

So how can you solve this challenge?

The success of your organization depends on customer loyalty. And customer loyalty is earned by solving customer problems quickly and efficiently with the least amount of effort on their part.

Companies that get it right do all of these things: Listen, Engage, Augment, Learn, and Adapt.

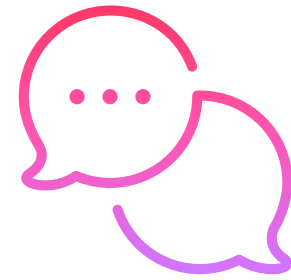




Listen

Gather and create rich customer profiles.

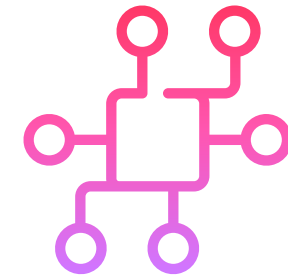
Listening means understanding your customers interactions and activities, so you can proactively identify issues before they become problems, which decreases customer calls. And if the customer calls in, your agents know exactly what they need and how to solve it.



Engage

Connect with customers how, when, and where they want.

Interacting with your business should be based on how customers like to engage, regardless of whether they prefer texting or a messaging app. For customers who prefer self service, they should have 24/7 access to virtual agents.



Augment

Leverage AI and collaboration to create super agents.

The agent should never feel like they are stranded on an island. They should have tools and organizational support to quickly solve customer problems.

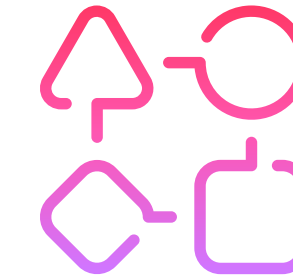
With these resources, you create super agents that provide better and more efficient customer service.



Learn

Use insights to predict and optimize customer experiences.

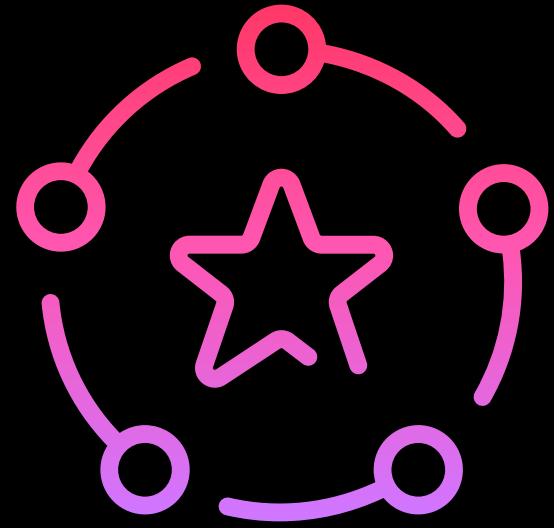
If you aren't learning, you won't know what to improve. You can only collect customer insights if you have technology that is seamlessly connected with all the tools your customer experience team leverages.



Adapt

Automate customer journeys with no or low code.

You need to put into action what you learned from customer insights. Regardless of whether you have developers or not, you should be able to quickly tailor the customer journey accordingly.



When these five competencies come together, you get a virtuous cycle. You're listening to your customer, engaging with them the way that they want, augmenting agents to provide the best experiences, learning what to improve, and adapting by quickly rolling out enhancements without coding.

How Webex solves for the 5 competencies of exceptional customer experience



Listen

Bring the customer journey into focus. The Webex journey data service can give you the ability to capture all your customer interactions, across all channels and all applications, even non-Cisco applications. It turns fragmented data into a unified view, so you can be more proactive in serving your customers.

Imagine if a customer starts a purchase or an application but for some reason, they can't complete it. Before they get frustrated and leave, a chat bot recognizes it and asks if the customer needs help, then directs them to a live agent right away—an agent who knows exactly what their issue is and how to solve it.

Instead of having a bad experience (and potentially losing that customer) several “magical” moments were created, and your customer is happy. It all starts with listening.



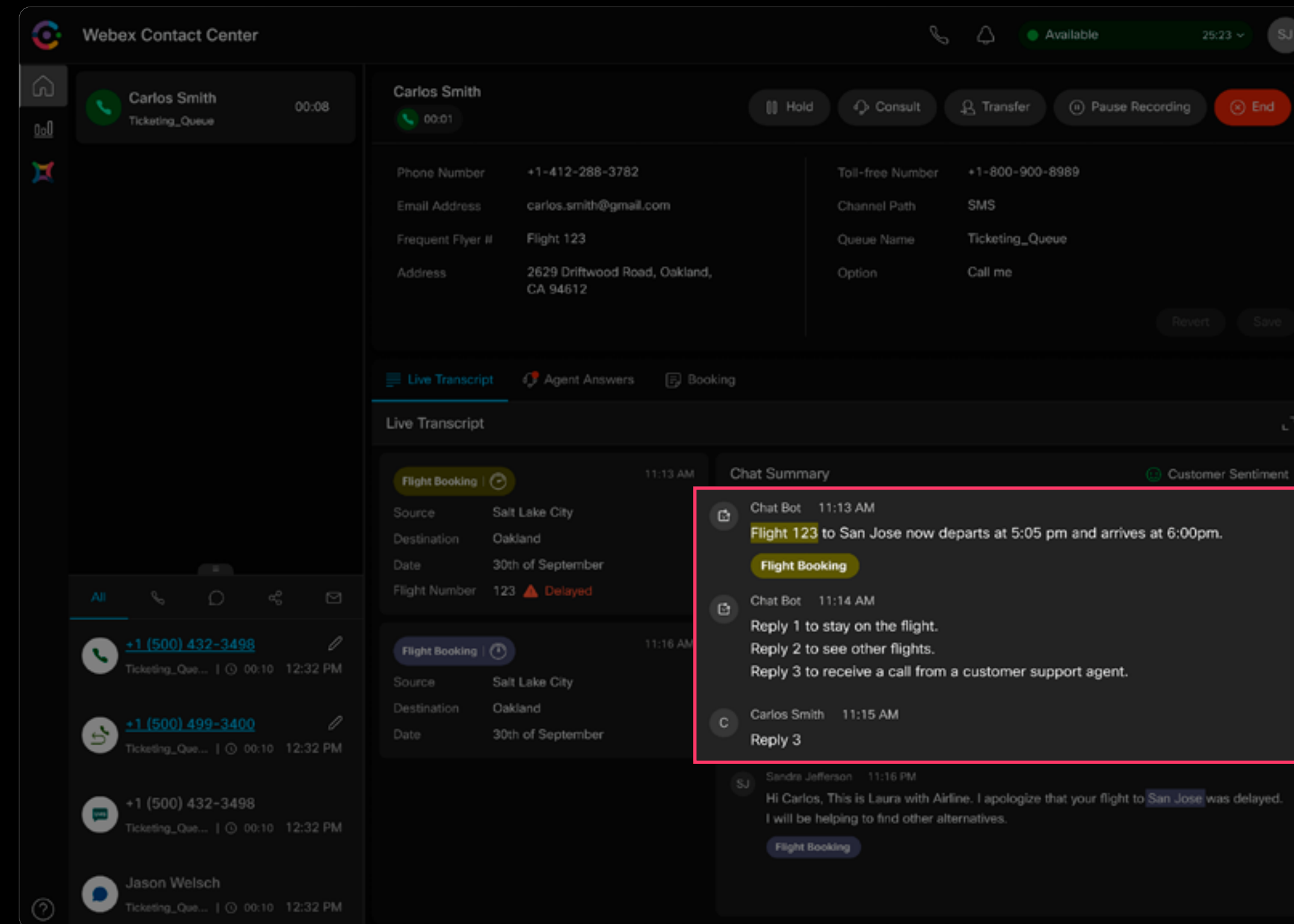
Engage

Customers should interact with you like they interact with their friends. It needs to be easy and natural. This means your customers should be able to choose how they connect. They might need to engage on a messaging app like Facebook Messenger or WhatsApp, or use text messaging to avoid making a call. This has to be easy.

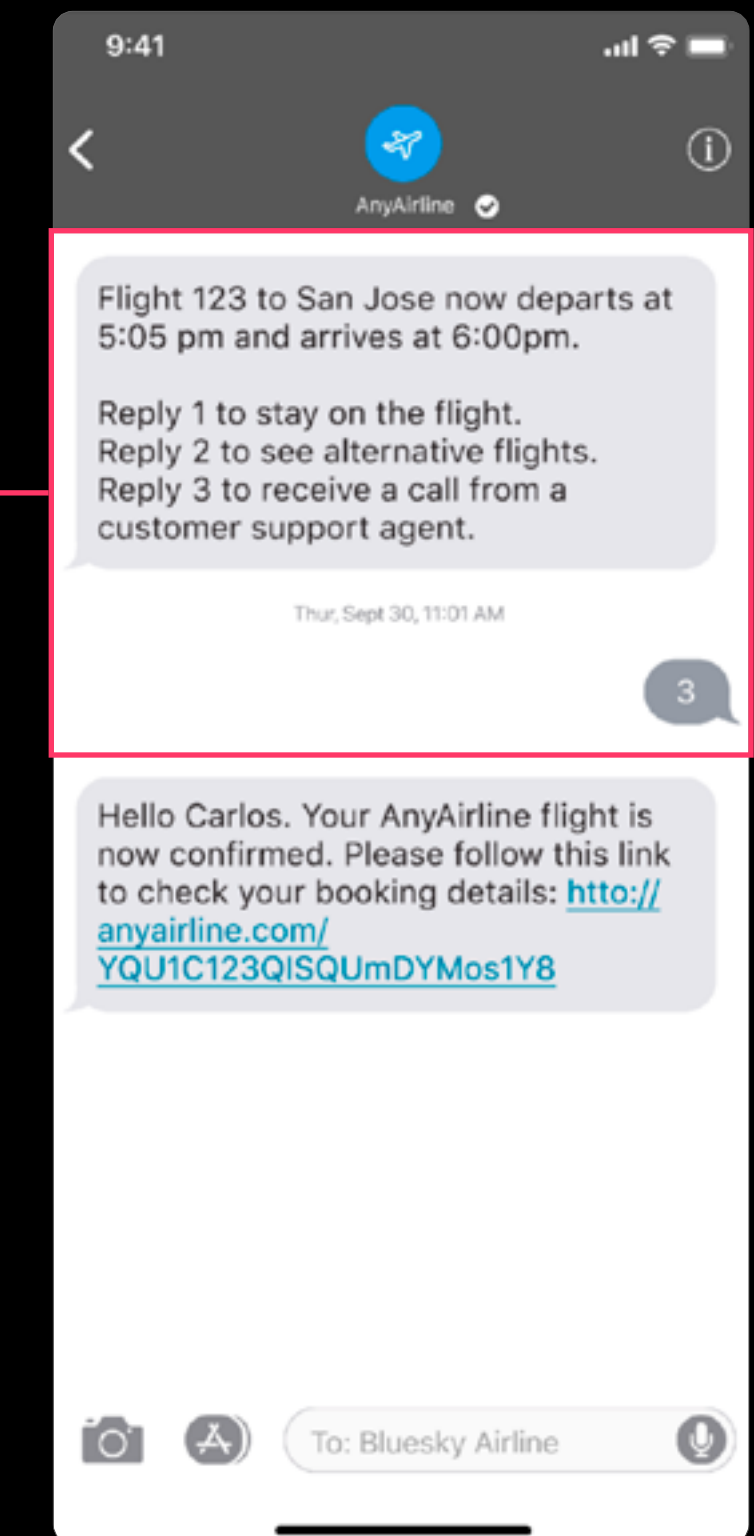
And just like interacting with friends, customer conversations should be picked up right where they left off. But to do this your agents need a seamless system that ties these interactions together. That's exactly what they get with [Webex Contact Center](#).

We put all of this information in one inbox, right at the agent's fingertips. They can see transcripts in the Webex Contact Center agent desktop of all the interactions regardless of what channel was used.

Unified Agent Experience



Omnichannel Customer Experience



Augment

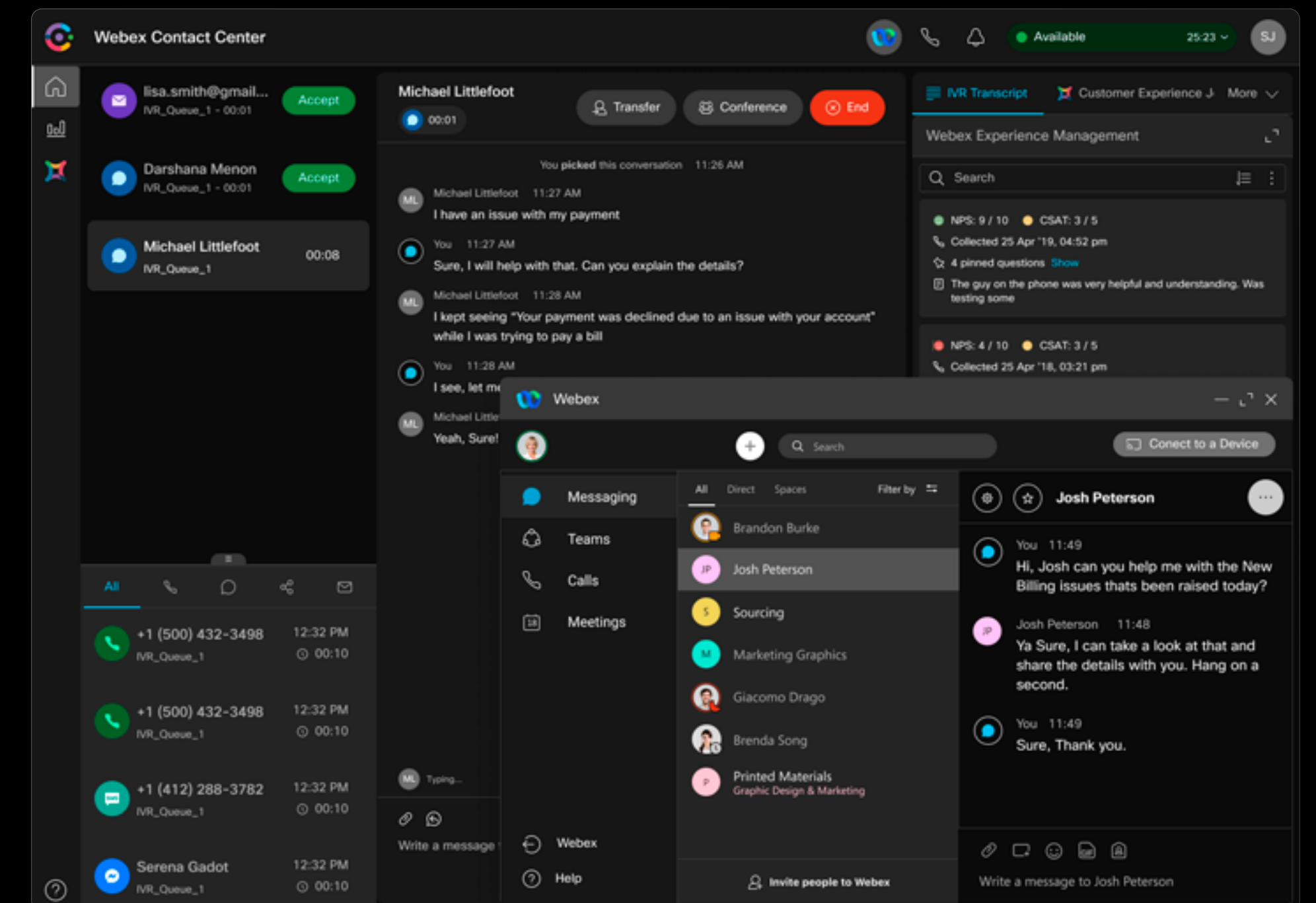
You can leverage the same artificial intelligence technology powering the [Webex Suite](#) to help your agents to work more productively.

First, we remove background noise, so the customer and agent voices are crystal clear. Next, we take that audio and generate real-time text transcripts. This helps ensure that what was said has been captured. And finally, using intent detection technology, the system interprets the underlying meaning and customer's intent, enabling the system to coordinate the right action. This ability creates opportunities for automation so a customer doesn't have to wait on hold in the first place.

But not every customer issue can be resolved so easily. When the agent needs help to solve a problem, they can leverage the [Webex App](#)

to tap into deep domain expertise within the organization in real time. They can use messaging, meetings, or calling to collaborate with those domain experts. This collective wisdom helps agents solve problems faster, and improves their knowledge and effectiveness.

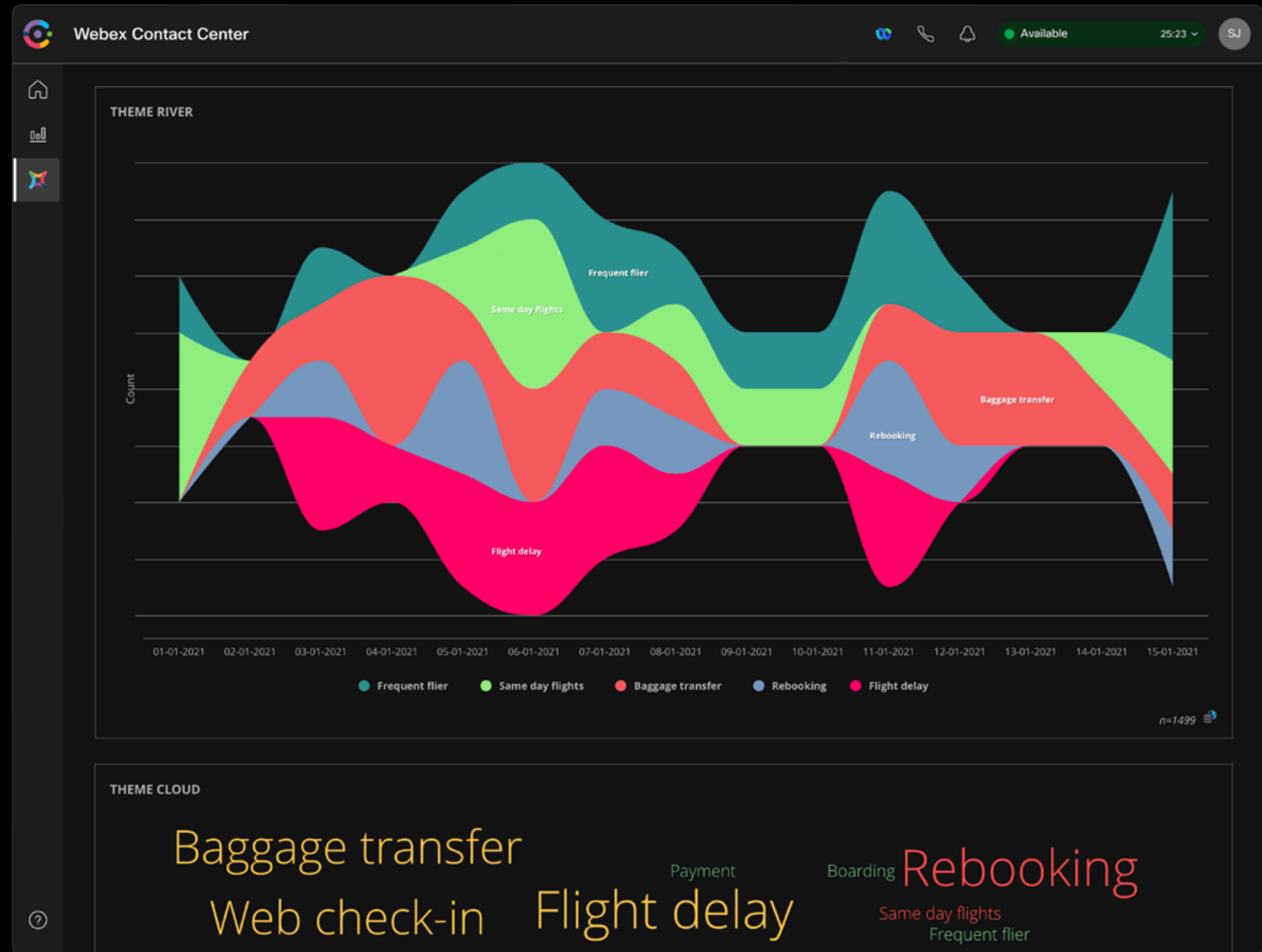
When agents no longer feel isolated and ill-equipped to help customers, their job satisfaction levels go up, retention goes up, and their ability to solve problems on their own improves. And if they are happy, they are more likely to delight your customers.



Learn

[Webex Experience Management](#) helps you analyze the entire customer journey, so you can determine which part of the journey needs fixing. For example, if you're an airline, you can tell from transcript analysis that a customer was extremely upset about a flight delay, and you can trigger sending a discount or voucher for their next flight.

Webex Experience Management also uses predictive learning to help you identify a whole set of calls that you can reduce or eliminate. For example, once you learn that inbound calls spike when you don't notify your customers about a scheduled service outage, you can build triggers to send customers text notifications, telling them there's an outage and when it will be fixed. This eliminates the need for them to call in the first place.



Adapt

You should be able to quickly put into action what you have learned from listening to your customer's interactions, and activities to improve their journey and experiences.

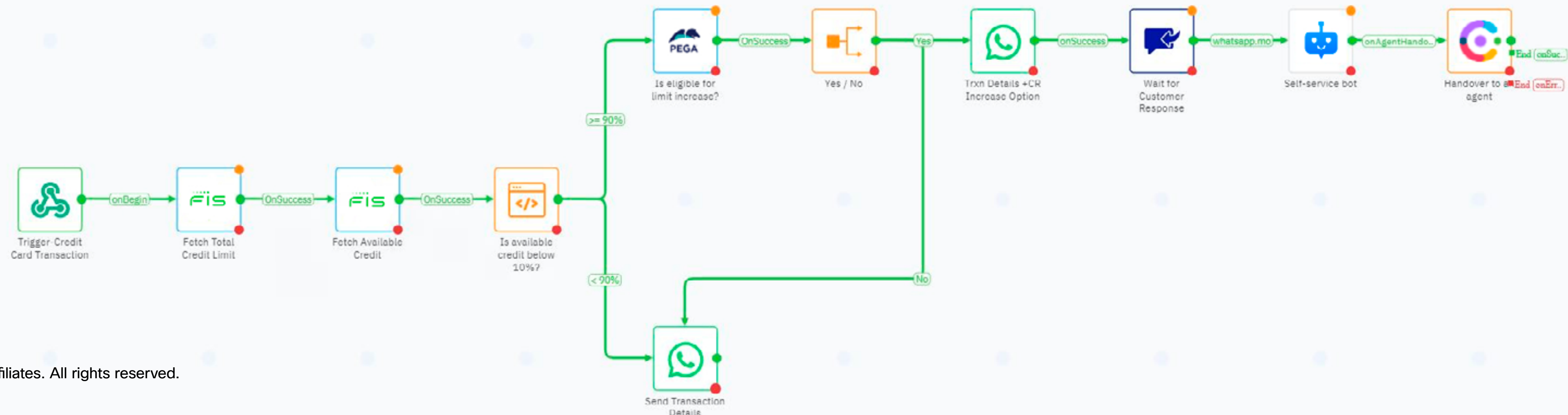
Just like other CPaaS platforms, [Webex Connect](#) allows your developers to embed communications into your applications and systems using APIs and SDKs. For developers,

the platform provides a rich set of programmable communications that include SMS and voice, as well as newer channels such as WhatsApp, Apple Business Chat, in-app video, and more. But that is where the similarities end.

Webex Connect also provides visual low/no code capabilities that democratize workflow creation and changes. It allows business analysts to create

automated processes that connect your customer interactions to your operational systems, like your CRM, financial, and billing systems. This means you can build an orchestrated process quickly, without having it turn into a long and costly IT project. The platform also has built in metering and billing modules that enable both consumption-based and commit-based pricing that is independent of Webex Suite licensing.

Go [try if for yourself](#) and see how easy it is to get your Enterprise CPaaS up and running!



Why the world's best-known brands rely on Webex for customer experience

Many of the world's largest and best-known brands rely on Webex to help them deliver exceptional and magical customer experiences. We provide the industry's most complete, unified platform for customer experience across the entire journey. It's a set of integrated applications, all built on a common foundation and journey data service.

And it's all driven by the power of Webex—which means it directly leverages all the rich capabilities for collaboration, calling, messaging, artificial intelligence, and so much more.



Webex for Customer Experience by the numbers

Webex by Cisco is leading the way in customer experience. It's been a focus of ours for years. And it [shows](#).

3.6 million
agents

262% ROI
over 3 years with
Webex Contact Center

36,000
organizations

5 billion interactions
delivered per year

Testimonials

- [T-Mobile](#) elevates customer support with Webex Contact Center
- [Puma](#) improves customer experience with Webex Experience Management
- [Vodafone](#) sees campaign response rates soar 25%
- [Cambridge University Hospitals](#) decreases missed appointments by 27%



See it in action!

Webex powers great customer experiences.



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