Cisco Customer Service: Digital Agents, Intelligent Routing and now ...PEGA Customer Service Enabled

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Cisco Systems, Inc.

CISCO

PW 18

PEGA

Limitless possibilities. Real results.

Cisco Operations Charter

Lead Cisco's transformation into a true end-to-end digital company

Unleash the power of our assets to accelerate value for customers and partners

Elevate the employee experience to attract, retain and nurture talent

5 **Operations** Strategic Imperatives

1 Maximize Cisco impact

2 Digitize through business partnerships

3 Decisions through data

4 Continuous operational excellence

5 Culture of innovation, openness and performance

Customer and Partner Services

Shared Services in Numbers

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2M Orders Booked/Year	**30m Customer Records**	**375K** Units of 5400 Product IDs for DLP	**150K** rules Maintained for Sales Compensation
90% of Orders Booked in Less Than 8 Hours	**3M** Cases/Year	Process Billions in incentive payments Customer & Partner	**48.5M** Words Delivered in avg. of 16 Languages

1,000 employees and **3,000** outsourced agents, supporting Customer Service, Master Data Mgmt, Install Base

Sales Support (pre-sales, quote, comp) for **16,000** Sales eps

Where We Started ...
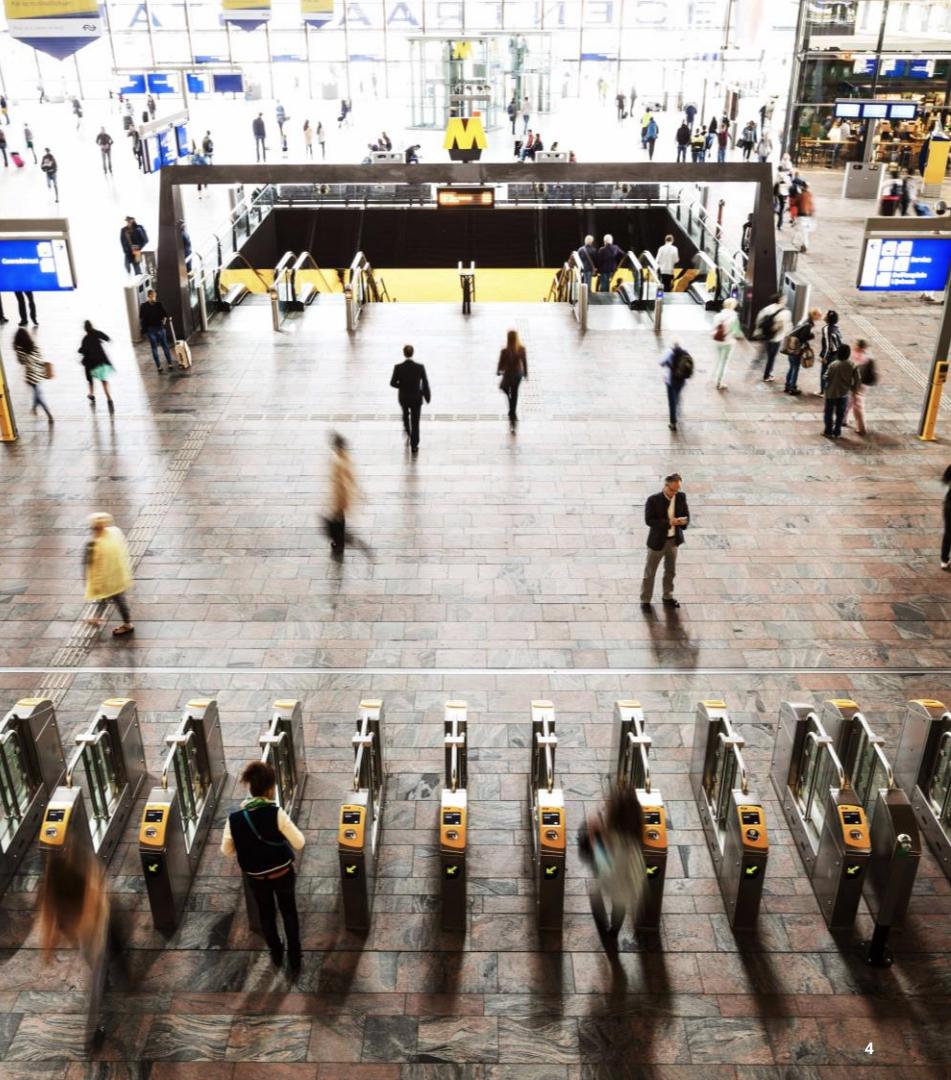
Digitizing Customer Service – 2015 Strategy

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Phase 1	Phase 2	Phase 3
Save to Invest	Expand the Experience	Enable Business

Process Automation	Reinvest in people skills	Intelligent Routing	Control Center	Intelligent Dashboard	End-to-End Outcomes
I notice ... my cases are starting to be automatically handled within minutes.	*I notice ... the agents I talk to understand my request*	*I notice ... the agents know about me and my business*	*I notice ... The internal operations are more streamlined*	*I notice ... I can get Real time updates on my case status*	*I notice ... My Customer Experience has greatly improved*

Simplify, Automate, Save!

From: Complex work instructions

To: Directed workflow

| 1. Pre Validation	2. Process Order Holds	3. Shipset Validation	4. Expedite Submission	5. Wrap Up
Customer Notification	Customer Notification	Duplicate Check	Submit Expedite	Case Closure
Customer Notification	Order Hold Resolutions	Recommit Check	MFG Response	
		PONR Check		
		Transit Check		
		Requestor Approval		
		Customer Notification		
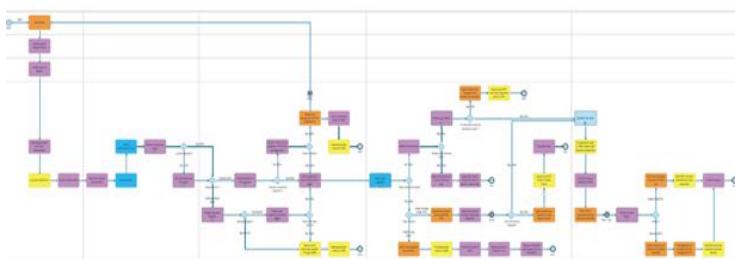
Impact:
- Handle time 45 mins to Zero on 93% of cases
- Resolution time 72 hours to 6 hours
- 2M hours of partner resolution wait time saved

Building a Factory Model of deployment

Simplify
1. As-Is
2. Workshop
3. To-Be
4. Integration
5. Solution Architecture
6. Product Definition
7. Finalize Scrum Scope

Automate
1. Design
2. Build
3. Test
4. Pilot
5. Deploy

Deploy
1. Agree on Change Mgmt deliverables
2. Build content
3. Disseminate
4. Measure
5. Track Efficiency Attainment
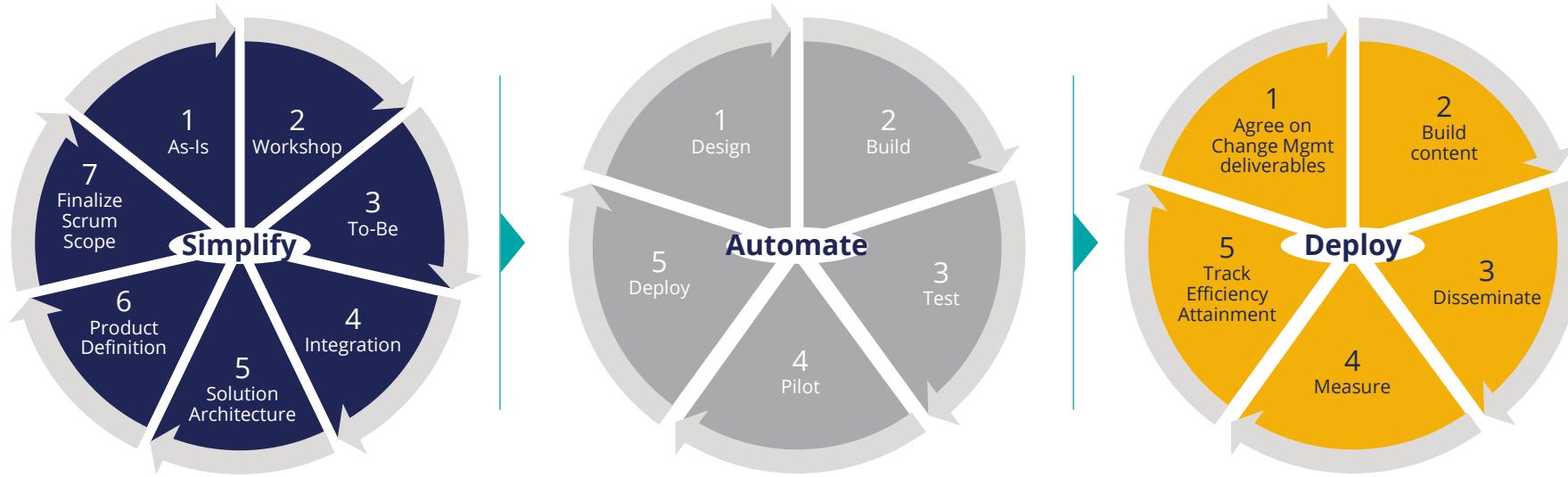
25 BPM Applications
16 RPA/RDA

30-92% Process Efficiency

Email Bot: How it Works?

Run Text Analytics and **Identify SFDC Support Queue**

From Address

To Address

Body (Text)

Subject (Text)
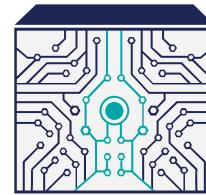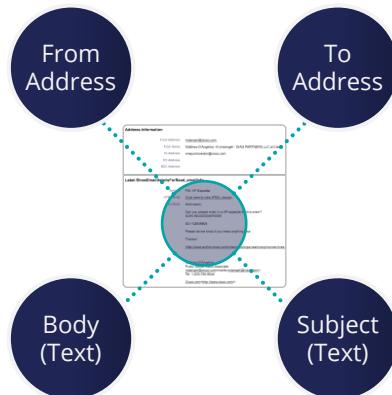
SFDC Queue/Group

- Cs + Americas
- Data management specialist
- One public sector
- Operations advisor and BI
- Order management
- Roc-Amer-post sales
- Roc-Amer-services
- Sales support Americas

25 BPM Applications

16 RPA/RDA

30-92% Process Efficiency

Intelligent Routing

Decisioning Constructs

Value of Customer

Case Complexity

Customer Affinity

Workforce Management

Agent's Relative Workload

Decision Management System

PEGA

Agent Assignment

Promise to Resolve
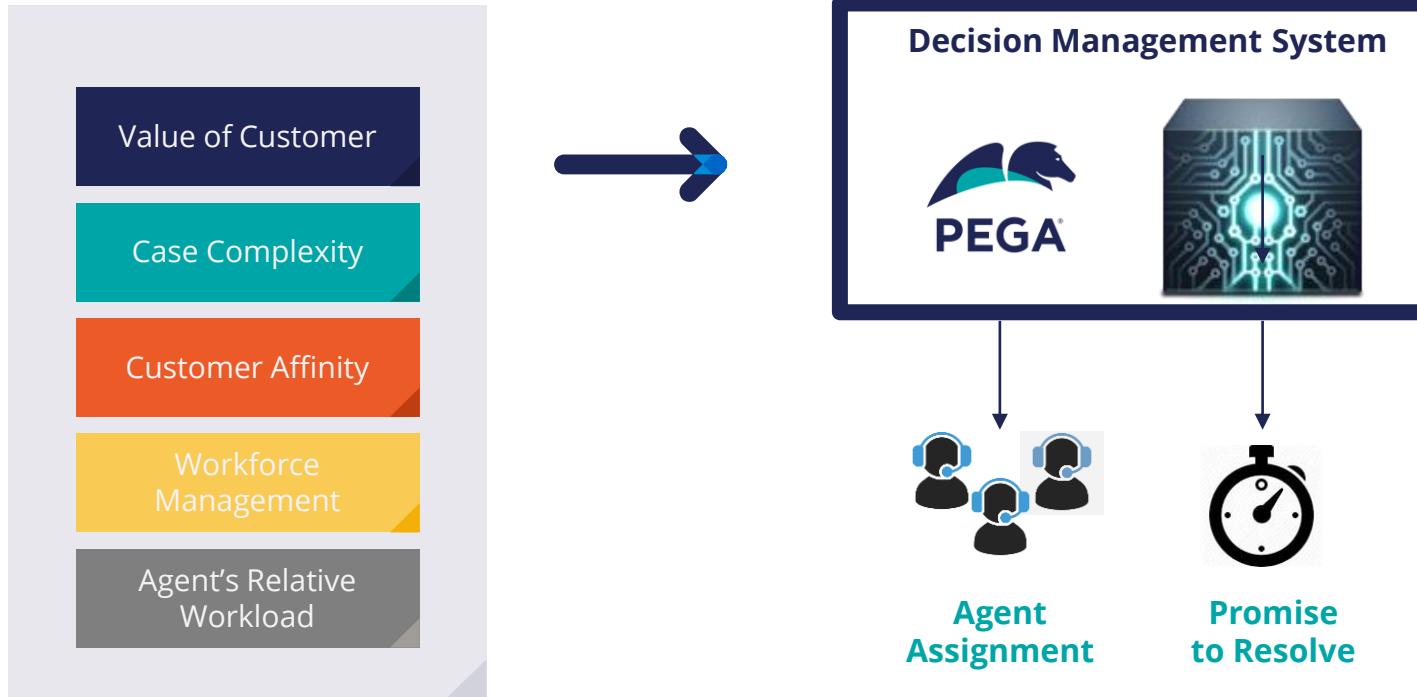
Intelligent Routing

Decisioning Constructs / Business Outcomes
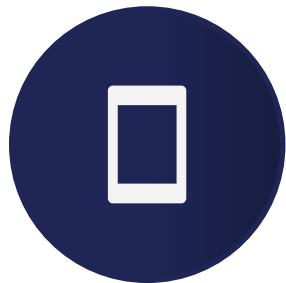
Delight Your Customers

Importance of Customers to Cisco Based on Pre-defined Values
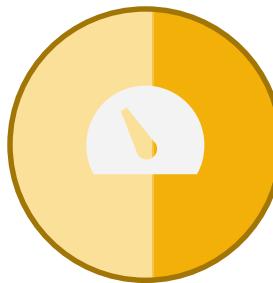
Dynamic Case Resolution Time

Routing Cases Based on Agent Knowledge Base, Experience
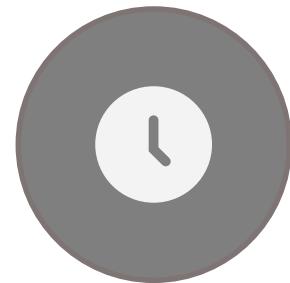
More Productivity

Reduce Queue Wait Time From 3.4 Hours to <5 Minutes

Improve Case Visibility?

Complete Visibility to Status of Each Case, View Who has (Not)

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Bringing It Together...

Defining the Engagement Flow

Where we have focused so far...

1	2	3	4
Engage	Capture Intent	Intelligent Routing	Digitized Execution

Initiation | **Management** | **Resolution**

Chat

Email

Phone

Web Portal

How can I help you?

What's the best way to solve the problem?

No Touch
Full Automation

Automation Enabled

Guided
Workflow

Intelligent Dashboard

Tying the Pieces Together – Unified Vision

8 Data Science / Machine Learning
(prediction of what work needs to be done)

9 DS/ML
(Next Best Action)

11 DS/ML
(pre-emptive action)

6 Emailbot for Case Routing

7 Data Science /
Machine Learning
(prediction of who should do the work)

10 Knowledge Delivery

3 Case avoidance
through Knowledge
delivery , self service

4 Guided Workflow:
Ops Navigator

2 Engagement Bots (i.e.
CCW Bots, Chatbots)

1 Process Automation: BPM
Workbots (RDA / RPA)

Customer Service Hub Portal (Search, case-intake)	Case Deflection (for Requester)	Customer Journey Mgmt	PEGA Routing Engine (Business Rules + Text Analytics)	Pega CS Agent Workbench	PEGA Workflow (Generic or Guided)	Knowledge Delivery (for Agents)

Data Management & Reporting

5 Workforce Intelligence (pre)

Workforce Intelligence (post) **5**

Omni-Channel Engagement (Portal, Email, C2C, Phone, hand-off from Transactional systems)	Case Management PEGA	Process Orchestration PEGA

Initiation **Management** **Resolution**

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Here's the Route Map...

PEGA

Migrate our Business to the end to end model

Step #1 : Migrate from SFDC to PEGA CS

Phase 1: Pilot
Build out **Foundational Capabilities**

Key Features

Key Features
Customer Service Hub Portal (through Cisco.com)
Email case initiation
Generic Case Intake (test run for 5 case type)
Guided Case Intake (test run for 1 case type)
Agent Workspace
Generic Case Workflow
Cx Journey Foundation
Email notifications
Basic Reporting / Dashboards

Phase 2
Expand **Foundational Capabilities**
Scale case coverage

Key Features	Key Features
Knowledge Delivery (generic intake & generic workflow)	Intelligent (Email) Routing
Click 2 Chat	Cx Journey Refinement
Cx Journey Expansion	xSAT Survey and Feedback
System Gen Intake	Migrate Existing BPM Apps
Advanced Reporting / Dashboards	Integrate Existing Bots
Leverage existing Integrations	

Cutover to PEGA CS Deploy for all Cases

2 : Expand capabilities

Phase 3
Bringing the whole strategy together

Key Features
Virtual Agents
Spark Integrations
Semi-Automated Workflows
Guided Workflows
Knowledge delivery aligned to WF
Proactive events notifications
Next Best Action
Ops Metrics and Dashboards
Intelligent Routing to Agent
Responsive Design
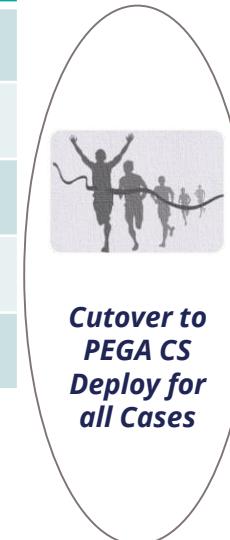
Digitized Customer Service – 2019 Delivery!

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