

# Driving Customer Success in Cisco Services Panel Discussion

Capgemini & Cisco Systems Inc.

# PW 18



**Limitless  
possibilities.  
Real results.**

# Panel Introduction



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*Senior Manager*  
Capgemini Hitech  
Solutions Lead

# What is Customer Success?



Delivering tangible Business Outcomes continuously that result in increased adoption of solutions within your customer base.



Deliver incremental value to your customer in every interaction



Continually optimize experiences to differentiate, personalize and compete for customers



# Customer Success: Hi-tech Industry Trends



## The changing face of Hi-tech Manufacturing Industry

Moving to a platform/software services & outcome based business model

Revenue streams tied to subscription and consumption based contracts vs term contracts

Customers can switch loyalty easily

Customer expectations are elevated



Outcome Based Service Models



Singular View of Customer



Platform/ Software Mindset



Innovation to Drive Adoption



Customer Experience as a Cornerstone



"For Cisco FY 2017, **43% of revenue came from software and services, and 30% was from recurring offers.** Deferred product revenue related to software and subscriptions grew by 50%, doubling in the past 2 years." – **Chuck Robbins, CEO, Cisco Systems Inc.**



Today, 89% of companies expect to compete mostly on the basis of customer experience, versus 36% four years ago." – **Gartner**



2020, more than 80% of Hitech vendors will change their business model from traditional license and maintenance to subscription." – **Gartner**

# How Do You Deliver Customer Success ?



## Customer Experience

- Customer Aligned objectives
- Seamless interaction channels
- Enable guided self-service
- Proactive vs Reactive Customer service
- Value added differentiated customer services
- Unified Digitized Process & Data



## Service Models

- Enable a subscription based economy
- Software driven offer bundles
- Outcome based service
- Dynamic Pricing and Quoting
- Innovation to drive adoption



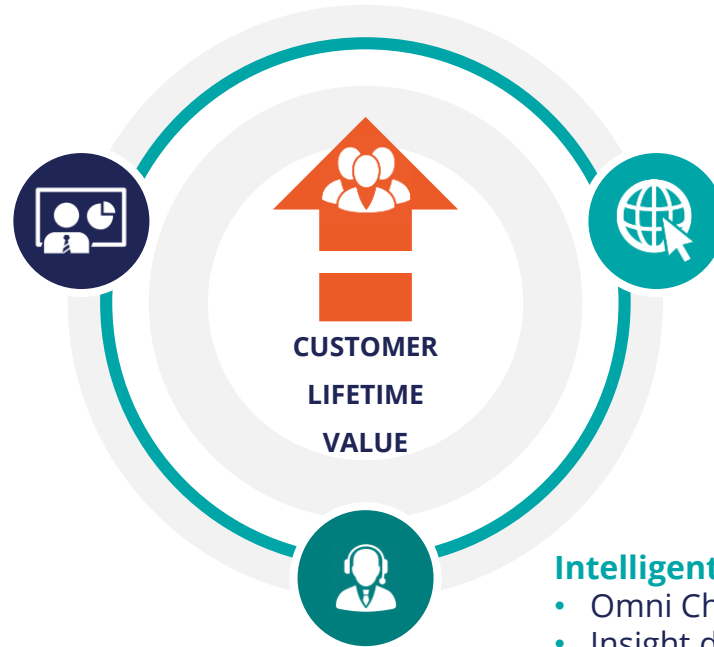
## Technology Enablers

- Faster Time to Market
- Customer Journey Mapping
- Digital Marketing & Sales
- Digital Service Logistics
- Intelligent Customer Care

# Digital Customer Success Value Chain

## Digital Marketing and Sales

- Customer 360 (KYC)
- Buying Experience
- Adoption
- Retention
- Ease of Selling



## Digital Service Logistics

- Customer Experience
- Proactive Planning and Forecasting
- Continuous Replenishment
- Agility
- Cost Optimization

## Intelligent Customer Support

- Omni Channel
- Insight driven
- Adaptive Personal Care
- Balanced Automation
- Contextual upsell/X-Sell

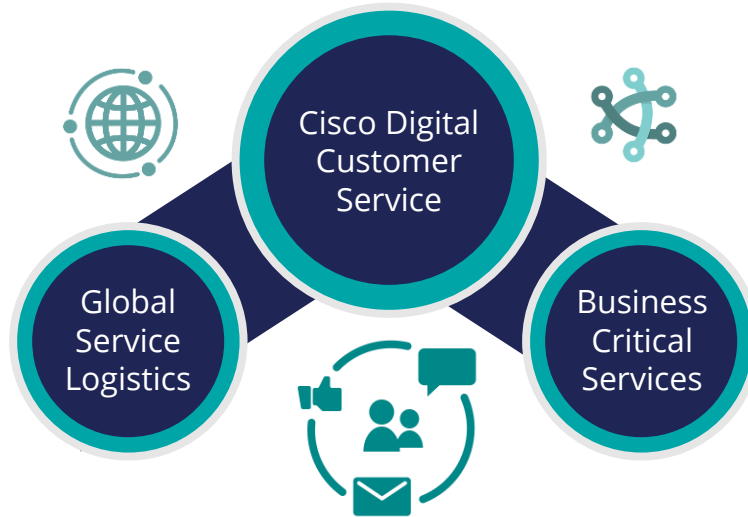
# Cisco Digital Customer Service Vision

VISION

The Vision of the Global Service Logistics Initiatives and Systems team is to **Differentiate Service Delivery** in order to enable the acceleration of successful business outcomes for our Customers and Partners.

MISSION

The team's mission is to **Transform Global Service Logistics and Operations** through Innovation and Implementation Programs which drive Business Transformation and Intelligence.



VISION

Get the most value from Cisco products and solutions with new subscription-based services that combine unmatched expertise with analytics and automation to predict opportunities, preempt risks, and navigate technology transitions.

MISSION

Launch new portfolio of subscription services that is **customer outcome focused** and **delivers increased value** by building on the foundation of optimization with new capabilities

# Global Service Logistics

“Zero Touch” Service Experience



## Consistent & Modern Engagement

- Focus on UX regardless of engagement channel
- Proactive (CDX)
- Premium Reactive (DSX)
- Self Serve
- Legacy Assisted (phone)



## Automated Triage & Resolution

- 360° view of case
- Technical Analysis
- RMA Analytics
- Business Rules
- Customer Profile
- Robust exception resolution process



## RMA Create & Fulfillment

- RMA creation with zero human interaction
- Deliver on customer terms
- Predictive logistics algorithms
- Work any issues proactively without customer involvement when possible

Data Quality and Governance



# Business Critical Services

The next generation of optimization

Launch new portfolio of subscription services that is customer outcome focused and delivers increased value by building on the foundation of optimization with new capabilities.

## Customer

### Increased Innovation

- Analytics
- Automation
- Compliance
- Security

### Streamlined Delivery

- Deliverables Tied to Important Customer Outcomes
- Cross-Architecture and Flexible Structure
- Easier Contract Administration

## Cisco

### Simplified Selling

- Simplified Portfolio/Rationalized Deliverables
- More Cross-Sell, Upsell, Attach Potential
- Brand Refresh

# Business Critical Services

Key capabilities at-a-glance

## Transformation

- Architectural Strategy
- Transformation Management
- Governance and Adoption

### Benefit

- Align Technology to Business Goals
- Enable Pragmatic Innovation
- Speed Adoption and Impact

## Acceleration

- Design Support and Validation
- Orchestration and Automation
- Intrusion and Data Loss Prevention

### Benefits

- Obtain Faster Time-to-Value
- Automate Critical Tasks
- Reduce Security Risks

## Foundation

- Operational Review and Strategy
- Actionable Analytics
- Software and Configuration Remediation
- Regulatory and Industry Standards Compliance

### Benefit

- Save Time and Money
- Increase Visibility and Reliability
- Leverage Cisco Best Practices
- Align to Customer Policies

# Panel Speak



**Facilitated Question & Answers**



**Audience Questions & Answers**



**Anu Bansal**



**Phil DeGuzman**



**Nishant Deep**



**Monica Augustine**

# Cisco Program Governance Model

Business Initiatives

Strategy and Portfolio Planning

Stakeholder  
management



Solutions  
Architecture



Program,  
Budget and  
Management



Service/Operational  
Excellence



Technical  
Architecture



Design and  
delivery



Platform  
Excellence



Environment  
Transition  
Planning



Embedded quality and management

Data and analytics

Operations



**PEGA<sup>®</sup>**

Build for Change<sup>®</sup>