



White Paper

Transforming Customer Self-Service with Video

In today's highly competitive global economy, front-line customer support contact centers are continually challenged with competing objectives to contain costs and enhance loyalty by streamlining the delivery of information and solutions to their customers. This becomes a precarious balancing act as companies shift much of their customer support from the higher cost 'agent assist' model to lower cost 'self-service' IVR (Interactive Voice Response) technology. As more and more self-service capabilities are deployed, organizations must find ways to ensure that the customer experience is positively impacted.

Cisco Unified Communications is an industry leading class of applications and services designed to flexibly manage communications in a multi-device, mobile, and distributed environment. Cisco believes that video unified with audio and data possesses the power to propel today's contact center to an unprecedented level of efficiency and customer satisfaction with exciting new communication strategies and self-service applications. This white paper will lay out Cisco's vision for the video-enabled contact center and explore its potential in more detail.

THE CHALLENGE

With the advent of IVR technology, contact centers have been able to lower costs and reduce caller wait times by automating predictable, repetitive customer interactions. Callers can help themselves to information by navigating menus using voice or touch-tone input. Contact centers can focus their human resources on those customer interactions that require specialized expertise from a live person at the other end of the phone.

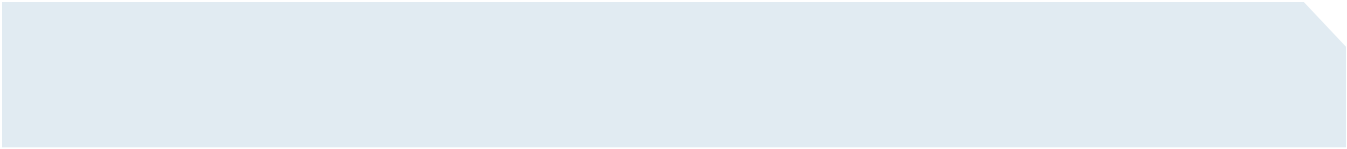
As a complement to the 'assisted-service' model, the 'self-service' model still presents some challenges to contact centers and their customers. Menu navigation can be frustrating and agents often find themselves helping with questions that customers could have answered themselves. Callers experience long wait times trying to reach an agent, and agents find themselves repeating the same things over and over again, trying to communicate technical information to multiple callers in the clearest, most straightforward way.

When callers are asked what criteria they use to evaluate the effectiveness of today's contact centers, their response is simple: the shortest time between initiating a call and getting a problem resolution or needed information.

Typical caller complaints about today's contact center experience include:

- Difficulty navigating menus
- Long unproductive wait times
- Difficulty explaining the problem
- Difficulty understanding the solution
- Need to call back multiple times
- General frustration with the overall contact center experience

When management teams are asked how they measure their contact center's success, they describe their key metrics in terms of customer satisfaction, operating efficiencies, resource productivity, quality of service, and operating costs.



Typical contact center management issues include:

- Difficulty delivering high quality service on a consistent basis
- High people costs
- Training challenges
- Customer frustration causing low satisfaction ratings
- Agent frustration causing high turnover
- Customer loyalty erosion

Clearly there is still room for improvement on both provider and recipient sides of the contact center equation.

THE OPPORTUNITY

A video-upgraded contact center holds the potential to increase customer satisfaction and brand loyalty to new levels. By increasing flexibility and providing innovative, highly effective communication options, Cisco sees a future where video equips contact centers with the technology they need to break through to an unprecedented level of performance.

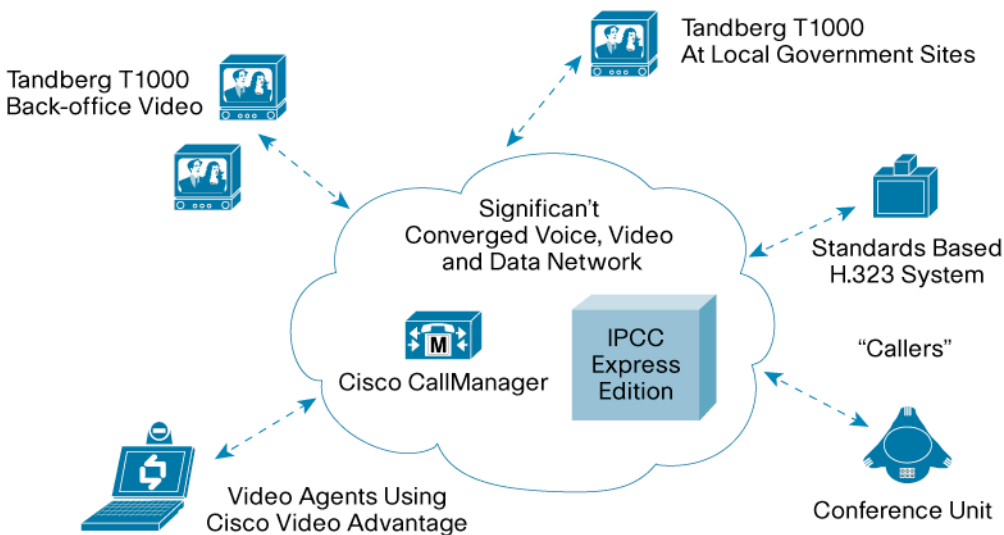
The power of the fully integrated multi-media contact center is becoming increasingly clear as leading companies layer video into their existing audio-based IVR and agent-assisted infrastructures. Communications are simplified and customer connections strengthened as they optimize interactions at each customer touch point. What could previously only be heard can now be seen. What could previously only be explained can now be demonstrated. And unproductive wait times become valuable opportunities for company messaging and customer learning.

SIGNIFICAN'T—AN EARLY SUCCESS STORY

Significan't (UK) Ltd. Corporation is a social enterprise that provides video call center services to the hearing impaired throughout the UK. Using a Cisco solution, SignVideo Contact Centre calls are accepted over an IP WAN and connect the hearing impaired to public services via video kiosks throughout London boroughs and Health Trusts.

This innovative solution enables deaf people to arrive without making prior arrangements and have immediate access to sign language interpreters any time during regular business hours. It also enables sign language interpreters to log on from anywhere in Britain to provide call center services. SignVideo Contact Centre recently received national recognition with a Certificate of Excellence at Britain's prestigious e-Government National Awards. Hearing impaired citizens who have used this service have also given it very high marks with an average customer satisfaction rating over 95%.

Figure 1. Significan't Video Solution Design



CISCO'S VISION

Cisco sees video as a transforming technology that can literally reinvent the contact center experience. Where shortfalls in service quality are a fact of life for many today, the multi-channel video-enabled contact center will help drive agent productivity, collaboration, service responsiveness, customer relationships, cost management, customer satisfaction, and brand loyalty to previously unattainable levels.

With video IVR integration, self-help functionality can be simplified and at the same time be made much richer in content. Callers will have complete flexibility to use a video kiosk, computer, set-top box or 3G mobile phone to place a call, and they can use voice, video and keypad to transact business with a contact center. Callers will no longer need to make their way through torturous menu trees because menus will be visible at a glance and easily navigated. Agent and caller will see each other in real time via a two-way video connection, or if preferred, the connection can be limited to one-way (either agent or caller).

Figure 2. Cisco Video Contact Center

- **Features include:**
 - Variety of endpoints supported including mobile (3G), kiosk, web, and soft client
 - Video-enabled customer service
 - Agents viewable by customer
 - Agents can “push” informational videos to customer
 - Video automatically played during self-service interactions
- **Benefits:**
 - Improves customer experience
 - Introduces new self- and assisted-service contact center applications



To enhance support quality and boost agent productivity, the video-enabled contact center will have a library of pre-programmed videos that can be accessed by customers during wait times, can be selected by customers from self-help menus, or can be streamed to customers during agent assisted calls. Callers will be able to initiate video streaming on various topics of interest while waiting for an agent. And agents will be able to use video streaming to send requested information and tutorials back to their customers. Once a video captures the optimal response to a frequently asked question or demonstrates the best solution to a technical problem, it can be translated into languages that reflect a company’s global customer base and becomes a standardized offering in the contact center’s customer support toolkit

3 key concepts are at the foundation of Cisco's vision for the 21st century video contact center:

Video IVR

- Video-enabled contact centers can be accessed via 3G-enabled mobile phones, video kiosks, video IP phones, PCs, or cable TV set-top boxes.
- Audio IVR prompts become pre-programmed IVR video communications.
- Menu options are all visible at a glance.
- Information is transmitted and transactions are completed in record time.
- Overall result is a greatly improved customer experience.

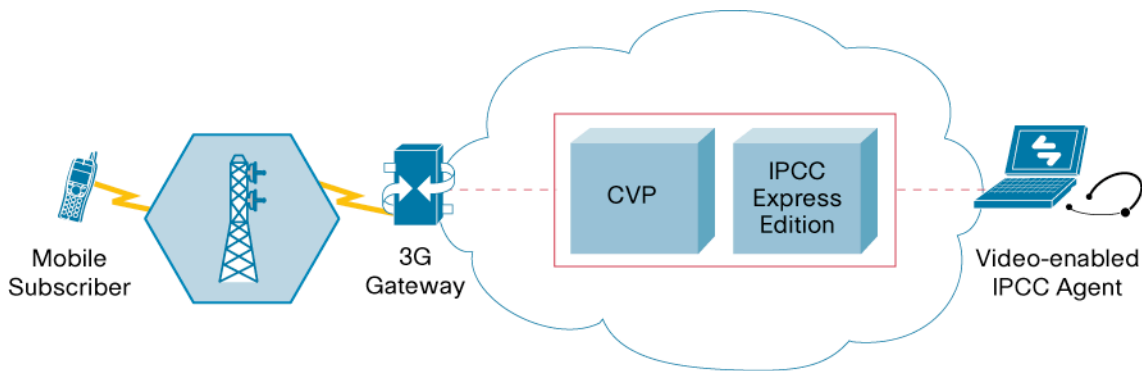
Video Agent

- Interaction between agent and caller is live video (one-way or two-way as preferred).
- Agents are video-enabled, working in a central hub or working remotely.
- Efficiency and effectiveness of multi-channel communications rise to a new level.
- Personalized support strengthens customer relationships.

Video Streaming

- Caller watches informational video clips for self-help or while waiting for an agent.
- Unproductive wait time becomes a valuable marketing and learning opportunity.
- Customer has a better understanding of products, services, and brand.
- Agents can push video clips to the caller to provide information or demonstrate a procedure

Figure 3. How Does it Work?



1. Video-equipped mobile subscriber places video call
2. Subscriber can navigate a menu to make self-service or assisted-service selections
3. Subscriber receives streamed video while waiting for an agent
4. Video call directed to video-enabled agent
5. Agent can direct additional video streams to the caller

VIDEO CASE STUDIES—CONSIDER THE POSSIBILITIES

1. Contact Center Management

As the supervisor of 3 contact centers providing technical support to the customers of a large multi-national company, you start every morning on your wireless laptop taking a virtual walk through your operation. You can hear and see customers dialing in, navigating menus, and getting pre-programmed help in written, audio and video form. Things are running smoothly. On average, customers are in and out within 5 minutes.

You can also use video to monitor a random number of agent-assisted calls. You observe very effective exchanges as agents use multiple media to help callers understand the root causes of technical problems and resolve their issues. You get a first hand look at customer interactions, picking up visual cues that help you assess agent effectiveness, identify training needs, and evaluate the customer experience from an internal perspective.

Integrating video into the operation has clearly raised performance in several key areas. Your high level metrics show that the quality of communications is on a steady upward climb as individualized answers to the same question have been standardized into logical, easy to understand video clips. Video is helping supervisors like you build productive, high performing teams. And as customers feel more connected and better informed, they are giving your organization satisfaction ratings that are far superior to pre-video IVR levels.

2. Security

You are one of 10 security guards patrolling a high security government facility. Prior to the advent of IP video technology, security was primarily a centralized function that was managed out of a central command center monitoring video feeds and alarms as they came in from fixed locations across the property. When a potential problem was detected in your area, you were dispatched to that location and asked to investigate.

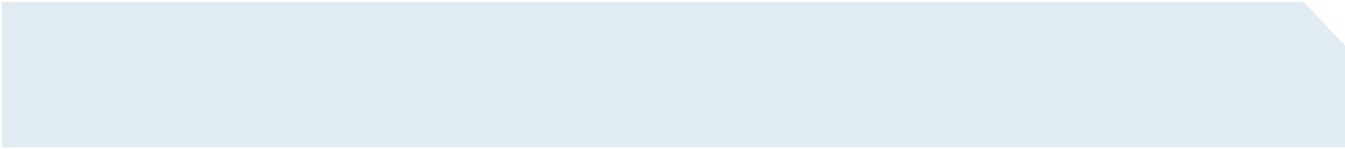
Taking advantage of the technology breakthrough that IP video enables, the security business is moving to a less centralized, more flexible model that improves communications, security guard safety, resource utilization, and response times. As a roaming security guard, your 3G mobile phone gives you at-a-glance menu access to live video feeds from key building and ground locations across your assigned territory. When an alarm goes off, you can see the affected area and complete an initial assessment before moving in. As soon as you confirm that a burglary is actually in progress or a break-in has occurred, you can stream video to your command center with a request to mobilize additional security guards as backup. The command center can also stream video to local police as they are alerting them to the situation and asking them to respond.

3. Real Estate

Wireless video technology has just helped you and your wife purchase your 'dream home' and what a different experience you've had than the last time around. Then, like now, you were two busy professionals juggling multiple tasks and burdened with serious scheduling coordination issues. For months you struggled to carve out enough time to drive through neighborhoods and walk through houses in an attempt to find and then close on the house of your dreams.

Turn the calendar ahead to today and wireless video technology has literally transformed the home buying process. No longer an exhausting and often unproductive use of time and energy, video has made it an efficient and even pleasant experience for busy buyers and their agents.

What has changed? First you are working with a real estate professional who understands your time challenges and is video-savvy. After collecting your 'dream house' criteria, she assembles an Internet video library of available properties for you and your wife to browse through from your offices or on the road, using your 3G mobile phones or PCs. Your agent is searching as well and streams video clips to you as she finds possible matches.



Then one day, she thinks she has found the perfect house. It has just come on the market and competition will clearly be a factor so time is of the essence. You are in your office across town and your husband is on the road but your agent is at the house and can use her 3G mobile phone to show both of you everything you need to see about the house you are considering. She's right—it is the perfect house and thanks to the power of video technology, it is now yours!

4. Emergency Response

During your commute one morning, a chain reaction, multiple car pile up happens right in front of you. You pull to the side of the road and call 911. The 911 operator asks you to use your 3G mobile phone to transmit live images to him so that he can assess the accident site. Other motorists have stopped to help but are not sure what to do. The 911 operator points you to a menu of video clips demonstrating first aid procedures that are safe to use before emergency personnel arrive.

As a 911 operator, you intercept emergency calls from locations across the vast community network your Emergency Response Center covers. It is your job to provide the vital communication link between callers and appropriate fire, ambulance, and police response teams. Processing over 5000 calls in a typical day, your center's dispatchers are challenged to make split second life-and-death decisions based on information captured from people who are often in extreme distress and unable to communicate clearly.

This year, your job changed dramatically when your city went Wi-Fi and your Emergency Response Center became video-enabled. Now as calls come in, you have a visual of the caller and you can often see the emergency scene as well. Using video, you can better assess the seriousness of injuries, the extent of a fire, or the details of a crash scene before sending police, emergency and medical personnel. You can use video clips to demonstrate first aid techniques for good Samaritans who are trying to help. Ambulance crews can transmit video feeds of the patient to prepare emergency room doctors who are waiting for their arrival. Everyone agrees that video is helping callers, dispatchers and responders in previously unimagined ways, and it is saving many lives as well.

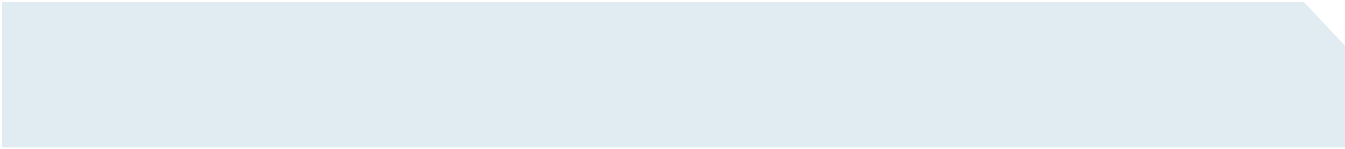
5. Warehouse Management

As the manager of a rural spare parts business, people who are repairing farm equipment often come to you for help finding old machinery parts. Before the introduction of Internet video technology, your customers had to carry a drawing or the broken part from place to place trying to locate the needed replacement. Even with part in hand, it was often impossible to zero in on the right replacement part when a search request has to be sent off to a dark and crowded spare parts warehouse.

Now customers can use their 3G mobile phone to send a picture of the broken part and, if it is not in stock, you can send the video image off to your network of warehouse supply depots. When in doubt, the warehouse agent can show the customer video images of several similar parts until a match is found. Searches that used to take days and even weeks are now completed in a couple of hours. The credit for this huge improvement in turnaround time and customer satisfaction goes to your company's recent implementation of video IP technology.

6. Consumers on the Road

As a busy executive, you spend a lot of time on the road and it's important that your family doesn't feel neglected. Tomorrow is your daughter's birthday and you are grounded in an airport for several hours waiting for your flight to be cleared. You decide to walk over to a toy store where you've noticed a video kiosk by the door. Using screen menus, you click on several video clips to see demonstrations of educational toys appropriate for your daughter's age group. After a few minutes, you've found the perfect gift. You complete your purchase and fill out a video card that will explain your travel delay, send your personalized birthday wish, and let your daughter know that her gift is on its way.



It's 2 weeks before Christmas and you are grounded in an airport for several hours waiting for your return flight home. To use the time productively, you pull out your 3G mobile phone and start to do some online shopping. You access several video catalogs, viewing different items and receiving advice from video-enabled sales agents until you have found the perfect gift for two best friends and for several family members. By the time your flight is called, your Christmas shopping is done and you say a silent "thank you" to the inventor of wireless video technology!

CISCO SYSTEMS: UNIQUELY POSITIONED TO PROVIDE SUPERIOR VIDEO SELF-SERVICE SOLUTIONS

As the industry leader in networking and secure business communications, Cisco Systems is uniquely positioned to help contact centers fulfill the promise of video integration. Cisco Unified Contact Center solutions provide an open, strategic platform that helps organizations move beyond today's contact center limitations to create a highly flexible, multi-channel customer interaction network.

Unified Contact Center solutions are an integral part of the Cisco Unified Communications family of products--a full-featured business communications system built into an intelligent IP network. Within this intelligent and innovative architecture, video becomes just one more media channel that can be seamlessly layered into a contact center's existing audio IVR infrastructure, simplifying the transformation process and giving customers an easy migration path to video and its substantial business benefits.

SUMMARY

Cisco Systems believes that the video-enabled contact center offers significant cost reduction and revenue generating opportunities. Contact centers that move to video-enabled communications will see their operations break through current constraints to previously unprecedented levels of productivity, service quality, customer satisfaction, and brand loyalty.

Demonstrating products rather than just describing them will increase sales. Standardizing and streamlining processes will decrease costs by minimizing interaction time with customers and enhancing agent productivity. And strengthening service quality and customer connections will build loyalty and enhance company image.

The Cisco Business Communications Solution provides an integrated communications strategy and architecture that enables the secure combination of voice, video, and collaborative data applications within a robust, intelligent network. Cisco Unified Communications applications provide the means to flexibly and productively manage communications in a multi-device, multi-media, mobile and distributed environment. With its world class partnerships and its experience bringing the power of the Internet to an increasingly mobile society, Cisco Systems has the vision, the strategy, and the expertise to help customers fully realize the potential of their contact center operation.



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