

Transforming the Customer Experience

Using AI to Elevate Customer Experience

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Webex Customer Experience AE – Vietnam and Thailand



Would this giving
good CX?



Why are customers still frustrated?

Being kept on hold

Retelling my issue to multiple people

Perception that bots aren't helpful



Live agent costs continue to
increase

70%

of contact center costs are
human agents

2x

Turn-over rate as compared to
other industries

AI is rapidly solving the harder problems



Understanding intent



Generating natural language



Holding a conversation



Connecting systems



Real-time performance analysis



Personalization and accuracy at scale



Empathetic and natural virtual agents



Resolve problems and take actions

AI is embedded across everything we do

DEVELOPERS & ECOSYSTEM
AI Assistant for Developers | BYO Virtual Agent



Proactive Journeys

Campaign Management
AI Agent linking

Webex Connect



AI Agents

Omnichannel, multimodal & multilingual
Scripted & autonomous modes
Execute actions and fulfil intents

Webex AI Agent



AI Assistants

Summarization
Responses/Answers
Wellbeing
Performance Management

Webex Contact Center
Contact Center Enterprise

CUSTOMER EXPERIENCE FOUNDATION
Code Generation | Insights & Analytics

WEBEX PLATFORM
Noise Removal | Prediction | Sentiment | Translation | Summarization

CISCO SECURITY

DEVELOPERS & ECOSYSTEM



Proactive Journeys



AI Agents



Human Agents

CUSTOMER EXPERIENCE FOUNDATION

WEBEX PLATFORM

CISCO SECURITY

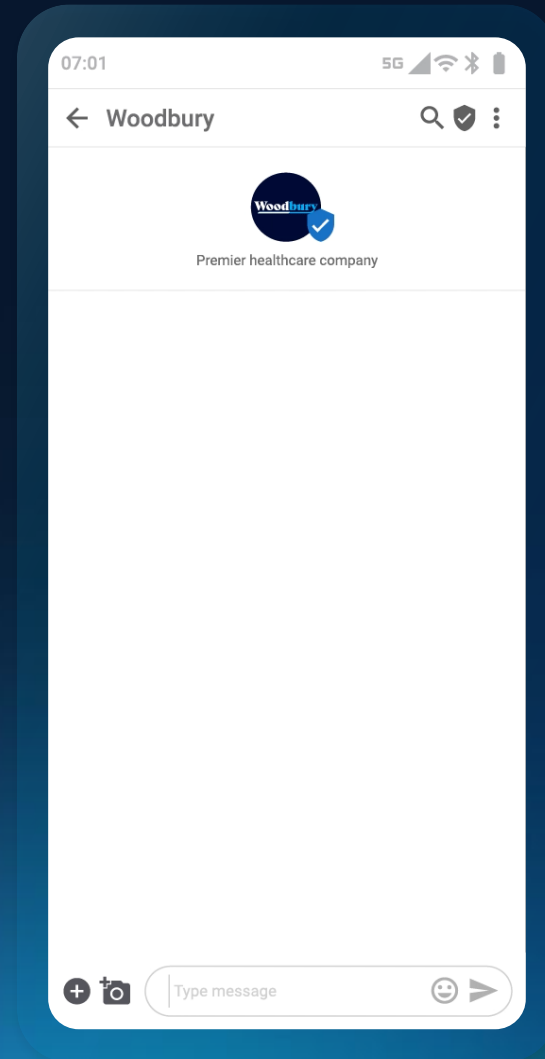
Proactive is more than a notification

In-channel self-service powered by two-way conversational automation

Personalized engagement powered by intelligent automation

Omnichannel approach catering to customer preferences

Seamless and contextual handover to agents



87%

Of consumers want to be contacted proactively by a company

DEVELOPERS & ECOSYSTEM



Proactive Journeys



AI Agents



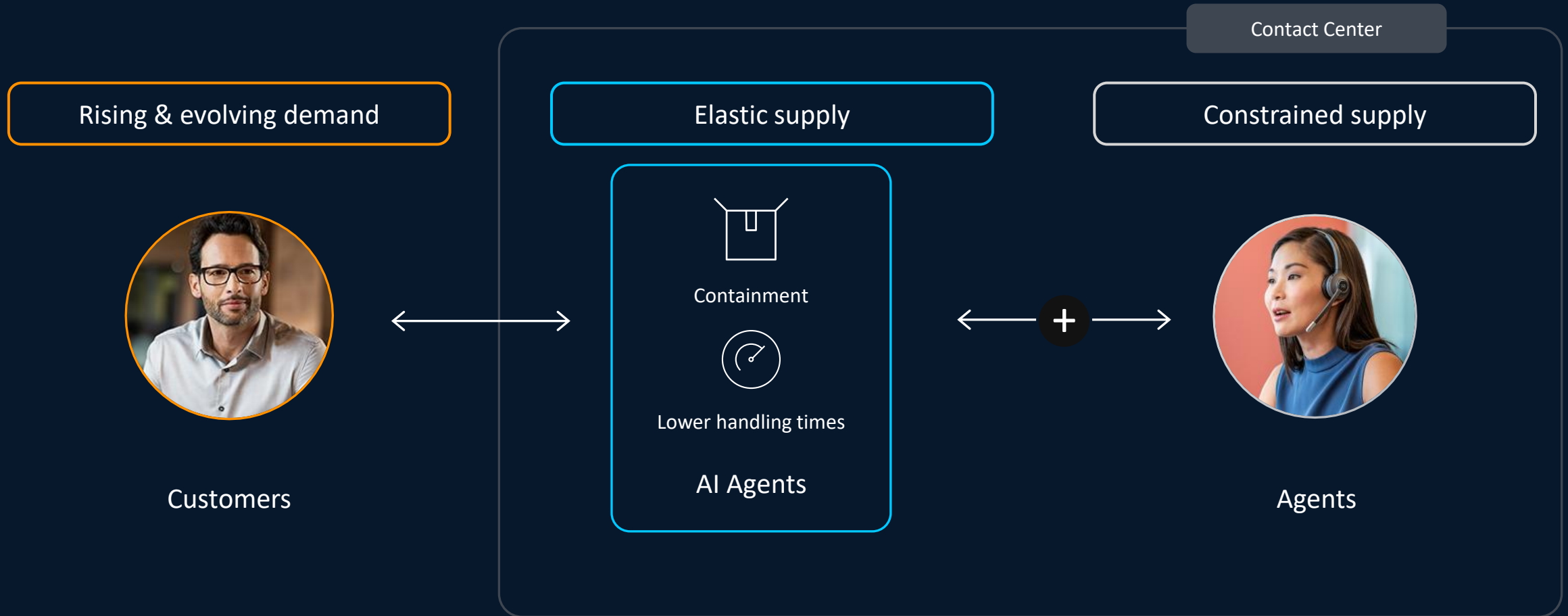
AI Assistants

CUSTOMER EXPERIENCE FOUNDATION

WEBEX PLATFORM

CISCO SECURITY

AI front door for Knowledge Transfer, Problem Solving, & Solutioning



Build the BOT



Under the Hood!!

Multi model, fine-tune and
evaluate model

Guardrail

Prompt Engineering

Enterprise Context – Retrieval
Augmented Generation

PII Redaction

What can Webex AI Agents do?



Build and manage
multichannel and multilingual
AI agents



Leverage gen AI or use own
training data with scripted
responses



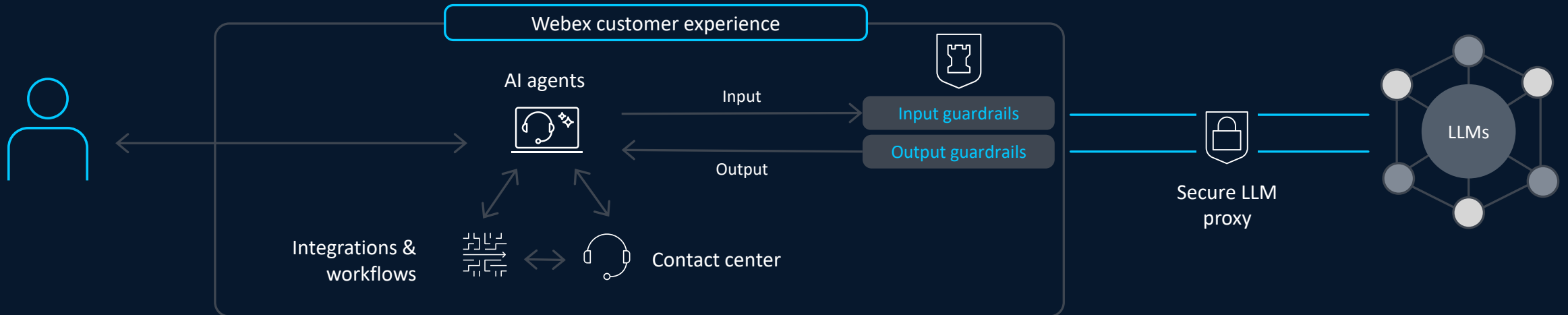
Enable answering questions
from enterprise knowledge
bases



Deliver true self-service with
integrations and end-to-end
fulfilment



Integrate seamlessly
with your contact
center workflows



DEVELOPERS & ECOSYSTEM



Proactive Journeys



AI Agents



AI Assistants

CUSTOMER EXPERIENCE FOUNDATION

WEBEX PLATFORM

CISCO SECURITY

Assisting Agents at

Webex Contact Center

Home

Engaged

SJ

Jessica Marie

IVR_Queue_1 - 00:01

Accept

+1 (310) 3412 9901

00:05

Hold

Co

DNIS

IVR Path

Alternate

d, Long Long

CA 94001, Unit...

Wrap up

webex Topic Analytics

Overview

Topic Analytics

QUICK LINKS

Control Hub

US Auto Queues 2023

Date created: 08/02/2024

Is this topic collection helpful? Tell us more

Overview

Topics

Contact records

Export

Rank	Topic	Transcripts (% of collection)	Sample contact reasons
1	Car Noise Inquiries	3000 (25%)	Customer queried if his car is making a noise when he drives
2	Troubleshooting Car Issues	1,800 (15%)	Customer inquired about how to fix a car that won't start
3	Transmission Repair and Maintenance	1,652 (13.76%)	Customer asked how to fix a transmission problem
4	Car Smell Solutions	1,125 (9.38%)	Customer inquired about the smelly car and what to do to fix it
5	Choosing the Right Car	1,001 (9.38%)	Customer asked what kind of car he should buy
6	Engine Noise and Transmission Issues	500 (4.17%)	Customer inquired about engine noises when engine warms up
7	Car Troubleshooting Inquiries	457 (3.8%)	Customer inquired about the problem with the car
8	Brakes Making Strange Noises	324 (2.7%)	Customer queried why his brakes are squeaking
9	Steering Wheel Noise Solutions	200 (1.57%)	Customer asked how to fix a noise coming from the steering wheel
10	Fix Engine Overheating Issues	200 (1.57%)	Customer asked how to fix a car that overheated
11	Fix Engine Problems	160 (0.74%)	Customer queried how to fix engine stalling problem
12	Oil Leak Inquiries	160 (0.74%)	customer asked how to fix a car that is leaking oil
13	Brake Problem Inquiries	89 (0.18%)	Customer inquired about the brakes, Customer inquired about inter...

16:20 AM - 2/10/2025 3:50:19 PM

Filters

	ANI	Actions
an	+146956224	
psubbura	+146956224	
psubbura	+146956224	
psubbura	+146956224	
psubbura	+181857169	
an	+181857169	
psubbura	+181857169	
psubbura	+181857169	

Cisco AI Assistant

Get suggestions

I'm here to help! I'll keep listening and suggest responses as the conversation evolves.

Michael Littlefoot said:

"I see a charge of \$523.45 that I didn't make"

Here's how I suggest you respond:

- Acknowledge their concern
- Inform that as per the bank's policy, customers are not held liable for unauthorized transactions if reported within 1 week
- Explain you'll document the fraudulent charge
- Ask when they first noticed the transaction
- Confirm if their card is still in their possession

> Source 01:12

Add context to refine suggestions

I can make mistakes, so check my responses.

Flight Booking

Driving business value with AI



First Horizon Bank

Assist customers with virtual bankers for self-services. Call summarization helping agent to improve time spent handling customers inquiries



- 87% containment
- 4x improvement in inquiring time
- CSAT lift from 4.8 to 4.9
- 13-20% reduction in burnout indicators



Umpqua Bank

Assist customers on inquiry, branch location lookup, FAQ. Call Summarization and Topic to understand customer insight



- 40% containment
- Identify 20% of inquiries were loan-related, and optimized routing



Uniting Care

Assist customers with appointment management - cancellations and reschedules.



- 10% of call volume automated
- \$85K in annual agent hours saved

Seven default DCs for 157 contracting countries



Due diligence for regulatory and compliance is up to the end customer

Albania	Lesotho	Tunisia
Algeria	Liberia	Turkey
Angola	Malawi	Turkmenistan
Armenia	Mauritius	Uganda ¹
Azerbaijan	Mayotte	United Arab
Bahrain	Moldova	Emirates
Benin	Monaco	United Kingdom ¹
Bosnia and Herzegovina	Montenegro	
Botswana	Morocco ¹	
Cameroon ¹	Mozambique	Uzbekistan
Congo Brazaville	Namibia	Zambia ¹
Cote d'Ivoire ¹	Nigeria	Zimbabwe
Egypt	Oman	
Ethiopia	Pakistan	
Ghana ¹	Qatar ¹	
Guinea Conakry	Republic of North Macedonia	
Iraq	Reunion	
Israel ¹	Rwanda	
Jordan	Saudi Arabia	
Kazakhstan	Serbia	
Kenya	Sierra Leone	
Kosovo	South Africa	
Kuwait	South Sudan	
Kyrgyzstan	Sudan	
Lebanon	Swaziland	
	Tajikistan	
	Tanzania	

Anguilla	Guyana
Antigua and Barbuda	Haiti
Argentina ¹	Honduras
Aruba ¹	India
Bahamas ¹	Jamaica ¹
Barbados	Mexico
Belize ¹	Montserrat
Bermuda ¹	Nicaragua
Bolivia	Panama
Brazil	Paraguay
British Virgin Islands	Peru
Cayman Islands ¹	Puerto Rico ¹
Chile	Saint Kitts & Nevis
Colombia ¹	Saint Lucia
Costa Rica ¹	Saint Vincent & the Grenadines
Curacao ¹	Sint Maarten
Dominican Republic ¹	Trinidad and Tobago ¹
Ecuador	Turks and Caicos Islands
El Salvador	United States ^{1,2}
Grenada	
Guatemala	Uruguay
	US Virgin Islands

Austria¹
Belgium¹
Bulgaria¹
Croatia¹
Cyprus¹
Czech Republic¹
Denmark¹
Estonia¹
Finland¹
France¹
Georgia¹
Germany¹
Greece¹
Hungary¹
Iceland¹
Ireland¹
Italy¹
Latvia¹
Liechtenstein¹
Lithuania¹
Luxembourg¹
Malta¹
Netherlands¹
Norway¹
Poland¹
Portugal¹
Romania¹
Slovakia¹
Slovenia¹
Spain¹
Sweden¹
Switzerland¹
Ukraine¹

American Samoa	Northern Mariana
Bangladesh	Islands
Bhutan	Philippines
Cambodia	Singapore
Guam	
Hong Kong ¹	South Korea
Indonesia	Sri Lanka
Jordan	Taiwan ¹
Laos	Thailand ¹
Malaysia	Timor-Leste
Mongolia	Vietnam
Myanmar (Burma)	
Nepal	

Australia¹

Fiji

New Zealand

Papua New Guinea

Vanuatu

Canada^{1,2}

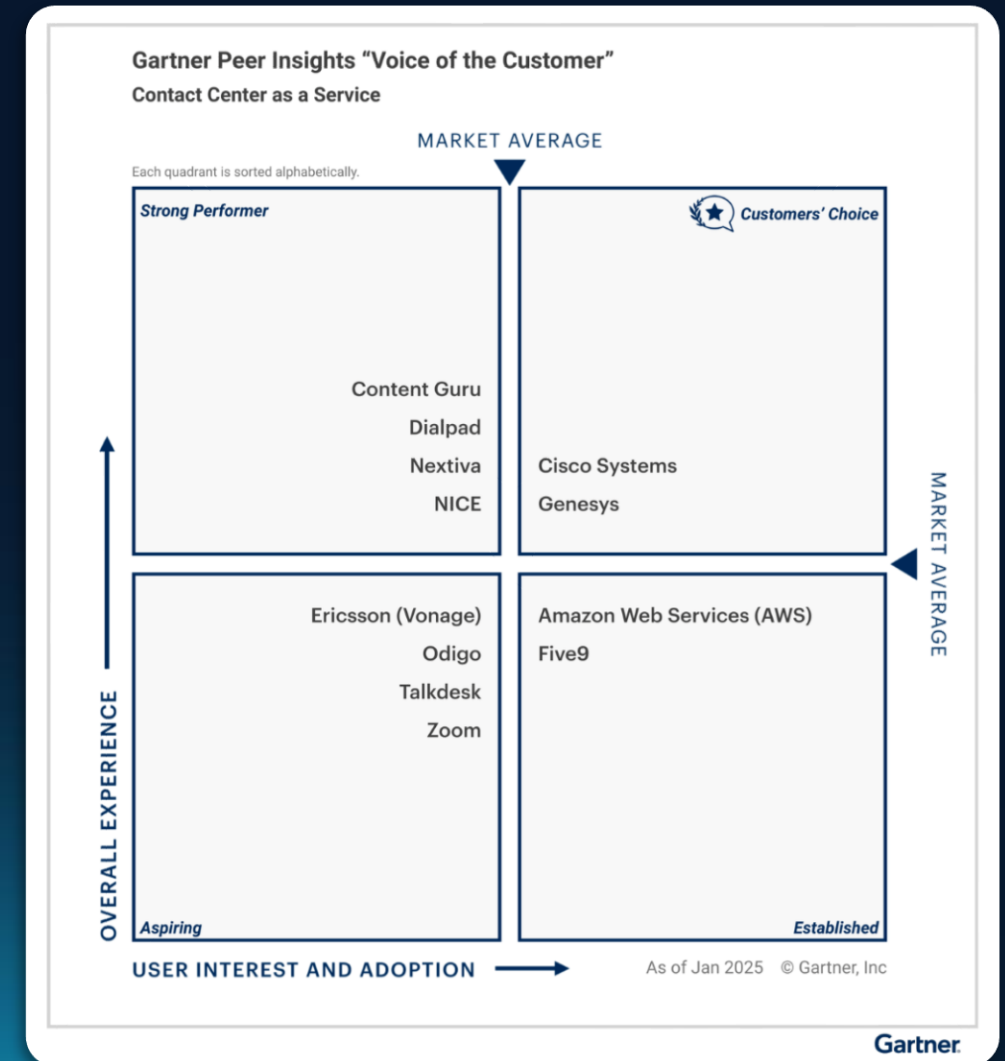
Japan¹

- Application Data Center
- Media Services
- Acqueon Data Center

- Webex Connect Data Center
- WFO (Calabrio) Data Center
- WFO (Verint) Data Center
- CCAI Data Center

Cisco Systems is a 2025 Customers' Choice for Contact Center as a Service on Gartner® Peer Insights™

- 4.7 out of 5 overall product rating
- 96% would recommend Webex Contact Center



*Based on 113 Webex Contact Center reviews as of January 2025

Provide unmatched deployment flexibility & security



Flexible

On prem & Cloud



Secure

Cisco Security attach on
AI Defense



Interoperability

Extensible partnership
ecosystem

