Webex Experience Management

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Introduction

Webex Experience Management is a next-generation AI-based Customer Experience Management (CEM) software-as-a-service that improves customer and employee experiences by giving businesses greater insight across the entire user journey, by mapping their experiences across all touchpoints in the organization before, during, and after the contact center interaction, consolidating the data that was once siloed, and using predictive analytics to make informed decisions on how to improve customer and employee experiences that will create positive business outcomes.

Webex Experience Management capabilities are uniquely embedded directly into the contact center desktop, empowering agents and supervisors with customer sentiment data in real time, providing them a well-rounded picture of how customers are feeling and what they're doing. This helps agents to truly personalize their engagement with the customer, and it helps management predict what impact organizational changes improvements (for instance, on staff service) may have on customer experience (NPS/CSAT/CES) and on the business (revenue).

Key capabilities include

Customer journey management

Listen to your customers across 17 different channels (e.g., email, chat, web) along the entire journey, expose and assess areas of improvement to drive loyalty, and leverage the Cisco Contact Center to close the loop.

Feedback

Create and customize various "listening posts" for sentiment and feedback (e.g., post-call IVR/email and web intercept surveys to collect customer data).

Deep analytics

Derive a relationship between operational, transactional, and experience drivers (i.e., NPD, CSAT and revenue), and use predictive analytics to model KPI and financial impact of strategic decisions.

Together these capabilities help organizations dynamically leverage real-time employee and customer sentiment to achieve greater relationships, promote higher customer experience (CX) scores, and improve financial outcomes.

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Customer journey mapping: Bring your customer journey to life

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Customer journey

Webex Experience Management uses a journey-based approach that allows a business to discover their customers' experience across the sum of interactions with their brand. The solution provides the opportunity to follow the customer across 17 different channels, driving contextual real-time conversations with customers on the channels they choose.

Only through a journey-based approach can teams assess what can be improved and optimized across each touch point to drive loyalty, engagement and evangelism. To predict a customer's likely actions, we need to engage them across their entire omnichannel journey first.

Micro journeys

Most companies create a single customer journey map across all points of interaction, but different cohorts of customers might have radically different customer journeys. For example, consider a retailer that sells products online and in physical stores. They may have two

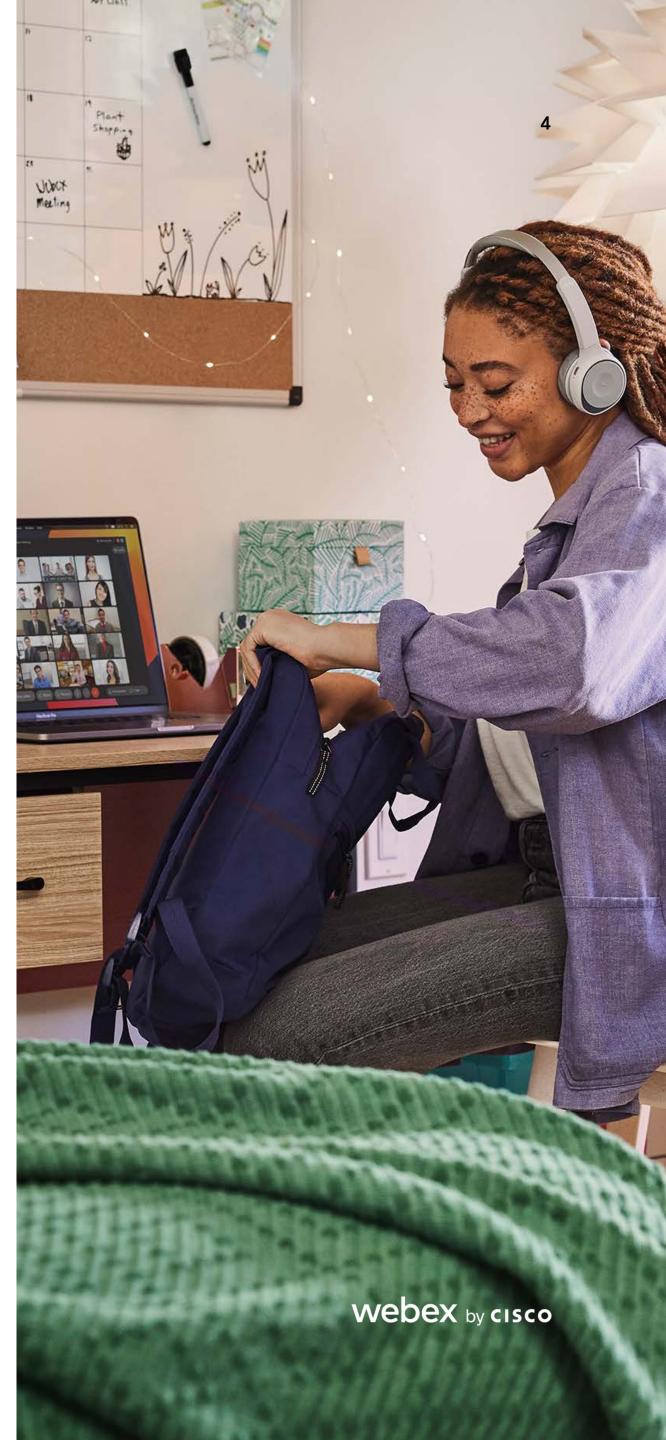micro journeys in addition to an overall customer journey map for:

- Online customers
- In-store customers
- Blended customers

To truly understand the influence of each touchpoint on an individual customer, companies need to understand the context of the interaction. Managing experiences through the lens of multiple micro journeys allows for companies to see the big picture — and to make data-driven decisions.

Recommended goals

In the Recommended goals module, we identify exactly what concrete actions from you can impact your business performance positively. This function allows you to uncover the factors that most significantly impact your business, even as you use the host of other analytical tools on the platform to truly understand your customer experience drivers.

Analyzing each part of the customer journey allows us to drive incremental improvements in each part of the journey — leading to a cumulative impact over the customer's lifetime. A big gap exists between asking customers for feedback and then taking relevant action. To transform your customer experience, you need to take your data from descriptive to prescriptive actions.

Predictive analytics: Take the guesswork out of your decisions with advanced Predictive analytics.

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Path analysis

What do your customers actually care about? What keeps them coming back for more? The different aspects of your customer experience (which we call drivers) each have a different impact on your customer's loyalty.

Untangling the impact of each driver on business metrics can feel like pulling apart a tangled ball of yarn. All the pieces are interconnected and trying to follow just one path leaves you with more questions. At Webex, we want to move beyond correlation analysis and start accurately predicting the drivers of long-term success. We use causal models like Path Analysis and a structural equation model to untangle the connections between experience drivers and KPIs like NPS and revenue.

If a restaurant asked you to rate your meal across a variety of aspects — visual appeal, taste, and how likely you are to recommend it — you'd dutifully fill out the comment card. But if the restaurant asked you to explain how the visual appeal of the meal impacted your propensity to

recommend, you'd likely be stuck for an answer. Webex can connect the dots behind the scenes to uncover exactly what aspects drive customer actions. With path analysis, we uncover the causal relationship between different attributes of CX to tell firms what truly drives the customer's actions — be it their NPS, repeat purchase, advocacy, or churn.

Predictive analytics

With path analysis you know which CX drivers have the biggest impact on your anchor metrics, but Predictive analytics will tell you exactly what the impact will be, before you even take action.

Secondly, instead of only measuring whether initiatives will drive customer experience KPIs higher, we take it one step further and use real commercials to determine the financial impact of the changes. Our predictive engine is based on customer feedback, their actions, and their purchasing data. With advanced predictive analytics, customer experience leaders can pinpoint exactly what they need to do to move the needle and drive ROI.

Theme analysis

Webex Experience Management has three levels of text analysis: word cloud, sentiment analysis, and the most advanced of the three, theme analysis. Theme analysis derives quantitative insights from unstructured, feelings-based data. Theme analysis uses multiple algorithm engines, including BoW (Bag of Words), machine learning, and deep learning to determine the theme and sentiment of every comment, product review, and customer service interaction.

Theme analysis helps you uncover things that you may have never thought to ask about. For example, you may have known that you have an average NPS of 47 with customers that are talking about "Access to Information," but without theme analysis you'll have no idea why. With theme analysis, you'll learn that customers that mentioned "Access to Information" are happy about the "Information at KIOSKs," but "Information on Loans" is what's pulling that NPS down.

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Integrations: Bring operational, transactional, financial, and all the other siloed data together for brighter insights.

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Integrations with APIs

An open API is a must to get a clear picture of your customer experience. Most businesses today are collecting and storing data in multiple places, so the need to break down the data silos is becoming more and more important.

Webex Experience Management was built around a holistic approach to customer experience that excels when combined with operational and transactional data. When using our integrations you can start predicting the financial impacts of your CX initiatives, or proactively reach out to customers who might be at risk of churning or not coming back.
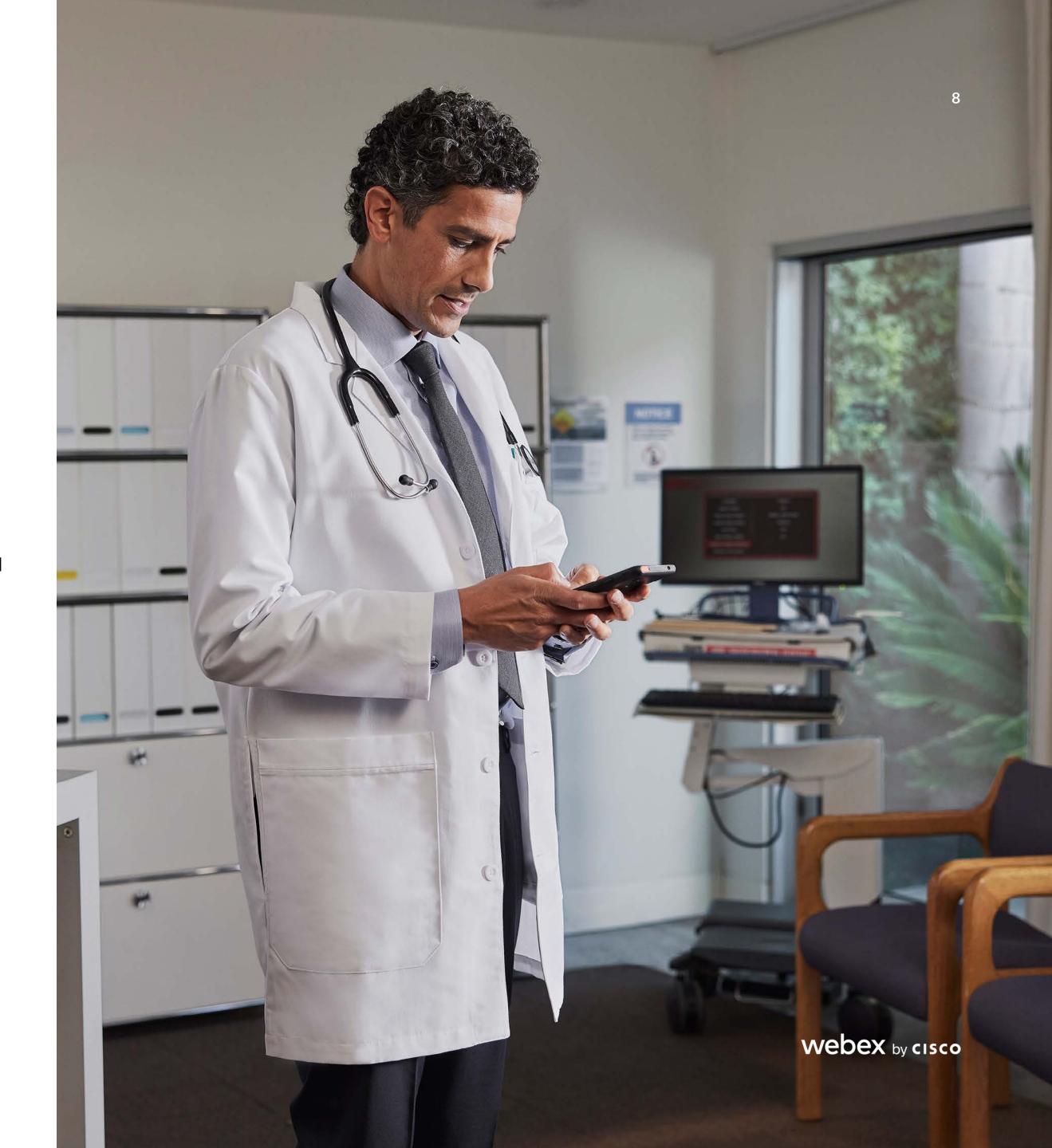
Integrations go both ways

Outbound integrations are just as important as bringing data into your CEM — it's how you get the insights out to the rest of the organization. For example, by integrating with your CRM to combine transactional and customer data with experiential data you'll uncover trends and similarities among specific customer segments. But without outbound integrations, that valuable information stays locked within your CEM and it's difficult to turn your insights into actions.

With Webex Experience Management, you're able to set up bidirectional integrations to allow your tech stack to work together. Integrating your CEM with your ticketing system means that your frontline team is empowered with enough information to be proactive. If a customer shows signs of churning or dissatisfaction, the solution can open a ticket in your help desk for your team to follow up and close the loop.

Your data, your key

Bring Your Own Key (BYOK) encryption is controlled exclusively by you. Cisco is committed to protecting customer data, and with our industry-leading BYOK encryption capabilities every CIO can rest easy knowing that they have full control. BYOK allows for security teams to be proactive in securing sensitive data through revoking or updating the encryption key.

Because everything is hosted and maintained on the client's side, we never handle the key — your security is fully in your own hands. Security teams can ensure they are following their own best practices by using their own key management systems, even rotating through keys several times a day. Revoking the key at any time will nullify all data in Webex Experience Management.

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Survey creation: With our dynamic and powerful real-time surveys, improve your response time and gain better feedback.

Our Questionnaire Builder makes it effortless for organizations to create and send out surveys across various touchpoints. Collect and analyze customer responses in real time to closely monitor changing customer expectations and needs.

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Easily create surveys

Create and customize customer surveys with our easy-to-use Questionnaire Builder. Select from different question types (Star Rating, Yes/No, Multiple Choice, Open-text, and more) to cover every aspect (from onboarding to any engagement) of the customers' experience throughout their entire journey.

Our drag and drop functionality makes it easy to add, delete, modify, and reorder survey questions. Add different question tags ranging from NPS and CSAT to Email and SMS to classify and segregate survey questions. This makes it easier during analysis of customer responses.

Set real-time alerts for surveys

Respond to feedback collected from surveys in real time. Set conditions for survey questions so that when triggered by a customer response, the concerned employee or department is quickly notified about it.

For instance, when a customer rates you low on store cleanliness or staff behavior, an alert can be immediately sent to the concerned employee to follow up and take corrective action. At the same time, even positive feedback can be noted in order to recognize and reward employees.

Industry survey templates

Select from industry-specific templates to easily create and run surveys. From retail and hospitality to banking and credit unions, we provide customizable survey templates to track customer experiences holistically.

Our templates are designed to improve response rates, collect more accurate and relevant feedback, and ensure that you glean truly actionable insights by asking the right questions across the right touchpoints.

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Custom dashboards: The wait is over. See your data how you want to see it with Webex Experience Management's real-time point-and-click dashboards.

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Customized dashboards

Unlock the true power of your data with our real-time interactive insights center.

Webex Experience Management's easy point-and-click interface allows you to create unlimited real-time role-based collaboration spaces and dashboards with data that is relevant to you and displayed how you want to see it.

One of the keys to creating a customer-centric organization is giving everyone in the organization contextual data that is relevant to their role – that's the power custom dashboards gives you.

Custom widgets

Webex Experience Management allows you to manipulate and view the data however you see fit by creating your own widgets using our cross tabulations tool. We have all of the most common widgets already created for you to use from day one, but you'll never feel limited by a set of dashboard widget templates. Use the power of crosstabs to slice and dice data, then visualize it in a way that tells your CX story best.

Do you want to see NPS by location, CSAT by employee, or monthly CES trend? All of these can be created in a matter of minutes in the metrics library and published on one of your custom dashboards. Don't waste any more time exporting your data to build reports or data visualizations, you can do it all with our custom widgets.

Drill down

Have you ever wanted to dive deeper into the data or compare different segments without exporting your data from multiple platforms or multiple surveys into a long, complex Excel sheet? Webex Experience Management allows you to drill down and filter into any dashboard or individual widgets without manually importing or exporting your data.

The solution brings all your operational, transactional and experiential data into one place for you to slice and dice the data however you would like. For example, in one click you can drill into your word cloud widget to only see what detractors are saying, or maybe you want to see what your CES score is for females that came from your website. You can do this in a matter of clicks, as well as build segments to push into a marketing automation campaign.

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Customer loyalty: Understand your NPS better through our comprehensive program and receive insights into developing your CX strategy.

Webex Experience Management's comprehensive Net Promoter Score (NPS) program helps you keep track of customer loyalty scores in real time. Identify detractors, passives, and promoters in your customer base and get actionable insights to turn detractors and passives into promoters. Track the Net Promoter Score for separate teams as well as along every stage along the customer journey.

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Create multi-channel NPS surveys

Organizations can track their Net Promoter Score (NPS) across multiple digital/physical touchpoints and channels.

Create and customize unlimited NPS surveys across any number of channels with our Questionnaire Builder in no time. Tap into email, website, IVR, smart devices, in-app, chatbots, pop-up surveys, and more to gauge customer loyalty and satisfaction.
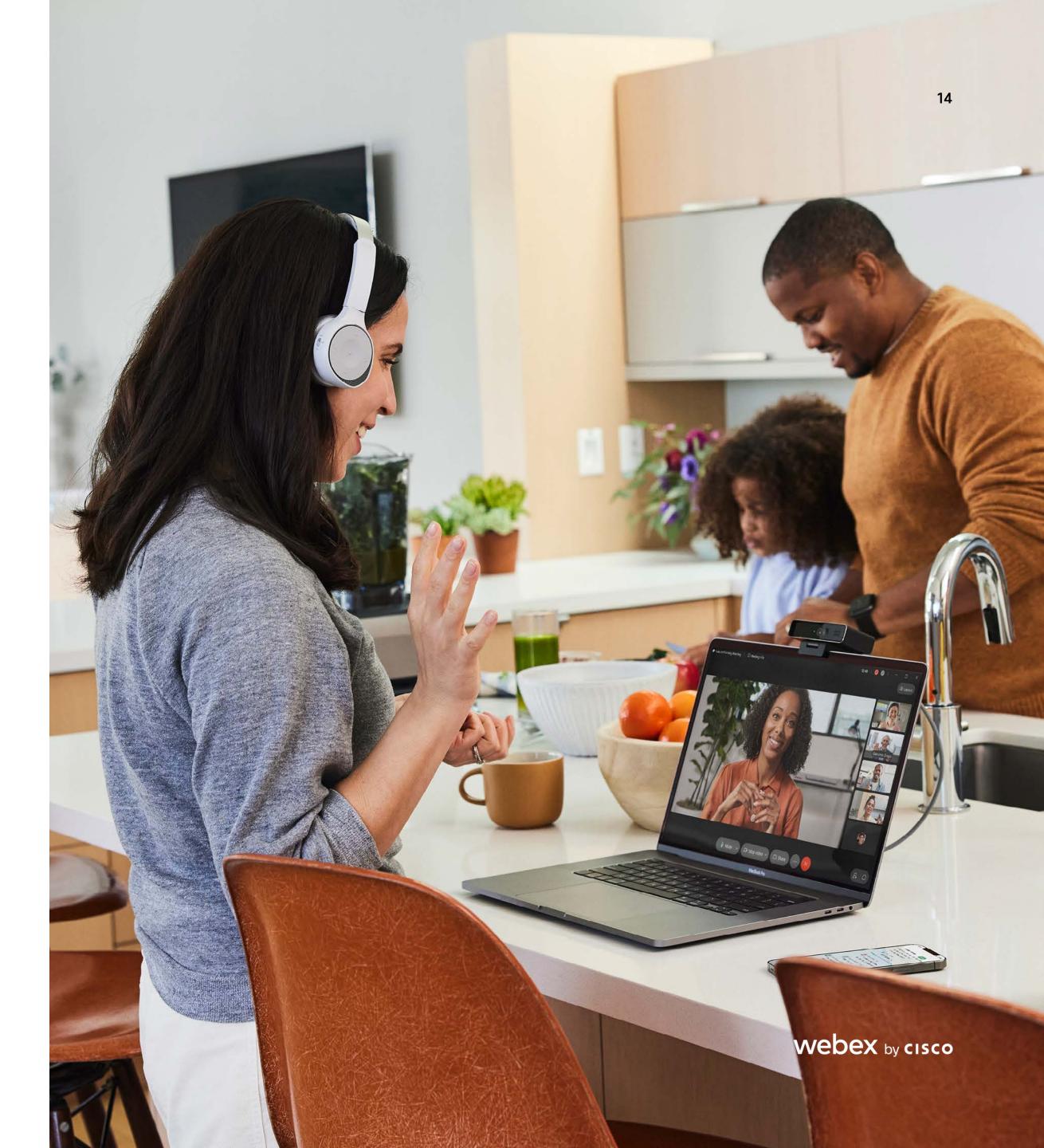
Analyze NPS trends

In addition to addressing instances of positive and negative feedback, you can also analyze NPS trends over time. Stay on top of your NPS all the time. Is it going up or down? Why is your score higher this month compared to the last?

View, interpret and derive insights from NPS trends to drive deeper strategic improvements. Webex Experience Management provides a simple widget to track these trends over flexible timelines — weekly, monthly, or yearly basis.

Benchmark against your competition

How close is your NPS to the industry standard? Webex Experience Management helps you not only measure your NPS, but also benchmark it against industry standards and your competitors. This gives you a clear picture on whether you are headed in the right direction in terms of enhancing your CX.

Also, get recommended goals (for instance, working on "store cleanliness," you can increase your NPS from 56% to 68% and convert 10% of your detractors into promoters) that enable you to reach and surpass industry standards.

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Customer sentiment: Tap into your customers' sentiment and remove the guesswork at what makes them happy.

Webex Experience Management's Sentiment Analysis solution helps organizations decode customer sentiment behind open-text responses on feedback forms, and conversations on online forums and social media. Bucket customer comments into various categories ranging from extremely negative to extremely positive and derive insights to get a clear picture of brand sentiment.

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Create dual-level themes and visualize

Webex ensures that organizations can analyze customer sentiment with a high level of accuracy. We provide two levels of theme classification (L1 and L2) that facilitate users to drill down into the sentiment, visualize these themes on our Theme Classification Widget, and truly understand what customers feel about your organization.

Save time spent on reviewing individual customer responses by viewing a hierarchy of themes instantly. Create your own bag of words mapping to generate L1 and L2 themes.

Analyze customer emotion

We help organizations tap into machine and deep learning to precisely identify customer sentiment associated with open-text responses and brand conversations.

Choose between various powerful technologies — IBM Watson, Azure ML and Cisco's own deep learning algorithm — to drive customer sentiment analysis and segregate the sentiment in real time.

Set real-time alerts for online customer comments

When a customer is writing a review about your organization, be it on social media or on a third-party site, be notified about it in real time and respond to it quickly. Get real-time alerts delivered to your mobile or laptop based on the sentiment derived from customer comments, response, reviews.

In case of negative sentiment, follow up with the customer and resolve the issue by offering a compensation, for instance. For positive sentiment, constantly engage with the customer and reward them with special loyalty points, offers, and more.

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Contact center: Improve customer experiences by empowering your contact center agents with customer journey and sentiment insight at their fingertips.

Webex Experience Management integrated with your Cisco Contact Center solution.

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Contact center

Your customer's journey doesn't stop when they arrive at your contact center. Webex Experience Management captures every touchpoint in your customer journeys before, during, and after the contact center interaction, giving you a true 360° degree view of your customers' journeys.

Webex uniquely embeds customer journey insights directly into the contact center desktop, empowering your agents and supervisors with customer sentiment and journey data in real time. This gives them a well-rounded picture of how customers are feeling and what they're experiencing with your brand. Agents can then personalize their interaction with the customer to improve loyalty and Net Promoter Scores.

Customer experience journey

The Customer Experience Journey capability displays past customer survey responses while the agent is interacting with the customer via call, chat, or email.

Agents can also view industry-standard metrics, such as Net Promoter Score (NPS), Customer Satisfaction (CSAT), and Customer Effort Score (CES) for the customer during their engagement.

Having this information and context at their fingertips helps agents understand the customer's past experiences with your brand, so they can personalize their interaction to help "close the loop" and drive improvements.

Customer experience analytics

The Customer Experience Analytics capability is available for agents and supervisors and displays the overall pulse of the customers and agents through metrics, such as NPS, CSAT, and CES.

When an agent signs in, they can see their key metrics as an aggregate of all their interactions with customers. Agents see how customers are ranking them for friendliness, knowledge, communication skills, and more.

When a supervisor signs in, they can see the data that is derived through the overall metrics and trend of these metrics over time. A supervisor can segregate data based on teams and agents and see overall NPS and CES trends and insights about agents and teams. This helps supervisors and management predict what impact organizational changes or improvements, such as staffing, may have on customer experience and on the business.

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Analyze specific teams: Our simple yet organized interface allows analysis of team-specific data and insights for better CX.

Webex Experience Management ensures that a delightful CX is one that is consistent across all touchpoints, irrespective of whether the customer is interacting with your sales, marketing, or contact center staff. In order to enable seamless collaboration, create customized dashboards for your teams based on their roles so that every department is aligned with the end goal of improving CX.

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Analyze team-specific data and insights

Organizations can make use of our "Spaces" feature to drive collaboration between teams and create tangible action plans that improve CX. Every user within the organization can create their own spaces to visualize customer data based on their needs without digressing from the organization-wide goals.

Each space will have its own custom dashboard, response and metric trends, widgets, response analysis, and other sections. For instance, a store manager can create a space where he or she views store performance-related metrics (ambience, product quality, and more), whereas a CEO can track key organization-wide metrics like NPS and CSAT in her or his space.

Department-specific survey questionnaires

Our Questionnaire Builder enables organizations to customize questions for different spaces and departments. This means various teams can run personalized surveys across multiple touchpoints to constantly monitor their performance.

This allows multiple users (managers, C-level executives, and more) to streamline surveys and focus on monitoring different aspects of the customer experience.

For instance, a store manager can create surveys with questions on store ambience, product variety, and so on, whereas a digital marketing head can ask questions related to website experience, navigation, and more.

View and analyze predictive goals

Set customized key performance indicators (KPIs) for different departments based on their functions.

For instance, set a CSAT target for one of your stores, NPS target for your website, and a Customer Effort Score target for your contact center. Based on the KPIs set, we ensure that each team is empowered with relevant actionable insights to reach their goals and contribute to overall customer loyalty, retention, and profitability.

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Actionable insights: Drive action, not just insights. Actionable insights are only as impactful as the outcomes they drive.

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Impact analysis

What makes your customers come back again and again? Is it the selection? The quality of your product, or service? Webex Experience Management's Impact Analysis looks beyond the customers perception. This statistical model looks at the impact of drivers on customer's loyalty, experience, or even the financial value to identify what actually moves the needle.

Impact analysis is used when you're trying to determine what's most important for your customers and tells you what you need to prioritize to accomplish the best results. Suppose you were asked to rate the importance of service range, size, and app functionality on your mobile phone. You would probably say 9 or 10 on all of them, but that doesn't really help figure out which of those attributes are most important, does it? This is where impact analysis shines.

A driver analysis looks at the relationship between the attribute ratings and anchor metric of your choice (e.g., NPS, CSAT, revenue), and tells you what's most important to your customer. Your customers may not always have the answers, but they'll always give you the data to find the answers.

Recommended goals

Webex has recognized that not everyone is a data analyst. That's why we have a recommended goals widget. This widget will give you a prioritized list of the improvements you can make to generate the biggest impact to your customer experience.

You will find the recommended goals widget in the customer journey map dashboard as well. This is to help you see what you can do in each stage of the journey that will help boost that particular stages experience. Think of recommended goals as your personal data analyst that will help point you in the right direction.

Most liked and disliked attributes

The most liked and disliked widget simply tells you what your highest and lowest average attribute rating is. Ask yourself, "What would a customer say if I asked them what we do best, and what we struggle with the most?" Do you have the data to back up your response?

This widget helps create a customer-centric culture by make making the data user-friendly for everyone to celebrate good work and drive team collaboration in areas that need improvement. The first step in taking data-driven action is knowing where you currently stand and what your strengths and weaknesses are. That is the power of this widget.

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Why Webex?

Webex is a global leader in cloud contact center and experience management solutions, combined with world-class cloud calling, meetings, team collaboration, and the most advanced audio/video devices and headsets.

Cisco Contact Center solutions empower companies to move from delivering isolated customer experiences to delivering cohesive customer journeys. Cisco is the only contact center solution that combines deep legacy experience with cutting-edge cloud, artificial intelligence, collaboration, and experience management technologies.

Built with security, reliability and availability at its foundation, our contact center solutions are designed for carrier-level volumes of traffic, capable of managing up to 24,000 agents in a single stack. Cisco provides a full-featured,

end-to-end contact center portfolio with flexible deployment options on cloud, on-premises, or a bridge between the two. The Webex Platform for Contact Center enables advanced cloud applications to be available across the entire portfolio to further enhance agent and customer experiences and make innovation available to all customers. Webex offers clear advantages to our customers, through a graceful migration path to cloud and the greatest investment protection plan along the way.

Cisco is a leader in contact centers, with more than 36,000 loyal customers and more than 3.6 million agents installed globally.

Learn more

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