

Case Study

Delivering a truly bespoke retail experience with Webex Connect

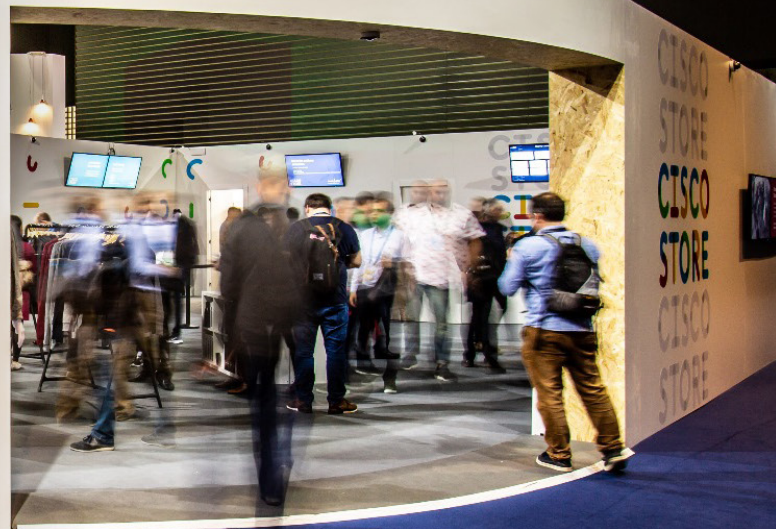
Customer Summary

Customer name
Cisco Store

Industry
Technology

Region
US

CISCO STORE



The Cisco Store

The Cisco Store embodies the brand through its innovative merchandise and connected retail experiences. It also frequently hosts unique pop-up outlets at key industry events, including the annual globetrotting conference Cisco Live.

Attendees can create and buy customizable Cisco merchandise using the latest digital communications channels including Apple Messages for Business and

Google Business Messages. And it's all powered by Webex's Communications Platform as a Service (CPaaS) solution, Webex Connect.

In this case study, we'll look at how the Cisco Store is meeting rising customer demand for connected brand experiences, and how Webex Connect can help you build timely interactions that drive lasting customer loyalty.

Understanding the connected customer journey

Serving customers on their terms is a priority for the Cisco Store. And with 75% of customers preferring to interact with retail brands using digital messaging channels¹, it makes sense that its pop-up outlet meet their expectations.

But this is easier said than done without a single view of the customer journey and individual preferences, especially when many want personalized interactions to retain context while moving seamlessly across their favorite channels.

Mastering this connected journey can make a huge difference in earning their trust and loyalty. But one false step, and it's easily lost.

That's where Webex Connect comes in. An enterprise-grade CPaaS solution lets business users orchestrate personalized interactions across the latest digital channels. It can also integrate with back-office systems, helping its users build and apply actionable customer insights across every interaction.

It's easy to use, too, thanks to its visual flow builder that lets even non-technical users drag-and-drop the components they need to create compelling customer journeys. So, how exactly does Cisco Store use Webex Connect to inform and serve attendees at events throughout the year?

¹ <https://cpaas.webex.com/resources/report/customer-experience-research-report>

Cisco Store and Webex Connect at Cisco Live

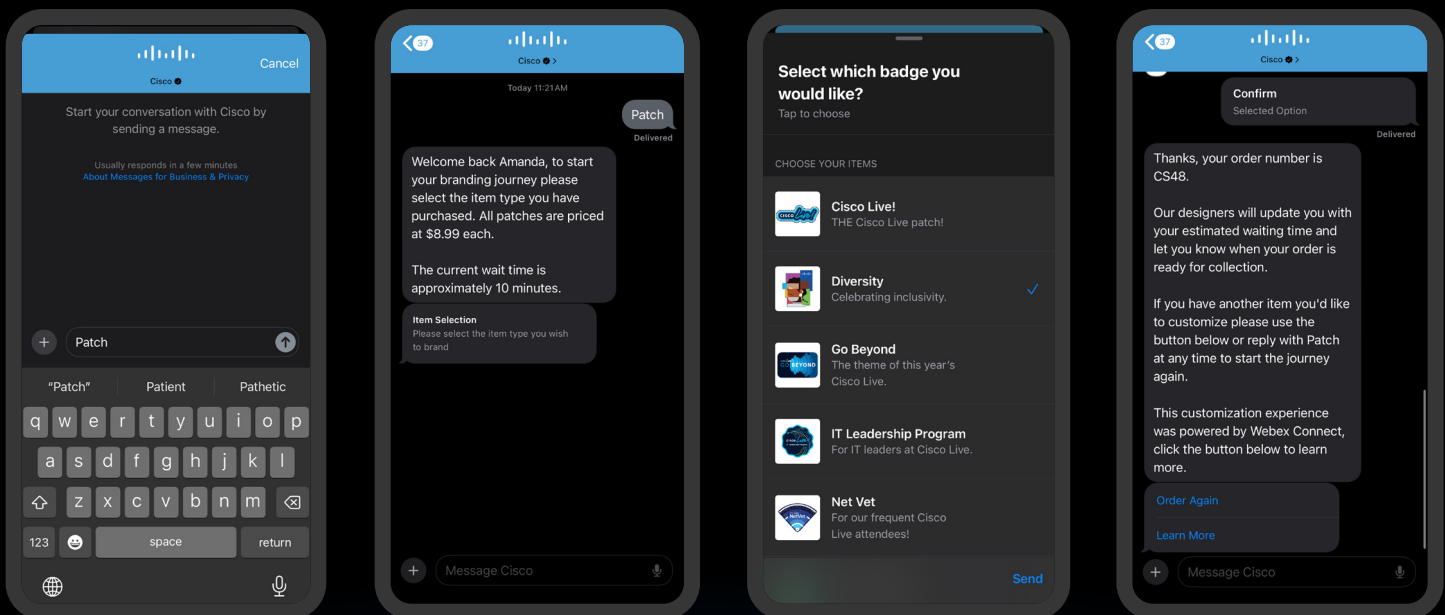
New to the Cisco Store experience is The Patching Station. Here, attendees can purchase a wide range of branded apparel, including hats, tops, and bags: but these aren't just off-the-shelf souvenirs.

The Cisco Store enables its customers to digitally define the branding on their desired item, including its location, entirely through a SMS conversation with the Webex Connect chatbot.

Customers simply need to purchase their merchandise and scan the QR code at The Patching Station, where they will then be prompted to select their patch design and placement. The chatbot informs them of the final price for their patches as well as provides an order number and live updates on their wait time for pick-up.

However, this is just one example of how the Cisco Store uses Webex Connect to engage its customers with personalized, two-way communications.

The Patching Station experience



Prepopulated message

Start the conversation

Select menu options as you go

Order confirmation

Keeping attendees informed with timely interactions

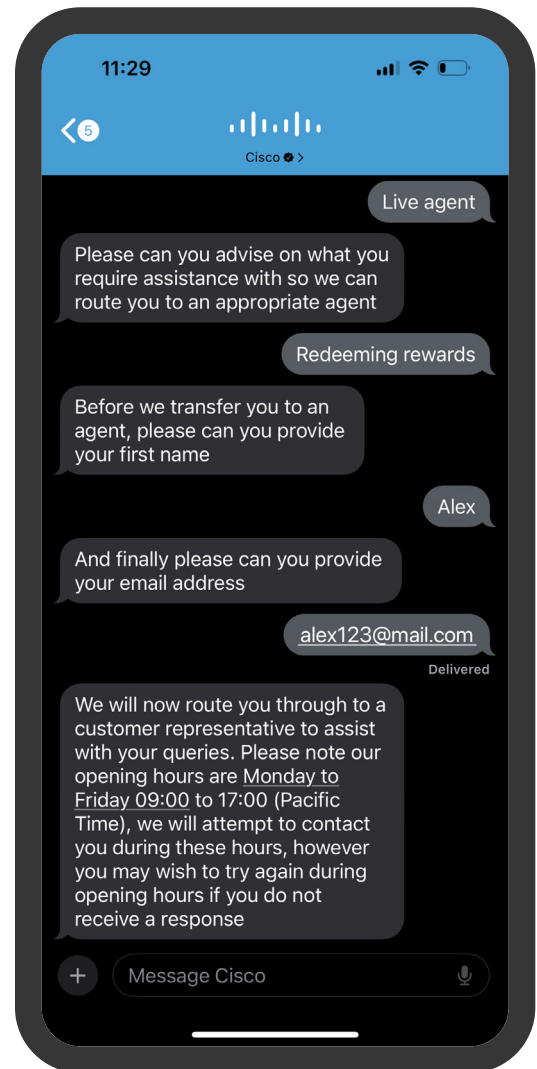
With Webex Connect underpinning its end-to-end customer communications, the **Cisco Store** can offer 24/7 service support through an omnichannel chatbot.

Customers can query store opening times and locations, fulfilment options and updates, or request a seamless handover to a live agent. The latter is routed through Webex Space, where the best-qualified agents can quickly claim and action requests.

Get closer to your customers with Webex Connect

Webex Connect has proven a vital asset for the **Cisco Store** team, with 42% of total sessions handled by its chatbot—freeing agents to focus on value-adding or sensitive engagements.

We can't wait to see where its Webex Connect journey will take it next. In the meantime, you can [learn more about Cisco Live here](#) or get in touch to see how you can start building unforgettable customer interactions with CPaaS.



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