

WWT + Cisco

Power Partners innovating for Best-in-Class Customer Experience

Customer Summary

Company Name
World Wide Technology (WWT)

Industry
Technology

Headquartered
St. Louis, Missouri, USA



World Wide Technology is a global technology solutions provider leading the AI and digital revolution. With more than \$20 billion in annual revenue, WWT combines the power of strategy, execution, and partnership to accelerate digital transformational outcomes for organizations around the globe. They have a robust contact center of excellence comprising consultants and technical architects who bring deep expertise working with clients across diverse industries, such as:

- Banking and financial services
- Healthcare systems and insurance
- Public sector agencies across city, state, and federal government
- Retail
- Telecommunications and cable operators
- Utilities and energy

Through their Advanced Technology Center—a collaborative ecosystem of the world’s most advanced hardware and software solutions—WWT helps clients and partners conceptualize, test, and validate innovative technology solutions for the best business outcome. WWT then deploys those solutions at scale through its global warehousing, distribution, and integration capabilities.

Something else WWT brings to the table is a deep partnership with Cisco, rooted in the goal of driving value for our shared clients while helping them solve complex business problems.

The WWT and Cisco partnership began more than 30 years ago. Since then, they have become one of Cisco's largest and most strategic global partners with more than \$7B in Cisco sales and gold certifications in the US, Singapore, India, and the UK.

Navigating Market Challenges

Morgan Laville, Contact Center Business Development Manager at WWT, says World Wide Technology aligns contact center solutions with their clients' specific operational challenges. The team strategically engages with contact center and CX leaders, often starting by addressing key consumer personas. The most common business challenges include:

- **High call volumes:** Achieving operational efficiency is difficult for contact centers overwhelmed by calls. Many organizations find these calls are not particularly complex, meaning their agents are addressing the same issues repeatedly.
- **Agent onboarding and reducing time to self-sufficiency:** Agent turnover is a persistent issue. Implementing real-time agent guidance powered by AI and machine learning provides agents with immediate assistance and insights during customer interactions. This approach reduces agent training time and accelerates the average time-to-competency while maintaining quality customer service.
- **Agent productivity plateaus:** It's difficult for agents to improve their productivity when they find their work repetitive or not engaging enough. Furthermore, summarizing calls and finding all relevant customer information consumes valuable time and hinders productivity.

- **Seamless multi-channel support:** Today, many customers expect multi-channel contact with brands. Meeting this expectation can be challenging for contact centers. Data silos can keep an agent on one channel from accessing the customer data they need to resolve an issue quickly and efficiently. This can also result in unhappy customers who are frustrated by having to repeat their account information and issue.

According to Patrick Bond, Principal Solutions Architect at WWT, the cloud-native Webex Contact Center and its native capabilities is changing the way WWT interacts with their clients. “While businesses previously had to determine which solutions they could fit into their operations, those restrictions no longer exist today,” Bond says, “We can pretty much hit any outcome that a business is looking for.”

WWT brings proof-of-concept testing for Webex Contact Center solutions

These challenges are common and offer just a glimpse of what contact centers face today. WWT leans on its culture of innovation and uses a consultative methodology to build the business case to modernize and optimize contact center operations, support internal business lines, and deliver best-in-class customer experience.

Simon Kruger, the Contact Center Practice Manager at WWT, has noted the Webex & WWT partnership is a significant benefit to CX leaders. The partnership has created the ability to execute complex integrations with ease and success, in part because Cisco and WWT technology ecosystems are highly compatible. But WWT pushes the envelope further, to actually demonstrate how Webex Contact Center will work in the real world.

In their Advanced Technology Center (ATC), World Wide Technology can replicate their clients' contact center environments and test Webex Contact Center performance through the lens of the organization's desired integrations into their specific CRM, workforce management software, and other databases and systems. These proofs-of-concept reduce risk and build confidence in cloud migration generally, and Webex Contact Center specifically.

Enhanced AI-powered interactive voice response (IVR) has proven to be particularly valuable to contact centers. Clients who adopt AI-powered IVR have achieved a deflection rate of 70%, meaning far fewer callers need to actually speak to a live agent.

With AI-powered self-service tools, most callers resolve their issues independently, eliminating mundane, repetitive tasks. This frees up contact center agents to deal with more complex and rewarding tasks. The result is a better customer experience and higher employee engagement and retention.

Another AI use case in WWT's arsenal is implementing AI for **agent assist** and **automated call summarization**. We noted above the financial services company with a 180% ROI on a \$1.4 million investment in automated call summarization on its own. By combining agent assist with call summarization, WWT has projected a 3-year savings of \$7.5 million by reducing call time by 12% and call wrap-up time by 60% when implementing real-time agent assist and automated call summarization together. *Their ROI calculators help CX and contact center leaders build a solid business case to justify investments in AI for the contact center.*





Highlighting quantifiable success in healthcare, finance and more

WWT brings real-world experience implementing Webex Contact Center in some of the most complex and disparate contact center operations for global organizations.

Here's how World Wide Technology has helped customers across different industries:

- **Healthcare:** Implemented natural language menus to reduce interactive voice response handle time and cut the time to an agent by over 60 seconds.
- **Financial services:** Utilized native generative AI to capture intent of callers, and also enable automated call summarization. WWT has quantified the ROI of automated call summarization at 180%. By reducing call wrap-up time by 47 seconds per call, an investment of \$1.4M yields savings of \$3.5M over three years.
- **Utilities:** Resolved high call volume issues with natural language processing and multichannel support.
- **Government agencies:** WWT embraced complex technology implementation and compliance requirements to migrate city, state and federal agency contact centers to the Webex platform, and enable Webex calling for agency staff. To ensure there was no gap in patient or citizen support, WWT trained more than 3,000 agents and supervisors in under three months via their Adoption Services program.

In implementing Webex Contact Center, WWT works alongside its clients' IT teams to ensure success with complex migrations to the cloud and also tackle related technology concerns, such as voice security and Webex Calling.

WWT's Investment in AI-enabled CX

WWT started investing in AI, machine learning, and data science over ten years ago. WWT's Vice President of Digital Experience, Joe Berger, says, "We were already in a strategic position to seamlessly integrate Gen AI as it emerged. This, combined with our established Contact Center expertise, enables us to guide customers in realizing the benefits and ROI of AI in their CX initiatives." In discussions with clients, AI use cases and productivity enhancements in Contact Centers consistently emerge as top priorities. WWT leverages its data and security teams alongside the contact center experts to help their client base navigate the risks and rewards.

Through WWT's first-hand expertise with Webex AI Agent and the expanded AI functionality built into Webex Contact Center, they ensure their clients realize measurable gains in operational efficiency with faster, smarter interactions. WWT enables contact center leaders to not only meet, but exceed customers' rising expectations with more personalized customer interactions.



Conclusion

Cisco has built Webex Contact Center as a cloud-native, flexible, robust AI-powered platform. WWT has demonstrated its ability to tackle complex integrations across diverse industries at scale. Their clients no longer have to contort CX objectives or operations to the technology on hand. Now it seems that CX leaders' imagination is the only limit. In fact, the possibilities are far greater than many organizations think.

Kruger sums up the overall partnership as one of trust. World Wide Technology can wholly focus on customer outcomes, delivering the best value possible, while not having to worry about any technical limitations of the Webex platform.



Simon Kruger, WWT says,
“Cisco can tell you about Webex Contact Center, while WWT can prove its value.”

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For more information

Please visit cisco.com/c/en/us/products/contact-center