

AI Routing for Webex Contact Center

Smarter routing, quicker resolutions

Exceptional customer experiences rely on effective routing – even if customers never notice it. Behind the scenes, it connects every request to the right person at the right time, driving faster, more efficient, frustration-free resolutions.

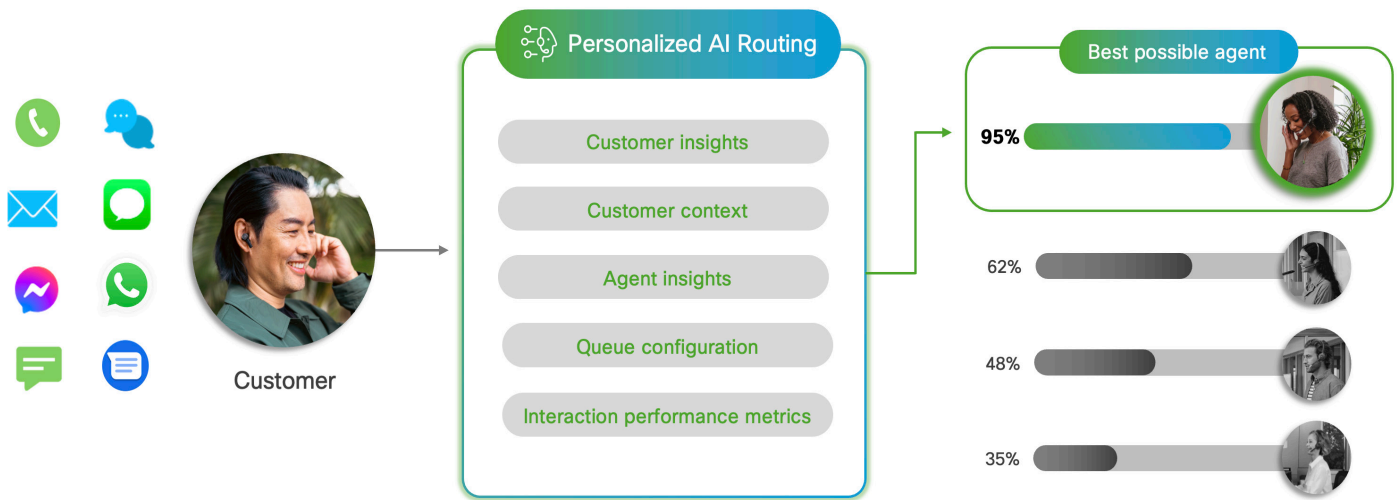
The challenge with traditional routing

Today's contact centers often rely on rigid, rule-based routing systems built on static setups like IVR trees, team assignments, and skill-based queues. While these approaches are effective in predictable environments, they struggle to optimize for critical KPIs like customer satisfaction (CSAT) and average handle time (AHT), because they can't dynamically balance customer needs, agent availability, and business priorities in real time. As a result, customers are frequently misrouted, operational costs rise, and teams struggle to consistently meet performance goals.

Introducing AI Routing

Webex AI Routing takes a fundamentally different approach. Rather than relying on hyper-detailed rules and dozens of specialized queues, it uses advanced AI and native deep learning models to learn from patterns, rank agents in real time, and create a routing experience for every customer – matching each request to the agent most likely to deliver the best outcome.

Users can define their business objective based on whatever matters most - whether it's optimizing CSAT, reducing AHT, driving sales, or a custom KPI - and for every interaction, AI evaluates real-time data to route each customer to the agent best suited to achieve that goal. The result is smarter matches that improve both customer satisfaction and business outcomes.



Key Benefits

Right agent, faster

Uses rich real-time data including customer context, agent insights, sentiment, and channel to connect each customer to the best-suited agent - ensuring faster resolutions and an improved overall experience.

Personalized outcomes

Every customer interaction is routed using AI models tuned to your specific business goals - whether that's improving first-contact resolution, boosting sales, raising CSAT, reducing AHT, or tracking custom KPIs.

Safe, data-driven deployment

Deploy with total confidence. Built-in static analysis and shadow-mode trials let you compare AI-driven outcomes against legacy routing results in a safe, 'offline' environment before going live.

Adapts in real-time

Automatically adjusts to changing contact volumes, agent availability, and business priorities in real time - so performance stays consistent, even as demand and priorities shift. .

Wherever customers are

Delivers fast, consistent routing across all voice and digital channels for a seamless omnichannel experience. .

Visibility & control

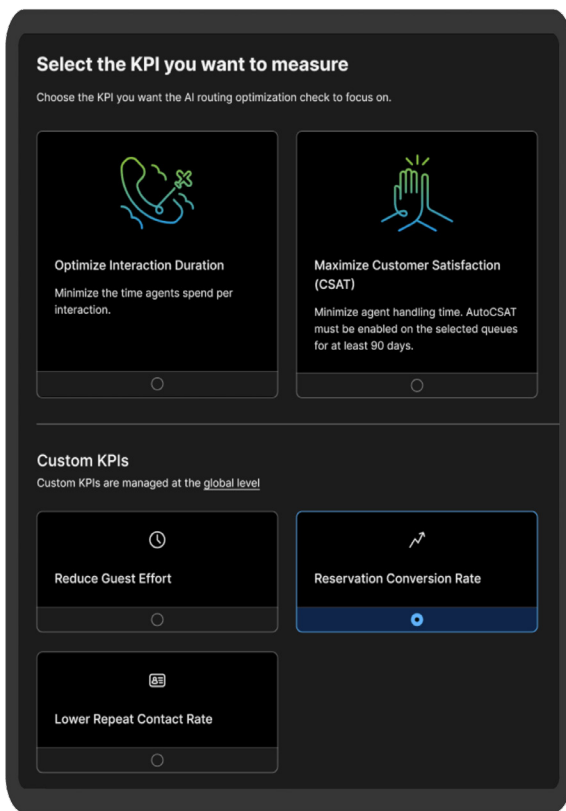
Visual dashboards and analytics give administrators a clear view of performance, support scenario testing, and enable confident deployment of routing improvements.

Unlock the full potential of a unified platform

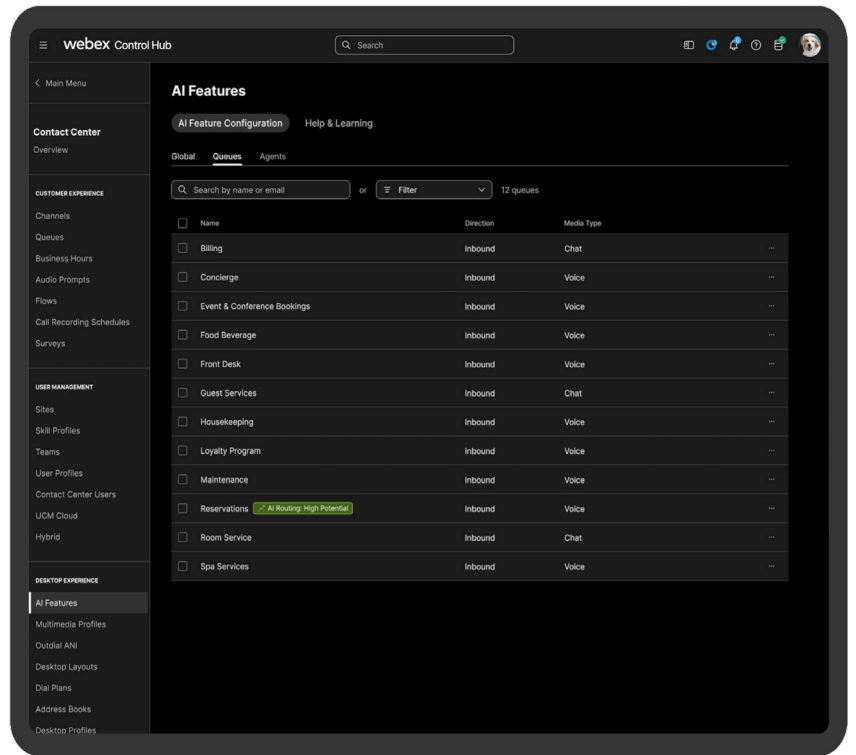
Uses real-time insights from the Webex Customer Experience Solutions portfolio - including Auto CSAT and Webex AI Quality Management - to continuously refine routing decisions and maximize outcomes.

Reliable, enterprise-ready AI

Powered by Cisco's Responsible AI Framework, our routing process combines ethical AI principles with robust safeguards to ensure fairness, transparency, and compliance in every decision.



Choose an existing KPI to track or define your own.



Identify queues with the highest potential for AI routing.

February 2026



For more information

Please visit <https://www.webex.com/us/en/products/>