

Transform enterprise communication with Webex Calling AI

Drive efficiency, gain insight, and deliver better business outcomes.

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Introduction

Calling is the backbone of business communication.

When urgency is high and decisions are complex, people pick up the phone. Yet the caller journey is often filled with friction. Employees search for information during live conversations, juggle multiple tools, and capture notes by hand. Customers face long hold times, repeated explanations, and disconnected handoffs.

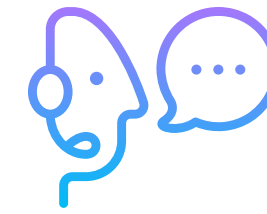
Artificial intelligence has the potential to change this. By reducing friction before, during, and after calls, AI enables intelligent routing, real-time assistance, automated summaries, and actionable insights.

This eBook explores where friction exists in the caller journey, the opportunities AI creates to streamline interactions, and how Cisco delivers AI-powered capabilities that make every call more efficient, insightful, and impactful.



Friction in the caller journey undermines business outcomes

Calling is one of the most direct and impactful ways organizations engage with customers and employees, yet the journey surrounding each call is often fragmented and inefficient. From app switching and lost context to poor routing and limited visibility, these friction points slow resolution, frustrate callers, and prevent teams from delivering their best work. Addressing these challenges is essential to improving experiences, increasing productivity, and ensuring every call drives better business outcomes.



Routine calls block high-value outcomes

Employees spend time handling simple, repetitive requests while high-value customer conversations wait on hold or are abandoned.



Context lost in transfers

Calls are often handed off without context, forcing customers to repeat themselves and consuming valuable employee time.



Manual note-taking

Divided attention during calls and time-consuming follow-up tasks reduce accuracy and productivity.



App switching slows outcomes

Employees juggle multiple systems, slowing access to the right information and frustrating callers.



No real-time call visibility

Managers lack live insight into call quality and sentiment, preventing real-time service improvements.

Connected intelligence

Bringing people and AI together to unlock faster decisions, smarter collaboration, and better outcomes.

Connected Intelligence elevates enterprise calling into an AI-driven productivity platform. By embedding Cisco AI Assistant, AI Agents, and real-time context into collaboration workflows, organizations can automate routine work, preserve context across interactions, and give employees instant access to the information they need to act.

The result is a more intelligent calling environment where conversations move faster, decisions are better informed, and teams focus on outcomes instead of process.

Cisco customers are already realizing measurable performance improvements through AI-powered collaboration:

4x

Faster project completion

5

Hours per week saved on note-taking, finding information, and creating content

3x

Increase in collaboration engagement and effectiveness

76%

Improved communication and higher productivity

AI across the caller journey

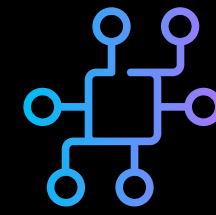
Webex delivers intelligence before, during, and after every call.

Connected Intelligence brings AI directly into the flow of enterprise communications. Instead of isolated features, Webex delivers AI capabilities throughout the entire caller journey, helping employees prepare for conversations, stay informed during live interactions, and capture insights automatically after every call.



Pre-call preparation

AI surfaces relevant context so employees start every call informed



Answering and routing

AI handles the routine and intelligently routes calls to the right resource



Live conversation

AI provides real-time insights and assistance during conversations



Supervision and support

AI gives supervisors real-time visibility and coaching tools



Analysis and optimization

AI analyzes conversations to uncover insights and improve performance



Pre-call preparation

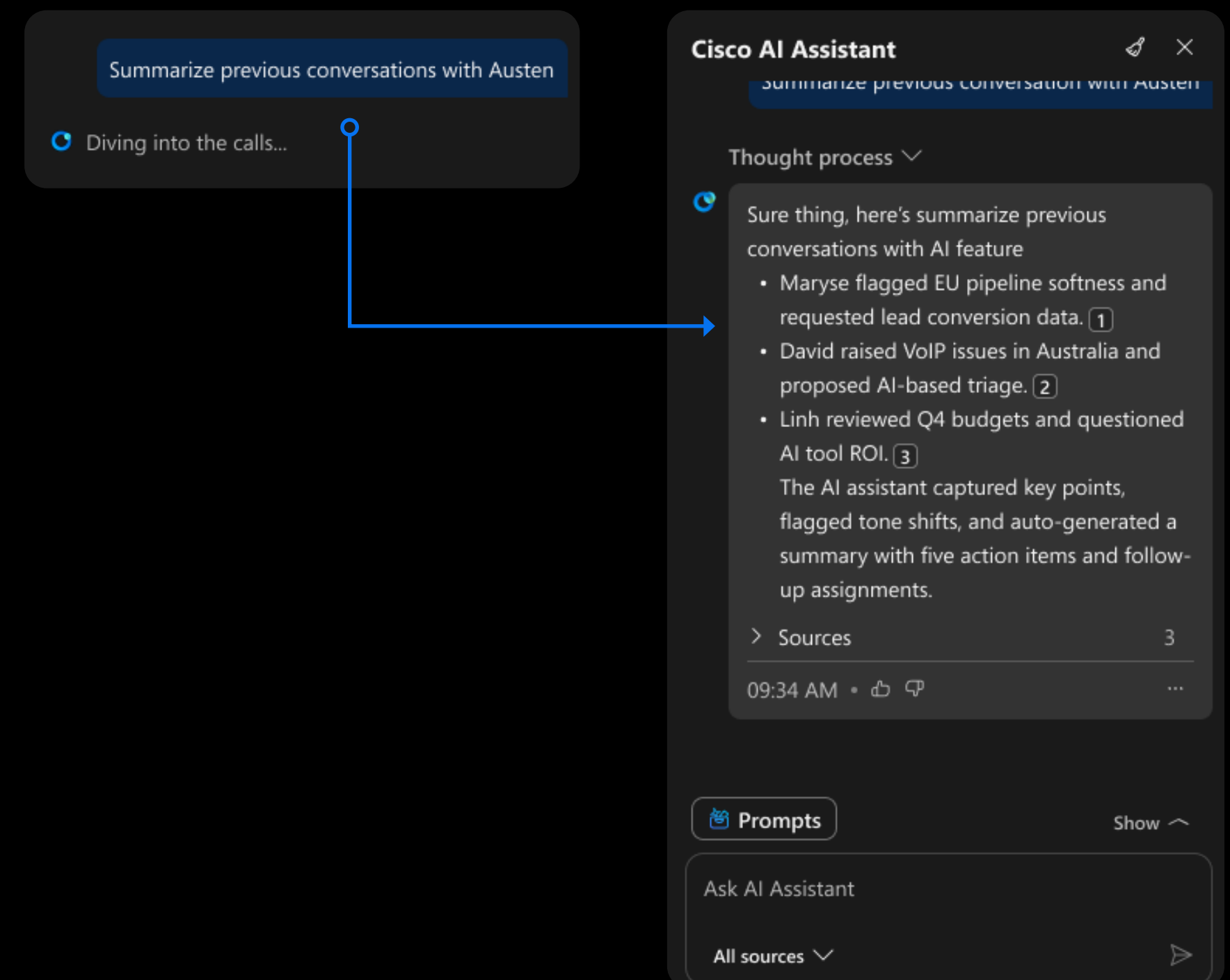
Ask AI Assistant

Context for smoother, smarter calls.

Business calls often begin without the context needed to make them productive. Important information from previous interactions, such as calls, messages, meeting notes, CRM records, or support tickets, often lives across multiple systems. As a result, employees spend valuable time searching for information or entering conversations underprepared.

Ask AI Assistant for Webex Calling brings relevant context directly into the calling experience before or during a call. With a simple prompt, employees can quickly understand previous discussions, unresolved issues, and key information, helping them start conversations better prepared.

AI Assistant surfaces insights from Webex Calling, Meetings, and Messaging, as well as enterprise systems through integrations with tools like Amazon Q Index and Glean. By connecting conversations with data from platforms such as Salesforce or Jira, Webex Calling becomes an intelligent collaboration hub that helps employees work faster and make more informed decisions.



Answering and routing

AI Receptionist

Can I schedule an appointment?

What's your return policy?

Where can I find parking?

What are your business hours?

Let AI handle the routine so your team can focus on delivering customer value.

Many organizations struggle to ensure every incoming call is answered quickly and routed to the right place. Limited staffing and high call volumes can lead to missed calls, long wait times, and inconsistent service.

AI Receptionist for Webex Calling provides an always-available, AI-powered virtual front desk that greets callers, answers common questions, collects information, and routes calls using natural language interactions. By automating routine tasks such as FAQs and call transfers, it reduces the burden on front-desk staff while ensuring customers receive prompt assistance.

Available as an add-on to Webex Calling, AI Receptionist can be quickly configured and customized. With intelligent automation at the front door of the caller journey, organizations can improve responsiveness, reduce wait times, and ensure every call is handled efficiently.



Answering and routing

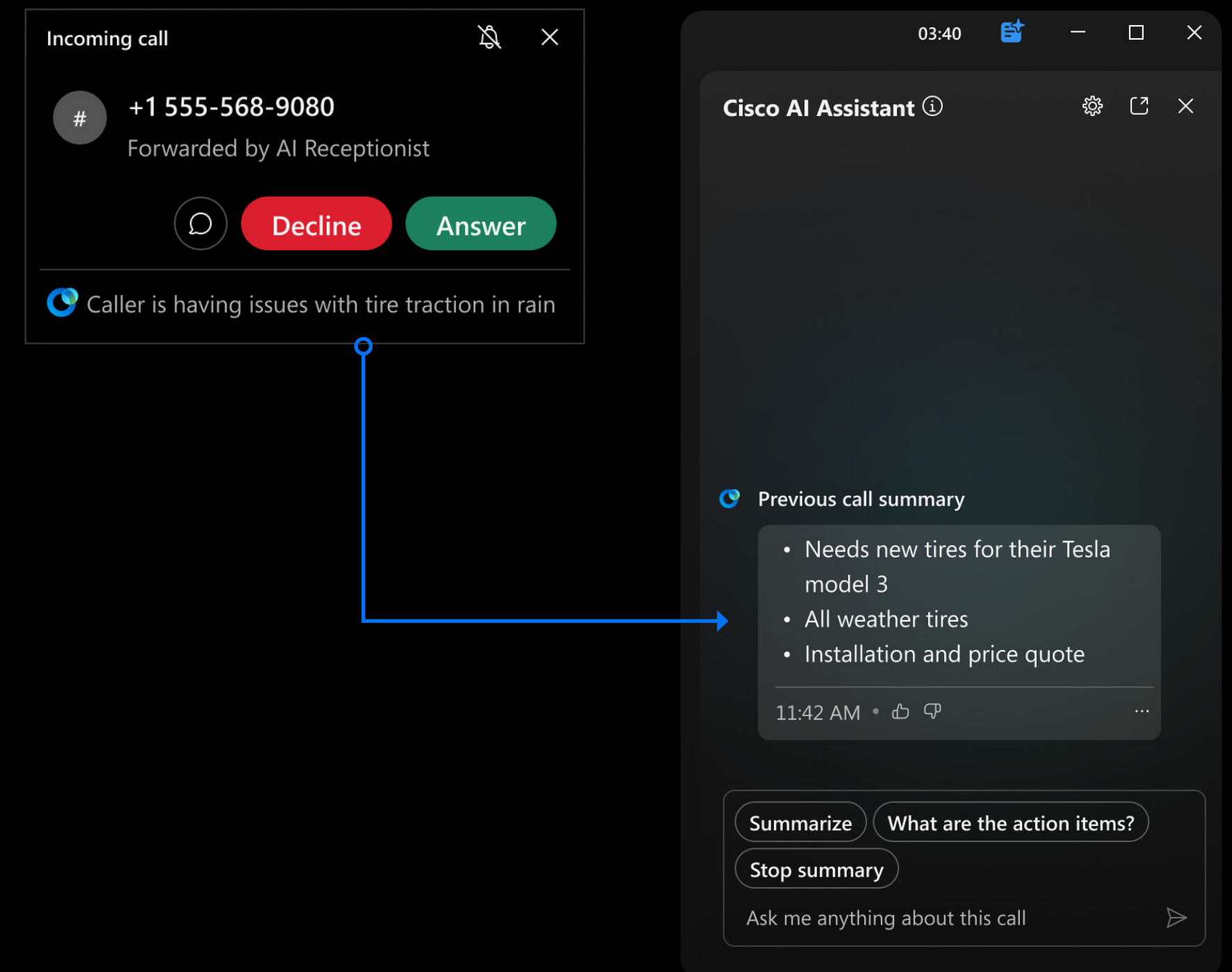
Caller Intent

Start every call informed. Make every call productive.

Many business calls begin with uncertainty. Employees answer the phone without knowing why the caller is reaching out, which slows conversations, creates friction, and often forces customers to repeat themselves.

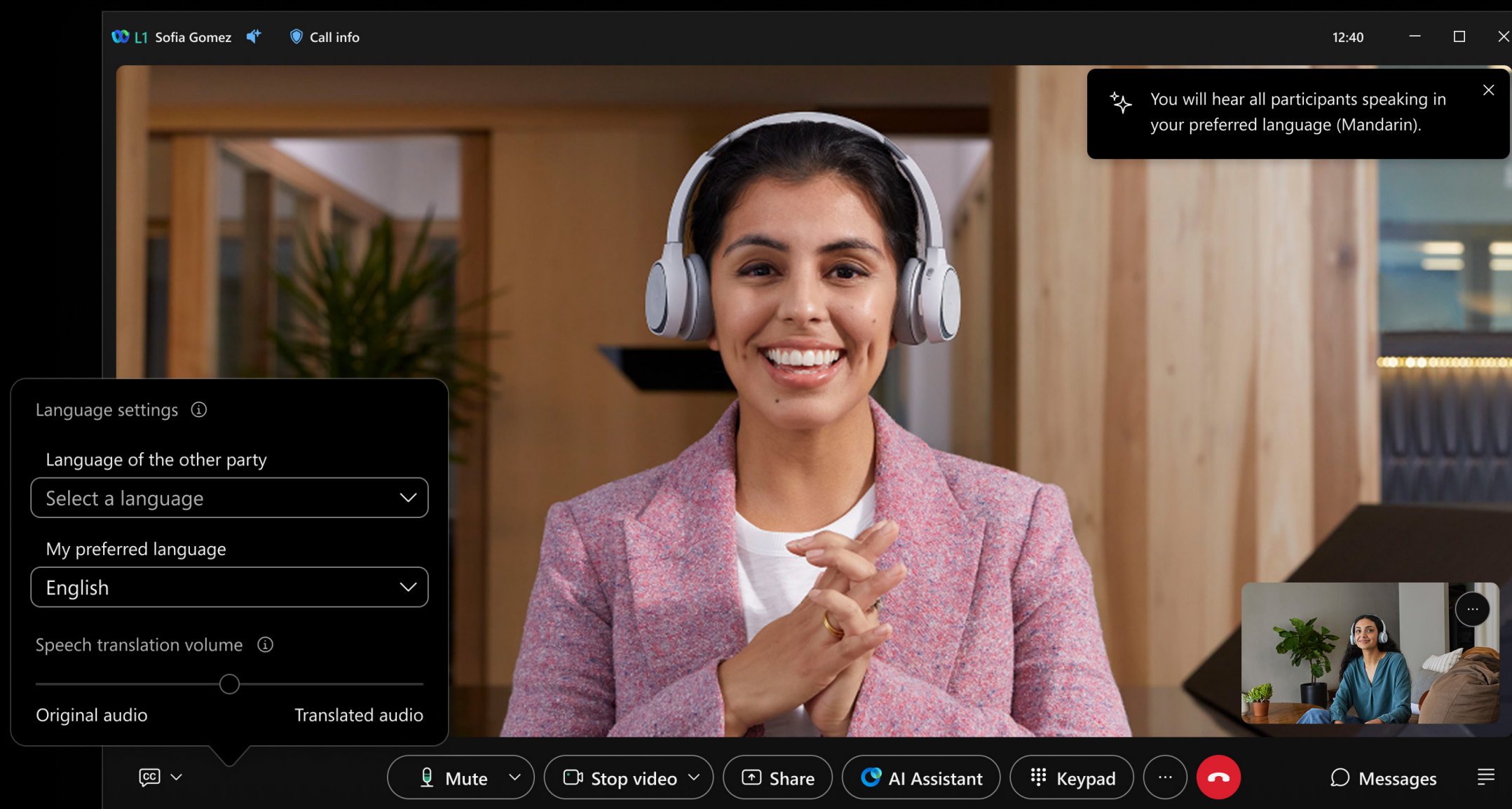
Caller Intent addresses this challenge by providing AI-generated insights about the likely reason for the call. By analyzing previous interactions with employees, the person who transferred the call, or conversations with AI Receptionist, Caller Intent surfaces a preview of the caller's likely need directly within the incoming call notification. This helps employees understand the purpose of the call before they answer. A full summary of prior conversations is available in the Webex app once the call is answered.

With this context from the start, employees can respond more effectively and keep conversations focused. Calls become faster, more productive, and more personalized, reducing the need for customers to repeat information and helping organizations deliver smoother interactions.



Live conversation

Translator Agent



Deliver global customer service without language barriers.

Language barriers can significantly increase staffing costs, forcing organizations to hire multilingual teams to support global customers and employees. Translator Agent for Webex Calling removes this barrier with real-time, speech-to-speech translation that enables seamless multilingual conversations.

Translator Agent allows participants to speak naturally in their preferred language while Webex translates the conversation in real time for the other party. This capability is especially valuable for retailers, healthcare providers, financial services organizations, government agencies, and internal IT or HR teams that support multilingual workforces. Instead of relying on human interpreters or limiting service to specific languages, organizations can expand their global reach while maintaining natural conversations across language boundaries.

At launch, Translator Agent will support English, French, German, Hindi, Italian, Japanese, Korean, Mandarin, Portuguese, and Spanish, with additional languages planned. Availability is expected in the second half of calendar year 2026.



Live conversation

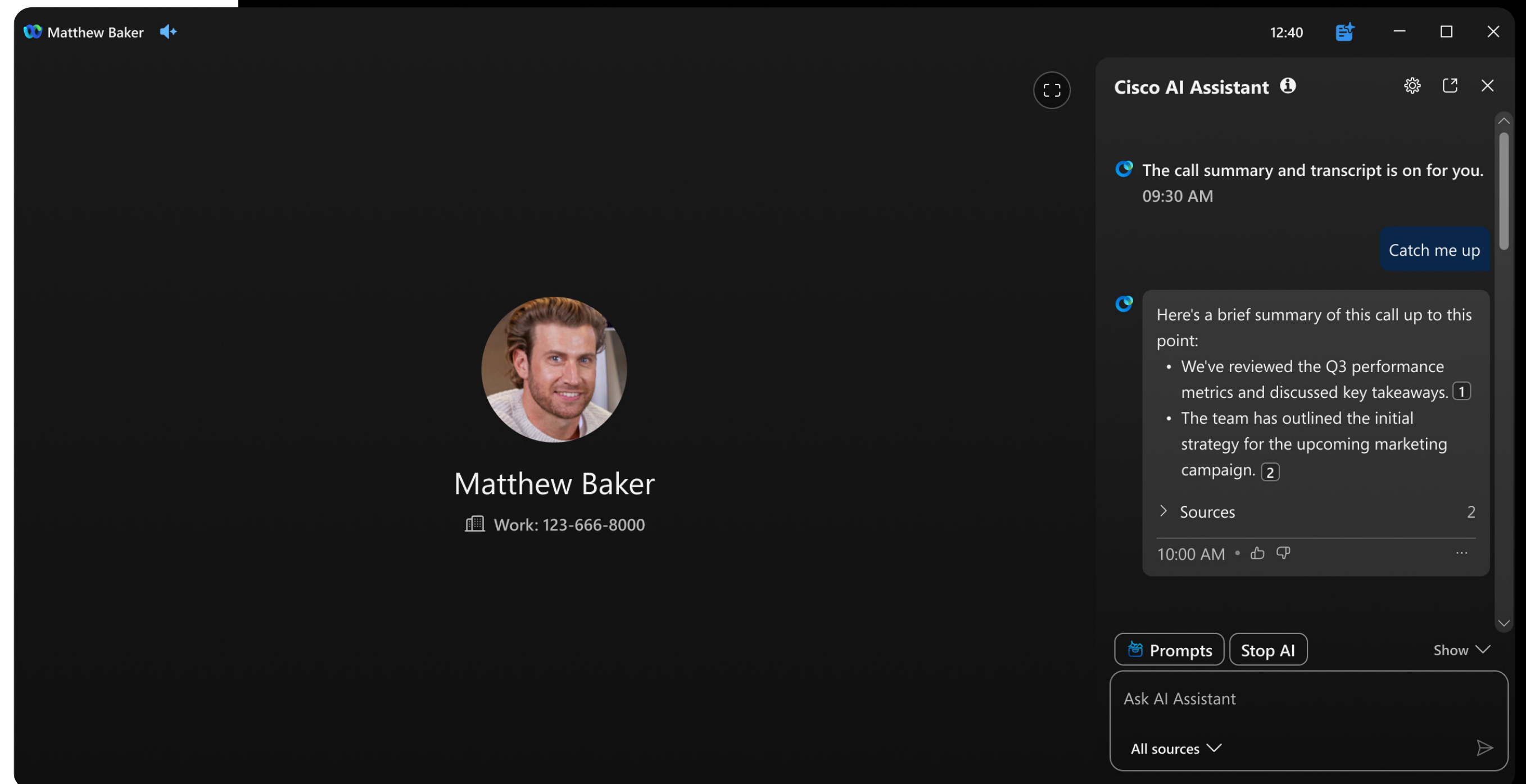
Call Summaries

Let AI handle the notes so your teams can focus on the conversation.

Employees who spend much of their day in back-to-back conversations often struggle to keep accurate records and notes. Manual note-taking can result in incomplete information, missed action items, and time lost documenting these conversations, taking time away from focused work and customer engagement.

With Webex Calling, users can activate Cisco AI Assistant to automatically capture a full transcription of the conversation and generate a concise call summary. The AI highlights key points, notes, and action items so employees can quickly review what happened. This information can be accessed live during the call or afterward, making it easy to recall details and follow up on next steps.

By eliminating manual note taking, AI Assistant makes every conversation more productive and ensures that important information is never missed. Employees can stay focused on the discussion while still leaving each call with a clear record of what was said and what needs to happen next.





Live conversation

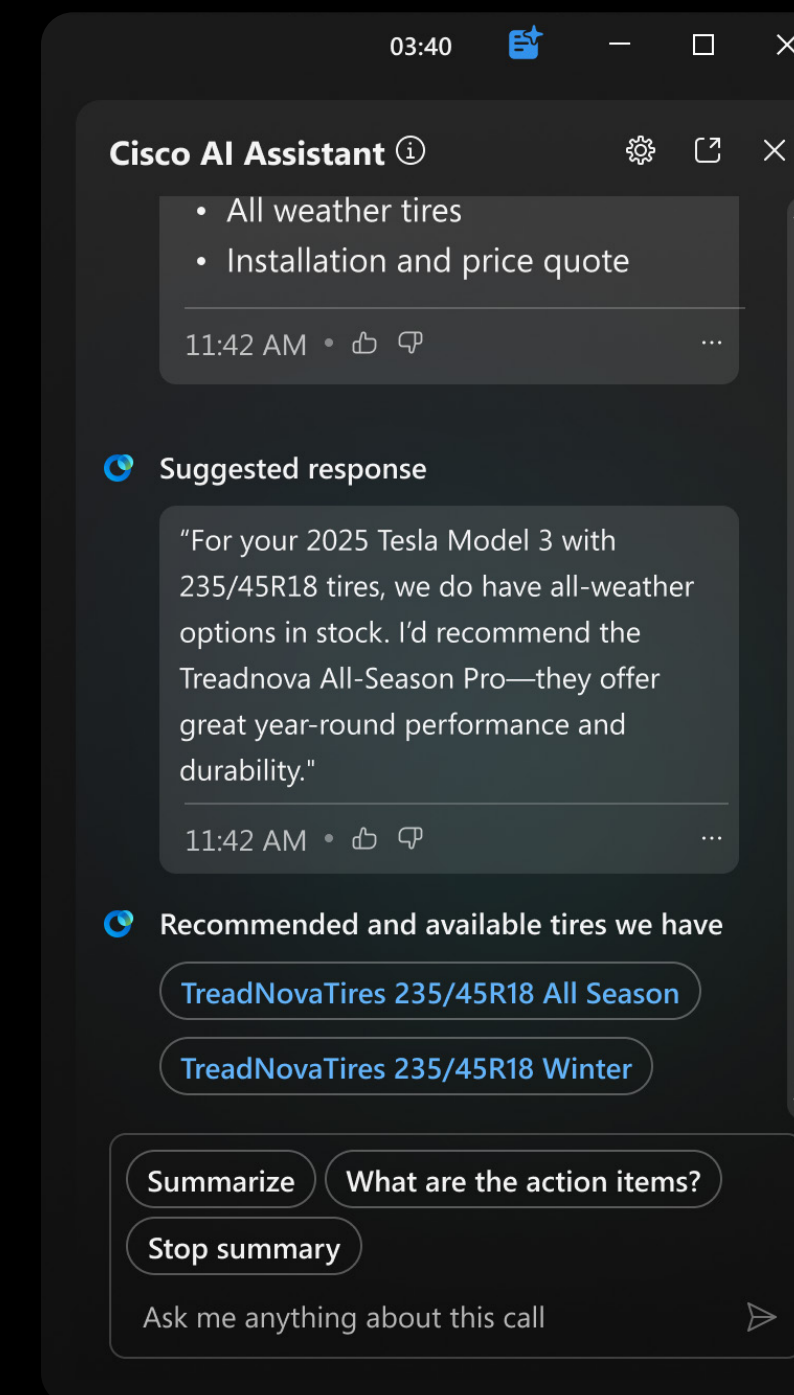
Suggested Responses

Instant answers. Improved customer satisfaction.

Employees often need to search through multiple applications, documentation, and tools to find the information needed to support customers during a call. This takes time and can frustrate callers waiting for answers, and it can lead to inconsistent or inaccurate responses.

Suggested Responses uses AI to assist employees during live conversations by recommending relevant responses based on the context of the call. By analyzing the discussion in real time, AI surfaces helpful information, potential answers, and guidance from a company's knowledge base. It can suggest phrases to say, provide policy guidance, or recommend products and services.

With AI assistance available in the moment, employees can focus on the conversation instead of searching for information. This helps organizations deliver faster, more consistent responses while improving employee productivity and the overall customer experience.





Supervision and support

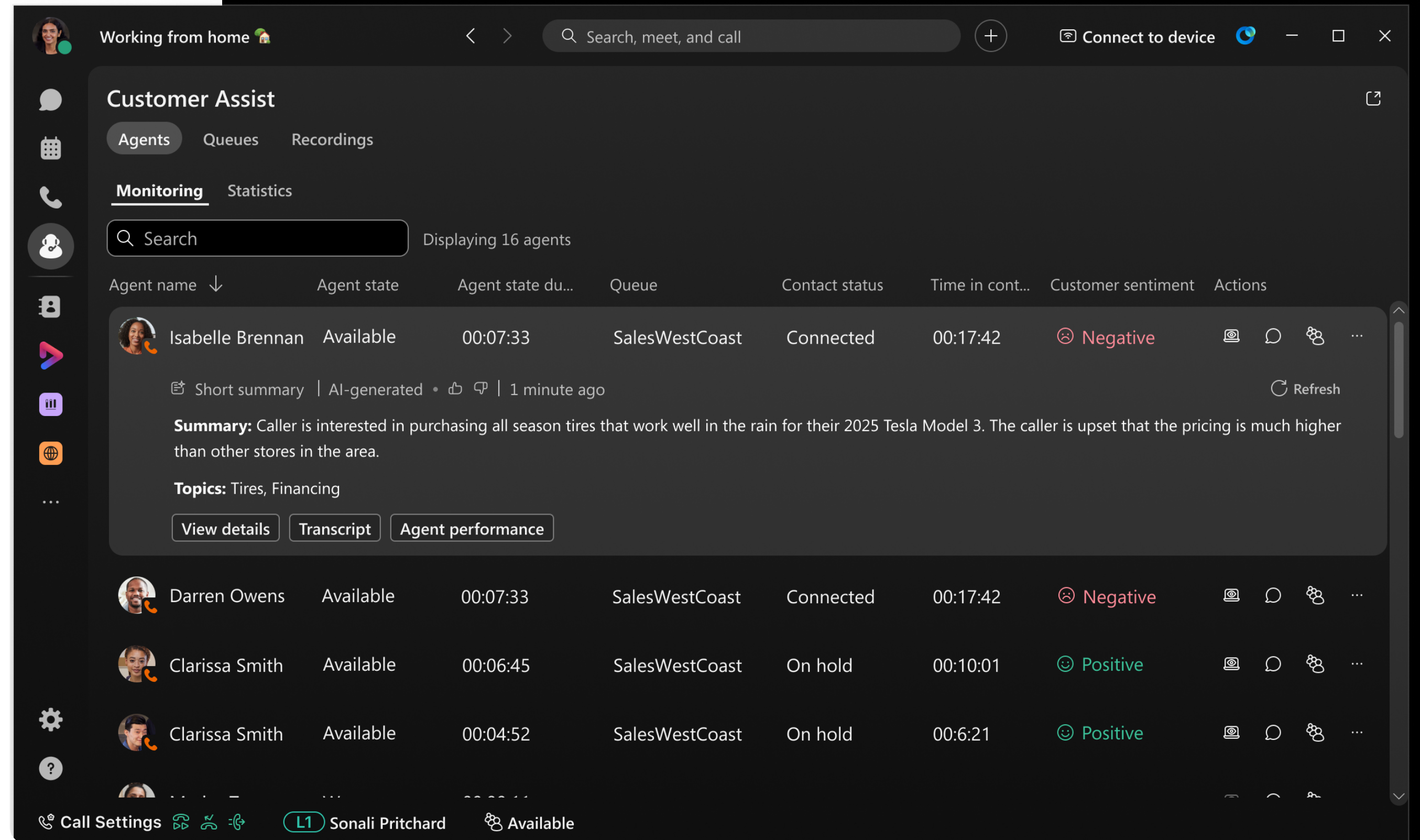
Call Sentiment

Real-time sentiment insights for better customer experiences.

Managers often lack visibility into how customer conversations are unfolding in real time. Without insight into sentiment, issues can escalate unnoticed and opportunities to improve service may be missed.

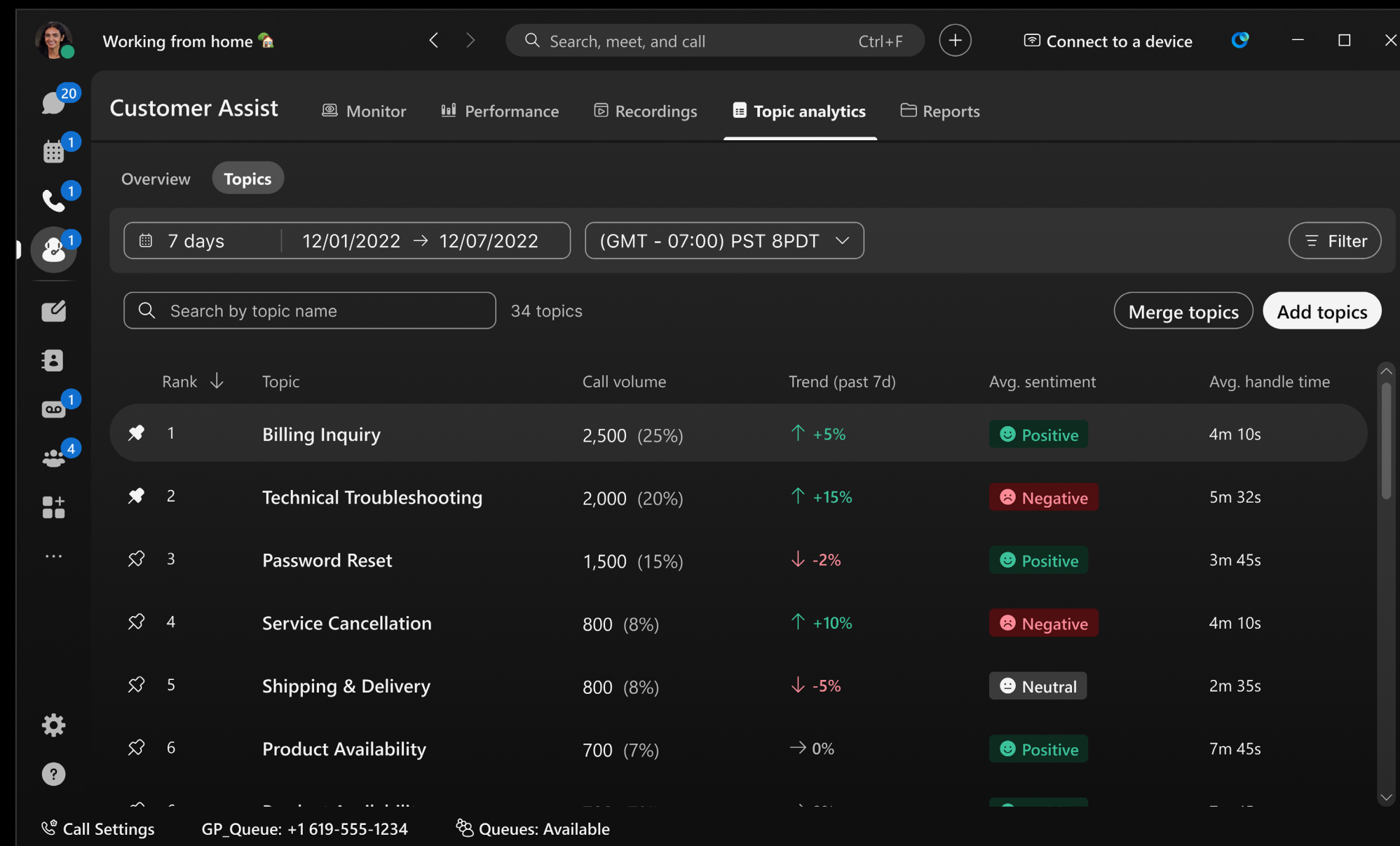
Call Sentiment gives supervisors a real-time view of emotional tone across agent conversations directly within the Webex app. Color-coded indicators make it easy to monitor multiple interactions and quickly identify when sentiment shifts. If a conversation turns negative, supervisors can open a live summary of the call and step in by providing guidance through messaging or joining the conversation using barge or whisper.

Call Sentiment is available as an add-on to Webex Calling Customer Assist, which equips employees with AI-powered tools for agents, supervisors, and analytics within the Webex app. Together, these capabilities help organizations improve customer satisfaction, increase operational efficiency, and deliver consistent, outstanding service.



Analysis and optimization

Topic Analytics



The screenshot shows the 'Topic analytics' section of the Customer Assist interface. It displays a table of call topics with columns for Rank, Topic, Call volume, Trend (past 7d), Avg. sentiment, and Avg. handle time. The data is as follows:

Rank	Topic	Call volume	Trend (past 7d)	Avg. sentiment	Avg. handle time
1	Billing Inquiry	2,500 (25%)	↑ +5%	Positive	4m 10s
2	Technical Troubleshooting	2,000 (20%)	↑ +15%	Negative	5m 32s
3	Password Reset	1,500 (15%)	↓ -2%	Positive	3m 45s
4	Service Cancellation	800 (8%)	↑ +10%	Negative	4m 10s
5	Shipping & Delivery	800 (8%)	↓ -5%	Neutral	2m 35s
6	Product Availability	700 (7%)	→ 0%	Positive	7m 45s

Turn conversations into actionable insights.

Many customer calls are about the same questions or issues. Without visibility into these patterns, employees spend valuable time answering the same inquiries repeatedly. This not only reduces efficiency but can also create frustration for customers who might prefer faster, self-service options.

Topic Analytics uses AI to analyze conversations and identify the most common topics customers are calling about. These insights are presented to managers and analysts, helping them understand trends across large volumes of calls. By revealing the questions customers ask most frequently, Topic Analytics helps organizations quickly identify opportunities to improve communication and service.

Armed with these insights, businesses can proactively address common questions through websites, knowledge bases, product documentation, or automated responses. This reduces unnecessary calls, saves employee time, and improves the overall customer experience. Topic Analytics is a key capability within Webex Calling Customer Assist, helping organizations deliver better service while reducing the operational burden on staff.

Connected Intelligence

People and AI working side by side to elevate every interaction.

Webex embeds AI across the entire caller journey so every interaction is smarter and more informed. From surfacing context before a call, to assisting employees in real time and analyzing conversations afterward, Webex AI helps teams work more efficiently and capture insights from every interaction. These capabilities are available through the Webex Calling Professional License and flexible add-on licenses, allowing organizations to adopt the AI features that best fit their needs and scale over time.



¹ Available as an add-on license

² Requires add-on Premium AI Assistant License

³ Requires Webex Calling Customer Assist and Premium AI Assistant License

Learn more

Get a personalized demo of Webex Calling AI and discover how your organization can reduce friction, improve customer experiences, and empower your teams across the caller journey.

[Request Demo](#)

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