

Webex Connect: one CPaaS platform, seamless integrations

It's time to deliver the convenient, automated, end-to-end interactions customers expect. Discover how the flexible integration framework within Webex Connect can optimize your customer communication journeys and maximize ROI.

Contents

03

Understanding the customer disconnect

06

Accelerate your digital communication transformation

07

What can an integration with a CPaaS platform look like?

10

Webex Connect integrations framework

13

Seamlessly integrate with enterprise systems

15

What systems can Webex Connect integrate with?

17

What's next for CPaaS and integrations?

Understanding the customer disconnect

A recent study by **Forrester** discovered that enterprises use an average of 367 applications and systems. This disconnected sprawl creates data silos that limit the shared visibility of critical information—including customer data.

Data silos are also a major obstacle to tracking customer behavior and unlocking the actionable insights required to personalize and connect customer interactions across all communication channels.

This ultimately creates friction between you and the customer as they must reckon with slow, disconnected interactions each time they engage with your brand - such as lack of personalization, having to confirm details multiple times, or having to manually re-enter information.

And when **76% of consumers are more likely to consider purchasing from brands that personalize** - delivering connected interactions and personalized experiences - in the right place, at the right time - is fast becoming a competitive necessity.

So, what's the solution?

76%

of consumers are more likely to consider purchasing from brands that personalize



Seamless integrations that respect your legacy systems

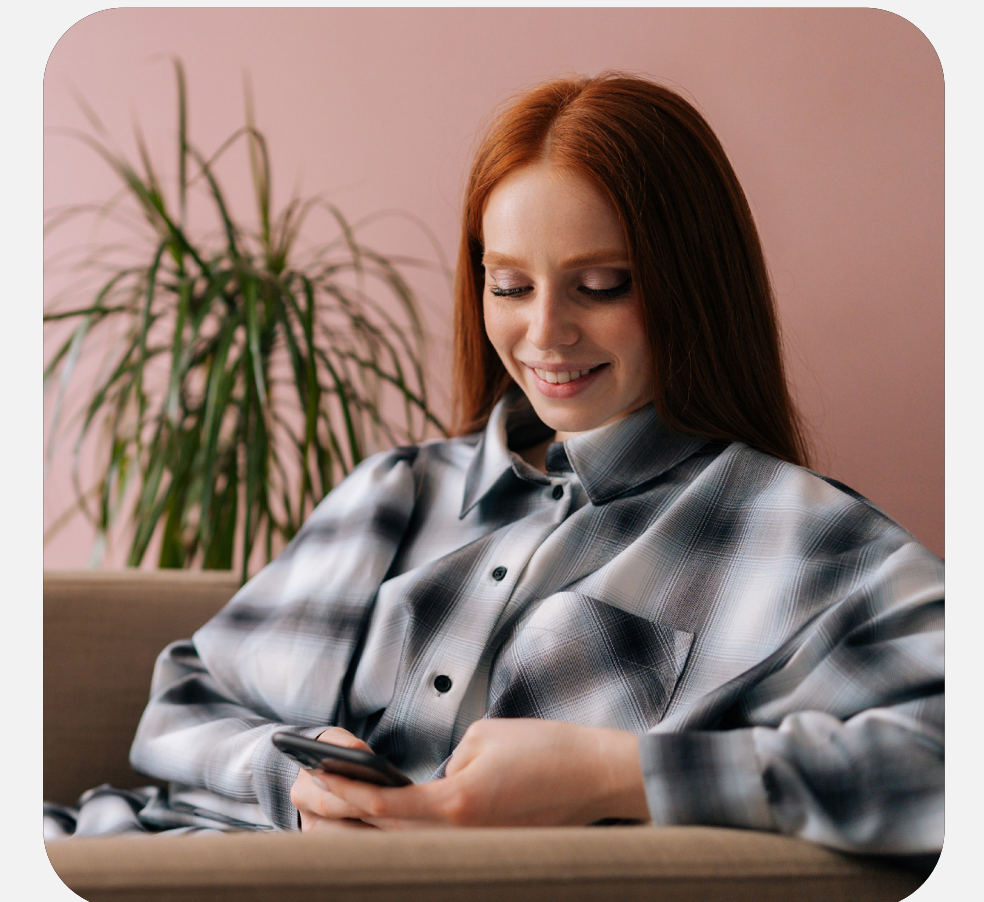
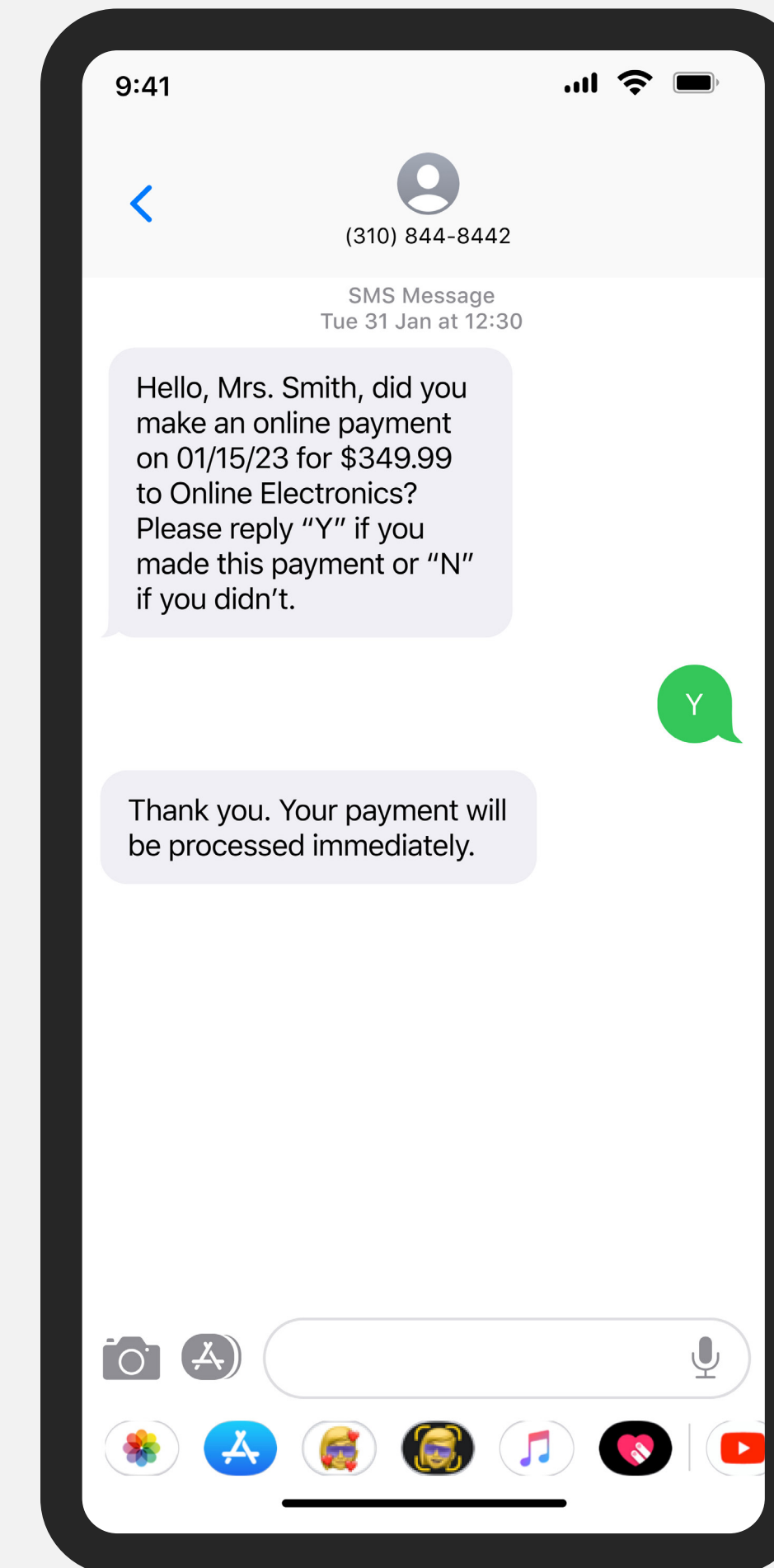
With the right Communications Platform-as-a-Service (CPaaS), you can create and reuse simple integrations to connect the information in your existing backend systems with the latest communication channels. This lets you create and modify customer journeys based on the seamless exchange of data to and from your existing infrastructure. You can deliver seamless, contextualized experiences with business-friendly data visualization, drag-and-drop journey creation, and powerful automation tools with minimal IT intervention. Plus, there's no need to rip and replace your existing systems, which can lead to costly downtime and retraining.

For example, even when using customer relationship management (CRM) and customer data platforms (CDP), it's extremely difficult for enterprises to organize all their customer data

in one place with shared real-time access. What's more, it's even more challenging to use that data to both trigger customer communications as well as receive back information to fulfill a desired customer action.

To illustrate this, imagine an uncharacteristic purchase triggering a fraud alert notification from a bank's fraud detection system. The customer is then able to respond and confirm it is fraudulent in-channel and immediately lock their credit card. With a legacy system, it may have had the ability to alert the customer of a suspicious transaction but required them to manually call the bank to escalate the issue. Allowing the customer to quickly respond in-channel and in real-time saves the customer extra time and effort while providing immediate peace of mind.

In this guide, we'll explore common communication challenges associated with using existing systems and how choosing the right CPaaS platform with a flexible integration framework can help transform customer interactions for a more connected, proactive future.



Common barriers to seamless customer communications



Legacy systems

Many core legacy business systems – such as CRM, payment portals, and contact centers – were designed before omnichannel messaging and communication channels were easy to use. And adapting existing systems to support live and asynchronous channels like WhatsApp and Apple Messages for Business can be time and resource intensive.



Resource constraints

Not every business has the developers, and IT staff required to adapt systems to support the latest digital messaging channels. And even if they do, they may not have the time, budget, or executive support to perform the necessary modifications. Plus, integrating siloed systems over time to work with new communication channels is a maintenance nightmare.



Proprietary infrastructure

Many large enterprises use proprietary or custom backend systems that require custom integrations and connectivity. Due to the special requirements and configuration for these unique systems, enterprises struggle to integrate and leverage the data within for customer journeys.



Data flow limitations

While many businesses have successfully expanded their customer communications, limitations may still remain. For example, not all have the capability to send communications to a customer from their backend systems and, alternatively, receive data from a customer and embed it back into their core business systems for later use.



Isolated customer data

Personalized communications and meaningful customer journeys are only possible when critical data points across relevant systems work together to create a connected view of the customer. However, because this data often lives in siloed legacy systems, it can be extremely difficult to automate communication flows and orchestrate fully connected customer journeys.



Inefficient reporting

Connecting the right information – such as customer interaction histories – from across all customer touchpoints into your CRM or records system is required for efficient, compliant, and auditable reporting. Without the right solution, this may require a huge amount of manual effort.

Accelerate your digital communication transformation

The best CPaaS providers offer many integration options to help you get started quickly and easily with “out of the box” ways to integrate as well as the ability to build and reuse custom components to meet your needs.

However you choose to integrate, you can:



Automate customer journeys

Apply business logic and use drag-and-drop visual flow builders to create automated journeys based on real-time actionable insights, such as triggering notifications in response to contextual customer actions or adding NLP/NLU bot to gather preliminary information.



Adapt your channels

Meet customers in the right place, at the right time - every time. Track channel engagement and user behaviors to adapt your integrations and ensure you support the channels your customers use most frequently. You can also orchestrate inbound and outbound messages, and real-time and batch messages, to automate two-way customer interactions end-to-end.



Unlock and apply data

Extract and use data from previously unused, disparate sources to initiate workflows, customer communications, and orchestrate customer journeys. And ensure that end users and back-office platforms - such as your CRM - are updated in real-time.



Simplify channel management

Introduce new digital channels into your customer journeys at scale and more easily manage channel updates and modifications without having to amend your backend systems - or code and re-program interactions for every use case. The right CPaaS platform can also streamline downstream processes like storing customer consent and encrypting data.



Leverage existing business systems

Continue using your existing core legacy business systems without making substantial changes to the backend or investing in new solutions to enable omnichannel messaging capabilities. Developers can also configure bi-directional integrations using REST/SOAP APIs and secure FTP.

What can an integration with a CPaaS platform look like?

To help put CPaaS technology into an everyday working context, let's explore how a service provider like a wireless carrier might integrate multiple systems with modern communication channels to automate customer notifications and make real time changes when a customer's data plan is running low. By automating low data alert notifications, wireless carriers - or any other organization that needs to send alerts

- can increase operational efficiency, revenue opportunities, provide self-service capabilities, and enhance the customer experience.

It's important to note that while this type of customer communication may seem fairly simple and straightforward to the customer, it is actually a very complex back-end process to build out this type of journey.

A simple customer interaction can involve multiple system integrations to work seamlessly

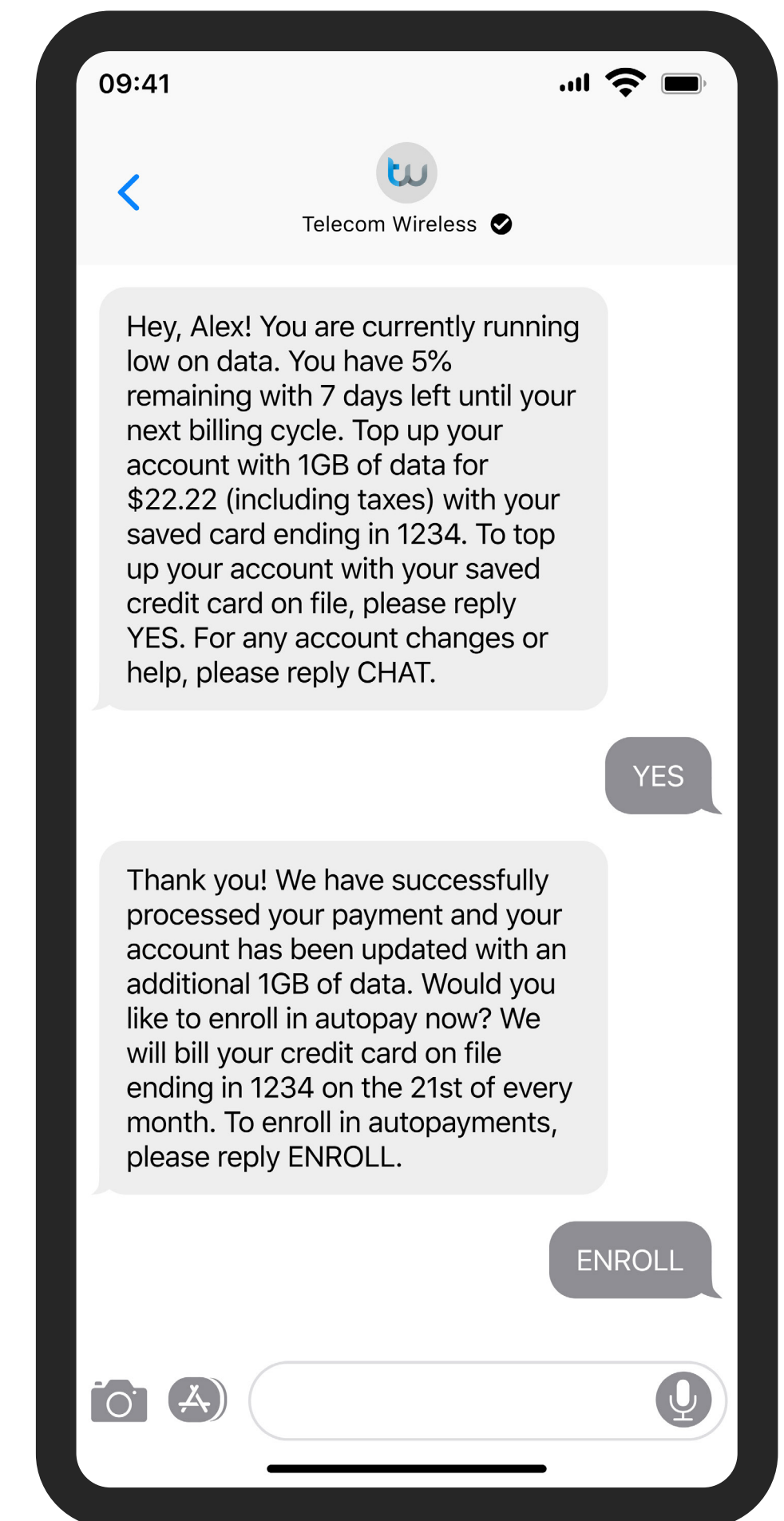
A typical customer journey in action

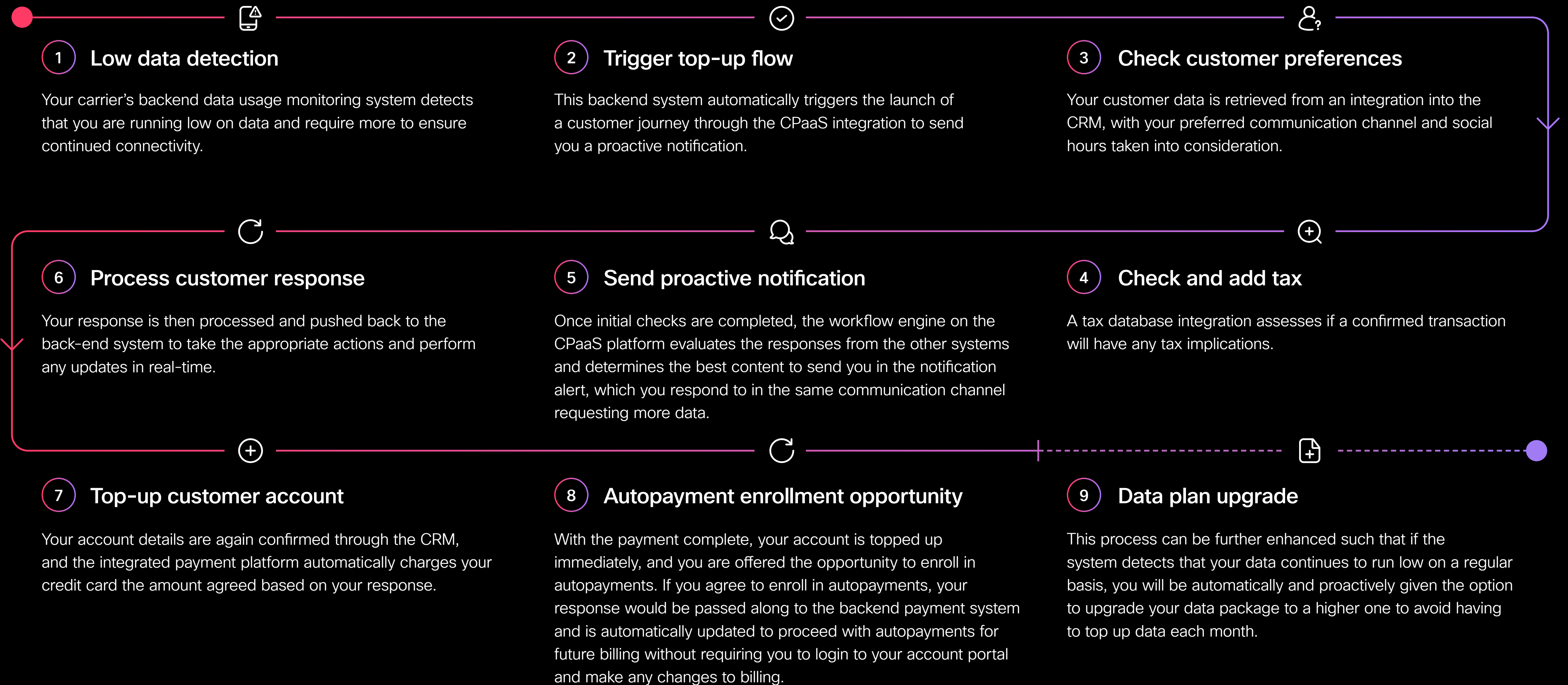
Imagine that you are traveling and relying heavily on your mobile data plan to stay connected. However, you would rather not have to sign into your carrier's customer portal to repeatedly check your remaining data allowance.

Using CPaaS, your carrier can notify you on your preferred communications channel when you are running low on data and offer you the opportunity to top it up without having to leave the channel or sign into the portal.

All you need to do is respond with "yes" or "no" to accept or decline the offer to add more data to your account, and if "yes", define the amount you'd like to add.

This is a perfect example of how a fairly simple customer interaction involves multiple system integrations to work seamlessly.

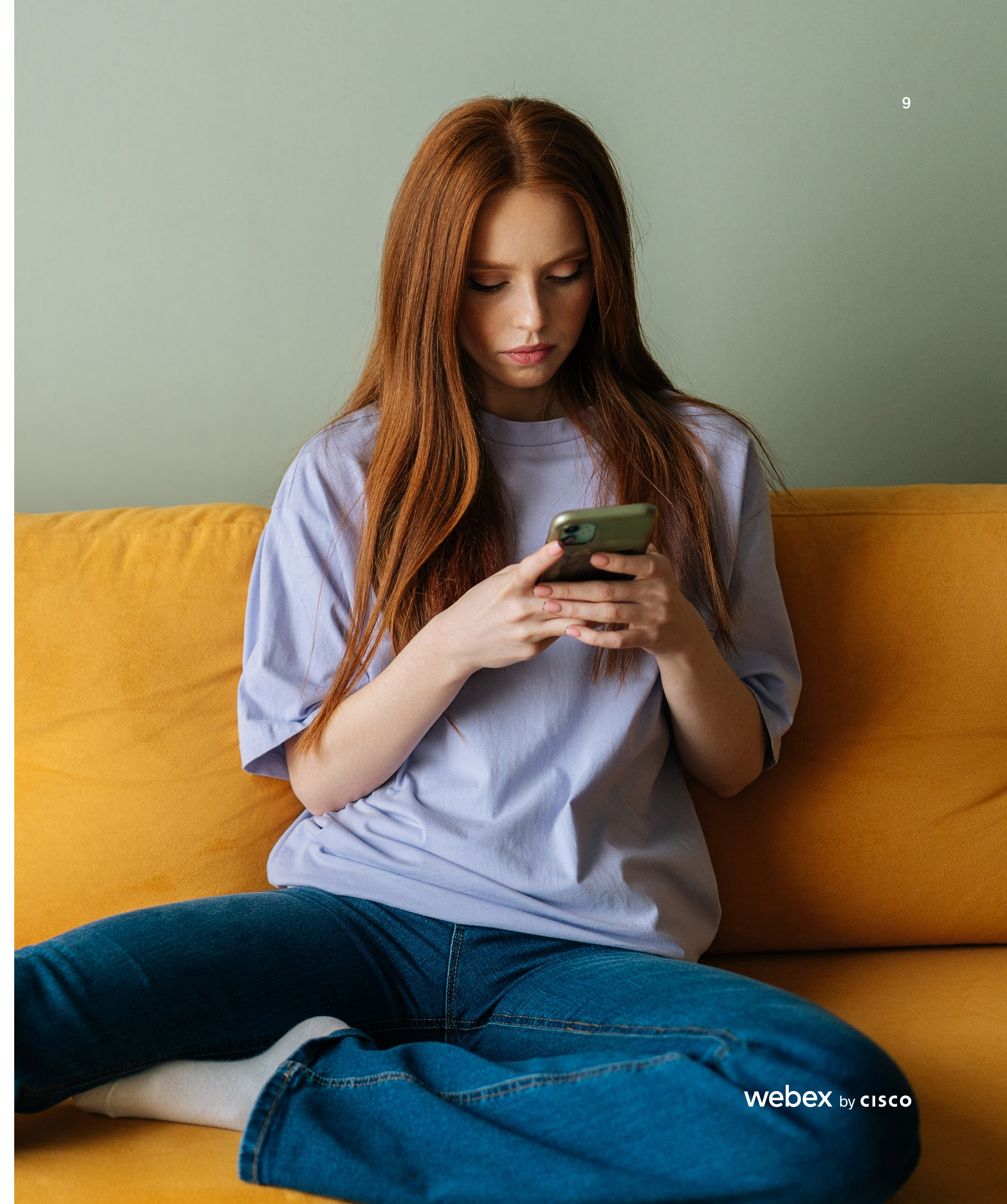




This simple, yet complex, customer journey demonstrates how integrating multiple systems to communicate with one another can deliver a superior customer experience. Building a customer journey such as this with the various system integrations can be a challenge.

The best way to develop automated, self-serve, personalized, and real-time customer interactions is with the right CPaaS platform.

There is no CPaaS platform out there that makes creating customer journeys easier and quicker than Webex Connect.

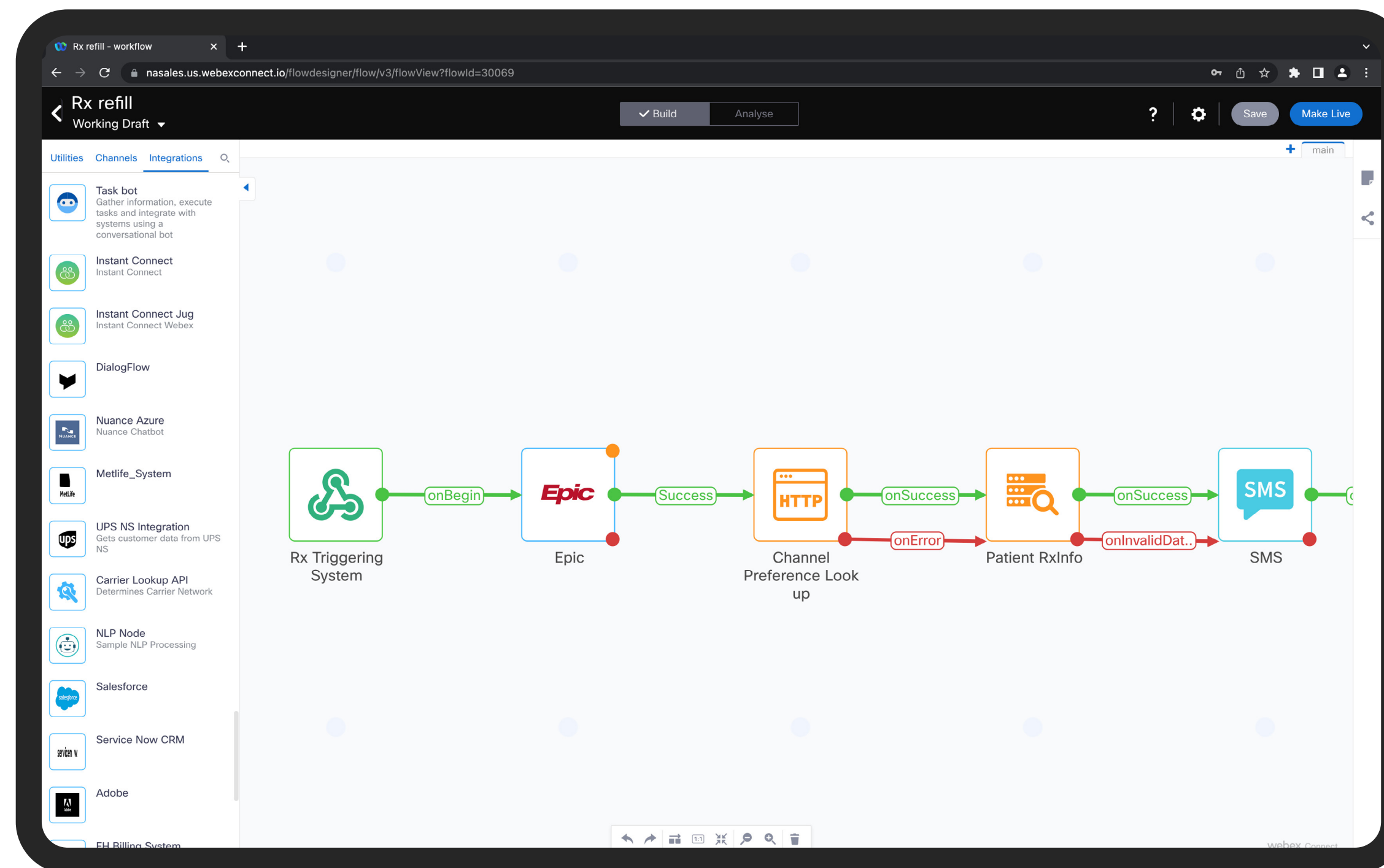


Webex Connect integrations framework

Webex Connect is an enterprise-grade CPaaS platform that lets you orchestrate and automate customer interactions across multiple digital communication channels.

Webex Connect platform provides a simple framework for configuring custom integrations so users can configure and manage them centrally and reuse them at scale. There is a growing list of pre-built integrations that are available out-of-the-box to rapidly and easily build customer journeys with little to no IT support required. Plus, our low-code flow builder offers simple drag-and-drop visualization tools so that anybody - from IT to line-of-business teams - can build and automate powerful customer journeys while using data stored across multiple systems and locations.

Before unpacking the framework and additional integrations available, let's explore what makes integrating with Webex Connect unique.



Example of a flow built with an integration with an Electronic Health Records system (EHR) to look up patient RX information and contact preferences to send a proactive notification that their RX is ready for pickup



As part of Cisco the product portfolio Webex Connect can integrate with the broader suite of Cisco products and services such as **Contact Center, Cisco Spaces, Meraki, Webex Instant Connect, Webex App and Journey Data Services.**

Why Webex Connect?



Integrate with confidence

Webex Connect offers an open integration framework that supports REST & SOAP APIs, SFTP-based integration, Webhooks, and out of the box SDKs for adding push notifications and 2-way chat capabilities in mobile (iOS and Android) and web applications. It can also parse and transform data from JSON and XML payloads.



Use prebuilt and custom integrations

Use the library of prebuilt integrations for the most popular business systems across multiple verticals, or integrate your proprietary and custom-built business systems.



Reuse custom integrations across journeys

Reduce the need for complex coding and re-configuration by reusing integrations across workflows, teams, and departments when creating customer interactions, – saving IT time, effort, and resources. Enforce security by ensuring minimum access and only exposing sensitive credentials or authentication tokens to those who need them.



Empower your developers

Enable developers to manage and update integrations easily in a single, centralized platform and apply changes across all instances without performing multiple, disconnected workflows.










Understanding prebuilt and custom integrations

Prebuilt integrations

Webex Connect contains a growing list of prebuilt integrations created, tested, and maintained by our expert team for out-of-the-box functionality – all you need is a valid license key for each platform you use.

Prebuilt integrations are available as nodes in the low-code flow builder, and include support for popular systems, including but not limited to:

<p>CRM</p> 	<p>AI</p> 	<p>Helpdesk & Other</p> 
<p>Contact Center</p> 	<p>Healthcare</p> 	<p>Database & Storage</p> 
<p>Commerce</p> 		

Custom integrations

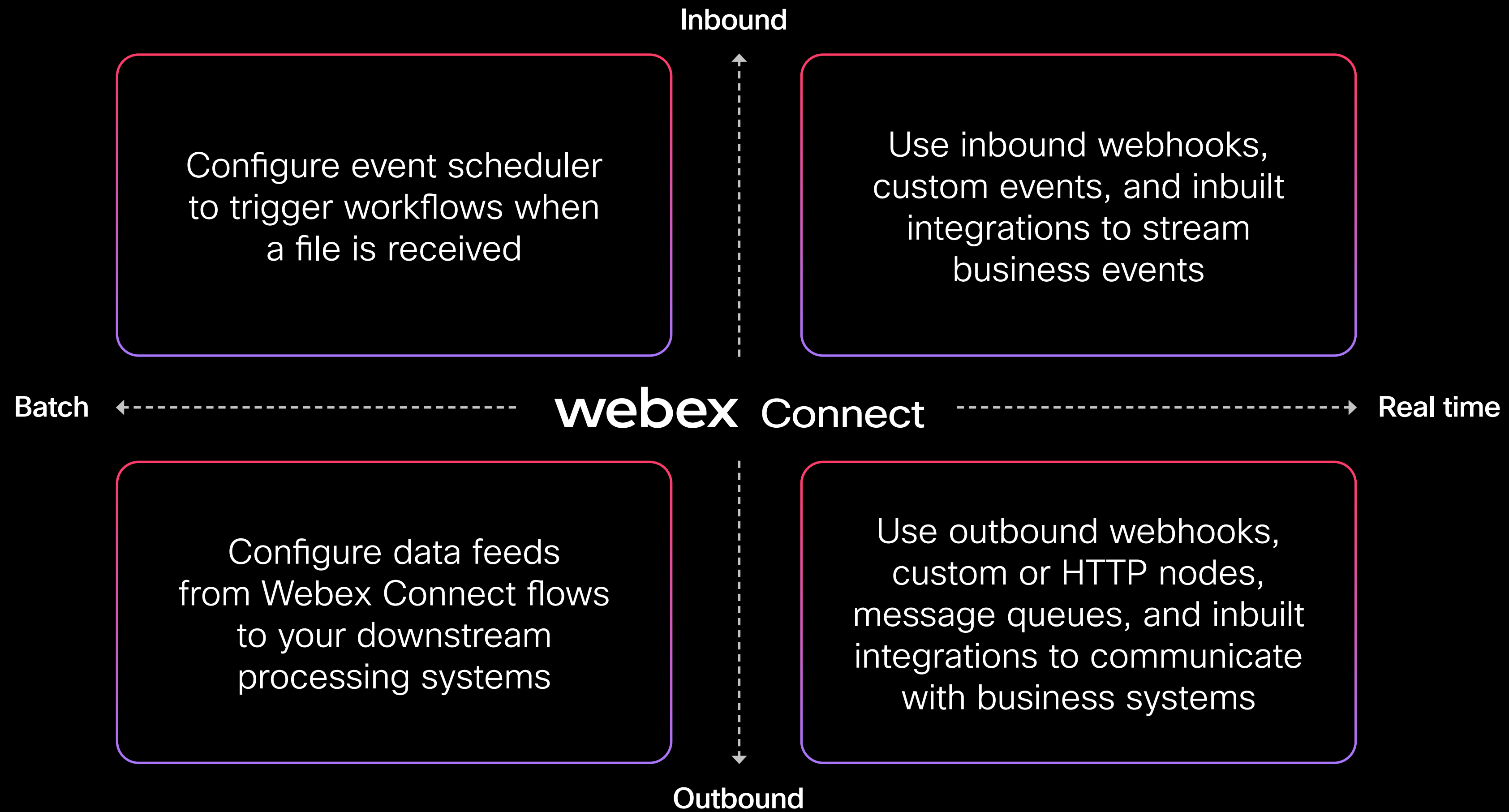
Alternatively, custom integrations let you build the exact integration you need based on your existing systems, business needs, and desired outcomes. A custom node can easily be configured to work with most proprietary and third-party systems.

If you have proprietary backend systems or have created customized versions of common platforms, custom integrations enable you to integrate these to unlock their data for customer interactions. The flexibility of Webex Connect means you can integrate these unique systems no matter how they are designed and constructed. And even if you use “out-of-the-box” integrations, you can still customize them to meet your specific needs.

Custom integrations only need to be configured once and can be reused by anyone in the organization to build new customer journeys in Webex Connect. In contrast, many other CPaaS providers require custom integrations to be configured each time they are needed for a new use case by duplicating and modifying the APIs.

You can also reduce redundant efforts by setting up REST/SOAP APIs. And for added simplicity, field validations and response data processes are handled inline without additional code.

Flexible integration options



What systems can Webex Connect integrate with?

Webex Connect can integrate with any new or legacy system exposed to the public internet or Webex Connect via VPN, and accessed over standard HTTP protocols.

While these are the most common types of systems it can connect to, the possibilities are almost endless. Some of the systems that can be integrated include:

 Customer Relationship Management (CRM)

 Electronic Medical Records (EMR)

 Billing systems

 Fraud detection systems

 Customer Data Platform (CDP)

 Enterprise Resource Planning (ERP)

 Order management

 Contact centers

 Content Management Platforms

 Automated chatbot systems

 Language translation tools

 Appointment scheduling systems

 Workforce Optimization (WFO)

 Decisioning software systems

 Robotic Process Automation (RPA) Tools

 Product shipping systems

 Electronic Health Records (EHR)

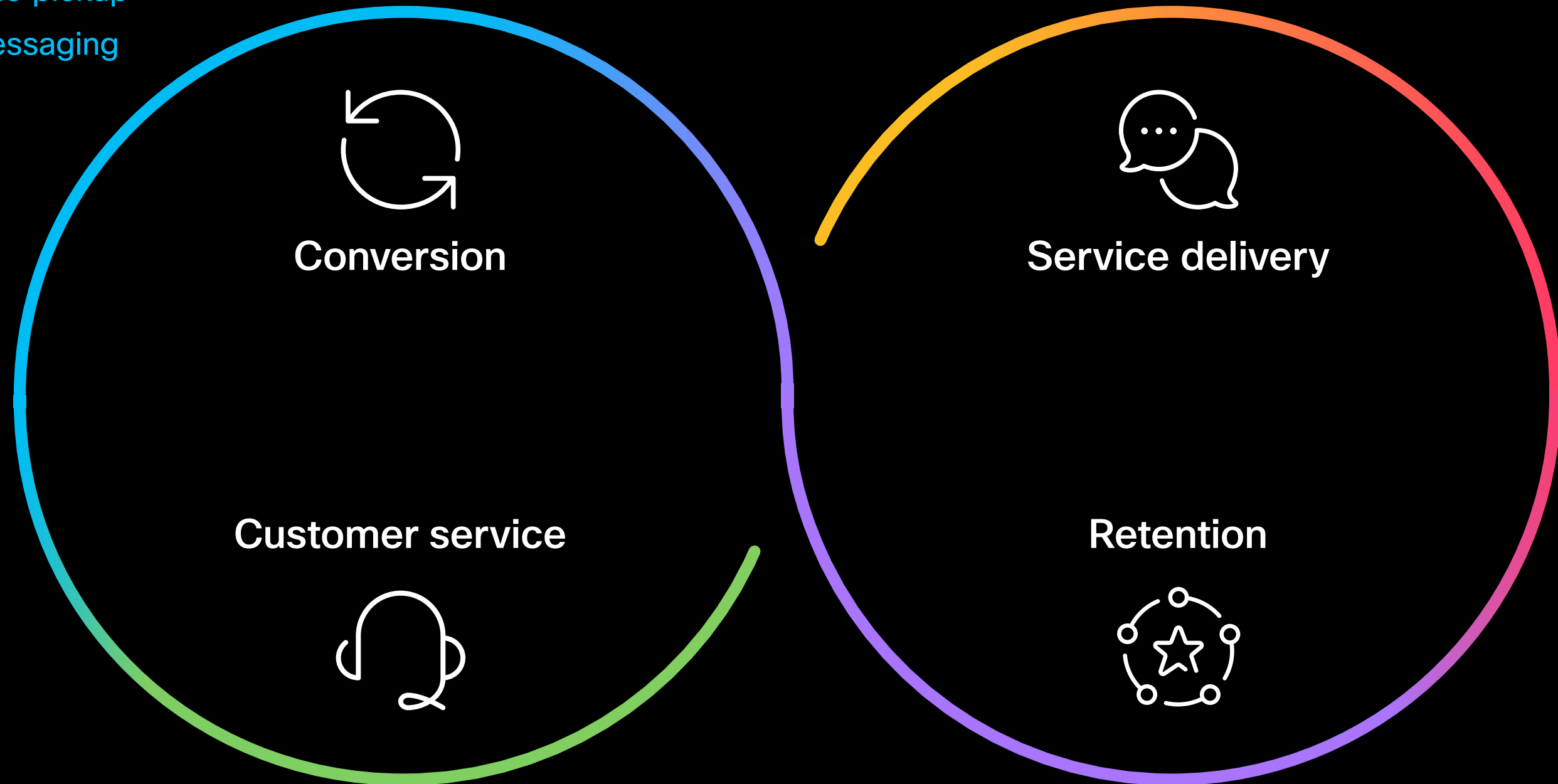
 Payment systems

What use cases does Webex Connect support?

You can use prebuilt or custom integrations in Webex Connect to support any use case where the automation of a customer journey would benefit, where you want more personalized content or where the introduction of intelligent trainable AI would help. Integrations are best utilized in use case scenarios where data is required to trigger a customer journey and used to better inform the next actions.

We support use cases such as the following and many more:

- Mobile commerce interactions
- Abandoned cart reminders
- Mobile coupons & wallets
- Store & curbside pickup
- Promotional messaging
- Program sign-up notifications
- Order confirmation & status updates
- Appointment reminders
- Prescription refill reminders
- Fraudulent activity alerts
- Workforce recruitment
- Delivery notifications



What's next for CPaaS and integrations?

Gartner estimates that **95% of global businesses** will use API-enabled CPaaS solutions by 2025, helping the CPaaS industry reach **a market worth of USD 100.9 billion** by 2030.

As demand for omnichannel communication solutions grows, CPaaS providers are fast expanding their integration capabilities and channel partners. This enables deeper integrations with popular business systems to deliver intelligent, personalized, and timely experiences when and where it matters most.

Plus, Artificial Intelligence (AI) and Machine Learning (ML) are gaining traction, enabling you to automate routine processes and interactions, and freeing employees to spend more time on value-adding tasks and challenging customer engagements.

ML algorithms can also augment the service agent experience by analyzing communication data to recommend next steps.

The future of CPaaS and integrations is looking bright, and we can't wait to see where our customers—and technologies—take us next.

95%

**of global businesses will use
API-enabled CPaaS solutions
by 2025**



Getting started

Webex Connect helps organizations like yours orchestrate, automate, and personalize experiences that win customers, nurture loyalty, and drive competitive growth.

From contextual customer alerts to automated chatbot interactions and seamless omnichannel journeys, Webex Connect gives you the visibility and control to personalize, connect, and scale powerful customer interactions.

And together, we can help you seize the CPaaS opportunity while retaining your existing system investments. Our prebuilt and custom integrations eliminate the need to invest in costly “rip-and-replace” projects, so you can digitally transform while maximizing ROI.



Learn more about Webex Connect.
Speak to one of our experts to find out more.



© 2023 Cisco and/or its affiliates. All rights reserved. Cisco, the Cisco logo, Webex by Cisco, and Webex are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, see the Trademarks page on the Cisco website. Third-party trademarks mentioned are the property of their respective owners. The use of the word "partner" does not imply a partnership relationship between Cisco and any other company. (2106R)

