

Make every interaction count

How Enterprise CPaaS orchestrates and
automates end-to-end journeys

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Meet customers where they are

Every interaction with a customer is an opportunity to create meaningful and engaging experiences. Likewise, every interaction is also a chance to disappoint and drive them to a competitor.

This means that customer experiences (CX) must be relevant, consistent, and connected, even as customers move between communication channels. But with new and richer channels emerging all the time – like two-way interactions via channels like Rich Communication Services (RCS), Facebook, or WhatsApp – many large enterprises struggle to meet customers where they are.

Without the right infrastructure and capabilities, it's difficult to adapt to new channels and adjust customer journeys quickly with existing business systems. With increasing customer expectations, the focus on IT to innovate and create customer journeys at scale is immense.

57%

of customers will **change brands** if they think another company will offer **better CX***

75%

say **simplicity, consistency, speed, and convenience** are the top factors that make good CX*

*It's time to solve the customer experience trilemma research report

The CPaaS revolution

In response to these challenges, many businesses have implemented Communications Platform as a Service (CPaaS) solutions that enable IT teams and developers to integrate communications into their applications.

While most CPaaS solutions enable developers to facilitate the sending and receiving of messages or calls via APIs, Enterprise CPaaS solutions offer a more comprehensive approach. They allow for the automation and orchestration of end-to-end journeys without the need to re-engineer existing business systems and processes to support new channels and experiences.

What is Enterprise CPaaS?

A cloud-based communication platform that provides APIs, SDKs, and a low-code toolset to enable IT teams, developers, and business users to build, test, and deploy end-to-end customer journeys across multiple channels – all on a central platform.

Learn more in our [Enterprise CPaaS Buyer's Guide](#)

In this whitepaper, we explore the key capabilities and benefits of our Enterprise CPaaS platform, Webex Connect. We also offer some best practices to help you take the next steps on your CPaaS journey, so you can deliver exceptional customer experiences quickly and simply.

Introducing Webex Connect

Webex Connect is an easy-to-use cloud communications platform that reduces the time, cost, and complexity of delivering outstanding customer and employee experiences at scale.

Webex Connect enables seamless communication between business systems and a wide variety of communication channels, using programmable APIs and a low-code flow builder. It acts as an automation and orchestration layer between communication channels and enterprise systems, providing all the key capabilities like rapid deployment, seamless integration of business systems, among others that enterprises demand.

Enterprise-grade CPaaS

Webex Connect provides enterprise-grade controls and tools, along with built-in security and compliance to protect your business – all on a single, centralized platform. It offers the elastic scalability you'd expect from a cloud-based solution, making it easy to deliver mission-critical interactions and customer communications at enterprise scale.

An integrated platform

Webex Connect orchestrates and automates end-to-end cross-channel customer journeys by connecting existing backend systems with multiple communication channels to create frictionless customer experiences. It provides out-of-the-box inbound and outbound integrations with customer and partner applications, as well as pre-built or custom integrations, such as NLP, NLU, and AI capabilities, to accelerate the development of seamless, futureproofed customer experiences on every channel.

Rapid deployment

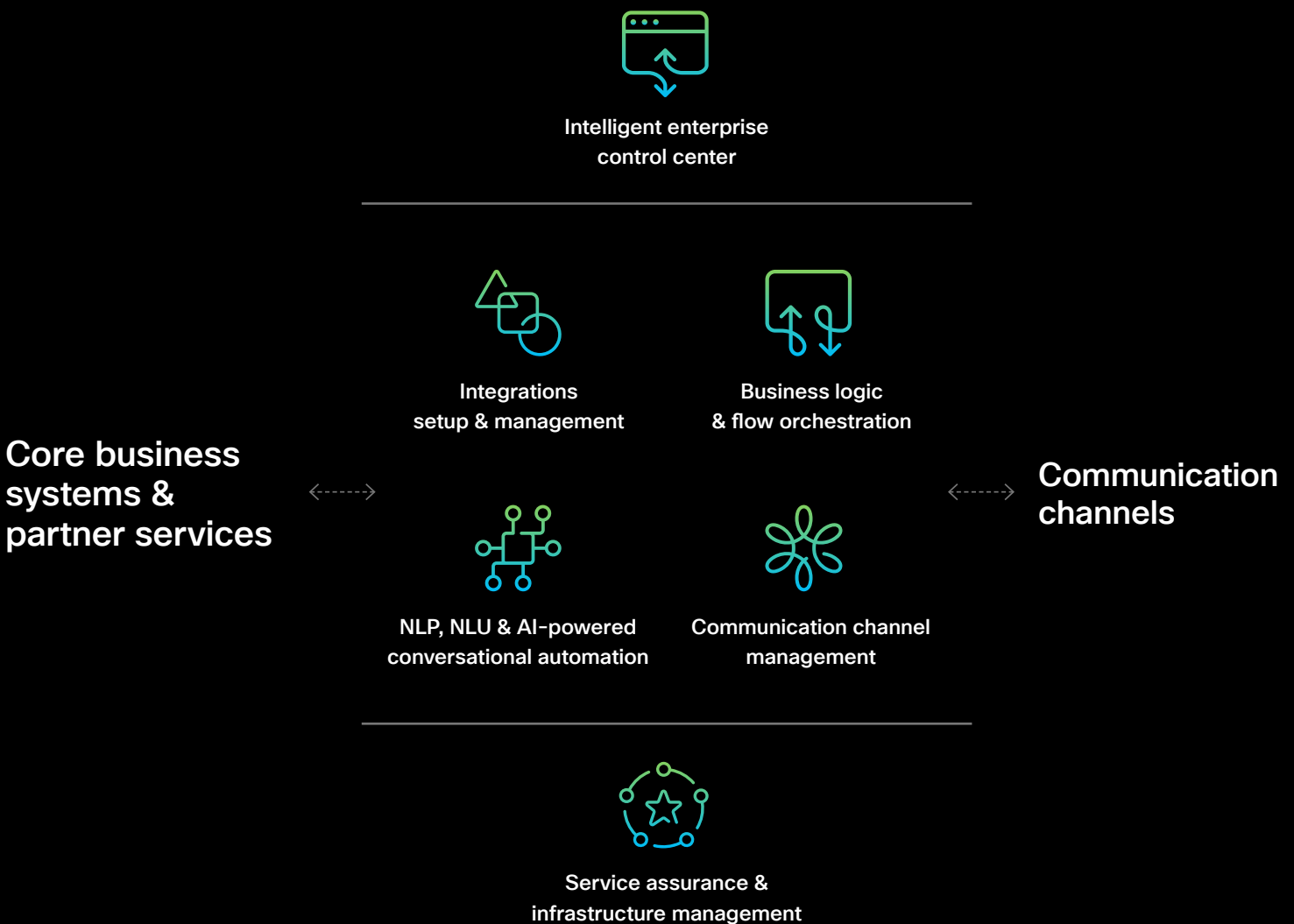
Webex Connect is a centralized, programmable CPaaS solution that contains all the building blocks for developers to create, test, deploy, and manage customer communication applications.

A wide range of programmable APIs and SDKs make it easy to embed communication channels in CX applications. Its low-code tools accelerate development for IT while enabling business users to make changes to customer journeys without the need for coding.

Webex Connect's tools and capabilities also cater to the needs of a wider set of business users, not just IT and developers, further expediting deployment and reducing the dependency on IT.

Enterprise CPaaS cloud communications platform

Webex Connect offers six core capabilities that can help you take full advantage of Enterprise CPaaS – the platform helps you create customer experiences that deliver real business value and sustainable competitive advantage.



Orchestrating customer journeys using CPaaS

Watch **Sudarshan Dharmapuri, Chief Product Officer for CPaaS at Webex**, explain a typical end-to-end customer journey on Webex Connect using a pharmacy retailer as an example.



Watch video

Communication channel management

One of the biggest factors in a positive customer experience is to be where your customers are, at all times. But it's no good constantly re-programming every time channel providers change a policy or add new capabilities. A sustainable, futureproof approach requires a centralized platform that gives you the flexibility to add or modify channels easily as customer expectations change.

How Webex Connect helps

Webex Connect gives you that central platform – a single place to add, manage, and orchestrate any communication channel into an application. That enables you to deliver seamless interactions across multiple channels within a customer journey, while retaining context throughout.

Developers can embed programmable communication APIs into existing systems or use a low-code flow builder to quickly configure customer journeys without having to re-engineer systems to support new or updated channels.

They can also centrally manage all channel assets, like buying phone numbers, sender IDs, short codes, and more. Plus, Webex Connect is one of the few aggregators that provides direct connections to Tier-1 mobile network operators for high-quality, low-latency messaging across various channels, including SMS, RCS, and more.

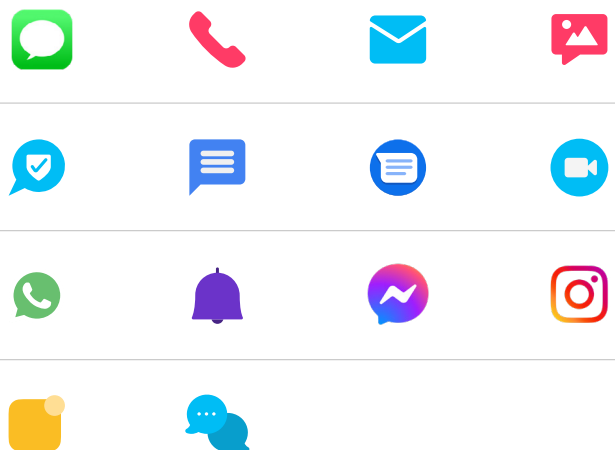
This gives enterprises a cost-effective, secure, and failsafe connection to interact with customers across various channels.

And with Webex Connect's workflow tools and templating system, business users can refine and update the customer experience themselves, with full oversight for CX owners and IT – increasing agility without compromising governance.

With its configuration-driven approach, Webex Connect abstracts the complexity of channel-specific changes, ensuring they're up to date. It also makes newly launched features and updates for all channels as programmable APIs. The platform ensures it is also compliant and up-to-date with local regulations and network operator policies.

The platform manages customer preferences across all channels through intelligent pre-built nodes. For example, the social hour node ensures messages are sent to customers at their preferred time.

Communication channels supported



Best practices

Focus on the whole journey, not isolated interactions

Turn a simple appointment reminder into a two-way, interactive experience by allowing customers to respond on the same channel, encouraging them to self-serve thereby reducing contact center volumes.

Optimize ROI

Save on operational costs by optimizing your channel mix. Identify the right touchpoints and deflect customers to more cost-effective digital channels where possible.

Start small and be where your customers are

Each channel has its own capabilities, policies, and regulatory requirements. So it's vital to listen to your customers and choose the right channels, rather than expanding across every channel in one hit.

Want to dive deeper?

Learn more about communications channel management.

[View article](#)

Personalized campaign management for O2



Using Webex Connect, O2 delivers personalized campaigns to its customers on nine channels, that include traditional and digital messaging, increasing its customer engagement and delivering a channel-agnostic customer experience.



Integrations setup and management

Existing backend business systems were designed for specific tasks and weren't built to offer the flexibility required to build, manage, and modify complex customer journeys at scale.

So how can you make the most of your existing investments while enabling the end-to-end automation of cross-channel customer experiences? And how can you connect siloed systems to automate and personalize customer journeys without the need for extensive manual coding and duplicated development effort?

How Webex Connect helps

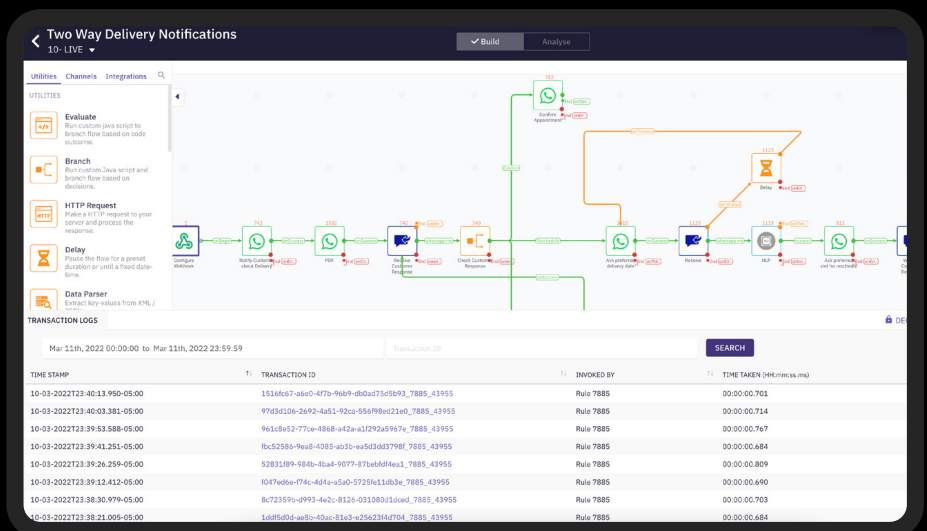
Webex Connect protects your existing investments by enabling existing business systems to integrate with communication applications to enable customer journey automation. It offers out-of-the-box integration with a wide variety of business systems, including CRM, database management software, contact center, and e-commerce including mobile wallet applications.

It also makes it easy to create custom integrations with bespoke systems or channels that work with any backend system.

As well as extending the ROI of your past investments, Webex Connect makes it easy to make custom integrations available as nodes which can be reused in other customer journeys – saving development time and costs and simplifying ongoing maintenance.

With Webex Connect's flexible integration options, you can integrate over a variety of interfaces, like REST/SOAP APIs, message queues, webhooks, and secure FTP. You can also gather data feeds and export them in various formats to use for downstream processes, compliance audits, and analytics. With fast, simple integration, Webex Connect brings together disparate systems, enabling you to extract data from business systems, use it to power automated customer journeys, and feed engagement information back into systems of record.

Integrate with leading third-party applications with a simple drag-and-drop



Best practices

Redefine integrations

Move from simply adding communication channels to triggering personalized customer interactions based on data or events in business systems.

Automate routine customer interactions

Save time and money by initiating customer communications using event schedulers for batch events, or APIs for real-time integrations.

Reuse integration nodes across journeys

Optimize developer effort, reduce coding complexity, and accelerate time-to-market by creating integrations once and reusing them in multiple customer journeys.

Want to dive deeper?

Learn more about managing integrations.

[View article](#)

Powerful integrations at a major UK insurer



This insurer uses Webex Connect to send personalized communications and provide a convenient experience to their customers. Webex Connect extracts customer appointment schedules from their Salesforce CRM to send timely reminders, get responses from customers, and feed the responses back into the CRM system to update appointment details.



Business logic and flow orchestration

Traditional CPaaS solutions leave the heavy lifting of business logic and orchestration to developers. Even with communication APIs to add channels, it's a code-intensive approach that increases pressure on IT for customer journey automation across multiple applications. Visual flow builders can help, but most focus only on customer communications deployment and not the entire application lifecycle.

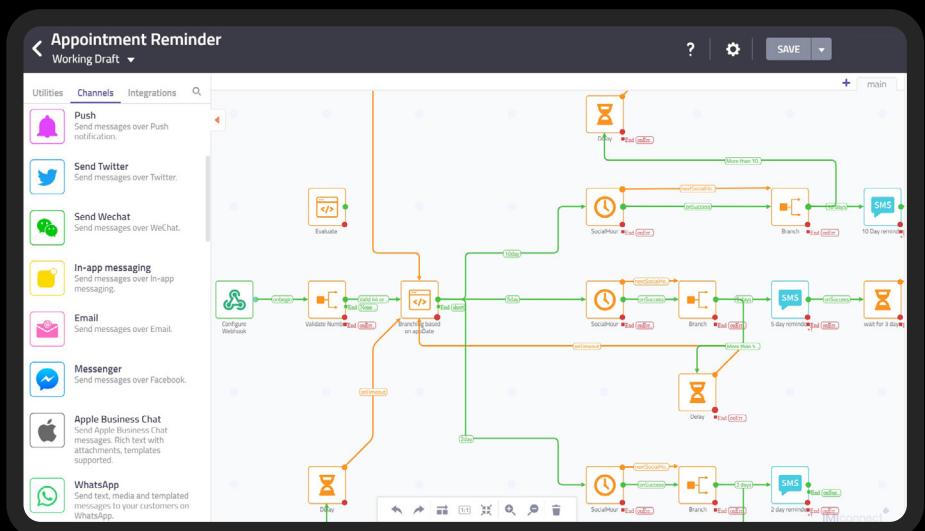
How Webex Connect helps

Webex Connect is designed with end-to-end automation and orchestration in mind. As a cloud-based, low-code platform, it offers a drag-and-drop interface that makes it easy for developers to build, test, deploy, and maintain customer journeys – and enables business users to update those journeys without constant IT intervention.

Built-in tools such as debugging and one-click deployment in a serverless environment accelerate time-to-market even further. And Webex Connect gives you more than 40 pre-built functions to reduce programming effort – including social hour checks, conditional branching, OTP generation and validation, data transformation, and data encryption and decryption. You can also configure intelligent fallback options into flows, so if the primary logic fails, the message is still delivered.

The pre-built functions can be dragged and dropped on a visual interface to build logical flows that trigger customer communications. Developers can use APIs or the Event Scheduler function to build flows once and reuse them across multiple journeys. They can also debug flows from within the platform to analyze and track performance.

Rapidly build interactive journeys with a low-code flow builder



Best practices

Optimize resources

Free up IT resources by allowing business users to update experiences and enabling technical users to monitor and analyze customer responses on the same platform. Reduce the number of mundane IT tasks required by following a 'configure, not code' approach.

Leverage low-code

Use low-code functionality to test new channels and customer journeys faster without having to reinvent the business logic wheel every time.

Want to dive deeper?

Learn more about business logic and flow orchestration.

[View article](#)

Delivering critical communications at a leading US airline



This airline uses Webex Connect's Text-to-Speech APIs and omnichannel configuration capabilities to automatically notify pilots and staff of shift and flight changes through voice and SMS channels – with intelligent fallback to ensure critical alerts always get through. Using Webex Connect, the airline was able to meet its target of deploying this solution in a short time.



NLP, NLU, and AI

Over the last couple of years, enterprises have seen a rapid rise in contact volumes and increasing demand for automated and interactive self-service channels where customers can find answers quickly and intuitively.

It makes sense to have chatbots answering routine inquiries to reduce contact center volumes and costs. But without advanced natural language processing (NLP) and natural language understanding (NLU) capabilities, most chatbots struggle when customer responses include typos, abbreviations, unexpected date formats, or new intents.

How Webex Connect helps

Webex Connect provides advanced NLP, NLU, and AI capabilities for conversational automation at scale. It enables you to build chatbots that answer inquiries quickly or fulfill customer requests based on an accurate understanding of their intent and all relevant data.

You can easily add and configure pre-built NLP, NLU, and AI functionality – including spell check, units of measurement recognition, date and time recognition, sentiment analysis, and a profanity filter – to bring intelligence to automated customer interactions. And you can easily integrate Webex Connect with other chatbot providers, such as Google Contact Center AI, Amazon Lex, and IBM Watson.

These conversational automation capabilities allow you to quickly scale your presence across multiple channels to enhance interactions across the entire customer journey lifecycle – from initial inquiry to customer service. They also offer developers the flexibility to embed a response path for customers, enabling seamless, two-way conversations.

Deliver seamless, AI-powered experiences

Webex Connect's NLP and NLU features can understand over 90 languages, offering customer experiences that are language-agnostic, not just channel-agnostic, with its application spanning multiple use cases throughout the customer journey lifecycle.

With Webex Connect, you can use best-in-class NLP, NLU, and AI capabilities to build your custom chatbot using low-code tools, plug advanced AI capabilities into journeys to automate routine interactions, and embed NLP and NLU to enable seamless self-service with intent recognition.

Add a layer of intelligence by configuring chatbots to identify the underlying channel and give different responses to the same intent or question, delivering better CX. Developers can also reuse the core bot logic and model across various journeys.

Plus, when conversations need to be escalated to a human agent, Webex Connect ensures the handover is seamless, and the full context of the conversation is preserved.

Best practices

Self-service with a human touch

Encourage customers to self-serve by making chatbots the first point of contact on the most common touchpoints – and provide seamless, contextual handovers to human agents when required.

Automate routine inquiries

Identify low-value, high-volume inquiries that can be automated, enabling contact center agents to handle complex or urgent inquiries more efficiently.

Enhance chatbots with feedback

Optimize chatbot performance by using human-in-the-loop learning to continuously train bots to offer smarter responses and recognize new intents.

Want to dive deeper?

Learn more about conversational automation.

[View article](#)

Streamlined onboarding at a car loan finance firm



This financing firm uses Webex Connect to seamlessly handover complex live chat inquiries to agents. It has also streamlined customer onboarding by using NLP in Webex Connect to process identity & verification (ID&V) of documents.



Intelligent enterprise control

In most enterprises, it's almost impossible to find a central view of all customer interactions. But to get meaningful insights into customer journey performance and identify areas for optimization, a central view is essential.

Enterprises need oversight and control over customer interactions without relying on IT to monitor and evaluate customer journeys. And they also need to ensure compliance with a wide array of regulatory mandates around data privacy and security.

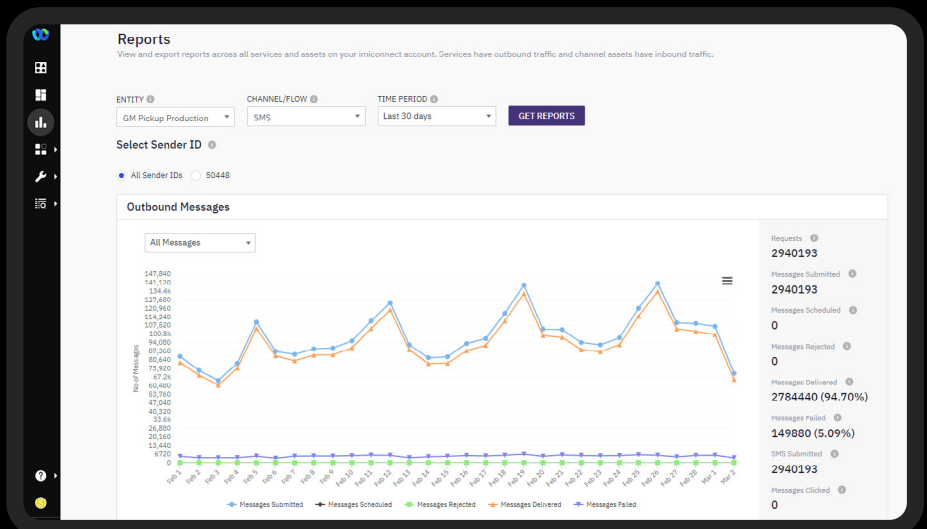
Role-based access control, audit trails, and other enterprise-grade security protocols help to ensure good data governance in line with IT policies and regulations.

With the rich reporting dashboards in Webex Connect, analysts can evaluate customer journey data and assess performance down to the service, channel, or interaction level, allowing for highly targeted optimizations.

How Webex Connect helps

Webex Connect centralizes customer journey insight and control, providing a single view of all customer interactions across every channel. It empowers operations staff and business analysts to manage and monitor the entire journey, track performance, and make changes based on accurate, actionable insights.

Build customized reports with ease based on your journey data



Best practices

Create bespoke reports for each level of the customer journey

Build reports that give each user group quick access to the performance metrics they need, whether it's a bird's-eye view of a channel or a high-definition close-up of specific touchpoints or interactions.

Protect your customers and your business

Safeguard sensitive data and ensure compliance with data protection mandates by only allowing users to see information relevant to their role.

Want to dive deeper?

Learn more about intelligent enterprise control.

[View article](#)

Seamless fraud detection at a top UK bank



This bank uses the control protocols in Webex Connect to monitor suspicious or unusual transactions and reports to the fraud management team, helping to make this mission-critical process seamless for customers.



Service assurance and infrastructure management

Customer communications are mission-critical, and they require a highly reliable and scalable infrastructure to handle spikes in interaction volumes without impairing the customer experience.

One of the biggest challenges for large enterprises is managing security threats and ensuring compliance with regulations and internal policies across every region of their operations. On top of that, managing end-to-end journeys throughout the customer lifecycle requires a level of expertise that can be difficult for most organizations to find in-house.

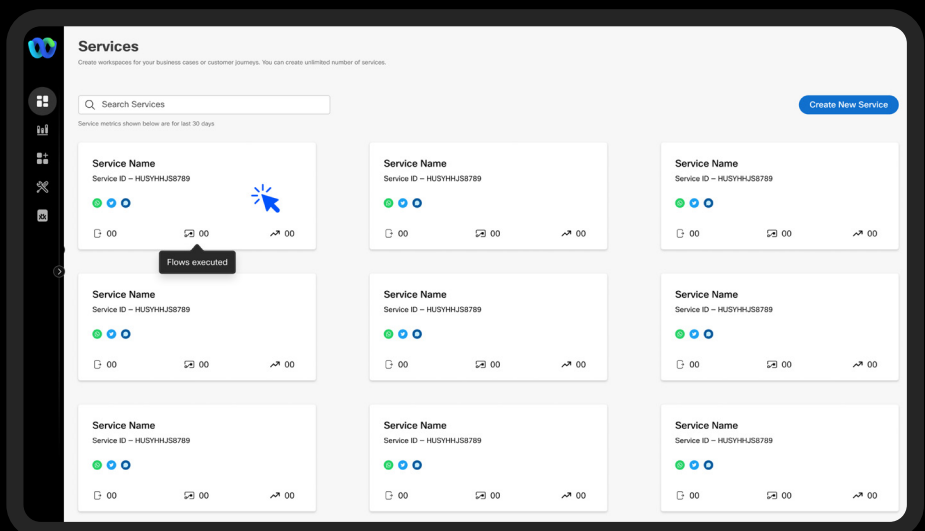
How Webex Connect helps

Webex Connect offers a secure, cloud-based platform built for elastic scalability to handle peak volumes effortlessly and reduce DevOps overheads. Its proactive monitoring and live latency dashboard ensure an always-on platform with near-zero downtime.

The platform is available in multiple regions worldwide so that you can meet your data storage requirements. Webex Connect also has ISO 27001-certified controls and data encryption built in, helping you comply with GDPR, HIPAA, CCPA, and other regulations.

You can also call on our professional services teams – experienced industry experts who can support your IT teams or manage the entire implementation process. As you'd expect from an enterprise-grade platform, you'll also get dedicated account management and 24/7 access to expert support on live chat.

Manage mission-critical interactions at speed and scale



Best practices

Choose a secure hosting platform

When you evaluate CPaaS solutions, look for a partner that can give you peace of mind around platform scalability, service availability, and the security of customer data.

Take advantage of external expertise

Consider drawing on professional services expertise to reduce the need to increase headcount or overstretch your existing IT resources.

Want to dive deeper?

Learn more about service assurance.

[View article](#)

Dependable expertise for a leading financial services firm



Leveraging our relationship with principal network carriers in the US, our team of experts helped a financial institution connect to Tier-1 network operators to create a reliable infrastructure for customer communications. This reduced the firm's need to spend heavily on carriers' messaging fees and ensured successful message delivery at all times.



Every interaction matters – so make each one count

As new channels emerge, customer interaction volumes increase, and customer expectations evolve, every enterprise needs a communications platform that can rise to the challenge. A platform that helps IT and business teams respond quickly, even on a global scale.

That's where Webex Connect comes in, giving you powerful new capabilities that allow you to:

- Launch new customer experiences faster and at a lower cost with a single, central platform that combines low-code tools and programmable APIs with a high-performance runtime and execution engine
- Provide seamless, consistent experiences by automating and orchestrating the customer journeys from end-to-end and retaining context throughout
- Protect your investments by integrating your existing backend business systems and communication channels, whether they're off the shelf or bespoke
- Reduce the burden on IT and meet the needs of CX stakeholders, including technical and business analysts, operations staff, and product managers, with tools for a wide range of job roles
- Manage the entire lifecycle of customer engagement apps – from creation, testing, and debugging, to publishing, analysis, and optimization
- Meet security, compliance, and data privacy requirements with built-in intelligent controls designed specifically for the demands of most enterprises

Let's get started

Ready to learn more about how you can automate and orchestrate end-to-end customer journeys and make the most out of every interaction?

Get started with Webex Connect today. Build, test, and deploy on the platform with our [developer sandbox](#).

For a deeper dive into how Webex Connect can help you to overcome your challenges to deliver outstanding customer and employee experiences, get in touch with one of our experts.

Contact us

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For more information and to book a demo
Please contact us today.