

July 2021

# Webex Workforce Optimization: Analytics

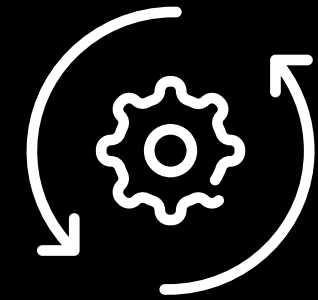
Unlock customer-centric intelligence.  
Drive the business forward.

© 2021 Cisco and/or its affiliates. All rights reserved.



# Harness the voice of the customer

Every organization aims to be customer-centric. It's time to walk the talk. Webex Workforce Optimization (WFO) Analytics empowers you to unlock the goldmine of customer insights pouring into your contact center. Convert raw customer feedback into highly usable data—and see issues as they emerge. Watch trends take shape. Anticipate your customers' wants and needs. Transform your multi-channel contact center into a hub of customer intelligence—and use that intelligence to build customer-centric strategies that solve challenges and add business value across the entire organization.



2%

The average organization analyzes just 2% of all customer interactions.



# Transform your contact center

## Insights to fuel agent engagement and outstanding customer experiences

### Improve the metrics that matter most

Evaluate every interaction. Analyze every workflow. Boost performance metrics while driving smart efficiencies.

### Deliver next-level customer experiences

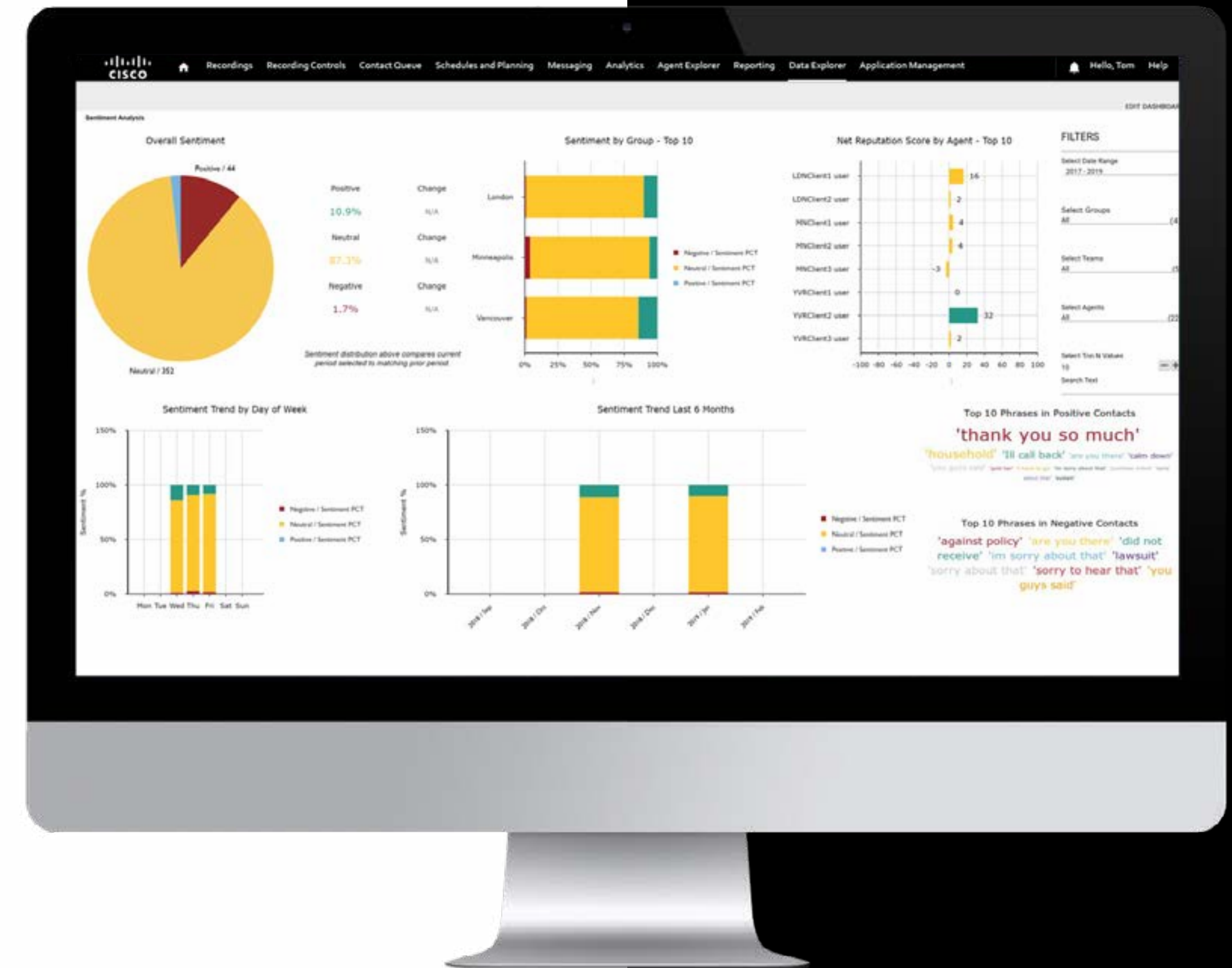
Recognize customers anywhere in the omni-channel journey. Surprise them with predictive service.

### Enhance agent engagement and drive constant improvement

Give agents the immediate feedback they crave. Set smart benchmarks and inspire healthy competition.

### Simplify compliance and risk mitigation

Automatically monitor script adherence to identify issues before fines or litigation.



# Transform your business

Customer-centric intelligence that  
drives business forward



## Hone marketing strategy

Build customer profiles and refine messaging and targeting. Hear what's working – directly from your customers.



## Accelerate sales

Identify up-sell and cross-sell opportunities. Turn agents into powerful sales assets.



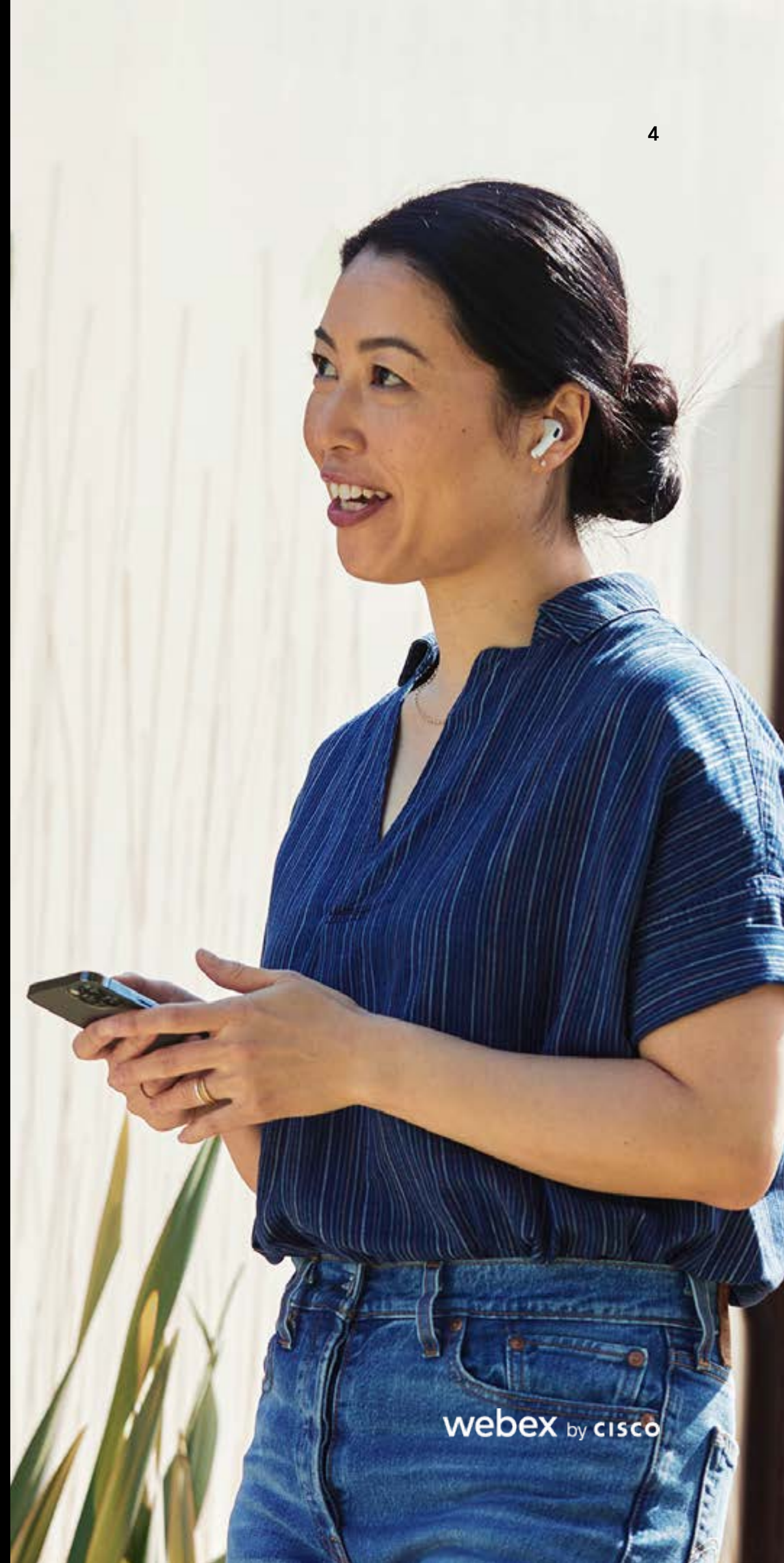
## Build customer-centric business strategies

Create competitive strategies, refine product offerings and make investments that directly align with what your customers want.



## Empower agile business

Anticipate evolving customer demands. Capture new opportunities. Outsmart the competition.





# Capture and transform

Turn raw interactions into usable data

The tools to unlock customer-centric business intelligence

**One suite – comprehensive tools**

Speech/voice analytics, desktop and text analytics in a single, unified offering.

**See agent/desktop activity**

Connect agent activity to results. Gain visibility into what your agents are doing during and after customer interactions.

**Best-in-class phonetics engine**

Enhanced voice analytics transforms call audio into a sequence of sounds to enable more accurate searching of key words and phrases—intelligently recognizing acronyms, product names, slang and dialects.

**Capture the customer journey**

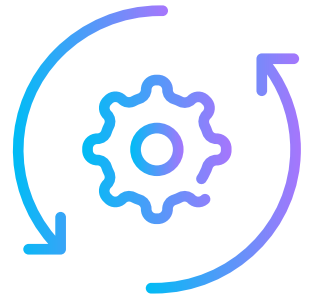
Seamless integration with your communications and crm systems enables omnichannel customer experiences.

**Speech-to-text engine**

Speech transcription creates a written record and detailed analysis of every phone conversation. Take control over your transcription with filters that allow you to transcribe only the calls most important to your organization.

**Language support**

Expanded language packs help you understand customers regardless of linguistics.



# Analyze

**Reveal predictive and prescriptive insights – no data science degree needed**

**The tools to unlock customer-centric business intelligence**

## **Text analytics**

Extract insights from emails, chats, social media, surveys and other text-based customer interactions.

## **Out-of-the-box tools**

Gain instant insights and drive immediate value with preconfigured tools—like sentiment analysis, redictive Net Promoter Score (NPS), predictive evaluations and agent benchmarking.

## **Analytics innovation with ai**

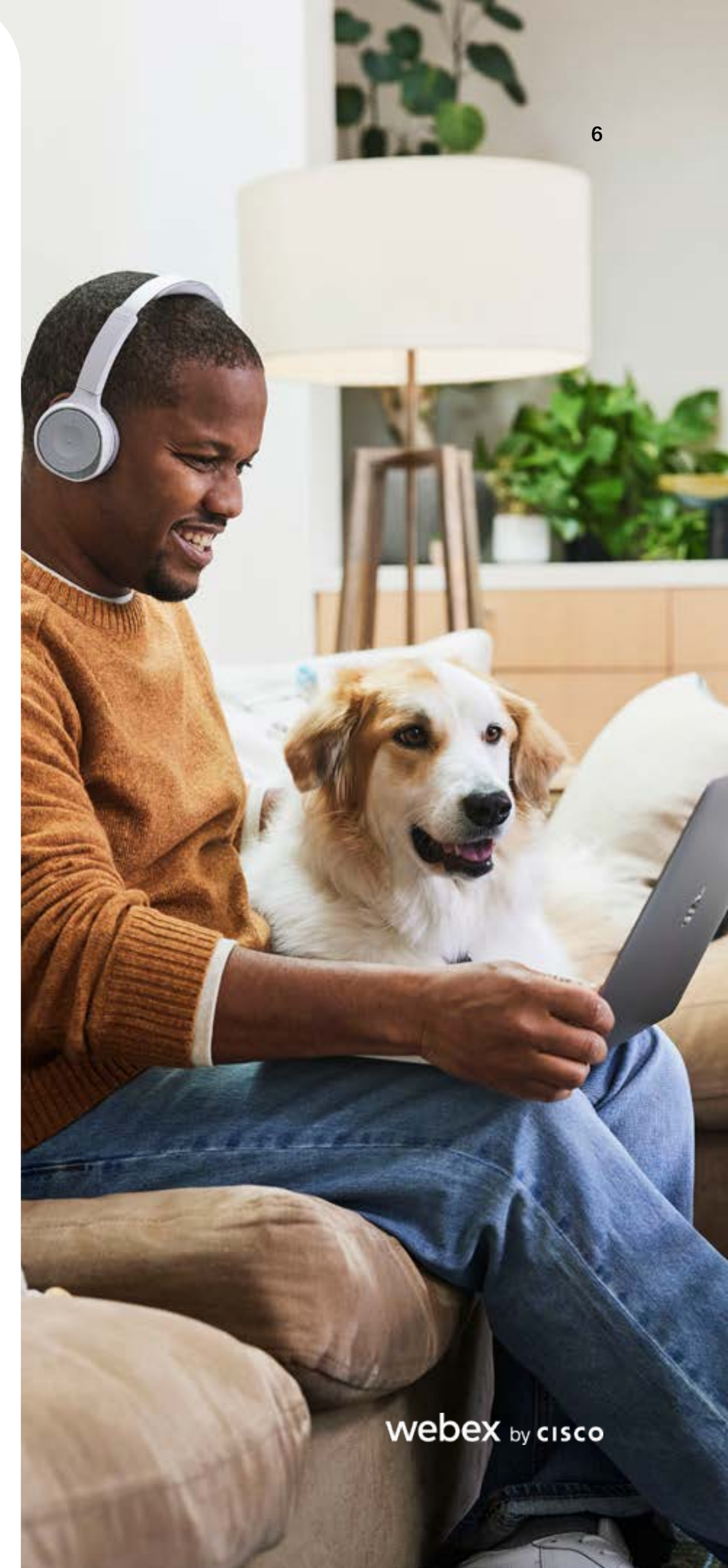
Webex continues to pioneer new analytics tools powered by Artificial Intelligence (AI) and Machine Learning (ML) engines. These innovations speed time-to-value for customers.

## **Sentiment analysis**

Automated delivery of sentiment scores for every voicetranscribed interaction. Customizable reports and dashboards with drilldown analysis provide customer satisfaction information with unrivaled accuracy rates.

## **Advanced search capabilities**

Negative searching, boolean searching and other advanced tools quickly find the most relevant interactions and lend greater context to your conversations.





# Visualize

**See the story your VoC data tells in terms anyone can understand**

**The tools to unlock customer-centric business intelligence**

## **Intuitive interface**

Widget-based dashboards reveal big-picture trends and make it easy to drill down and take a closer look at activities, patterns and areas of focus.

## **Advanced customization capabilities**

Create dedicated dashboards for business problems like customer retention, brand awareness, up-sell and cross-sell opportunities, or script adherence and compliance.

## **Dynamic reporting options**

Rich data visualizations like phrase-clouds and interactive charts show a holistic view of the customer journey

# Making analytics practical and cost-effective for every contact center

Contact center analytics doesn't have to be expensive. It shouldn't be difficult to deploy. And it shouldn't take a degree in data science to use. Webex WFO Analytics delivers the simple usability and cost-effective deployment that make it practical for contact centers of all sizes in every industry.



## Best-in-class integrations

Synchronized integrations with the leading IP-PBX/ACD platforms.



## Lower total cost of ownership

Flexible architecture, storage and pricing options enable customization for your needs and budget.



## Lower infrastructure costs

Leverage existing database resources and storage – no server software fees.



## Faster user training

A modern interface and intuitive workflows bring agents and managers to a high level of proficiency in hours – not days or weeks.



# Service and support to keep you moving forward

You know the 5-star customer experience you're aiming for? You deserve it from your vendors, too. Webex takes a customer-centric approach to providing dedicated service and support, understanding your unique challenges and goals and delivering expertise to keep your contact center moving forward.

1

## **Focused implementation support**

A dedicated team of experts, keeping your rollout on-time and on-budget.

2

## **Ongoing optimization**

We stay tuned in to your changing needs, helping you maximize the value of your solution as your business evolves.

3

## **24x7 expertise**

Your contact center is there when your customers call – and we're there whenever you need us.

4

## **On-site and online training**

From go-live agent and supervisor training, to digital guides for new staff, we can help your team get the most out of Webex WFO.

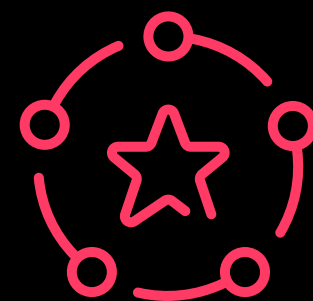
# Build a modern contact center – transform your business

Webex WFO Analytics is the cornerstone solution of Webex Workforce Optimization – a complete WFO suite revolutionizing the way enterprises engage their customers. Webex WFO includes call recording, quality management, workforce management, multichannel voice-of-the-customer analytics and advanced reporting. The suite records, captures and analyzes customer interactions to provide a single view of the customer and improve the agent and customer experience. It is the only fully multi-tenanted cloud WFO solution on the market.



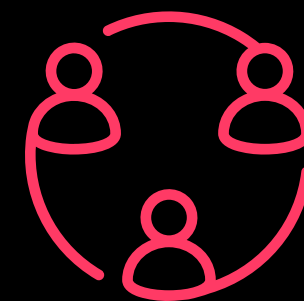
## Call recording

The clean and simple way to capture every customer voice – across every channel. Create a unified view of the customer, see the big picture with new clarity and leverage comprehensive voice-of-the-customer data to drive key business objectives.



## Quality management

Highly automated and efficient evaluation of 100% of your customer interactions. Shorten feedback loops and target training to drive better agent performance that directly improves customer satisfaction.



## Workforce management

Smart forecasting, scheduling and admin tools that drive elevated WFM strategies. Efficiently predict and respond to dynamic customer call volume and deliver a consistently outstanding contact center experience.



## Webex analytics

Sophisticated speech and text analytics engines that harness the voice of the customer—and intuitive outputs that bring that data to life. Leverage predictive and prescriptive insights to deliver value to sales, marketing, IT, product development and business development teams.