Putting Customer Expectations back into Customer Experience

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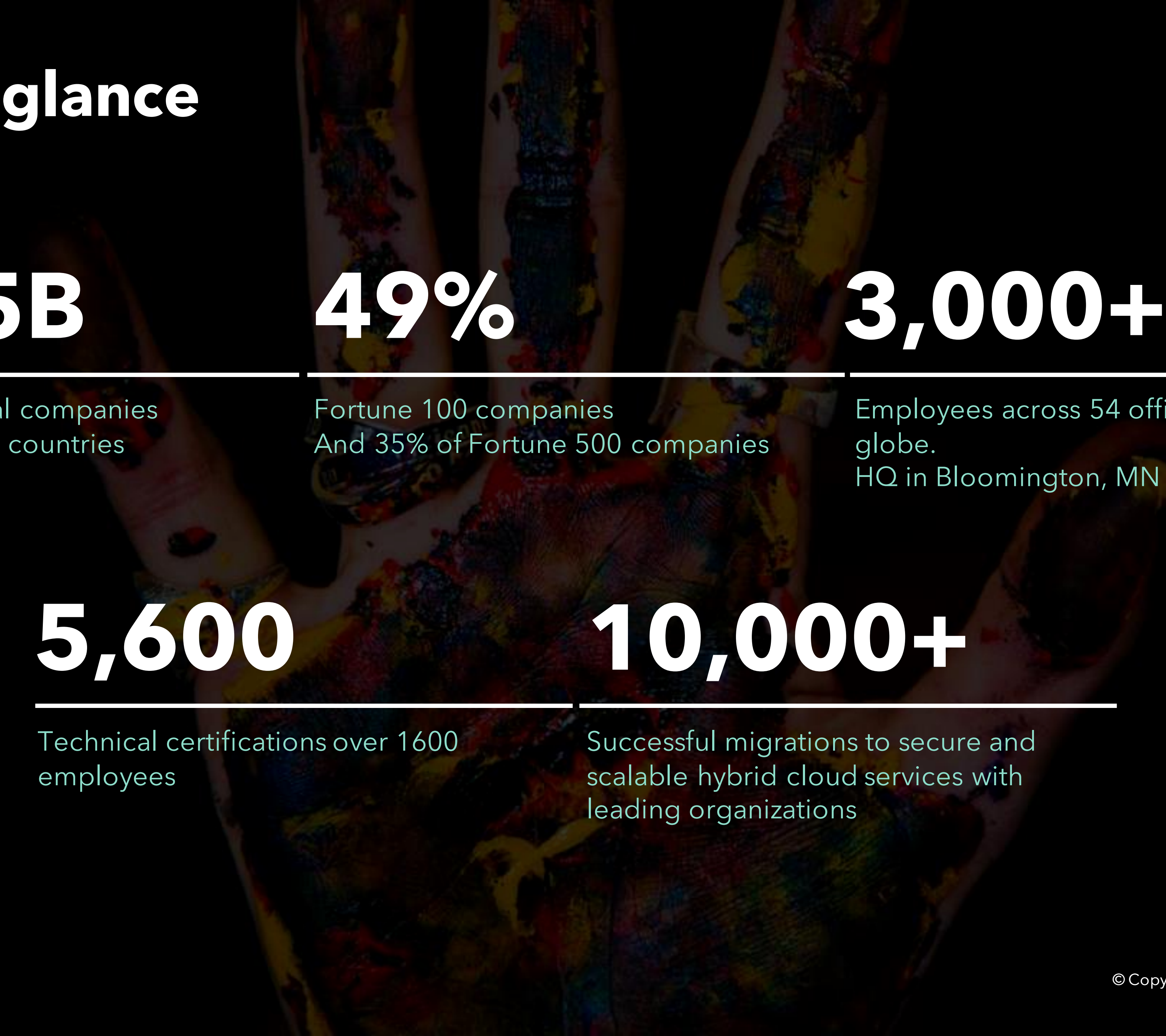
ELEVATING CONNECTED HUMAN EXPERIENCES

C1 at-a-glance



~$1.5B

300+ Multi-national companies
With users in 120+ countries

49%

Fortune 100 companies
And 35% of Fortune 500 companies

3,000+

Employees across 54 offices around the globe.
HQ in Bloomington, MN

5,600

Technical certifications over 1600 employees

10,000+

Successful migrations to secure and scalable hybrid cloud services with leading organizations

elevating connected human experiences

Elevating connected human experiences

Connected Experience

Be **one**

Employee Experience
Customer Experience
C1CX Framework

ADVISE-INTEGRATE-SECURE

Security Experience

Be **human**

User Protection
Endpoint Protection
Network Protection

PREVENT-DETECT-RECOVER

Infrastructure Experience

Be **bold**

Wired/Wireless
SD-WAN/SASE
Hybrid Cloud

INTERCONNECT-SCALE-EXTEND

CC/CX | Customer Expectations

Identity

You will know who I am.

You will respect my privacy, while at the same time being helpful.

Any-Channel Experience

Let me engage with you using the media that is convenient and accessible to me.

Contextual Awareness

You will know what I've been doing on my media (apps, websites).

The experience should be personalized for me.

Self-Service

You will give me the option to self-serve.

You will provide assistance, where, when, and how I need it without needing to repeat myself.

Automation

Your efforts and actions will be accurate and timely.

Analytics and Feedback

I want to be able to provide you feedback.

You will learn my needs and adjust to meet my expectations.

CC/CX | Supporting Technologies

Identity

- Authentication
- Personalization
- Protection of Customer Data
- GRC (Governance, Risk, and Compliance)
- Biometrics
- Fraud Detection

Any-Channel Experience

- Agent Desktop
- Multimedia
- Mobile
- WebRTC
- Social Media
- Multi vs Omni
- Skills versus Attributes
- Call Back

Contextual Awareness

- CRM Integration
- Connectors
- Sentiment
- Location
- Real-time Speech Analytics
- Anticipating Intention
- Segmentation

Self-Service

- Virtual Assistants
- Chatbots, xBot, IVA's
- Web
- Natural Language Processing
- IVRs, IVAs
- Large Language Models and Generative AI

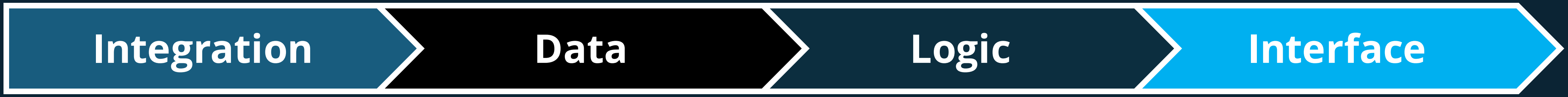
Automation

- Robotic Process Automation
- Augmented Intelligence
- Agent-facing Chatbots
- Next Best Action
- Fully or Partially Assisted
- Real-Time Transcription
- Proactive Outbound

Analytics and Feedback

- Surveys
- Reporting
- Analytics
- Goals Met
- Feedback loops

Orchestrating the Connected Human Experience



Integration

- APIs don’t talk to other APIs
- Integration platform vs custom

Data

- Multiple needs for data
- Collect ALL data
- Non-structured time series
- Payload & Purpose
- Single Source of the Truth

Logic

- Low code / No code
- Any connection / API
- Business User focused

Interface

- Various UIs
- More about User Experience than User Interface
- Meet customers and Agents where they are

Goals

Operationalize Integrations

Data Centric Architecture

Business Driven Logic

Leverage Omni-Channel Value

Connecting:

People to people

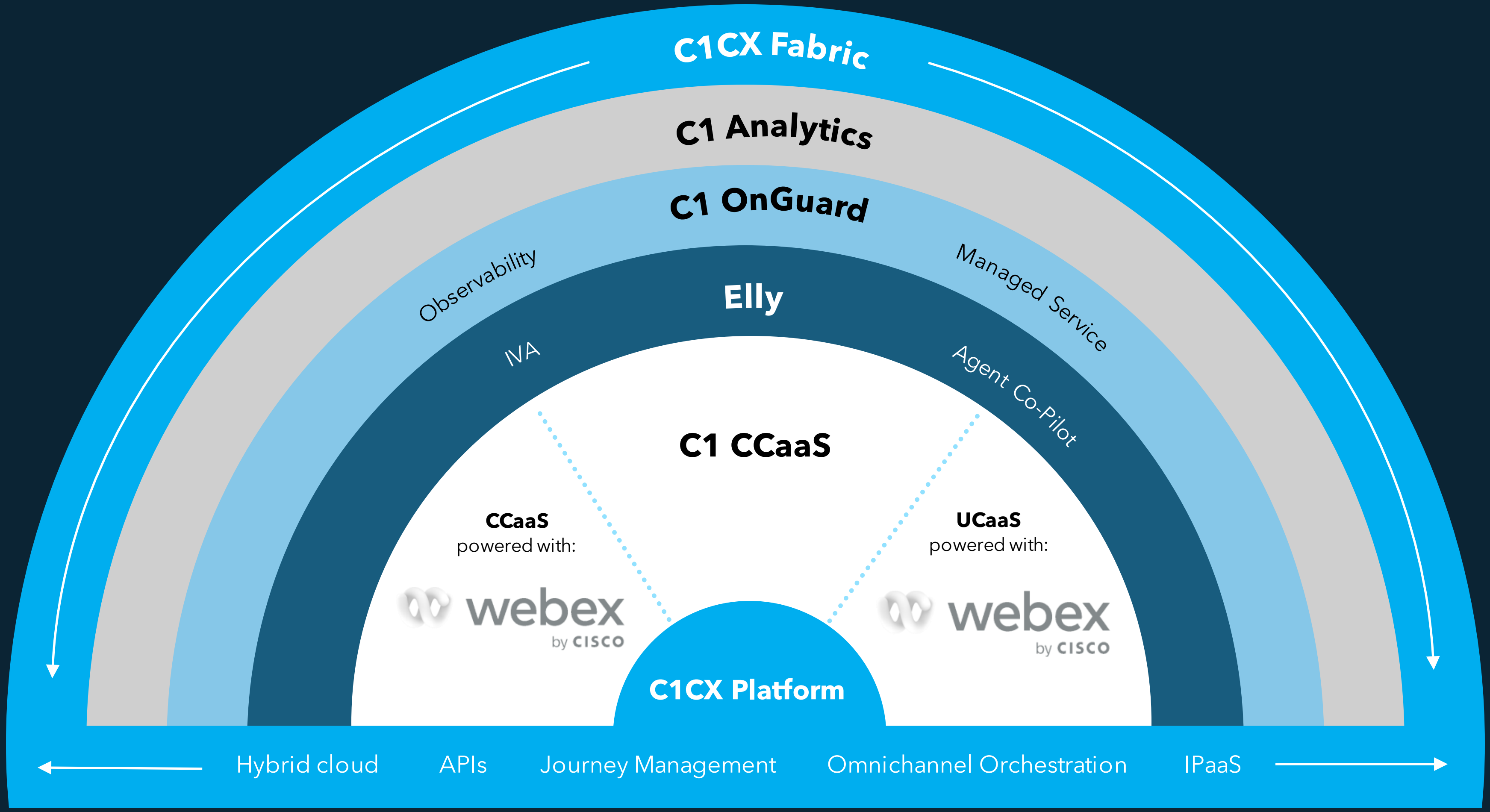
Omnichannel engagement & collaboration

People to technology

AI-infused | Single UI | Any device

Technology to technology

AI automations | Multi-vendor


C1CX Fabric
C1 Analytics
C1 OnGuard
Observability
Managed Service
Elly
IVA
Agent Co-Pilot
C1 CCaaS
CCaaS
powered with:
webex by CISCO
UCaaS
powered with:
webex by CISCO
C1CX Platform
Hybrid cloud
APIs
Journey Management
Omnichannel Orchestration
IPaaS

Thank You.