

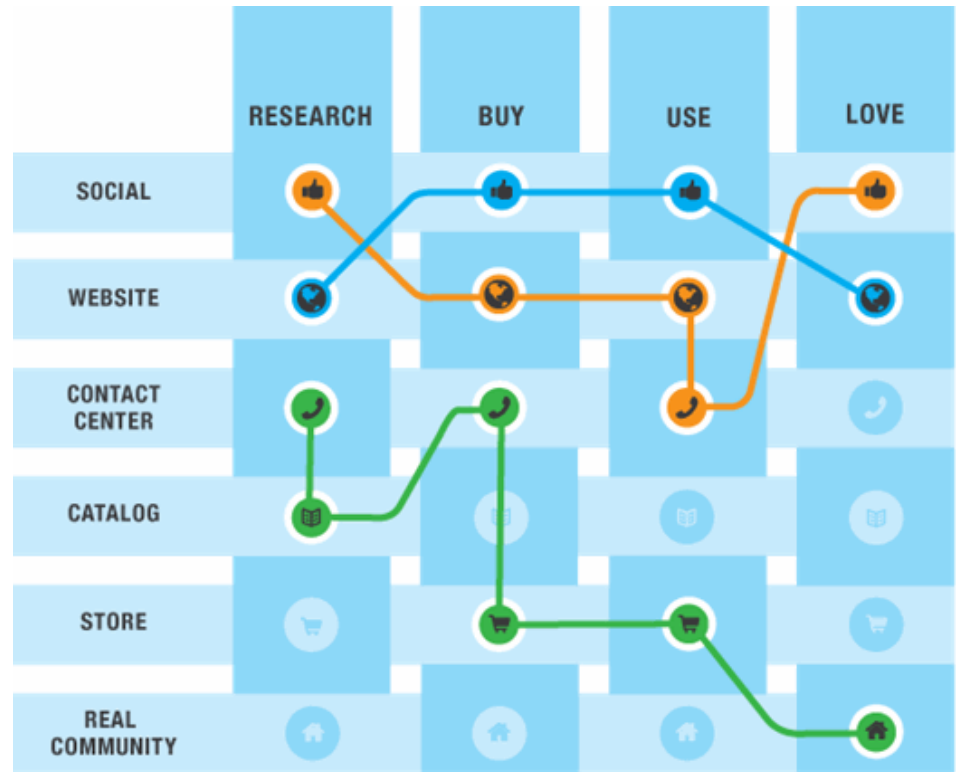


Cisco and eGain: The Power Couple for End-to-End Customer Collaboration

Rob Amster – Director, Americas Contact Center Sales
November 5, 2013

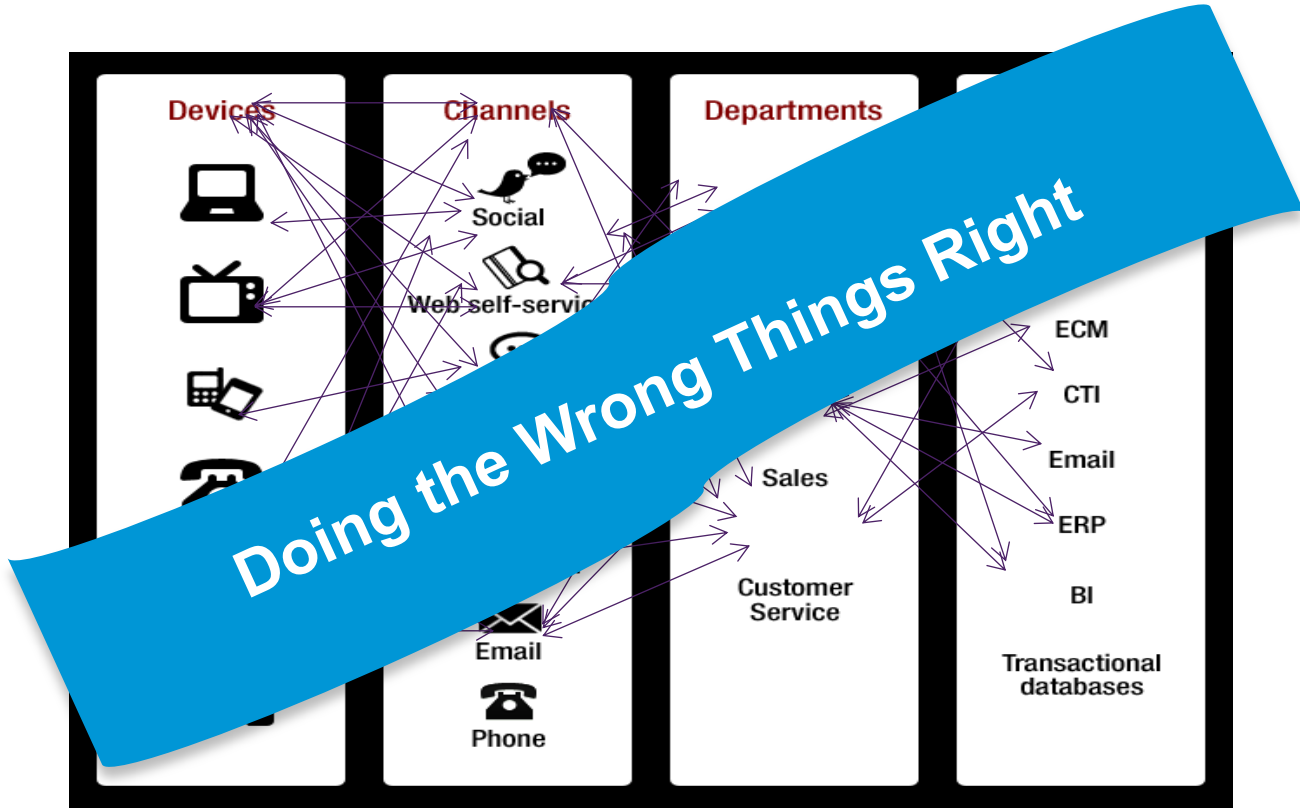
Multichannel Customer Behavior

- **51%** research online and then buy in store – *Google 2012*
- **32%** research online, visit in store and then buy online – *Google 2012*
- Multichannel customers spend **82%** more than single channel customers
- **84%** want consistent service - get frustrated by fragmented journeys - *Accenture*



75% of RFPs
now Include Multichannel

Point Solutions and Tactical Fixes Create Chaos



Solution: Rich, Unified Apps for Smart, Connected Multichannel Customer Journeys

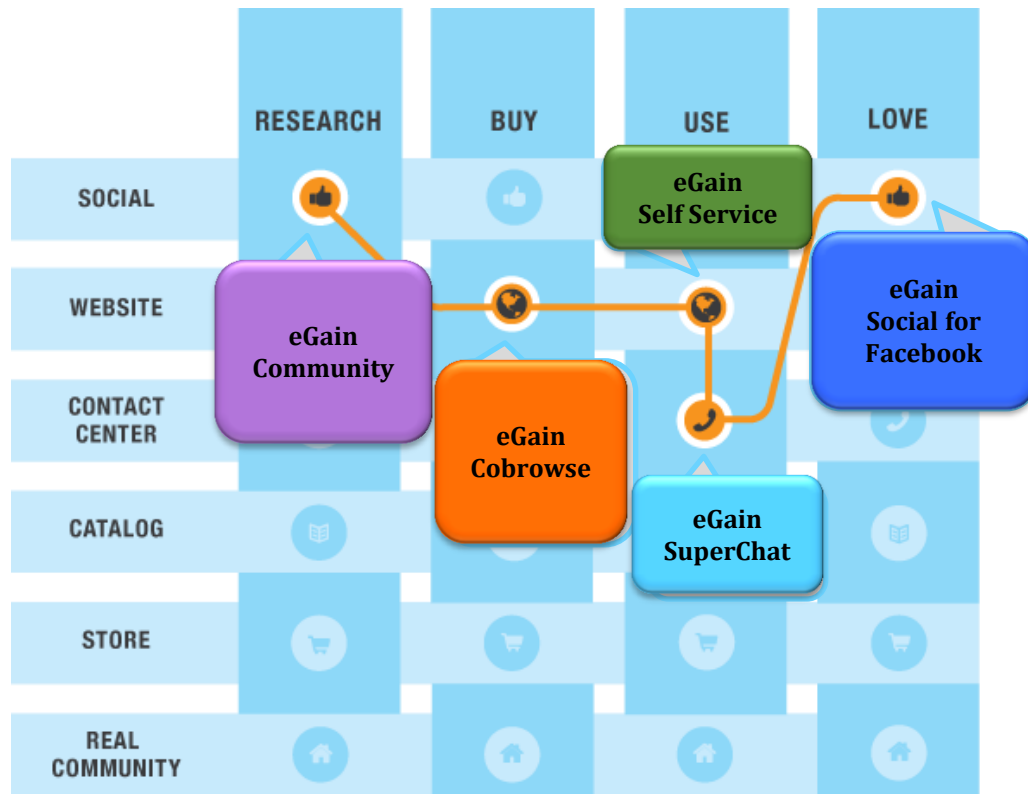


Laura Andrews

Age: 35

Busy Mom

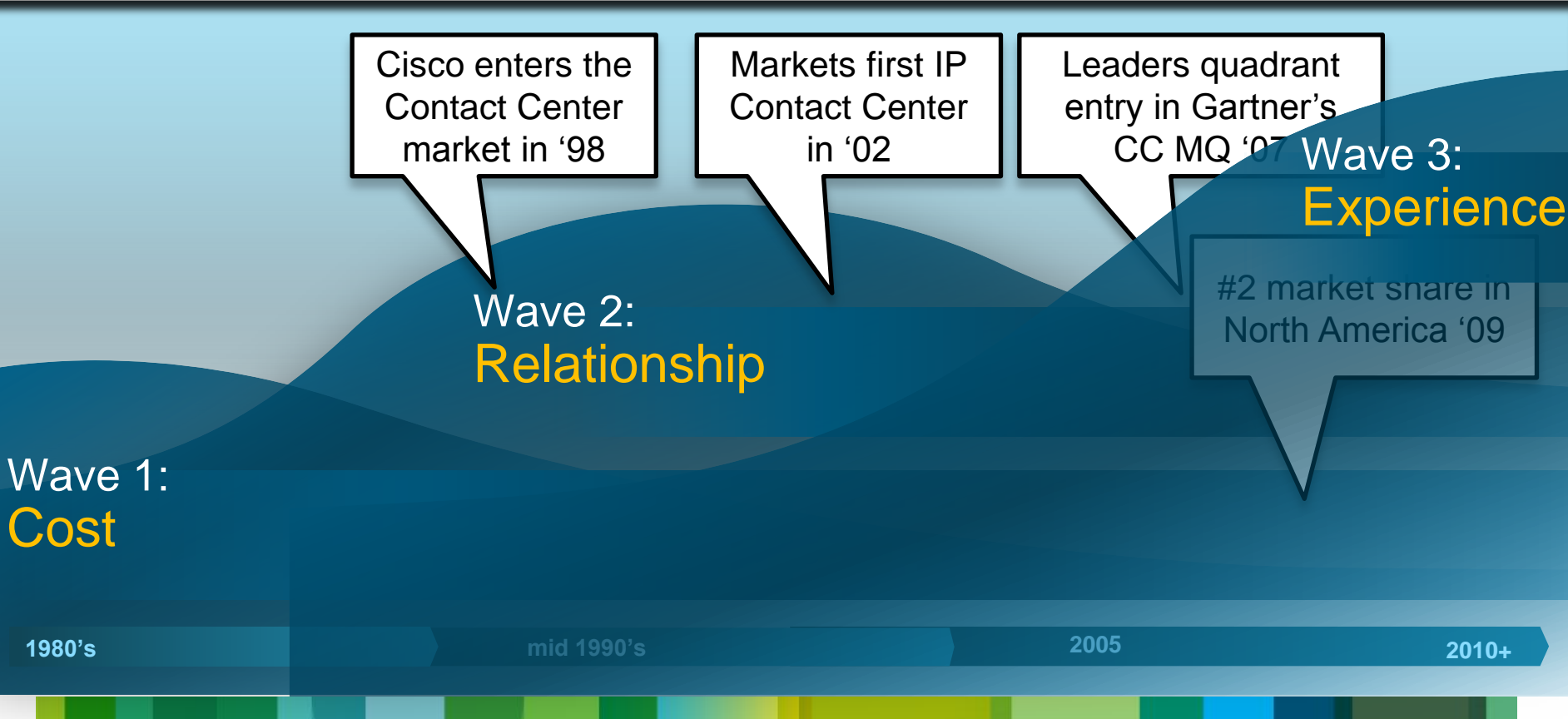
“ Angie’s BigDeal is great for insurance! ”



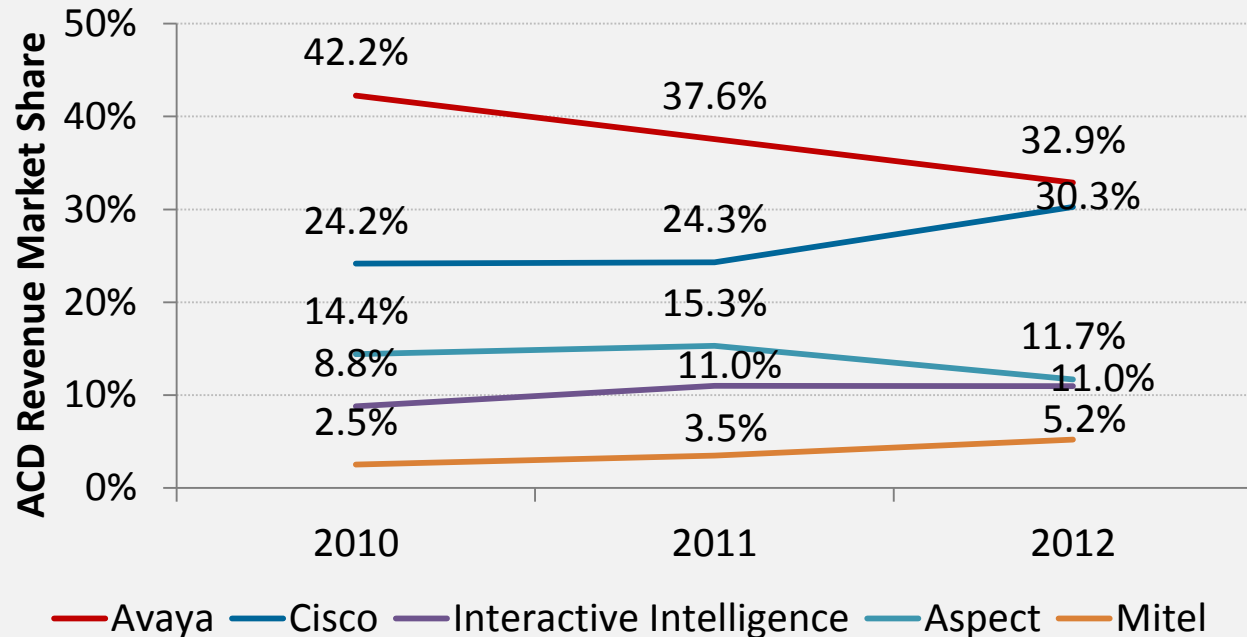
Cisco in the Contact Center Market



Cisco in the Contact Center Market



Synergy 2012 – NA Contact Center Market Share



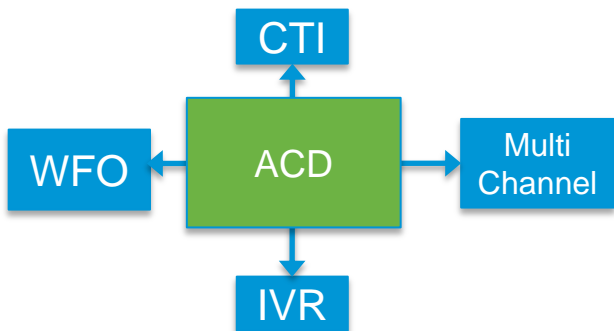
- In 2012 in NA, market share gap with Avaya reduced by 10.7 points
- In NA, <3% separates Cisco from Avaya

Source: Synergy

Architecture Evolution Across the 3 Waves

Cost Wave

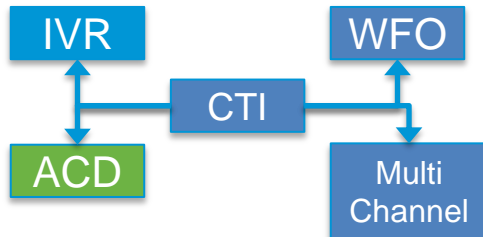
Appliances



Call Center – Walled Garden

Relationship Wave

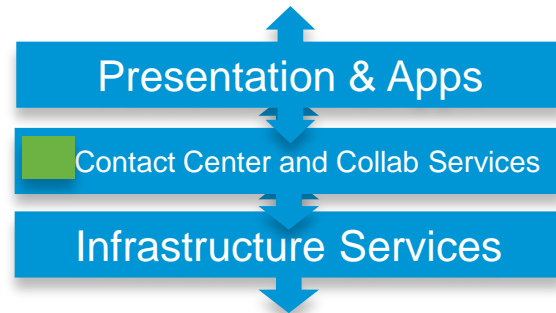
Distributed Systems



Contact Center as a System

Experience Wave

Services and Platforms



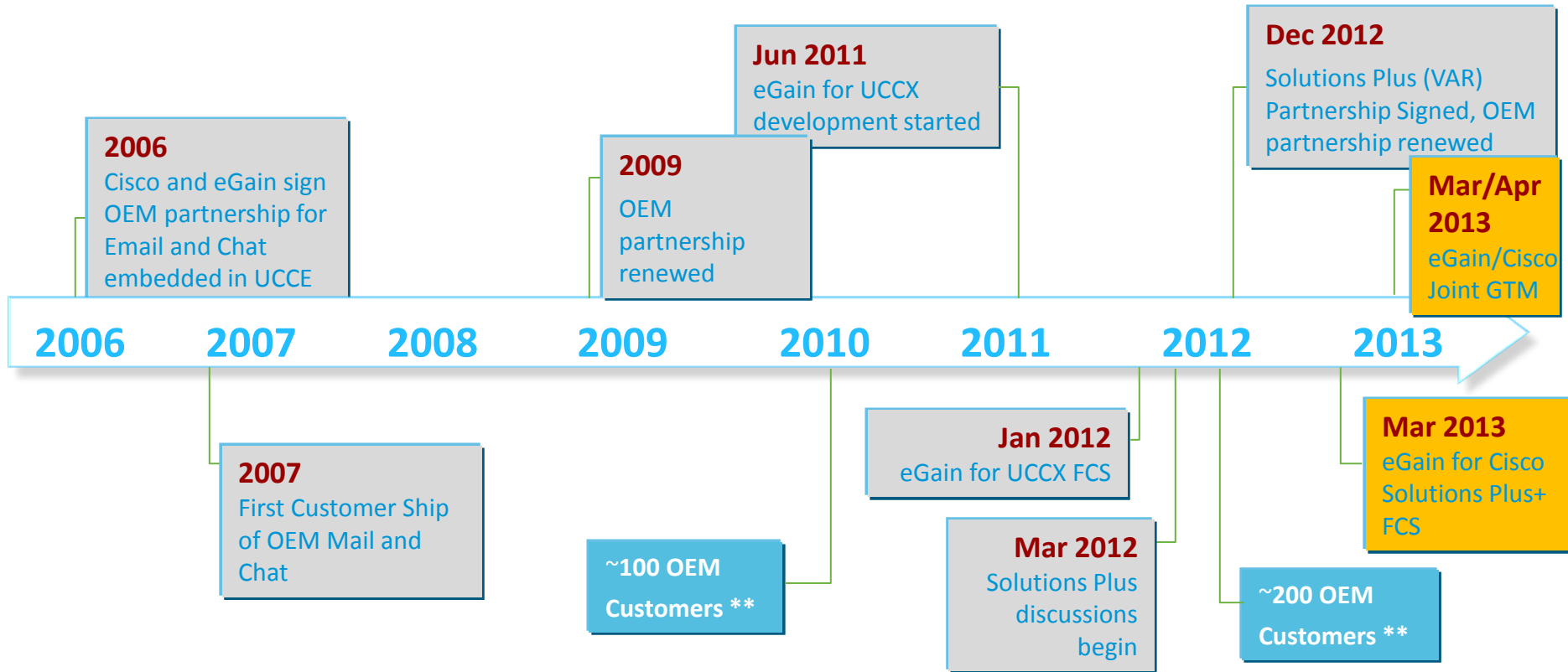
Contact Center as an Enterprise Service

Cisco/eGain Partnership



Cisco + eGain Partnership

Mutual success built on long-term commitment

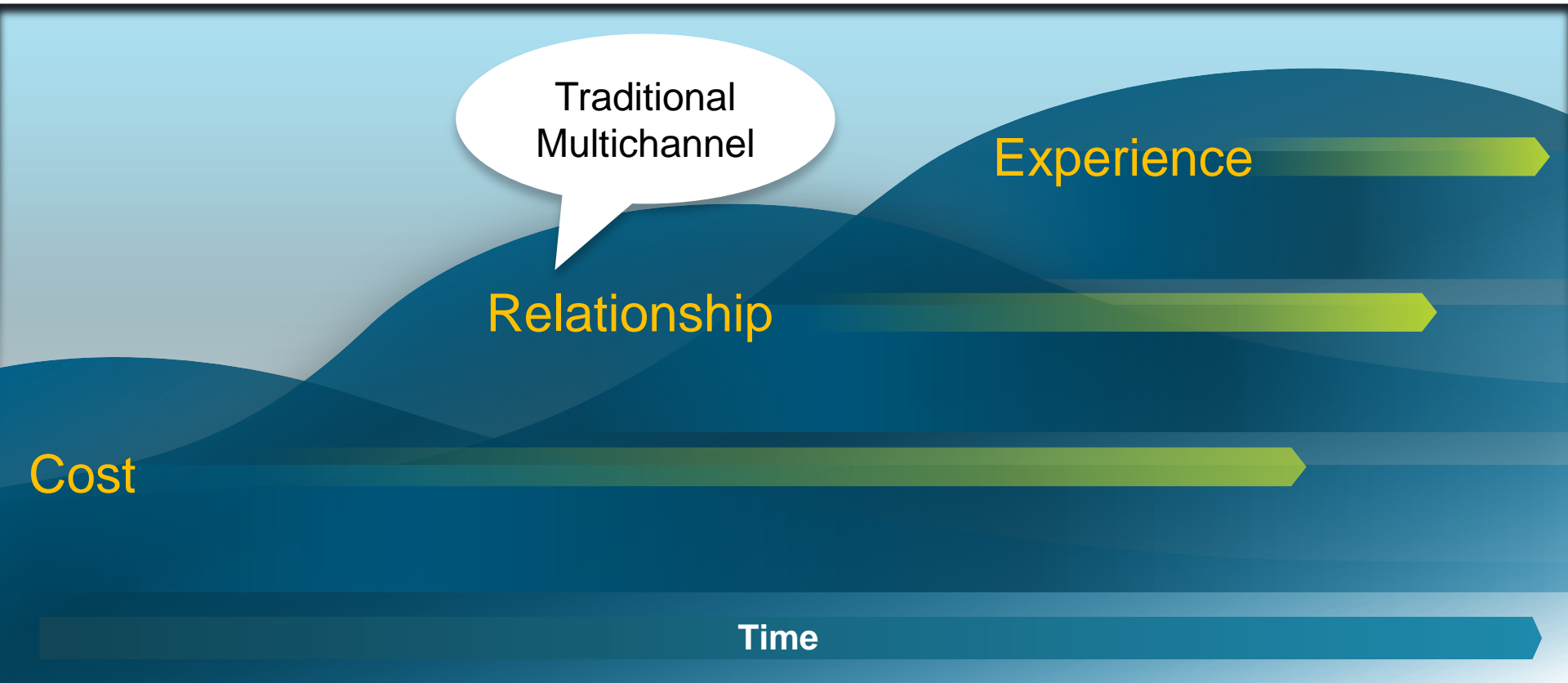


** eGain estimate based on license requests.

Email Interaction Manager (EIM)/Web Interaction Manager (WIM)

- An OEM that's sold as an option to UCCE
- Supports Email Response (EIM)
- Web Chat and Web Callback (WIM) interactions
- Assisted service solutions

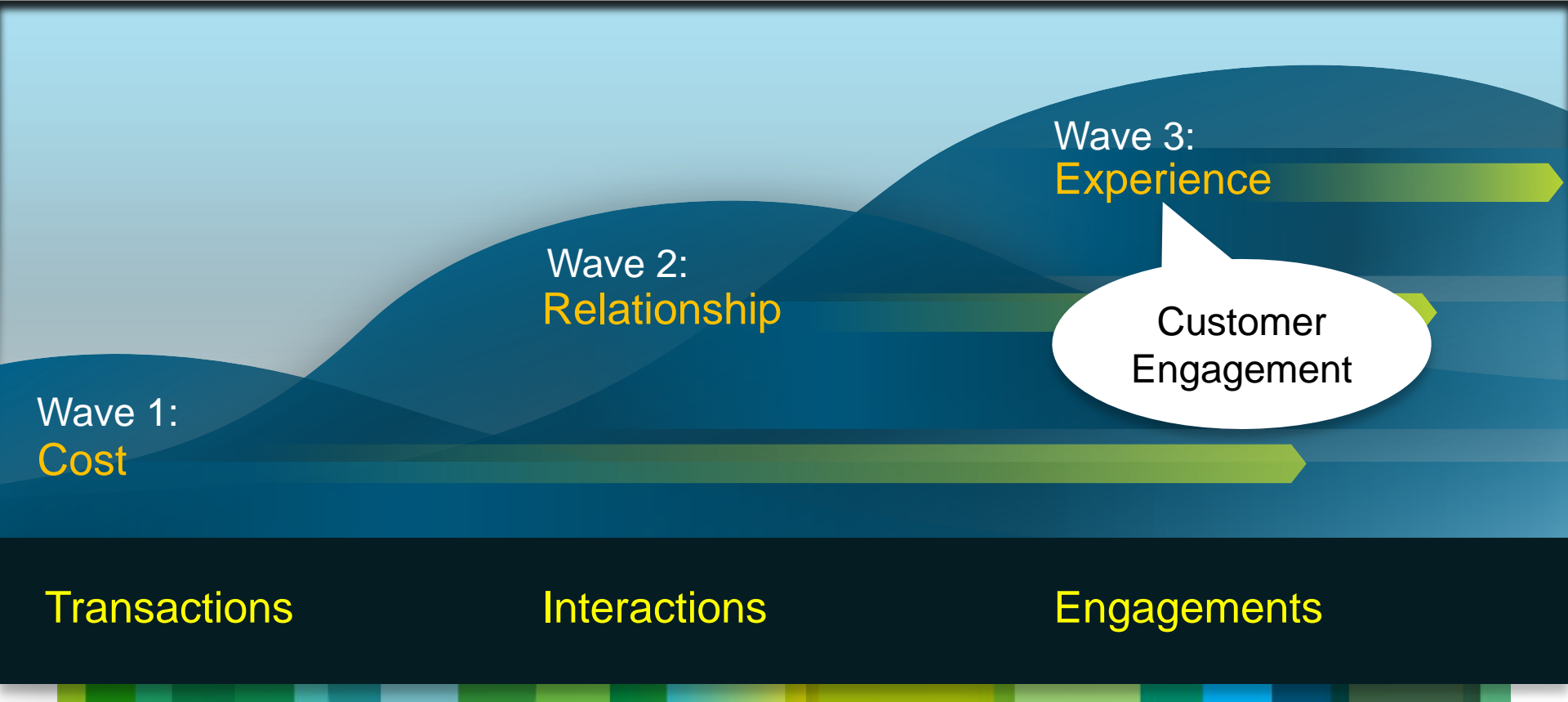
Waves of Contact Center Innovation



eGain Solutions Plus (VAR)

- Provides a more comprehensive Customer Engagement Platform across web and mobile with integrated knowledge management
- Includes strong sales and self service capabilities – along with assisted service capabilities
- Offers a knowledge base that can be leveraged across self and assisted service channels
- Cisco and eGain jointly go to market providing the best experience for customers and prospects

Waves of Contact Center Innovation



Wave 1:
Cost

Wave 2:
Relationship

Wave 3:
Experience

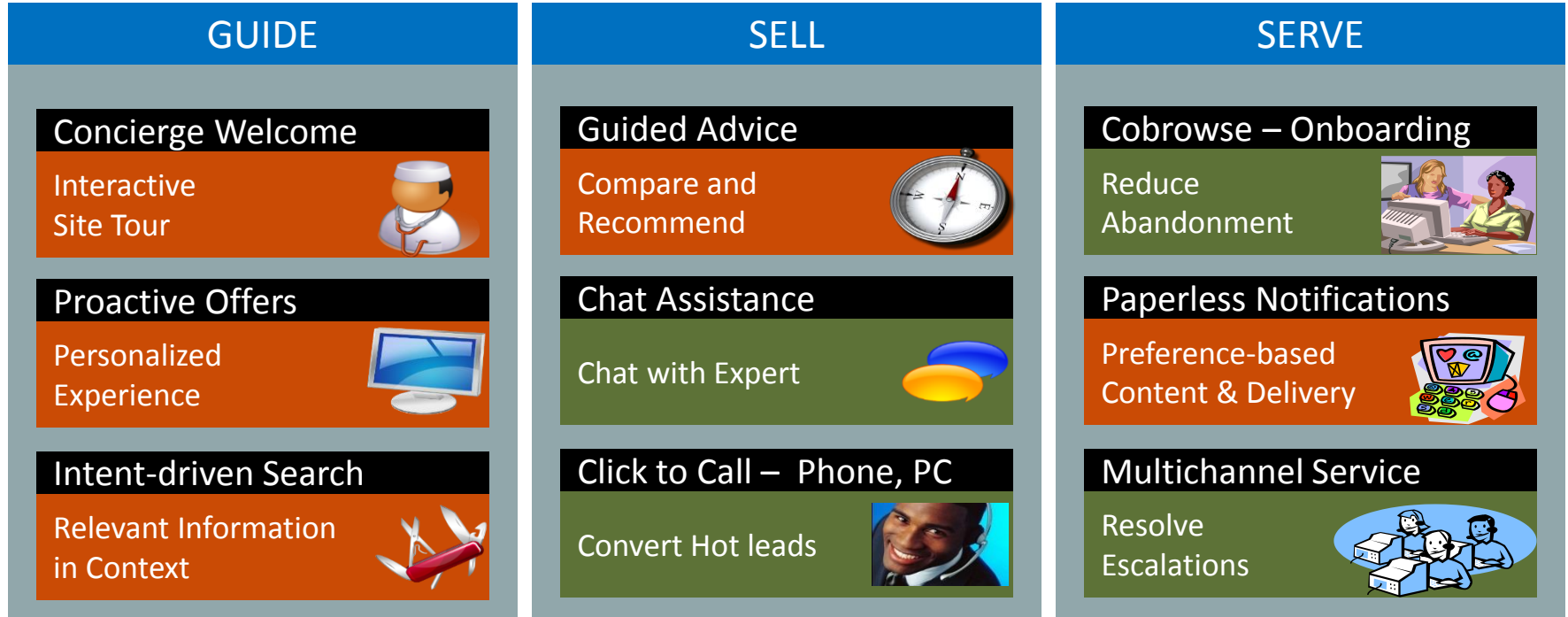
Customer
Engagement

Transactions

Interactions

Engagements

Customer Engagement Lifecycle

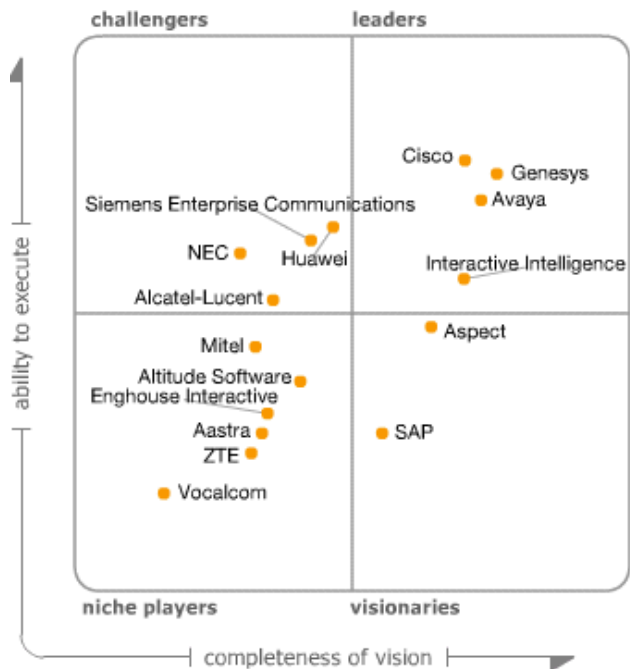


 Self-service

 Assisted Service

Combining Leading Products

Contact Center Infrastructure



As of June 2013

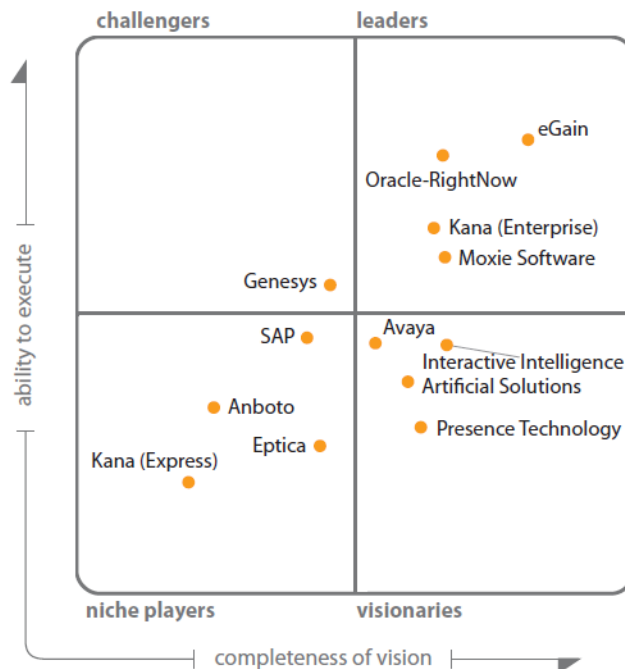


- Contact Center Enterprise
- Customer Voice Portal
- Integrated Routing and Reporting platform
- Omnichannel platform
- Ability to Execute



- Web Self-Service
- Social Experience
- Mobile Experience
- Multichannel Collaboration
- Knowledge Base
- Guided Help

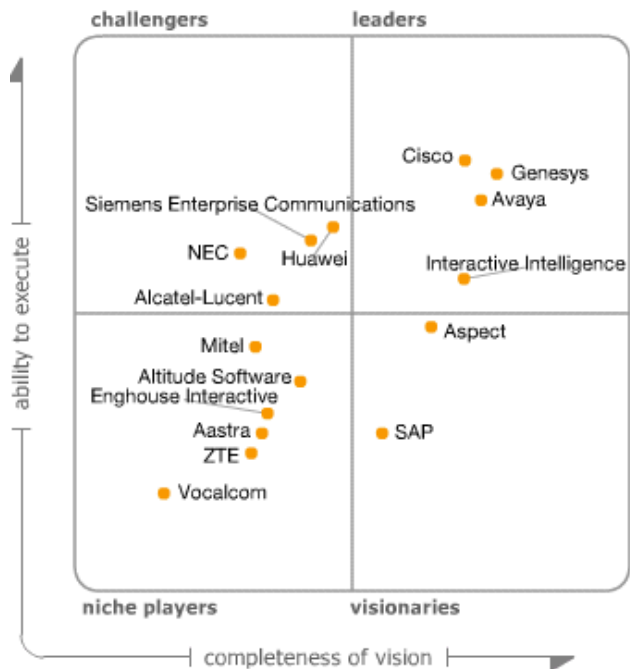
CRM Web Customer Service Apps



As of February 2013

Multichannel Becomes Customer Engagement

Contact Center Infrastructure

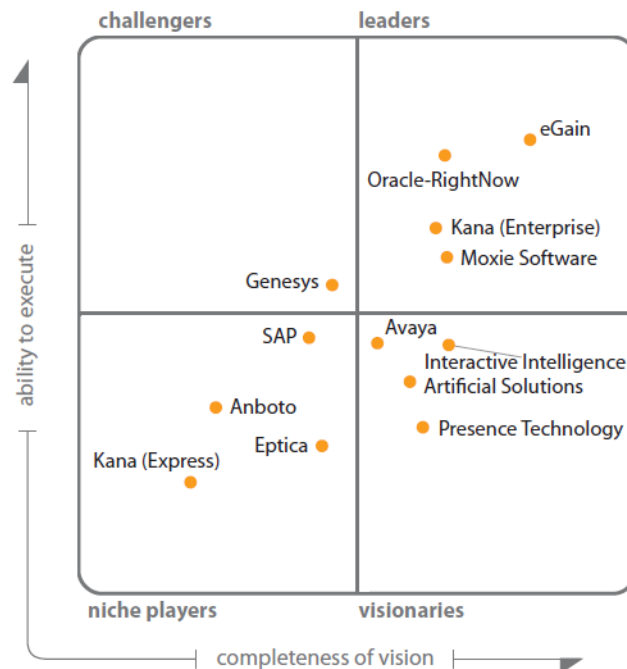


As of June 2013



- Web 2.0 Desktop
- Unified Media Routing
- Unified Customer History
- Common Knowledge Base
- Unified Reporting
- Unified Analytics

CRM Web Customer Service Apps



As of February 2013

Pre-integrated Solution Makes it Easy

- Latest Software from Two Market Leaders
- Universal Queue
- Integrated Reporting
- Independent Lab Verification
- Certified Partner Implementation
- Support from Product Experts



Thank you.

