Cisco Multichannel Contact Centre and Remote Expert Solutions

BRKCCT-2661

Bil Dry
Lead Architect
Industry Solutions Group

Cisco *live!*

Agenda

> Introduction – What Is Remote Expert

> Overview

> Remote Expert Technical Discussion

> Case Studies

> Roadmap

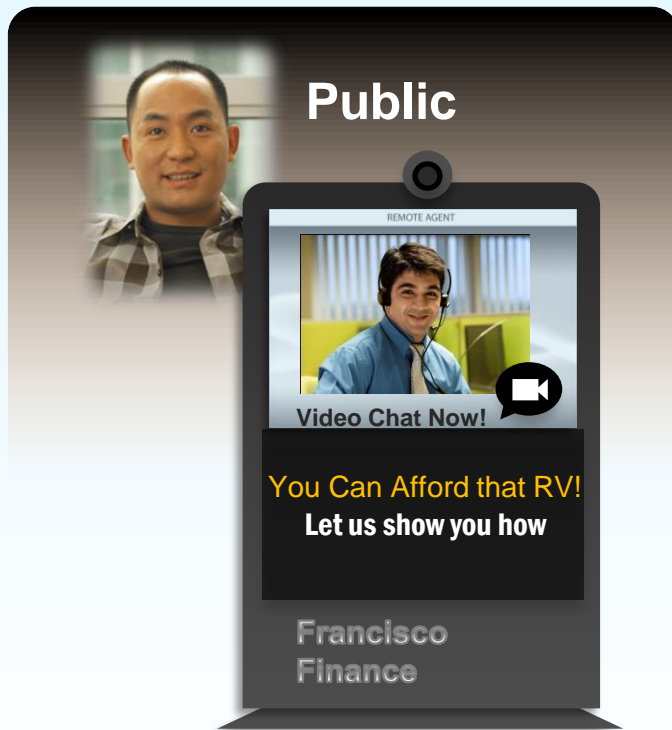> Conclusion

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Remote Expert Vision

- Experts + customers = improved results

- Create and optimise revenue

- Increase uptime and productivity

- Improve relationships with customers

An end-to-end solution for intelligently connecting customers with skilled experts over video on any device, anywhere

Remote Expert Vision
Delivering Engaging Customer Experiences

Public

REMOTE AGENT

Video Chat Now!

You Can Afford that RV!
Let us show you how

Francisco Finance

Home

Video Chat Now!

Video Chat Now!

Branch/Store

Loan Estimate

- *Sees the Message*
- *Video Chats with Expert*

- *Confers with Family*
- *Video Chats with Expert*

- *Video Chats with Expert*
- *Makes the Purchase*

| Interactive Kiosk "Kiosk" | Mobile/Remote "Mobile" | Immersive Video "Immersive" |

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Agenda

- Introduction
- **Overview – What's New in release 1.8.5**
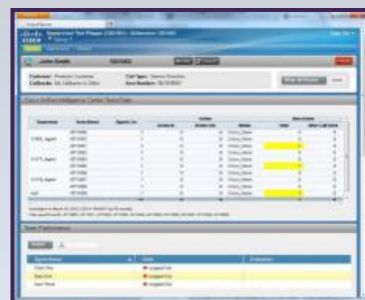- Remote Expert Technical Discussion
- Case Studies
- Roadmap
- Conclusion

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What's New in Remote Expert 1.8.5

New immersive endpoints for consumers and experts	Web-based expert desktop support using RE with CCE	Remote Expert video sessions on iServices-powered kiosks	Document camera support in RE immersive pods

SX-20, MX, and C-Series

Finesse® with RE Agent Desktop Gadgets

Kiosk

IEC4632

Remote Expert 1.8.5 - New Immersive Endpoints

	Salient Features	Applicability
MX200 MX300	The Cisco® MX Series offers 1080p video, superior audio, and HD content sharing. It supports Cisco Medianet. The MX 200 provides a 42 in. screen and MX 300 has a 55 in. screen.	Broad applicability as general purpose endpoints at both caller and expert locations
SX20	Transforms any display panel into a Cisco TelePresence® system	Lower cost alternative to EX Series
C40	Deliver 1080p30 video with multiple HD sources. Supports up to two microphones	The C Series endpoints are ideal for situations where multiple cameras may be required at the caller end, such as in the Connected Justice use case
C60	Supports up to 4 HD video sources and 4 microphones. Can composite up to three simultaneous video inputs	
C90	One of the most powerful and flexible TP engines available. Up to 12 HD sources and 8 microphones can be connected directly. Can composite up to five simultaneous inputs	

MX Series

SX20

C Series

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Remote Expert 1.8.5 - Cisco Finesse
for Expert Desktops

- A 100 percent browser-based desktop; no client-side installations required

- A single, customisable "cockpit", or interface, that gives experts quick and easy access to multiple assets and information sources

- Open web 2.0 APIs that simplify the development and integration of value-added applications and reduce the need for detailed desktop development expertise

- Integrates Remote Expert Agent Desktop (READ) for collaboration tools

Remote Expert 1.8.5 – New Kiosks

- Assist customers through live, two-way video interaction

- Reduce staffing and increase support at the place of business – force multiplier

- Address customer questions and concerns – improve experience

- Provide expert product information and service that can efficiently scale to support all locations

- Access multi-language support

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Remote Expert 1.8.5 – New Document Camera Support

- Vaddio CeilingView HD-18

  - Mounts on ceiling above a customer desk

  - 18 times optical zoom lens

  - 1080p, 1080i, or 720p output

- Controlled from Remote Expert Agent Desktop

- Stream video to expert's desktop

- Take still pictures

http://www.vaddio.com/product/ceilingviewhd-dvi-hdmi

Vaddio HD Document Camera Integration

- The Vaddio CeilingVIEW HD-18 DocCAM high-definition ceiling document camera can be mounted in the ceiling above the customer pod to view live video of a document that the customer is holding or places on a flat surface beneath the camera.

- This camera can also be used to capture live events such as demos or lectures.

- A System Dimensions video encoder dongle is required to stream the live video from the IEC.

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Vaddio Camera & Encoder Dongle Set Up

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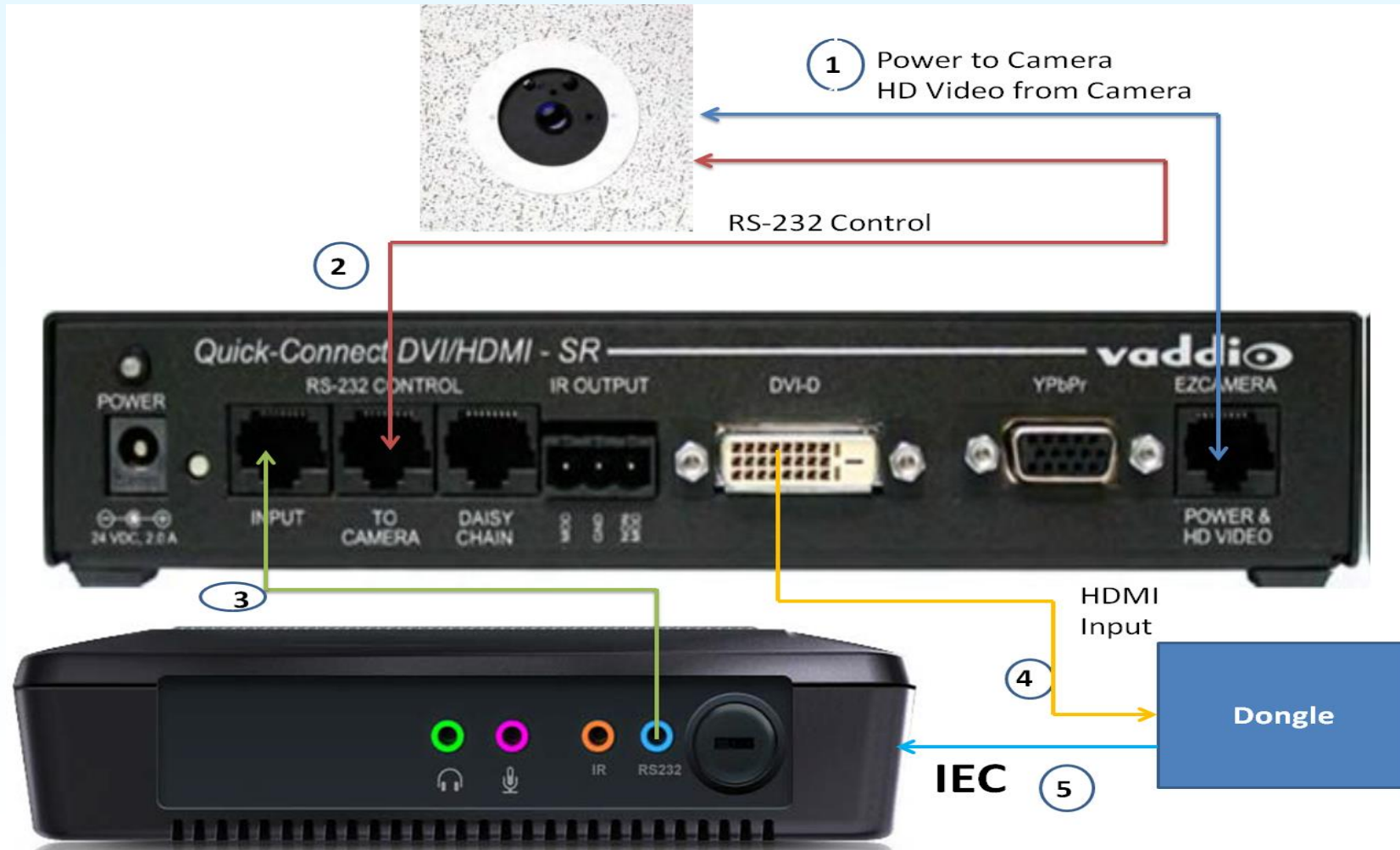
Features Per Solution Configuration

Feature	RE Immersive	RE Kiosk
Audio Recording Using MediaSense	Yes	Yes
C-Series, EX, MX, and SX TelePresence® Endpoint Support	Yes, customer and expert sides	Yes, expert side
Call Conference and Transfer	Yes, with CCE	Yes, with CCE
Document and Application Sharing	Yes	Yes
Grant Consumer Permission to Control Expert's Shared Application or Document	Yes	Yes
Mobile Customer Connectivity on Browsers and iOS	No	No
Peripherals Support (Bar Code Reader, Magnetic Card Reader, Document Cam, Printer, Scanner)	Yes	Yes
Video on Hold	Yes	Yes
Video in Queue	Yes, using IEC or CVP with MediaSense 10.0	Yes, using IEC or CVP with MediaSense 10.0
Web-Based Expert Desktop with API (Cisco Finesse®)	Yes, with CCE	Yes, with CCE

Agenda

> Introduction

> Overview

> **Remote Expert Technical Discussion – How Do All the Pieces Fit?**

- Integrated and Delivery-Specific Architectures
- Common Unified Communications (UC) Core
- Key Common Features
- Key Delivery-Specific Features

> Case Studies

> Roadmap

> Conclusion

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Remote Expert – Functional Component Groups

Immersive User

SX-20 and C-Series   EX Series   MX Series

IEC

Peripherals   Touchscreen

Kiosk User

IEC

Session Orchestration

REM   IEM

Collaboration, Call Control, and Routing

CUCM   MCU

VXML GW

Contact Centre   CVP

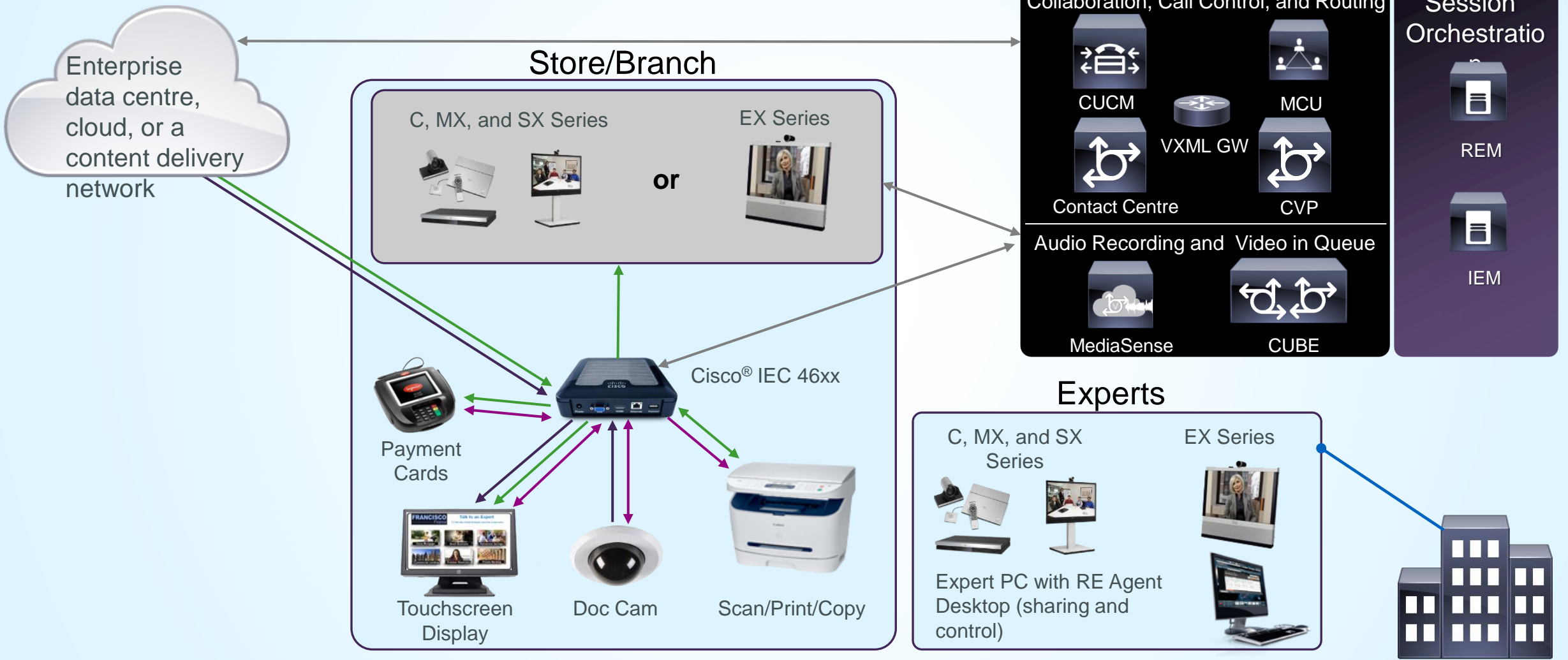**Audio Recording and Video in Queue**

MediaSense   CUBE

Expert

MX Series   SX-20 and C-Series   EX Series   Finesse /CAD with READ

Remote Expert Immersive Architecture

RE Core Components

Collaboration, Call Control, and Routing

CUCM

VXML GW

MCU

Contact Centre

CVP

Audio Recording and Video in Queue

MediaSense

CUBE

Session Orchestration

REM

IEM

Store/Branch

C, MX, and SX Series

EX Series

or

Cisco® IEC 46xx

Enterprise data centre, cloud, or a content delivery network

Payment Cards

Touchscreen Display

Doc Cam

Scan/Print/Copy

Experts

C, MX, and SX Series

EX Series

Expert PC with RE Agent Desktop (sharing and control)

Note: Some active traffic paths are omitted for clarity.

—— H.264 Video —— Graphics Content —— Control Traffic

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Remote Expert Kiosk - Architecture

RE Core Components
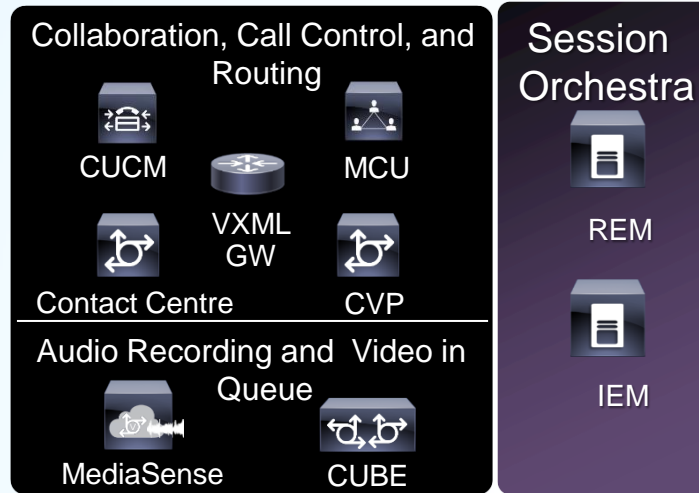
Media Files and Web Content

Enterprise Network

Collaboration, Call Control, and Routing

- CUCM
- MCU
- VXML GW
- Contact Centre
- CVP

Audio Recording and Video in Queue

- MediaSense
- CUBE

Session Orchestra

- REM
- IEM
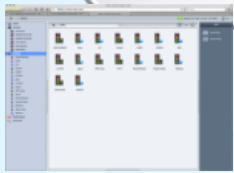
Interactive Services Kiosk

Precision HD Camera

Interactive Experience Client 4632 (IEC)

Interactive Experience Manager (IEM)

Experts

C, MX, and SX Series

Or

EX Series

Expert PC with RE Agent Desktop (sharing and control)

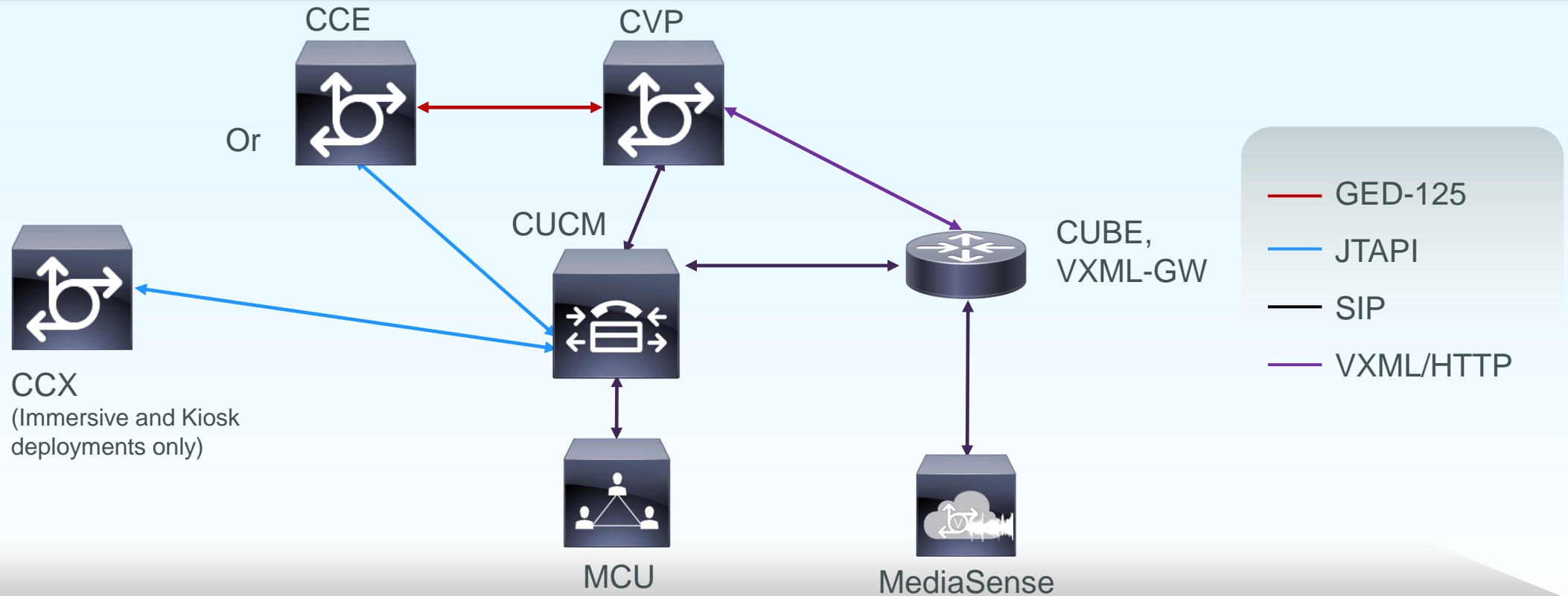Note: Refer to the Remote Expert IWE website for a list of supported optional components.
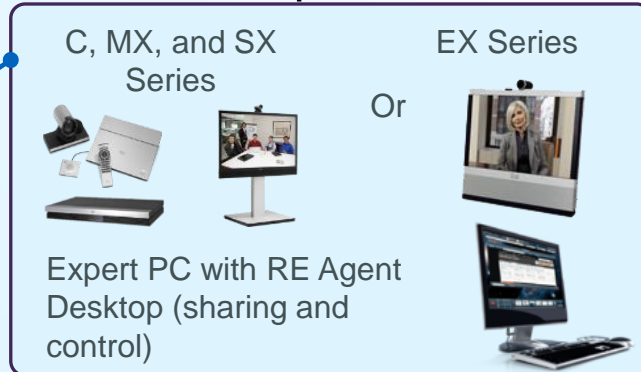
Optional components:

- Touchscreens (third party)
- Enclosures (third party)
- Speakers (third party)
- Peripherals (third party)
- Customer web applications

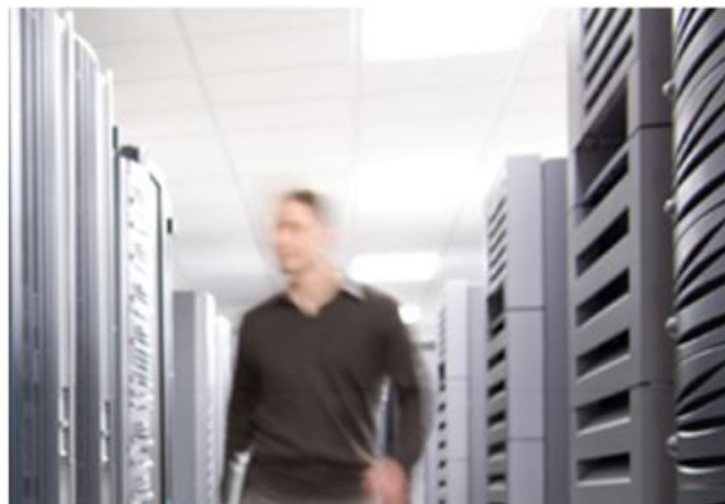# Remote Expert 1.8.5
Core Unified Communications Components

- Provides call routing, queuing, conferencing, and recording capabilities
- Delivers these capabilities to RE Immersive, Kiosk, and Mobile deployments
- Able to use your network's existing UC components*

*Assuming RE compatible software versions & feature licenses

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Key Features Available in All Customer Experiences

Enhanced Infrastructure:
Call Recording

Done by forking a copy of the audio/video stream through CUBE over to a Cisco® MediaSense server

MediaSense can also be used to manage recording (playback and search)

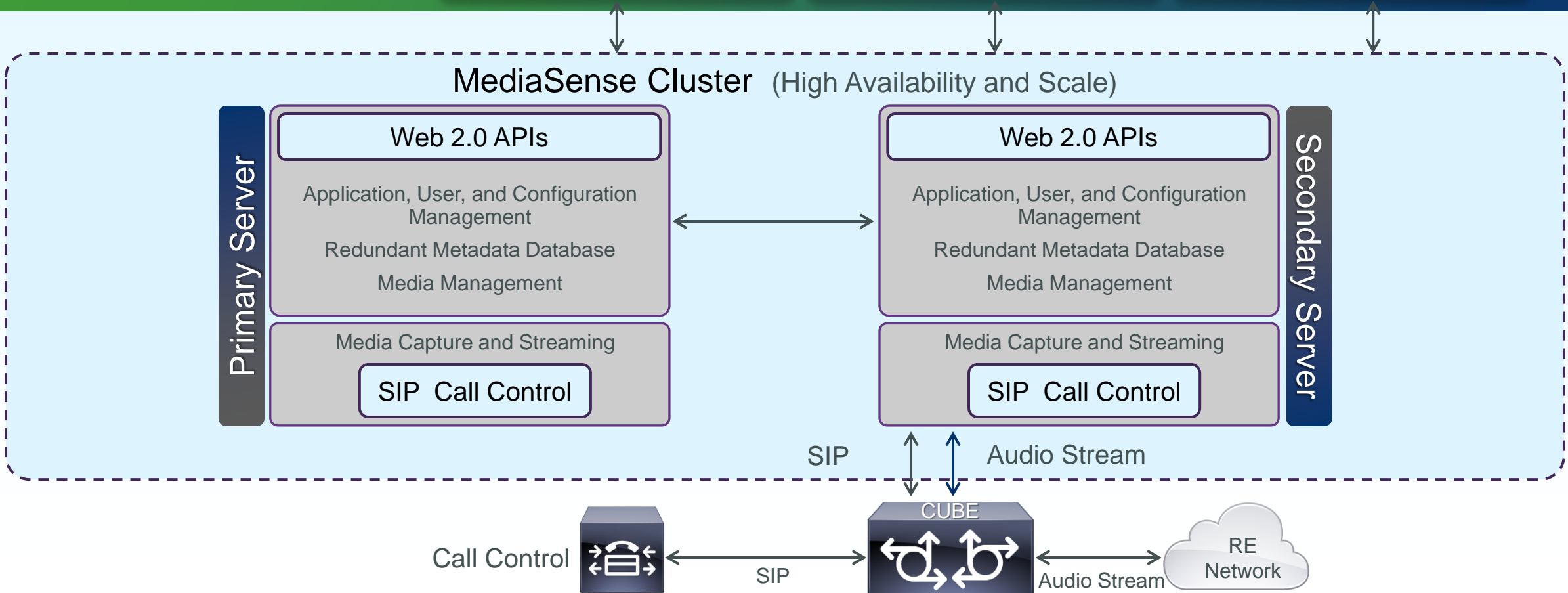Can be integrated with Cisco validated third-party call recording products

MediaSense

CUBE

Caller

Expert

Cisco Public
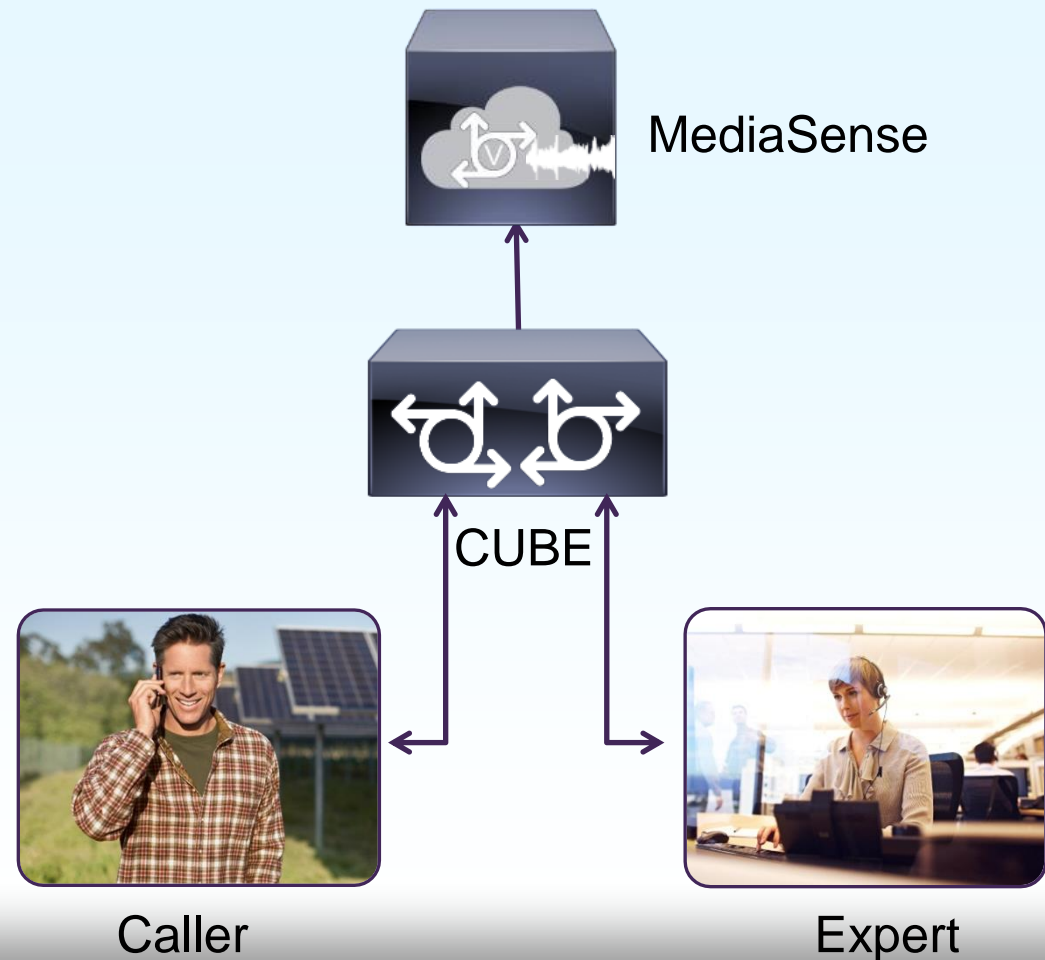
Call Recording:
MediaSense and CUBE

Monitoring and Playback Options

MediaSense UI for Search and Playback (Multi-Cluster)	REM for Search and Playback (Single Cluster)	Third-Party Apps for Search and Playback (Multi-Cluster)

MediaSense Cluster (High Availability and Scale)

Primary Server

Web 2.0 APIs

Application, User, and Configuration Management

Redundant Metadata Database

Media Management

Media Capture and Streaming

SIP Call Control

Secondary Server

Web 2.0 APIs

Application, User, and Configuration Management

Redundant Metadata Database

Media Management

Media Capture and Streaming

SIP Call Control

SIP   Audio Stream

CUBE

Call Control

SIP

Audio Stream

RE Network

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Enhanced Infrastructure – Finesse Desktop
High-Level Architecture

Cisco® Finesse Server
VOS Virtual Machine

Web Services

Gadget Container

Finesse® Client

Authentication through administration and data server

CTI

Cisco Unified Contact Center Enterprise

Cisco Unified Contact Centre Enterprise PG

REM

RE Manager

Custom Applications
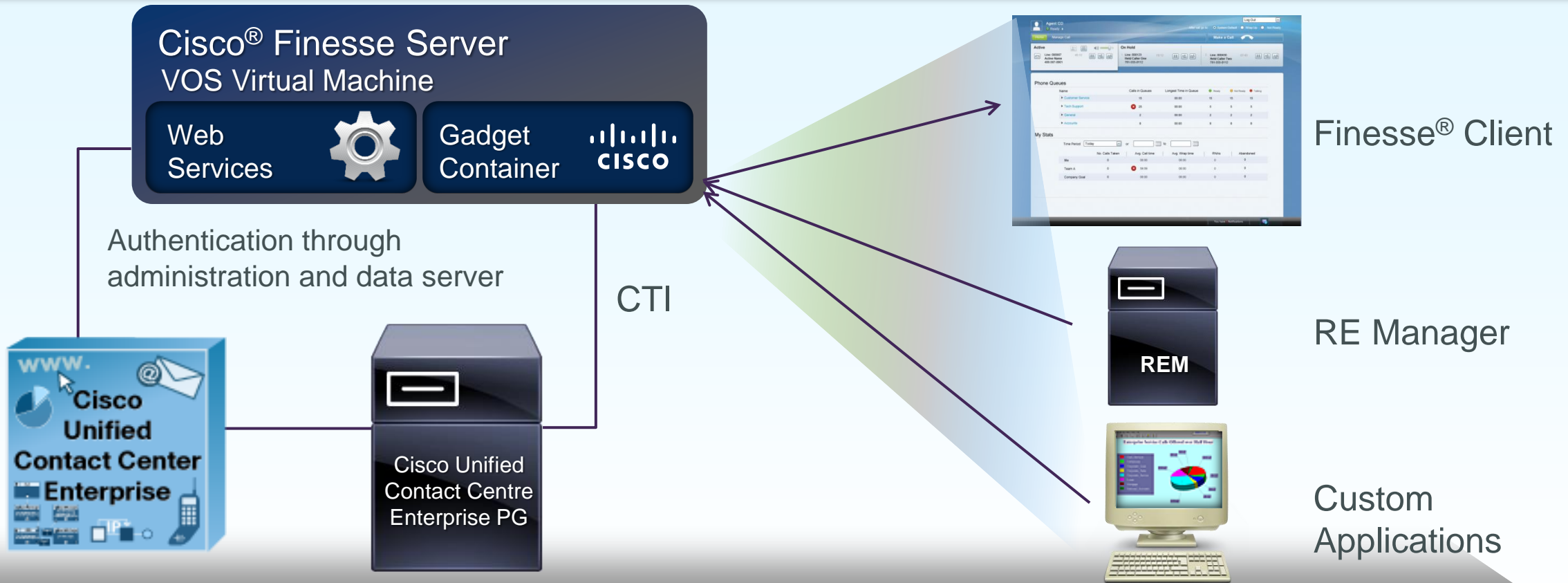
- Zero footprint on client
- Mandatory administration workstation (AW)

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- Compatible with CCE deployments

- When more than two parties are involved in a video call, such as during a transfer between experts or conferencing with multiple experts

- The Cisco® family of multipoint control units (MCUs) ties all the streams together

- The MCU is added and registered to the Cisco Unified Communications Manager; the resource is then available for use by the Remote Expert endpoints

Cisco MCU

Key Customer Experience-Specific Features

Immersive and Kiosk Infrastructure
Session Orchestration

Remote Expert Manager

- Provides control and management for every Remote Expert Immersive and Kiosk session

- Orchestrates all expert and client interactions in the branch or store through a Cisco® IEC 4600 control point embedded in every Remote Expert client-side pod

- Interfaces with external applications and servers

- REM key functional components include:
    - RE Administrator Console (REAC)
    - RE Agent Desktop (READ)
    - RE Interactive Applications Controller (REIC)
    - RE Session Controller (RESC)

READ REAC

REIC RESC
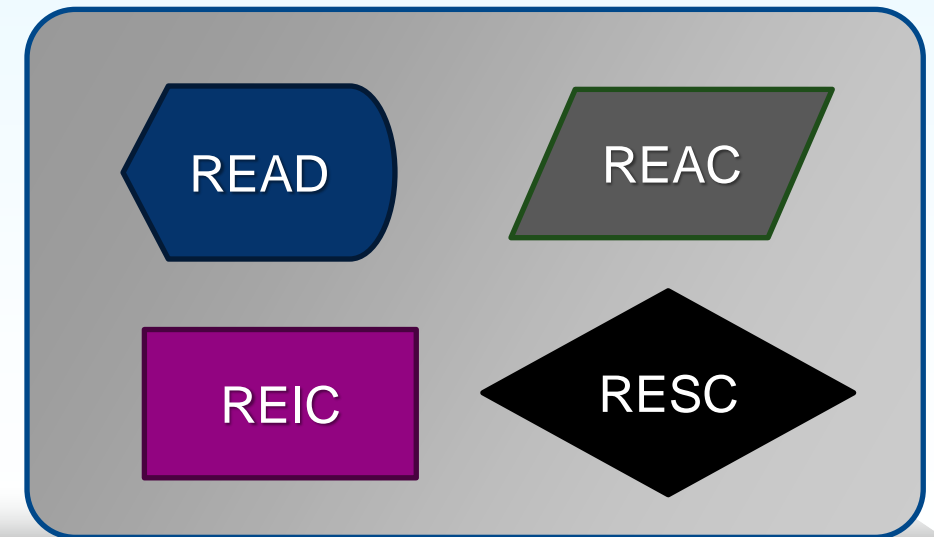
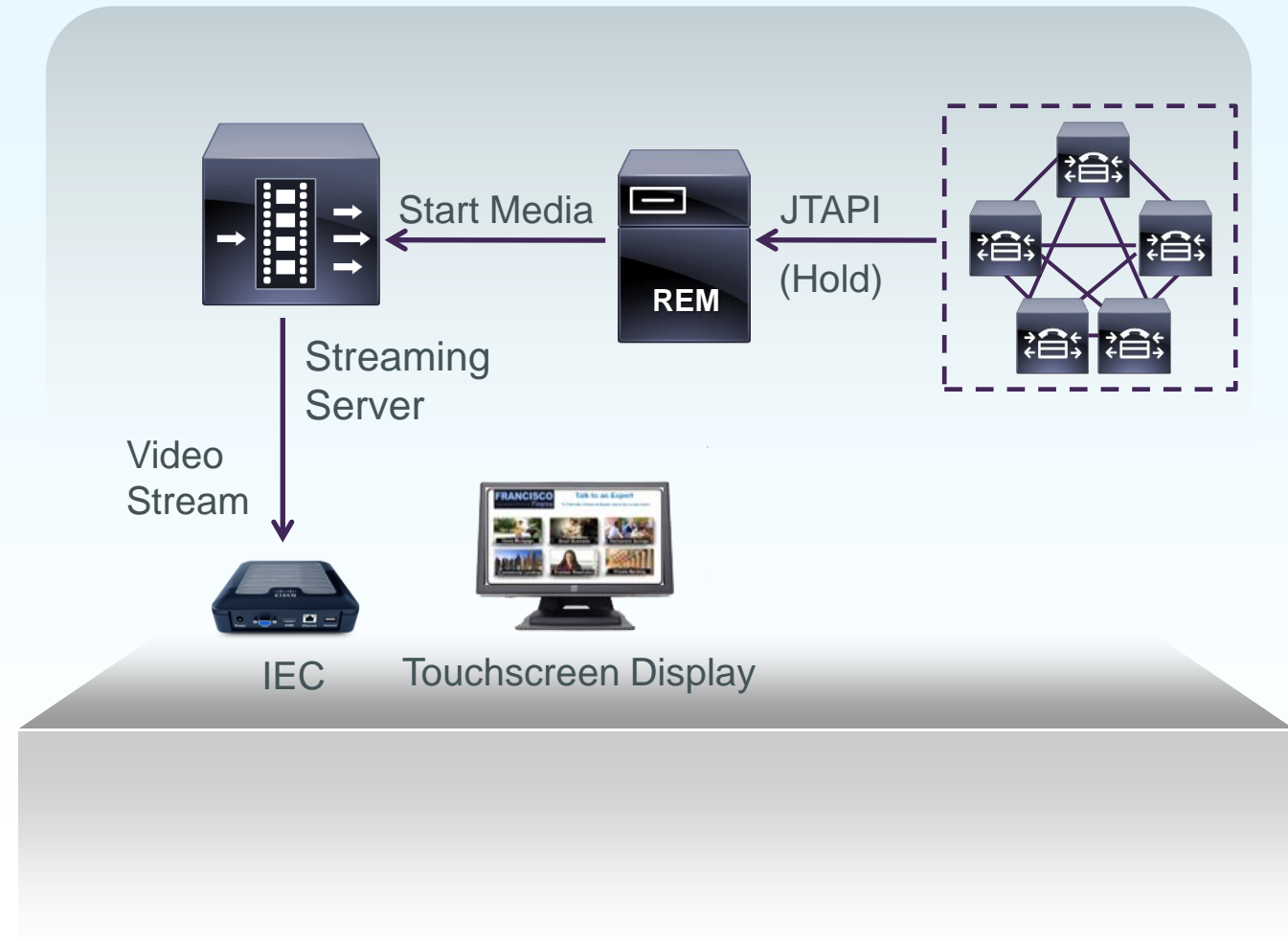# Immersive and Kiosk Infrastructure:
Device Management

- Provides a user-friendly way to configure, control, and monitor Cisco® Interactive Experience Client (IEC) devices

- IECs depend on IEM for:

  - Registrations

  - Monitoring

  - Policy settings

  - Firmware upgrades

IEM

Immersive and Kiosk Infrastructure:
Video on Hold

- Video is played to a caller when an expert puts them on hold, while being transferred, or while waiting for a conferencing session to begin

- On Immersive and Kiosk access, video is played on a touch panel

- Video is accomplished using REM, which directs the media server to stream video to IECs

Start Media

JTAPI
(Hold)

REM

Streaming
Server

Video
Stream

IEC

Touchscreen Display

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Component Needs Per Solution Configuration

Component	RE Immersive	RE Kiosk
C, EX, MX or SX TelePresence® Endpoints	Yes, customer or expert sides	Yes, expert side
CUCM	Yes	Yes
UCCE Plus CVP Plus Finesse® (Instead of UCCX)	Yes	Yes
UCCX (Instead of UCCE Plus CVP Plus Finesse)	Yes, up to 150 simultaneous RE sessions	Yes, up to 150 simultaneous RE sessions
MediaSense and CUBE	Yes, audio recording and ViQ with CVP	Yes, audio recording and ViQ with CVP
MCU (45XX or 53XX)	Yes, with CCE	Yes, with CCE
RE Manager (REM)	Yes	Yes
Expressway Edge and Control	No	No
Jabber™ Guest Gateway	No	No

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Agenda

> Introduction

> Overview

> Remote Expert Technical Discussion

> Case Studies – Real Feedback from Remote Expert Users

> Roadmap

> Conclusion

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What Some of Our Customers Have Achieved
Nationwide Building Society

Challenge	Solution	Results
• Improve customer satisfaction • Enhance access to experts • Reduce leakage of business to competitors	• Deploy "virtual advisors" enabled by Cisco® video collaboration in retail bank branches • Support close of mortgage sales in branch; printing, scanning, and accessing mortgage advisors from a central pool • Manage unplanned and scheduled meetings	• Two-thirds improvement in new mortgage business • Double-digit improvement in customer net satisfaction • Two-thirds reduction in cost of sale

- More than 700 branches
- More than $300 billion in assets
- Major provider of mortgage loans and savings

"The Cisco solution has helped us improve customer satisfaction and staff efficiency while at the same time increasing mortgage sales. The business case in favor of the Cisco solution stacked up quickly."

Andrew Nation, Senior Manager, Future Customer Outcomes at Nationwide

What Some of Our Customers Have Achieved
Global Retailer

Challenge	Solution	Results
• Effectively provide product and how-to-use advice to customers when and where they want it with a limited number of experts • Increase sales by providing customers with detailed visual interactions, removing the barrier to purchase	• Deploy intelligent routing to experts and help enable video conferencing with customers • Help enable major purchases that require high-touch interactions and advice	• Sales of the target category increased an average of 15% in stores with Remote Expert compared to 5% for stores without Remote Expert—an increase of 300% • Retailer is upgrading to the latest version and expanding the number of stores that include the Remote Expert solution

- More than 2200 locations
- More than $74 billion in sales
- Major player in the home improvement market

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Agenda

- Introduction
- Overview
- Remote Expert Technical Discussion
- Case Studies
- Roadmap – What's Next?
- Conclusion

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Many of the products and features described herein remain in varying stages of development and will be offered on a when-and-if-available basis. This roadmap is subject to change at the sole discretion of Cisco, and Cisco will have no liability for delay in the delivery or failure to deliver any of the products or features set forth in this document.

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Release 1.8 March, 2013	Release 1.8.5 Launch October 22, 2013; FCS Expected March, 2014	Next Planned Release 2.0 TBD – Features subject to change	Future Releases
• CTS or TANDBERG® endpoints in any location/combination • Integration of Cisco® MediaSense to deliver audio call recording • Genesys contact centre integration • Wet signature capture and printing • REM high availability • RE session re-direct	• Expanding customer endpoints to Kiosk; offering self-service experiences as well as escalation to a live expert • Click to call and extension mobility • Document camera integration • Expansion of endpoint choices for customers and agents or experts – MX, SX, and C-Series • More simplified agent experience: easier to learn, use, and customise (in addition to CAD support) for all use cases	• Simplified configuration and deployment • More simplified customer and agent experience across integrated chat and video • Simplified sharing of web browsing and applications from customer to expert and expert to customer for mobile experiences • Support for mobile or remote consumers outside the firewall: iOS and MAC/PC browsers for all use cases	• WebRTC • Big data analytics • Multi-tenant architecture for as-a-service • Internet of Things (IoT) integration

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Summary

Remote Expert Customer Benefits

- Increase revenue while lowering cost
- Increase efficiency by virtualising workforce, helping to enable access to high-value expertise using immersive, kiosk, and mobile customer experiences
- Increased customer satisfaction and retention

Why Cisco

- World leader in video technology
- Uses existing application and web development through SDKs and APIs
- Centralised management, monitoring, and reporting
- Comprehensive validated design for successful implementation

For more information visit the Cisco® Remote Expert Smart Solutions pages at:

www.cisco.com/go/remoteexpert

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Remote Expert
Customer Engagement Process

Engage — Contact your Cisco® account team for additional information on Remote Expert

Qualify — Gain understanding of your specific business needs

Examine — Host a discovery workshop with business and technical sponsors

Deploy — Deploy Remote Expert pilot with clearly defined business metrics

Validate — Examine pilot outcomes to determine the value for your business

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Q & A

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Backup Slides

Remote Expert 1.8.5 Cisco Technology Stack

Call Control	Contact Centre	Video	Solution Enabling Technology
CUCM	UCCE	EX Series	REM
	CVP	SX Series	IEC
	VXML-GW	C Series	IEM
	UCCX	MCUs	
	CUBE		
	MediaSense		

Key Technology Components and Software Releases for Remote Expert 1.8.5

Component	Software Version
Unified Communications Manager	9.1 and 10.0
45XX MCU (Optional)	TBD
Unified Contact Centre Express (UCCX)	9.0
Cisco TelePresence® C, EX & SX Series Endpoints	6.1 or greater
IEC-4600	5.48.62
REM	1.8.5.0
Unified Contact Centre Enterprise (UCCE)	9.0 and 10.0
Customer Voice Portal	9.0 and 10.0
CUBE	15.3M
MediaSense	10.0
VXML Gateway	15.3M
Cisco® Agent Desktop Software (Premium)	9.0

Key Technology Components and Software Releases for RE 1.8.5 (continued)

Component	Software Version
Cisco Finesse® for UCCE	10.0
Expressway Control, and Edge	8.1
CUBE	15.3.3M
Interactive Experience Manager (IEM)	2.1

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REM Functional Components (2 of 2)

RE Interactive Applications Controller (REIC)

REIC

- Uses Flash/Flex and HTML+Javascript to render graphics, fonts, and video on the touchscreen located in the client-side poda

- Renders desktop apps shared by the expert

- Relays client touch inputs and facilitates client control of expert's shared application

RE Session Controller (RESC)

RESC

- Includes web-services interfaces to initiate and terminate RE sessions and data sharing sessions, trigger client-side printing, and control video streaming

- Uses JTAPI to initiate, monitor, control, and terminate calls

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REM Functional Components (1 of 2)

RE Administrator Console (REAC)

REAC

- Web-based management interface to add, verify, and update all necessary configurations that are needed for normal operation of the REM platform

RE Agent Desktop (READ)

READ

- Web-based application for experts

- Provides CRM, note taking, video streaming, application sharing, and printing capabilities to experts

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Report Generation

- The Report Tool tab contains a tool for generating reports about the sessions including agent session and customer session results as well as session information with customer follow up.
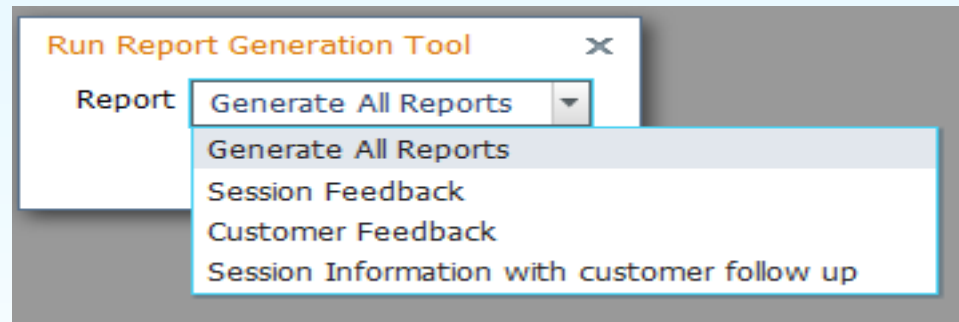
- Once the report is generated, it is emailed to the administrator. It can also be downloaded from the tool.
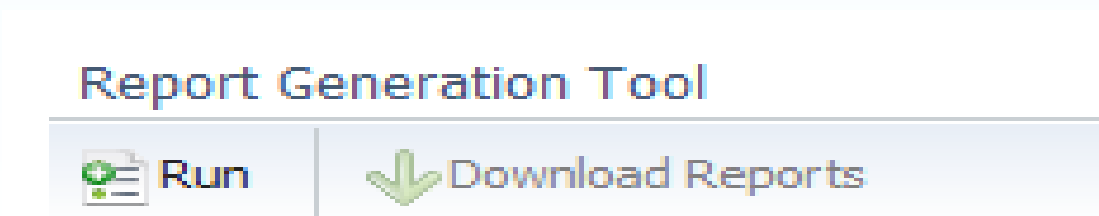
Report Generation

Example of Report

	A	B	C	D	E	F	G	H	I
1	Tue Oct 22 14:14:32 PDT 2013								
2	session	starttime	endtime	kiosk_number	queue_name	queue_number	experts	locale	customer
3	19824648	10/21/2013 17:28	10/21/2013 17:31	2506	Commercial Lending	1133	2520	en	
4	19234816	10/18/2013 17:15	10/18/2013 17:15	2510	Help	7777		en	
5	19824662	10/21/2013 18:18	10/21/2013 18:21	2506	Commercial Lending	1133	2520	en	
6	19365888	10/19/2013 16:04	10/19/2013 16:04	2506	Retirement Savings	1133	2515	en	
7	19824642	10/21/2013 16:31	10/21/2013 17:07	2506	Private Banking	1133	2520	en	
8	19365889	10/19/2013 16:05	10/19/2013 16:05	2506	Commercial Lending	1133		en	
9	19365890	10/19/2013 17:03	10/19/2013 17:05	2506	Commercial Lending	1133		en	
10	19365891	10/19/2013 17:08	10/19/2013 17:09	2506	Commercial Lending	1133		en	
11	19365892	10/19/2013 17:11	10/19/2013 17:36	2506	Commercial Lending	1133	2515	en	
12	19365893	10/19/2013 17:38	10/19/2013 17:38	2506	Commercial Lending	1133		en	
13	19365905	10/21/2013 12:36	10/21/2013 12:37	2506	Commercial Lending	1133	2533	en	
14	19365894	10/20/2013 1:00	10/20/2013 1:00	2506	Commercial Lending	1133		en	
15	19824654	10/21/2013 17:49	10/21/2013 17:52	2506	Commercial Lending	1133	2520	en	
16	19365895	10/20/2013 1:26	10/20/2013 1:26	2506	Commercial Lending	1133	2515	en	
17	19365896	10/20/2013 2:01	10/20/2013 2:01	2506	Help	7777		de	
18	19365906	10/21/2013 12:38	10/21/2013 12:39	2506	Commercial Lending	1133	2533	en	

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RE-Kiosk Example Applications

| Trip Planning and Status	Offers and Promotions	Online Catalog	Wayfinding	Remote Expert
View service advisories and status; plan trips based off of real-time information	Product and service information, along with offers based on interaction, location, etc.	Touchscreen interaction with "endless aisle" for information and ecommerce	Touchscreen map with shops, restaurants, services for local area or in-store wayfinding	Assist customers with live, two-way video interaction
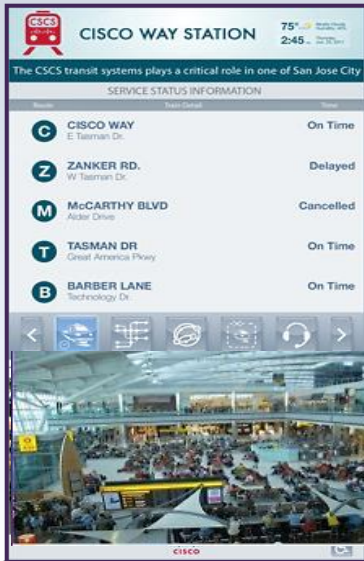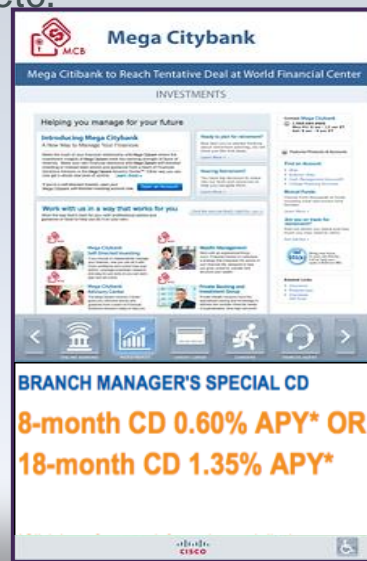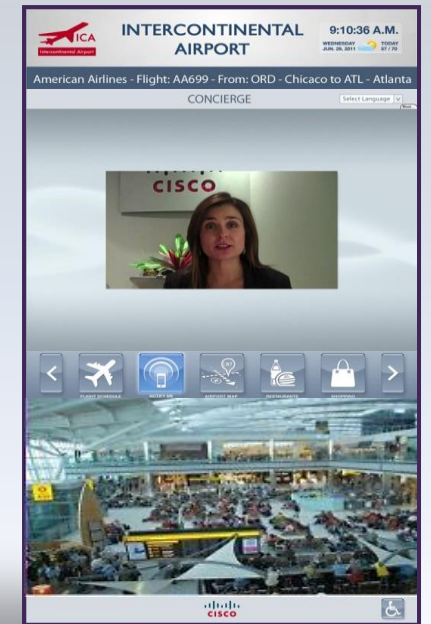
Template-based or custom screens – web-based, content reuse, HTML, HTML5, Flash

RE-Kiosk Application Design Template

Information Zone

Weather, location name, date/time

Application Zone

Interactive application zone for user input interactivity

Services Zone

Services panels for customised services like shopping, product information, virtual assistant, special promotions, and more

Commerce Zone

Area for playing digital content or videos for branding, promotions, or in-store advertising

Logo Zone and News Zone

Area for displaying sponsored logo and news ticker

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Cisco **LIVE!**

- Interactive Experience Client (IEC) 4610 is the client-side control point in the RE Immersive Solution

  - IEC 4610 has a single core Intel Celeron 1.2 GHz CPU

- IEC 4632 is the client side of the Remote Expert Kiosk solution

  - IEC 4632 has a dual-core Celeron chip where each core clocks at 1.2 GHZ

  - IEC 4632 handles two-way SIP video client and streaming video

- IEC 4600 is a small appliance (size of a small book)

  - Silent, fan-less mini-computer

  - Weighs around three pounds

  - Low power – consumes a maximum of 48 W

- Uses traditional and web applications to provide user interface, peripheral control, and event orchestration

- The Cisco® IEC 4610 interfaces with the all Remote Expert client-side components

- Uses two independent stateless browsers to display interactive content

- REM loads a control application onto the IEC 4610 at startup

IEC 4600 Series Thin-Client Software Architecture

Cobra
- Widgets
- Behaviour
- JS Injection
- WebKit

Peripherals | IPC, RPC | SmartCache | Mobile Manager

X11

Linux kernel

Drivers

IEP thin Client VX46XX

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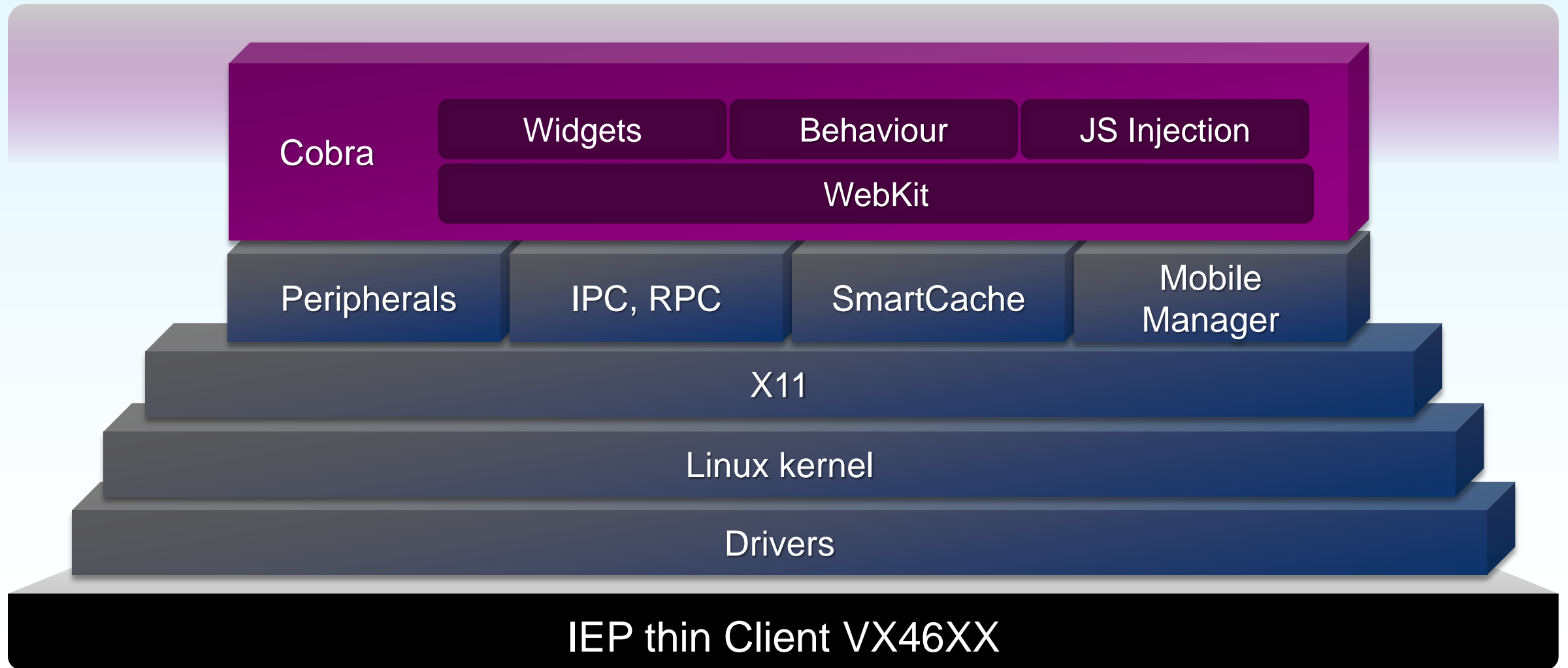
IEC SIP Video Widget

- SIP video widget in the IEC's Cobra browser registers with CUCM

- Widget is initialised and triggered using Cobra browser's JavaScipt API

- Basic SIP widget parameters (e.g. transport protocol, originating phone number) are provisioned using IEM

- SIP video client appears as a window within the Remote Expert-Kiosk screen; this video window may be up to 480 pixels high by 640 pixels wide

IEC SIP Video Widget Software Architecture
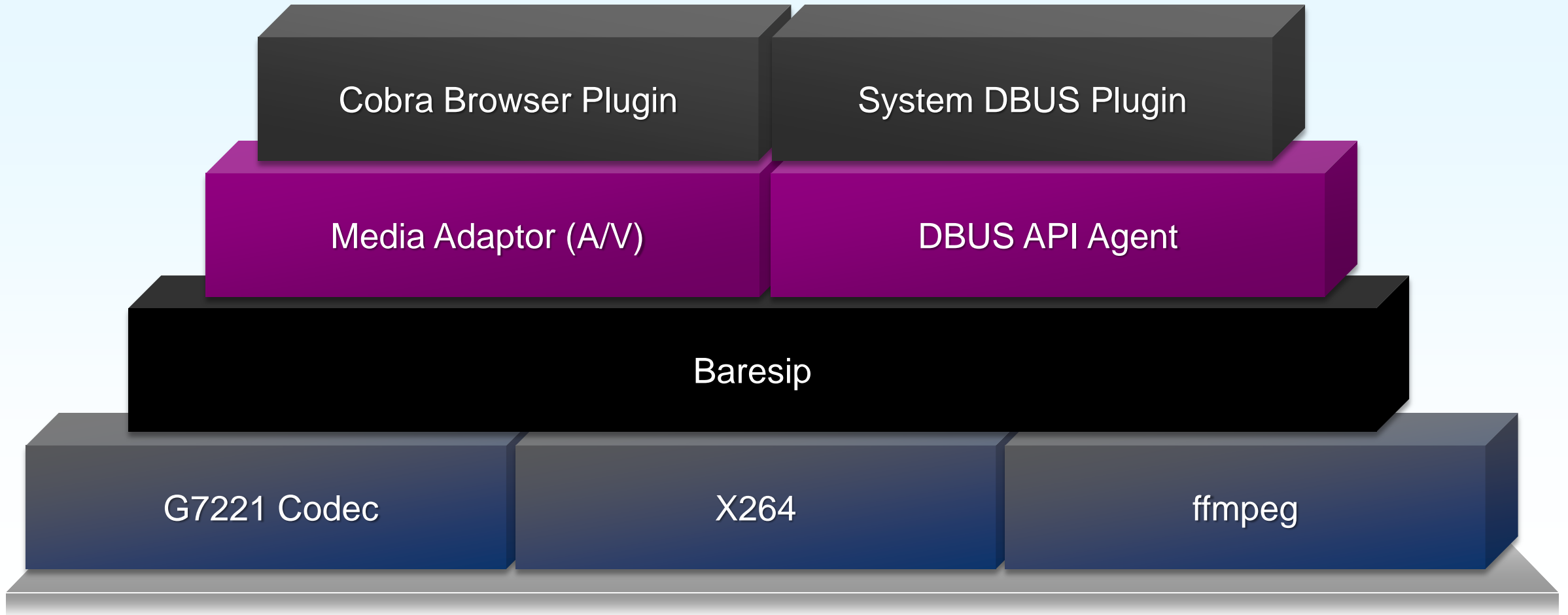
Supported IEC Content Formats

Content Type	Supported Formats
Video	H.264, H.263++, MPEG4, MPEG2, WMV1/2, MJPEG
Video Containers	AVI, MOV, MP4, MPG, MPEG-2/TS, WMV
Audio, Voice	AAC-LC/LD/HE, AC3, MP3, WMA, G.711, G.729ab, AMR
Web	HTML5 (early support), HTML4/CSS3, Flash 11, JRE 1.6.0_24 (Version 6, update 24)
Graphics	PDF, text, JPEG, PNG, GIF, SVG, BMP

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Tailoring Remote Expert to Your Brand

Initial Phase

Call Setup Phase

Session Phase

Final Phase

Start Screen (Homepage)

Video Menu

Video Streaming While in Queue

Video Push ⇢ **Collaboration** ⇠ **Video on Hold**

Feedback

Thank You
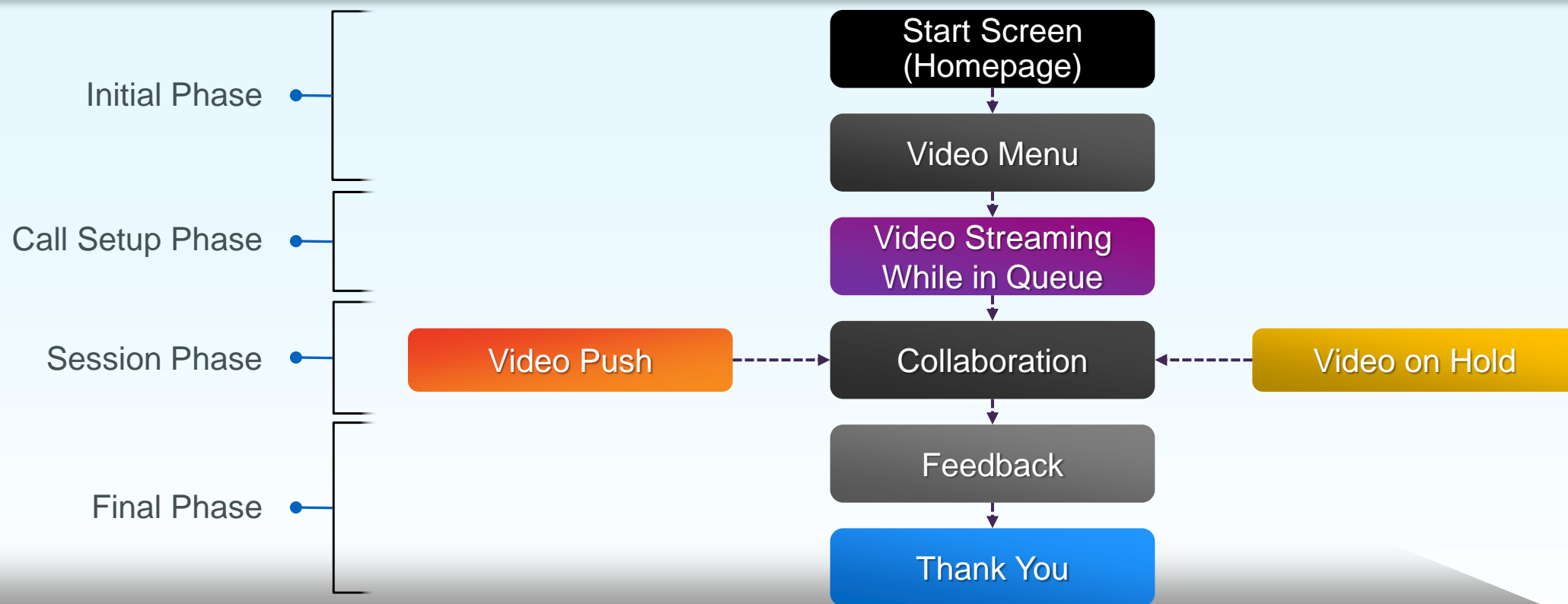
- Customer graphic, font, and messaging selections are applied to existing Remote Expert workflows to brand the experience while speeding integration time
- Offered as an consultative service or outsourced engagement

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Customising Remote Expert Immersive's Customer-Facing Welcome Screen

- The welcome screen is displayed on the RE pod's touchscreen

- Support for any image and font permitted by WebKit, including Flash 10.2 graphics and animations

- A default banking example is shown here

Remote Expert Agent Desktop (READ)
Provides Collaboration Tools to Experts

Customer notes and transactions

Document sharing and printing to RE pod

Video sharing to RE pod
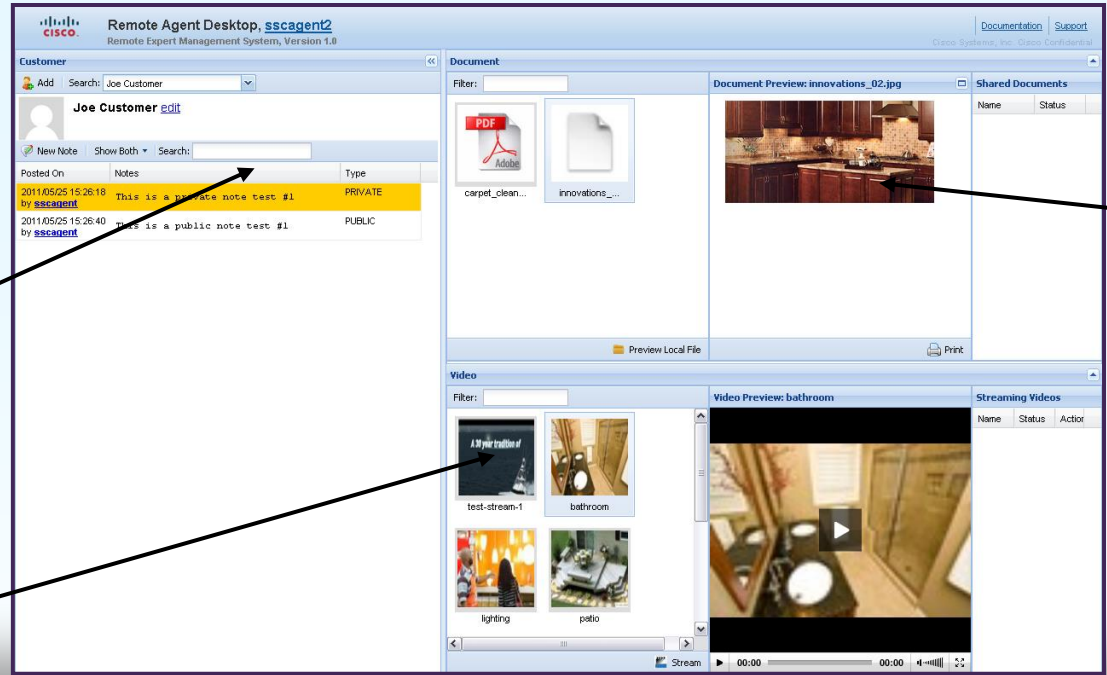
- Provides an expert with RE collaboration tools, including CRM interface, printing, scanning, video streaming, and wet signature capture. It is available for RE-Immersive and RE-Kiosk in Remote Expert Release 1.8.5.
- Each collaboration tool is enabled or disabled in REM so experts are shown only applicable tools. This setting applies to all experts.
- Integrates with Cisco® Agent Desktop (CAD) and Cisco Finesse®.

Remote Expert Agent Desktop in Finesse
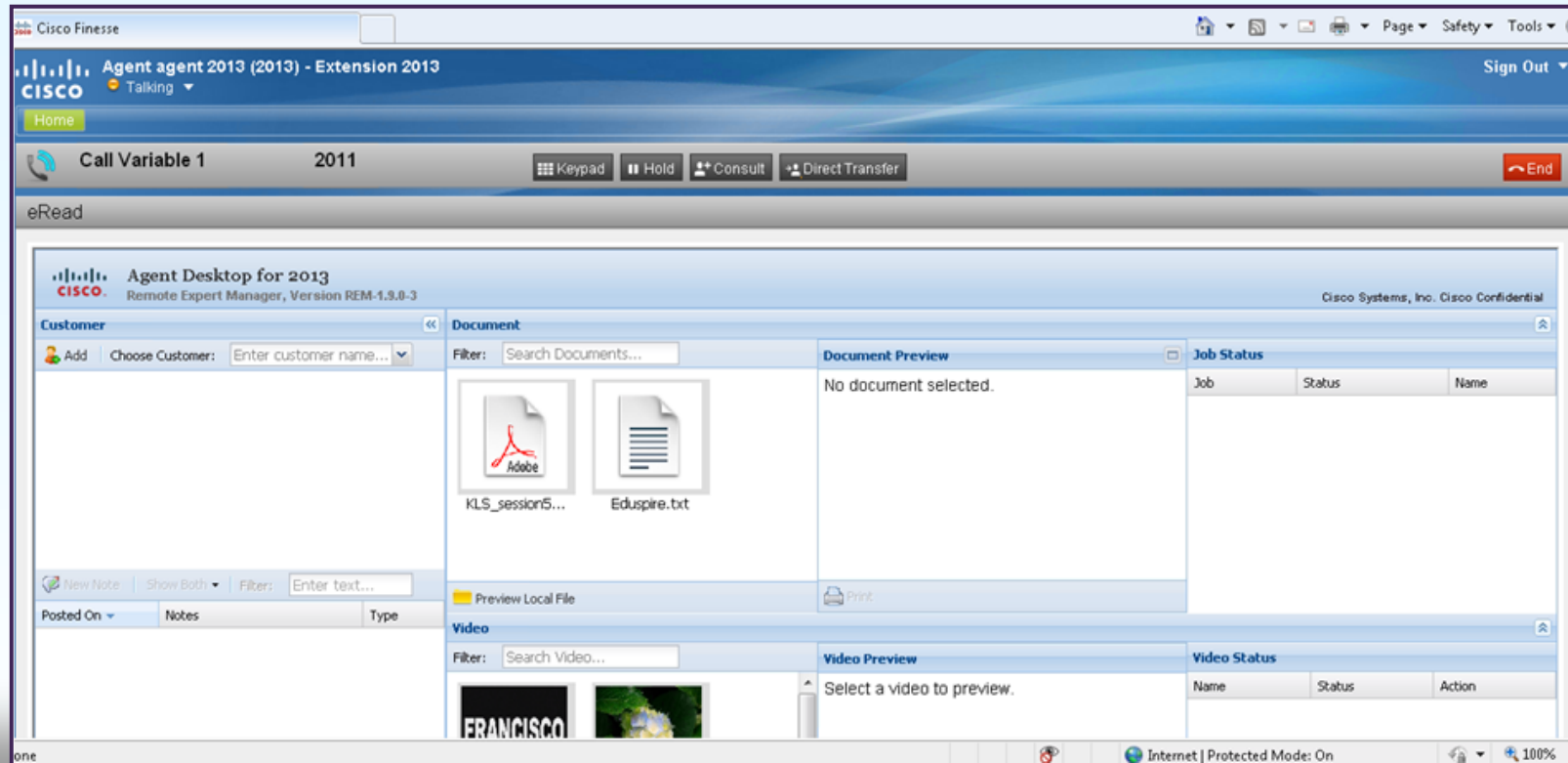
- Complete RE Agent Desktop (READ) loads into Finesse® as one Open Social Gadget
- Additional gadgets from partners or developed by customers may be loaded into Cisco® Finesse along with READ

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Expert's Application-Sharing Tool
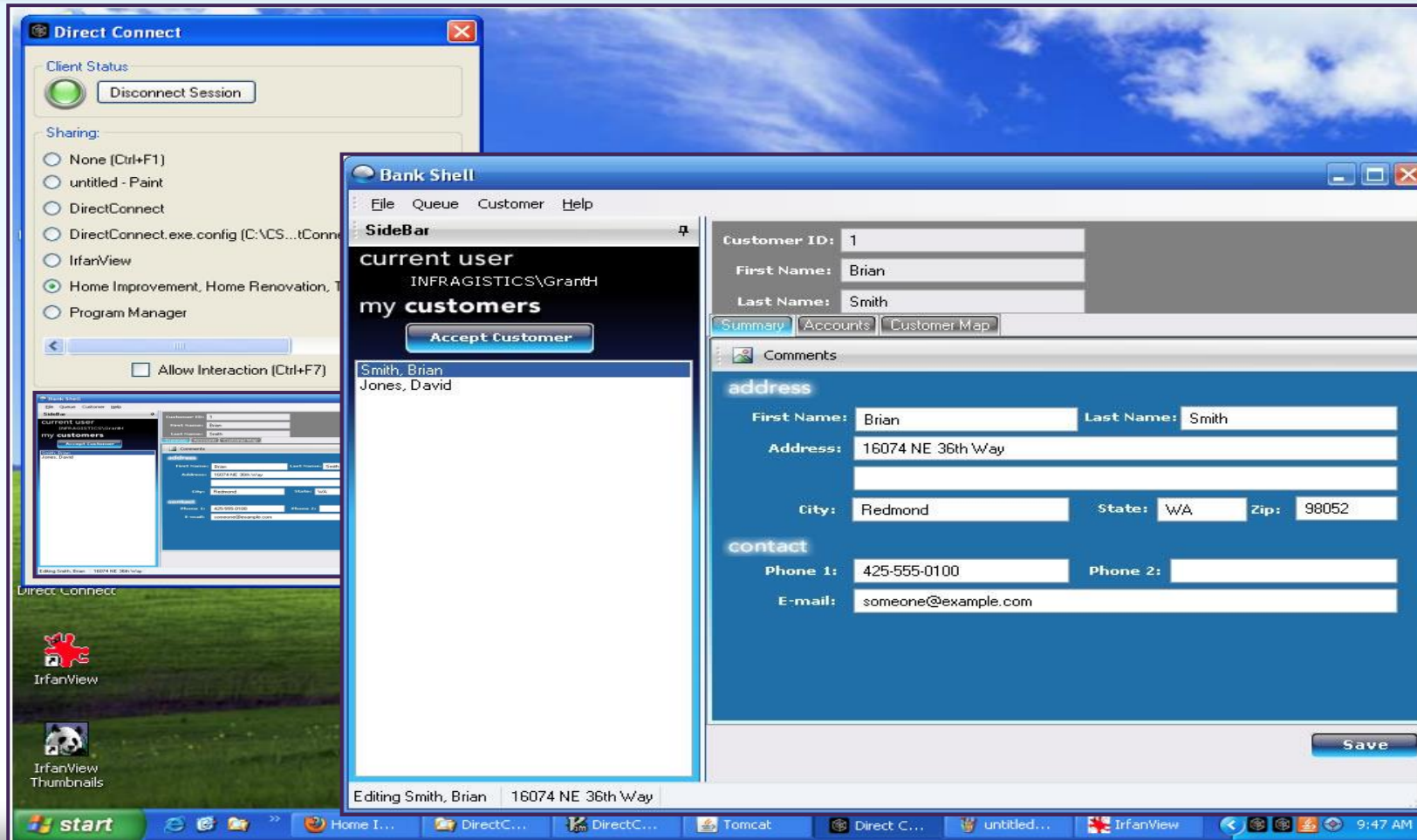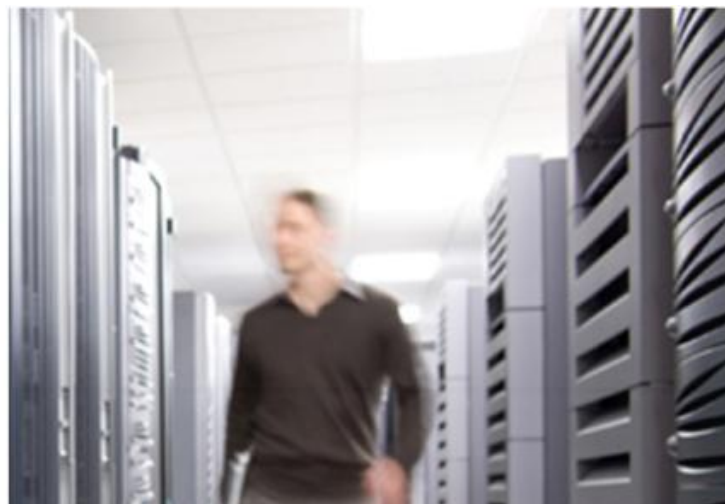## Once Logged in, Simply Select What You Want to Share
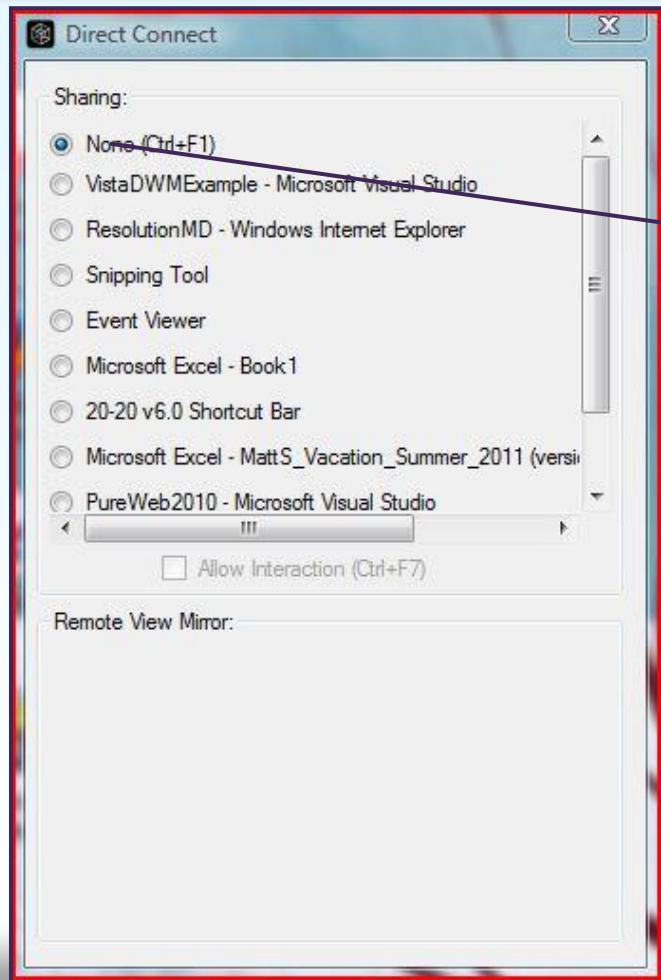
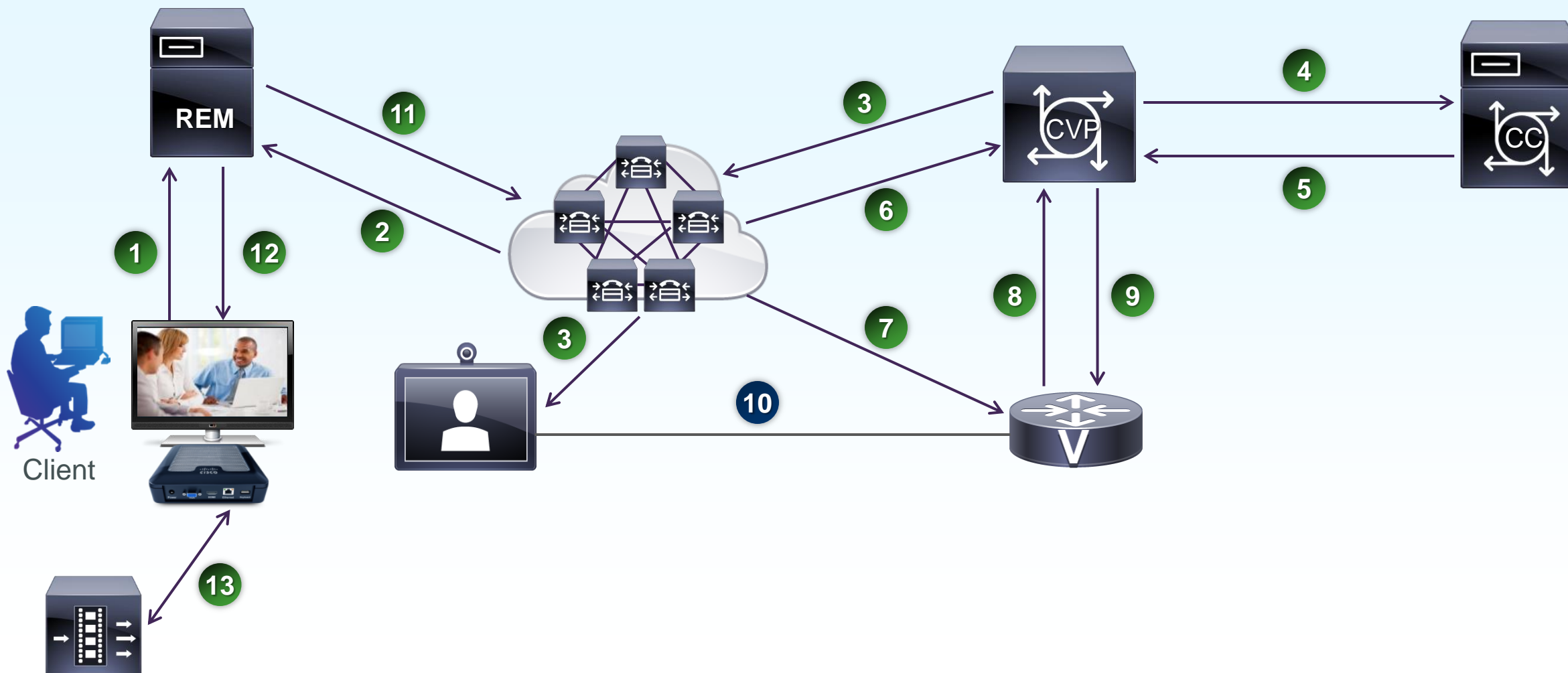One-click sharing

Can allow them to interact with you
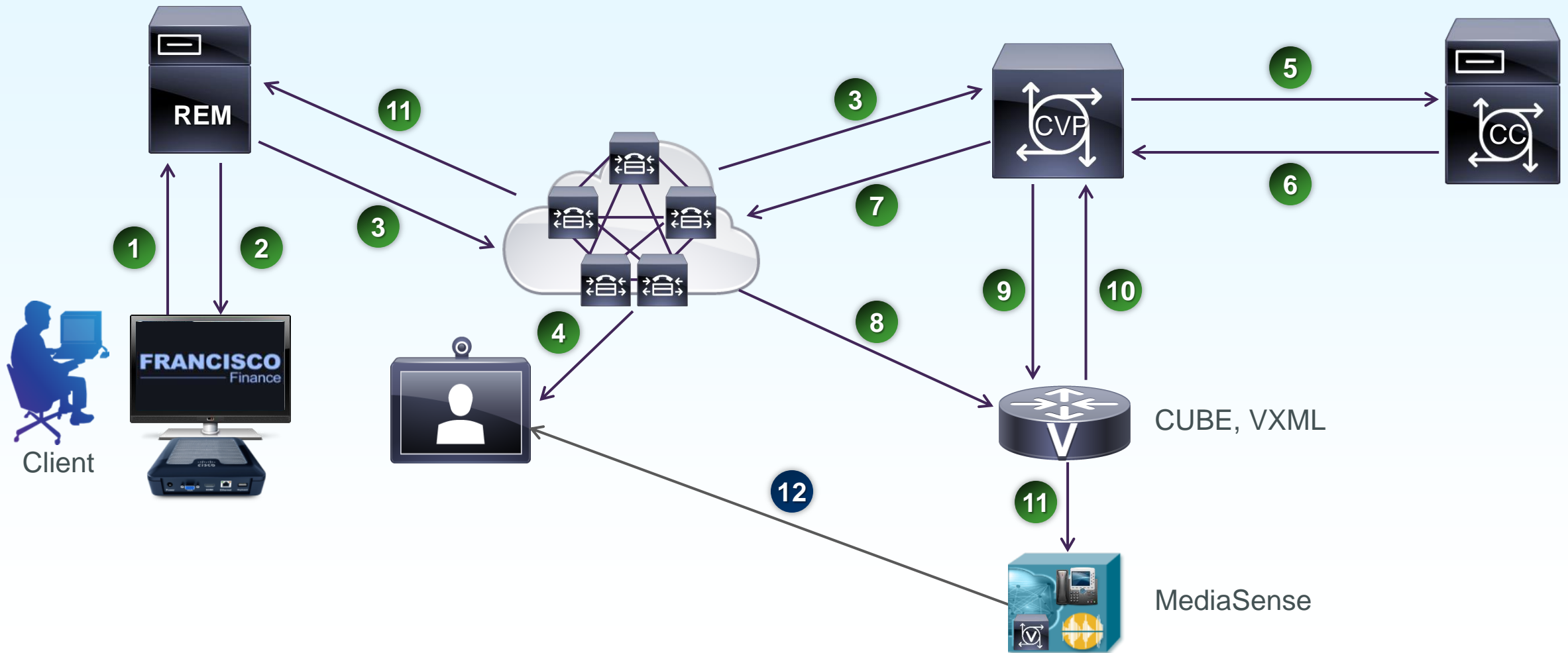
Cisco Public
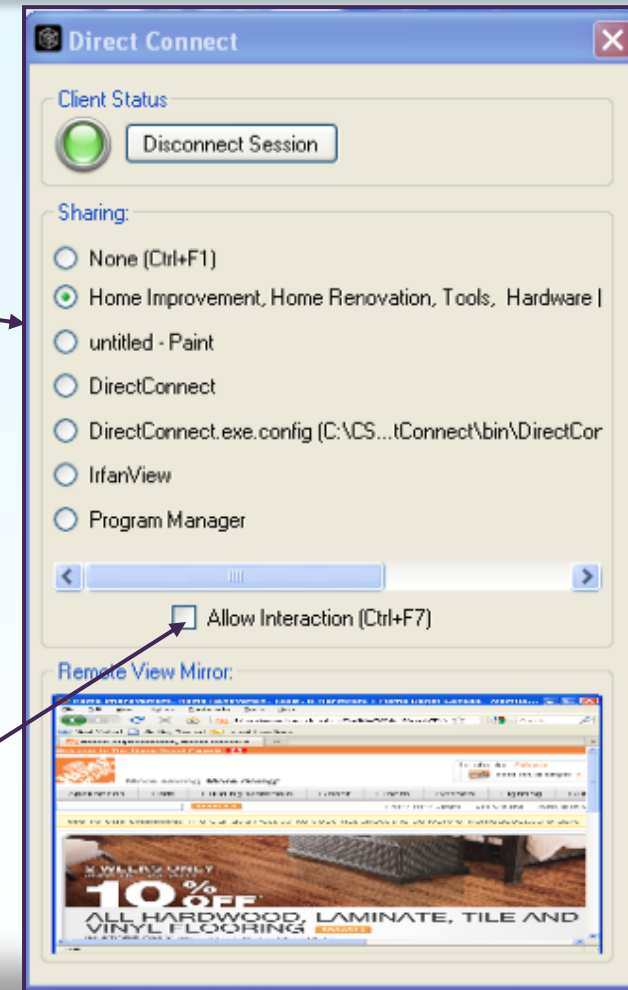
The Expert's View of Sharing

Backup Slides – Remote Expert 1.8.5 Call Flows

Remote Expert Immersive
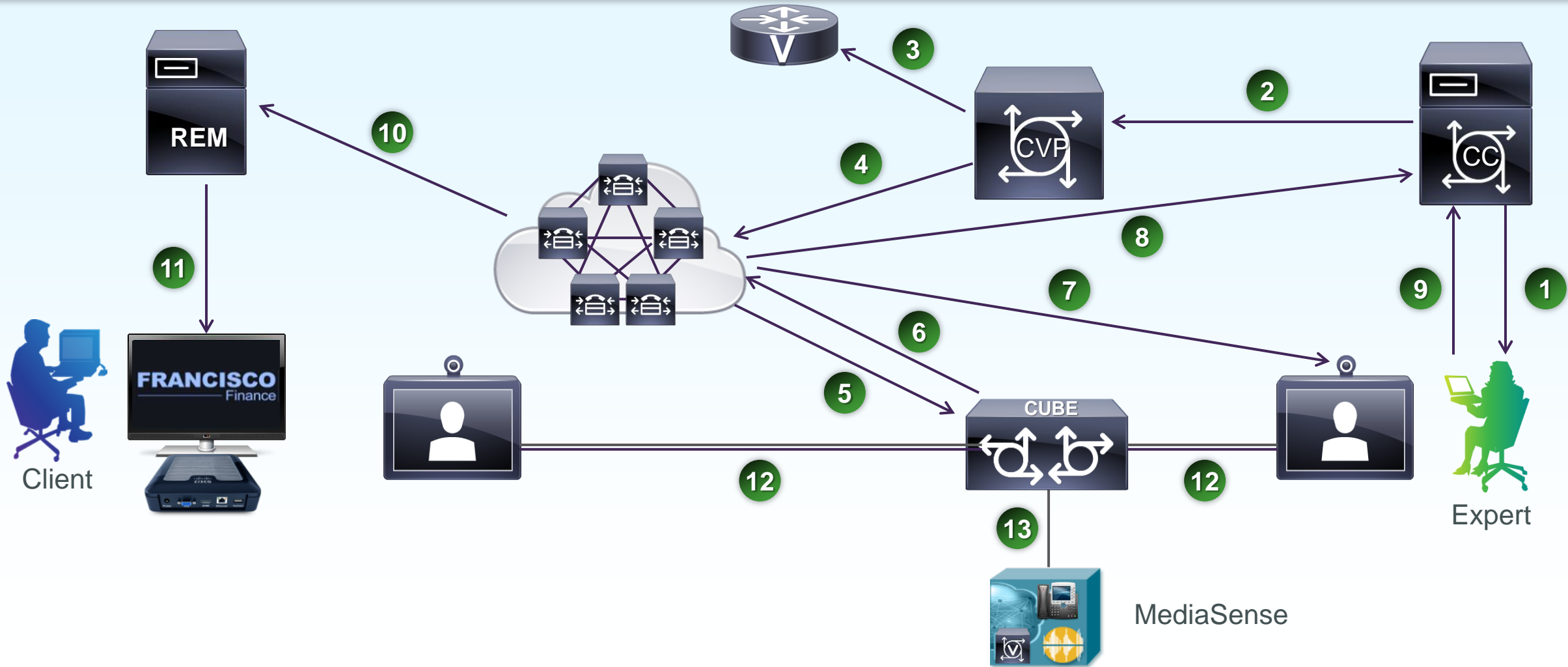## Client Initiates a New Session (CCE-Based Call Flow)

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REM

CVP

CC

Client

FRANCISCO
Finance

CUBE, VXML
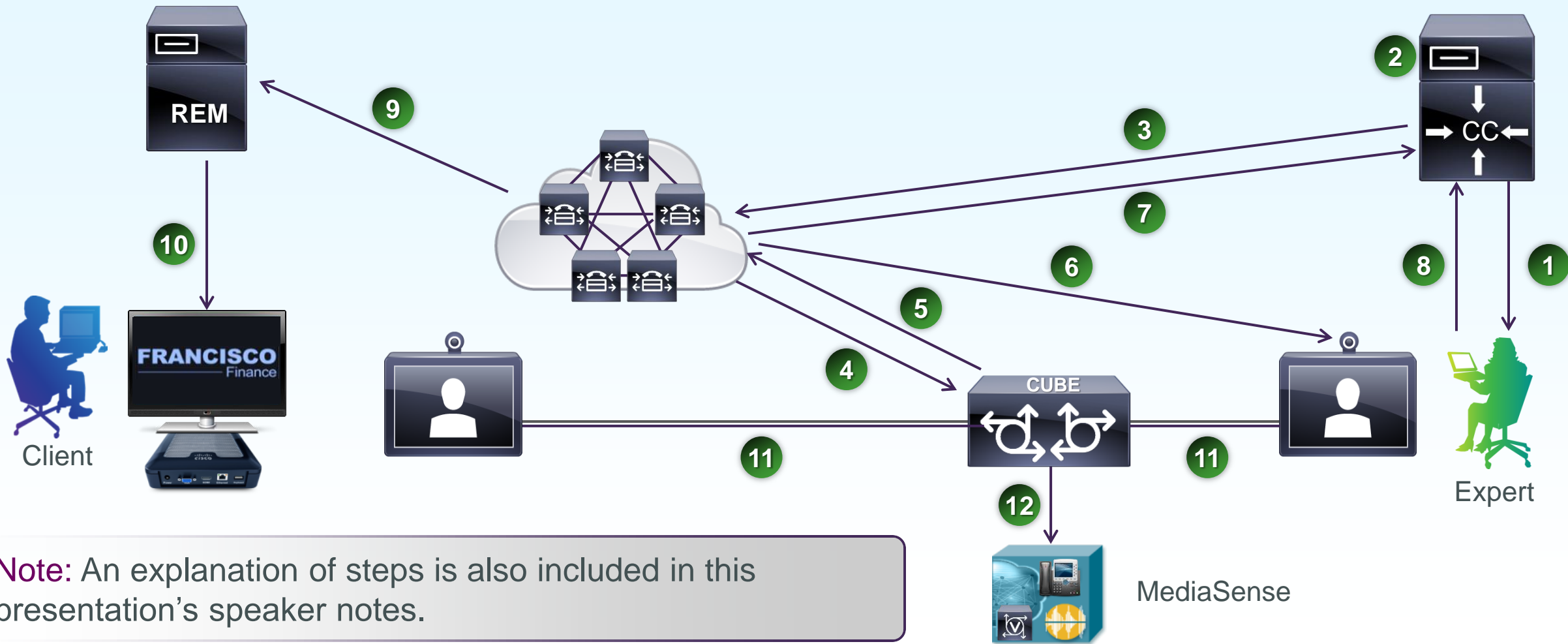
MediaSense
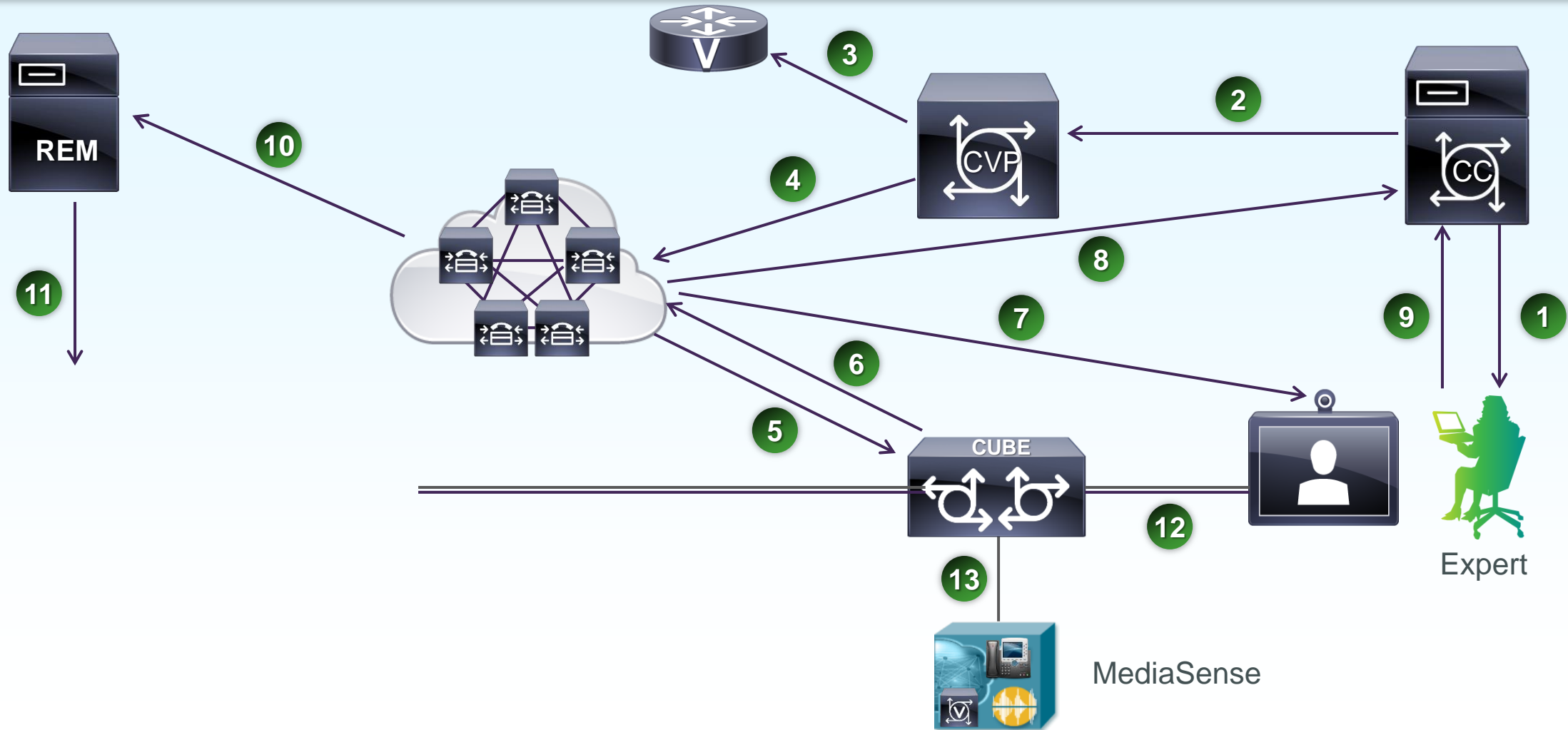
Remote Expert - Client Initiates a New Session
(CCX-Based Call Flow)
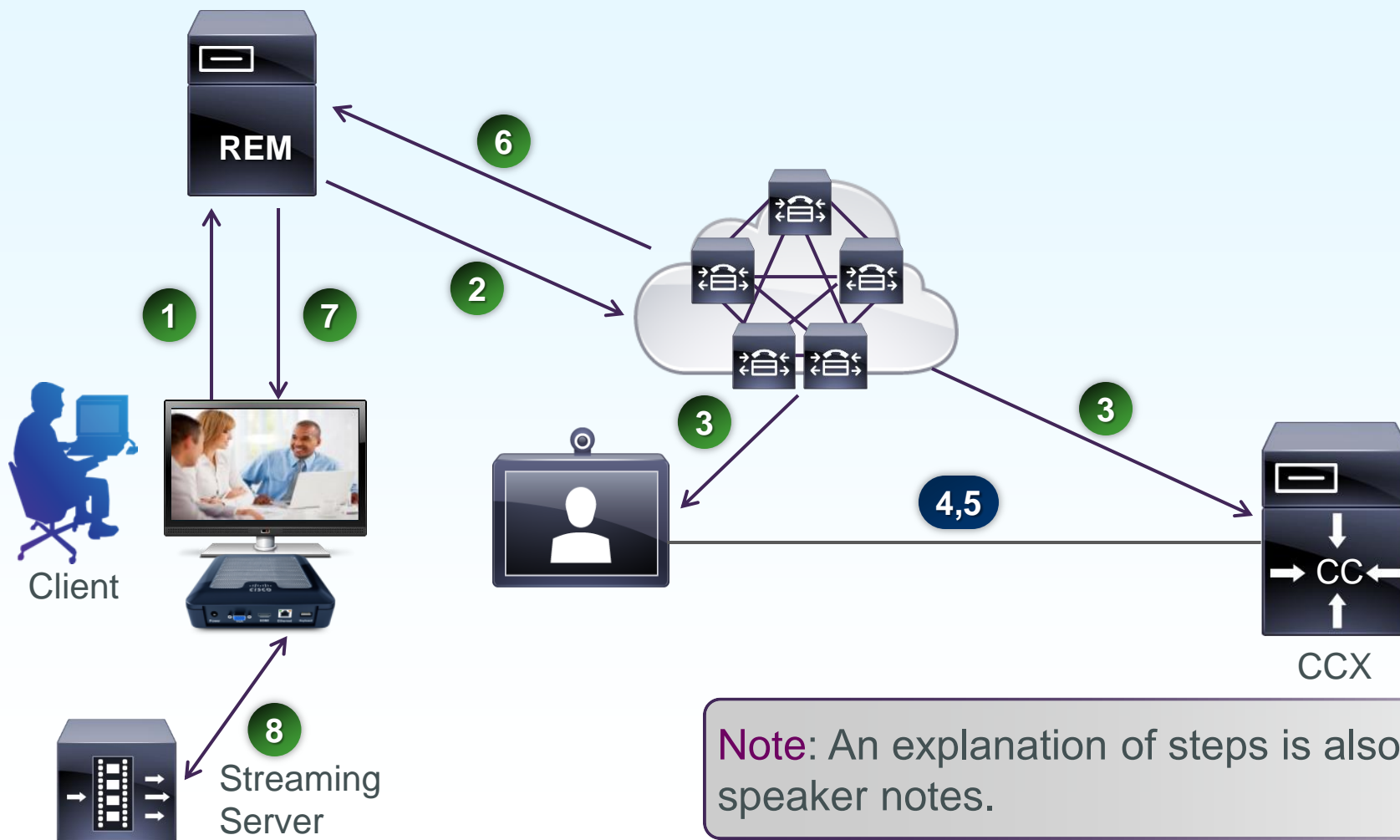
Note: An explanation of steps is also included in this presentation's speaker notes.
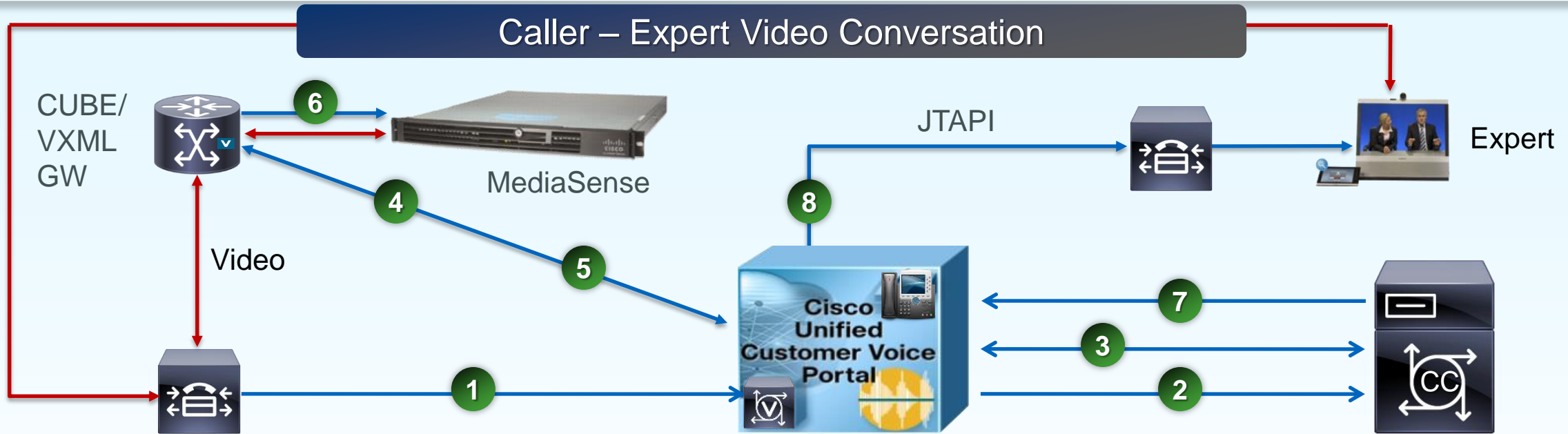
RE Immersive Call Flow - Expert Accepts a New Session
(CCX-Based Call Flow)

REM

CC

Client

FRANCISCO Finance

CUBE

Expert

MediaSense

Note: An explanation of steps is also included in this presentation's speaker notes.

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Video in Queue Call Flow

Caller – Expert Video Conversation

CUBE/ VXML GW

MediaSense

JTAPI

Expert

Video
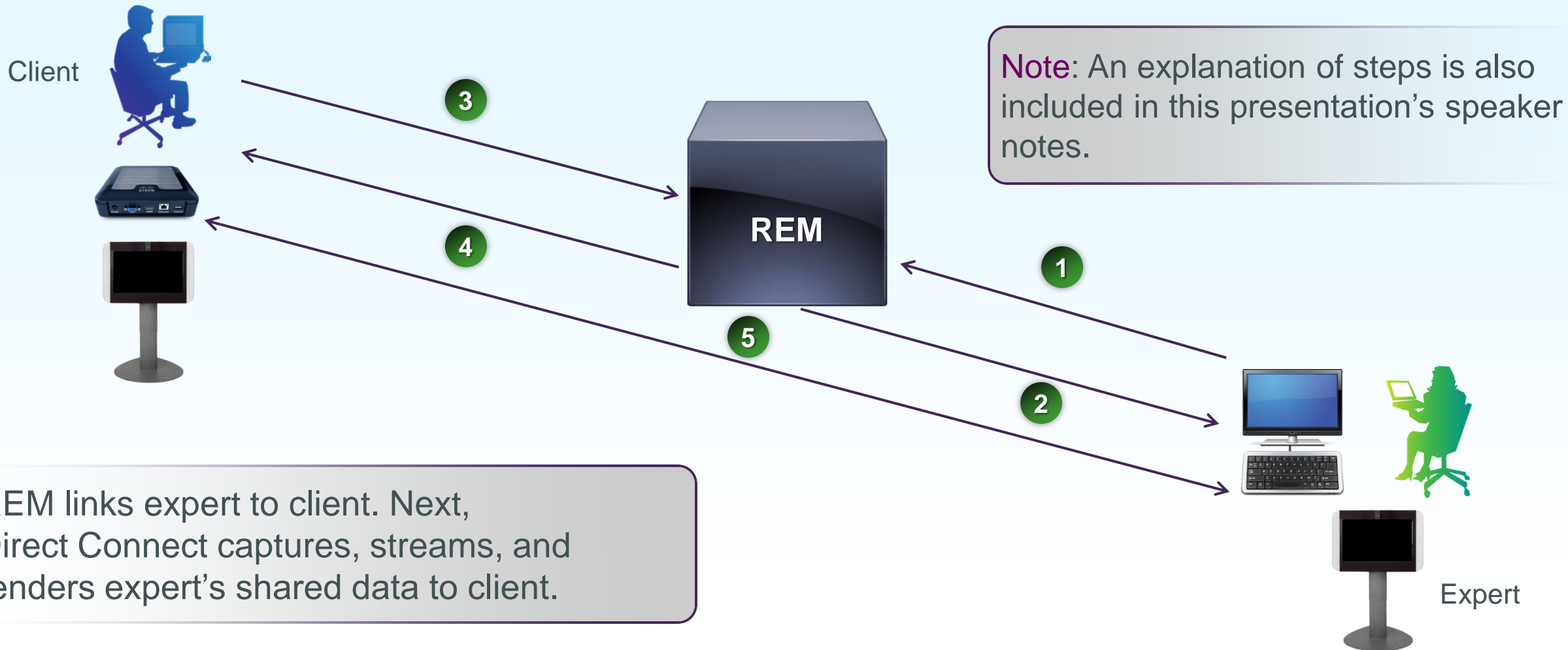
Cisco Unified Customer Voice Portal

Caller

1. New call from UCM to CVP
2. New call to UCCE from CVP
3. Play CVP studio video application
4. CVP sends call to CUBE/VXML GW
5. CVP VXML server application instructs VXML GW to connect to DN XXXX
6. CUBE sends call to Video Media Server with DN XXXX
7. Caller gets video IVR; navigates using DTMF
8. Agent is now available
9. CVP sends call to an agent

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RE Call Flow – Application and Data Sharing

Client

REM

Note: An explanation of steps is also included in this presentation's speaker notes.

3

4

5

1

2

REM links expert to client. Next, Direct Connect captures, streams, and renders expert's shared data to client.

Expert

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RE Call Flow - Expert Shares a Video

REM

2

3

4

1

5

Note: An explanation of steps is also included in this presentation's speaker notes.

Media Server

Expert selects the video to share and REM helps to ensure it is streamed to the correct location.
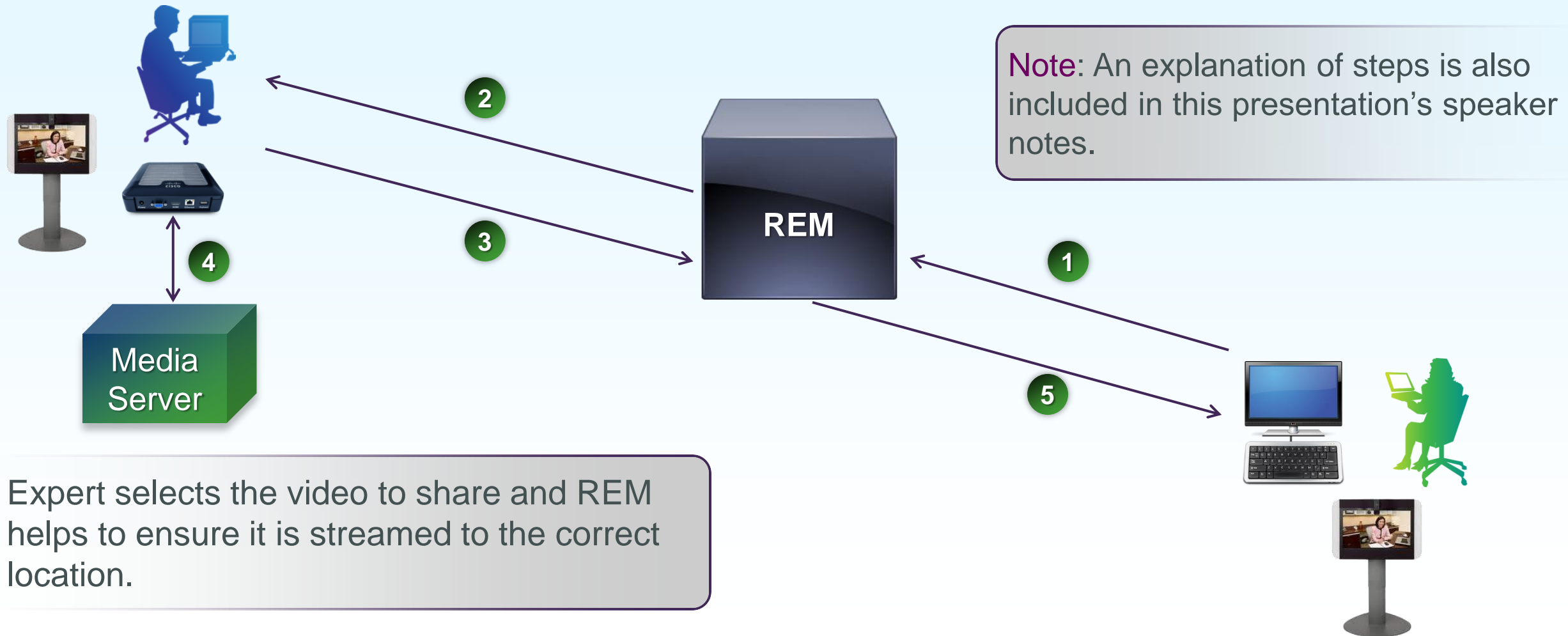
Cisco Interactive Services Solution
Data Flows

Public and private application and data sources

Content and Applications

3 IEC communication to applications and content is based on profile (pull model)

Interactive Services Endpoint
Cisco® IEC 4632

1 HTTP(S) communication to IEM is initiated from IEC

IEM deployment model independent of content sources

Interactive Experience Manager

2 Load profile, configuration, etc.

Device gets IP address using DHCP; IEM is contacted for configuration

↑ Displayed content is acquired directly from customer application platforms and the Internet.

↑ IE Manager controls policies, schedule, device configuration, and user experience.

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