



Cisco Customer Journey Platform

The Cisco Customer Journey Platform is a unified omnichannel contact center solution deployed and managed from the cloud that transforms your customers' experience and improves your business results.

You can start simply with just one channel, then add additional channels, predictive analytics routing, Workforce Optimization (WFO), outbound campaigns, web callbacks, customer engagement analytics, and a speech-enabled Interactive Voice Response (IVR), among other features.

- **Native cloud:** Designed and built as a cloud solution for security, unlimited visibility, flexibility, and scalability.
- **Omnichannel:** All your customer interactions – voice, email, and chat– in a unified environment for a seamless experience.
- **360° customer journey analytics:** Understand the customer experience through the entire lifecycle across all channels.
- **Predictive analytics-based routing:** Predict customer need based on their stage of the customer journey and match them with the best available agent for that need.
- **Expert collaboration and communications:** On-demand voice and chat collaboration with other agents, managers, and subject matter experts.
- **Embedded Salesforce application:** Run your entire contact center within Salesforce.
- **Optional WFO suite:** Dynamic scheduling with agent participation, quality management, and “voice of the customer” insights through speech, text, and desktop analytics.
- **Outbound campaigns:** Optional preview and progressive dialing and management.

Experience the benefits

Whatever the purpose of your call center, the Cisco Customer Journey Platform has capabilities that will optimize operations for the business metrics that matter to you.

- **Sales:** Know your best-performing agents based on performance data, and optimize operations.
- **First call resolutions:** Give agents on-demand collaboration with subject matter experts anywhere.
- **Customer satisfaction:** Predict customer need and connect them to the best available agent.
- **Customer retention:** Predict customers who are at risk and connect them with the best retention agents.
- **Operational efficiency:** Balance call loads across sites, teams, and agents, regardless of location.
- **Marketing effectiveness:** Leverage rich analytics to know what is working and what is not.
- **Agent productivity:** Arm agents with tools, resources, and customer histories.
- **Lower costs:** Move your contact center infrastructure to the cloud to reduce TCO.

Cisco Customer Journey Platform editions and options

Whether you are a small business setting up your first call center, a medium-sized or multisite contact center, or anything in between, the Cisco Customer Journey Platform has an edition for you.

Business Edition

Standard

A voice-only solution that uses predictive analytics to make the most of your call center.

- Skills-based routing
- Voice and web callback
- ACD analytics and predictive analytics routing
- Agent screen pop and CRM integration
- Options – See feature matrix

Premium

An omnichannel contact center solution with all the capabilities and options of Standard plus:

- Email customer interactions
- Chat customer interactions
- Fax customer interactions
- 360° customer journey analytics
- Custom analytics, dashboards, and reporting

Salesforce Edition

Complete call center app with everything you need to run an omnichannel contact center from within Salesforce.

- Management, administration, and reporting in Salesforce
- Customer, call, and agent data in Salesforce
- Routing driven by data in Salesforce

Feature matrix

Feature	Business Edition Standard	Business Edition Premium	Salesforce Edition
Voice ACD queuing and distribution	✓	✓	✓
Skills-based routing	✓	✓	✓
Canned reporting	✓	✓	✓
Customizable reporting	✓	✓	✓
Drag-and-drop call flow builder	✓	✓	✓
Touch-tone IVR	✓	✓	✓
IVR call routing	✓	✓	✓
IVR data dips	✓	✓	✓
Cloud routing across third-party contact center platforms	✓	✓	✓
Supervisor monitoring and barge-in	✓	✓	✓
Supervisor coaching	✓	✓	✓
Omnichannel interactions (chat, email, fax)		✓	via Salesforce

Feature	Business Edition Standard	Business Edition Premium	Salesforce Edition
Advanced omnichannel interactions (social, SMS)			via Salesforce
Call recording	✓	✓	✓
Productized CRM integrations	✓	✓	✓
Analytics-driven routing	✓	✓	✓
Web callback	○	○	○
IVR callback	○	○	○
IVR speech recognition, text-to-speech, and voice biometrics	○	○	○
Workforce management	○	○	
Quality management	○	○	
Outbound campaigns	○	○	
Agent scripting (outbound)	○	○	

Matrix Legend	
✓	Available
○	Optional or Add-On
“blank”	Unavailable



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About OneStream | OneStream Networks is purpose-built for enterprise-grade cloud-based SIP trunking, unified communications, contact center services, data networking and security services. With availability in 100+ countries, global strategic peering networks, geo-redundant POPs and multi-provider SD-WAN and MPLS transport options, OneStream delivers unparalleled scope and reach for advanced cloud-based voice, UC, data and security. OneStream has become the standard for enterprise customers, VARs, and agents looking to create cost-savings, consolidation, vendor reduction and simplified management for single site and multi-site, multi-national applications.



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