

BCSQUARED

Powered by Cisco Webex

Service Design

BrightCloud Group

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1. Document Control Information

1.1 Version Control

Version	Date	Description
1.0	08/01/20	First Draft
2.0	06/05/20	Updated
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4.1	12/05/20	Updated
5.0	25/05/20	Minor Updates
5.1	08/06/20	Minor Updates
5.2	17/07/20	Updated to include Cisco and CCBox Options
6.0	07/08/20	Updated after review
7.0.1	13/10/20	Updated after review
7.0.2	17/11/20	Inclusion of 2:1 CUBE licenses annotation for WxCC Users – section 14.3
7.0.3	12/12/20	Inclusion of Webex Workforce Optimisation – section 12 Modification of Webex Calling to reflect Flex 3.0 – section 9

1.2 Recipients / Customer Contact Details

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1.4 Disclaimer

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1.5 Marketing

BrightCloud Group assumes that the customer provides permission to use their business name, logo, and feedback for the purposes of case studies, testimonials, and marketing, unless specifically requested otherwise.

2. Document Purpose

This document provides detailed information regarding the service design for the BCSquared product portfolio from the BrightCloud Group. Any proposal provided by BrightCloud Group that includes BCSquared services should be reviewed in conjunction with this document to ensure full understanding of the appropriate services and support model

This document provides:

- Detailed information on the BCSquared services and components
- A high level technical summary of the solution architecture and delivery
- Information regarding professional services and implementation of the BCSquared components
- Constraints around the service offering

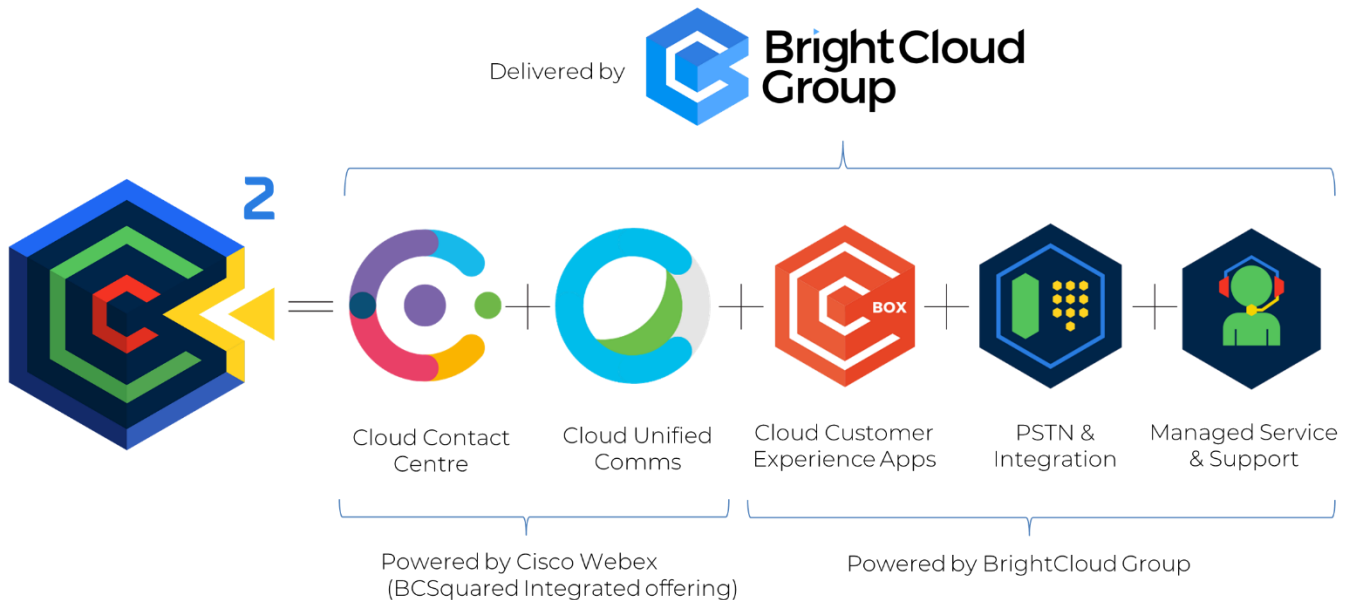
The document does not:

- Provide low level technical configuration information and guidance
- Commercial information

3. BCSquared

3.1 What is BCSquared

BCSquared is the BrightCloud Cloud (BrightCloud Squared > BCSquared). This is the BrightCloud Group service provisioning platform for the cloud, with unified communications and contact centre features powered by Cisco Webex, and customer experience applications, PSTN connectivity and managed services delivered by BrightCloud Group. The BCSquared platform has the following components:



- **Cloud Contact Centre:** The cloud contact centre is provided by Cisco Webex Contact Center.
- **Cloud Unified Communications and Meetings:** The cloud PBX and conferencing functionality provided by Webex Calling and Webex Meetings
- **Cloud Customer Experience Applications:** Added value applications for contact centre and back office, delivered via the CCBox Cloud, including:
 - CCBox Recording
 - CCBox Recording Archive Manager
 - CCBox Quality Management & Speech Analytics
 - CCBox Workforce Management
 - CCBox Knowledge
 - CCBox Wallboard
- **PSTN and Integration:** Providing PSTN Services via SIP Trunks, Secure VPN or delivery of Hosted Gateway capability for Webex Calling.
- **Managed Services and Support:** BrightCloud Group aftersales support and managed services are world class first to third line consultants, delivering high quality, SLA driven support to thousands of unified communications and contact centre users on a 24 x 7 x 365 basis.

3.2 Powered by Cisco Webex

Webex is a highly secure, scalable, and open global business collaboration platform that integrates calling, messaging, meetings, team collaboration, and contact centres with hardware to deliver magical experiences for users, teams, and customers. Webex is the only platform that has the proven scale, security, and features to meet the calling needs of today's multisite mid-market customers and large enterprises. Cisco Webex contains the following components:

- Webex Contact Center
- Webex Calling
- Webex Meetings
- Webex Devices
- Webex Teams

All Webex services are delivered in a flexible 'As a Service' commercial model, and controlled via the Cisco Webex Control Hub, as the core configuration tool for all solution elements. Control Hub enables all core Webex services and integrations, and allows for the configuration of all users who will access Webex services.

3.3 BCSquared Characteristics Summary

- Wholly BrightCloud Group owned and provisioned cloud services platform
- High Quality
 - Voice MOS > 4*. (Jitter, Latency and Packet loss measured and backed by SLAs)
 - Directly connected into tier 1 providers - (Cisco, Colt, Gamma, Cogent, GTT)
 - PCI-DSS, ISO 27001, ISO 9001, and ISO 14001 accredited Data centres.
- Secure
 - Private connections to all providers.
 - Internet either via IPSec/SSL VPN or OTT with SIP TLS + SRTP.
- Flexible forms of delivery
 - Private circuit / MPLS
 - IPsec VPN
 - OTT
 - PSTN
- Highly Available
 - SLA of 99.99% on core services.
 - Multiple levels of resilience and redundancy.

4. Delivery Team

4.1 BrightCloud Group

BrightCloud Group is a specialist customer experience company and Cisco Webex Contact Center Authorised Partner. BrightCloud Group focus on adding value to resellers and systems integrators by exploiting innovative Contact Centre solutions and services. BrightCloud Group is the UK's largest Cisco focused contact centre team, and the UKs only channel focused partner.

Cisco Accreditations:

- Cisco Webex Contact Center Authorisation
- Cisco Webex Calling Authorisation
- Cisco Authorised Technology Provider: UCCE & CVP
- Cisco Development Partner (CDP)

Cisco Awards:

- EMEA ATP Services Partner of the Year: 2016-17, 2017-18, 2018-19

Business Differentiators:

- Accelerated Cisco WxCC Partner, engaged in WxCC Research and Development Program
- Understanding of Contact Centres Business Operations
- Technical Consultancy
- Full Aftersales Support

Technical Differentiators:

- End to End QoS option
- Bespoke and tailored solutions and integrations
- Value added products and services through BCSquared
- BCSquared Ability to connect WxCC into Webex Calling, PSTN or other PBXs

4.2 Cisco

Cisco delivers an industry-leading collaboration portfolio, combining world-class cloud contact centre, calling, meetings, and team collaboration solutions with audio and video devices and headsets.

- Global leader: Cisco has a deep legacy in, and is a market share leader for contact centres and unified communications. Cisco are number one in North America and number two worldwide. Cisco have more than 30,000 customers and more than three million agents installed globally.
- Cisco have a dominant market position, with strong market capitalisation.
 - Investing \$6BN per year in R&D
 - 74,000 global employees
 - 20 years as a Fortune 100 company
 - Total assets and annual revenues in excess of \$150BN
- Integrated portfolio: Cisco has a broad and tightly integrated portfolio, with deep expertise in all areas of communications, contact centre, collaboration, calling, security, networking, and devices. Cisco offer tremendous economies of scale around research and development and the integration of key capabilities
- Flexible migration: The Cisco “cloud first, not cloud only” approach makes it easy for customers to take the first steps to cloud. Start with a flexible consumption model and advanced hybrid cloud services.
- Intelligent journeys: Cisco leverages the power of cloud analytics and Artificial Intelligence (AI) to help customers provide contextual, suggestive, and predictive customer experiences. Cisco have invested billions of dollars in companies that are feeding into AI and Machine Learning (ML) practice.
- Unified open platform: Cisco’s open platform architecture allows customers to easily enhance business processes and workflow efficiency, as well as integrate with all the business tools that touch the contact centre. The intuitive agent desktop, reporting, and management tools provide a common and unified experience.
- Security and trust: Cisco has an unassailable reputation for true security. Cisco continue to invest billions of dollars to make contact centres more secure, and to give cloud innovation without disrupting critical on-premises operations.

5. Webex Contact Center Datasheet

5.1 Solution Overview

Aligned to the Cisco Webex framework of collaboration solutions, including Contact Center, Meetings, Calling, Teams and Devices, the Webex Contact Center (WxCC) is Cisco's cloud based omnichannel contact centre solution. Designed and built from the ground up as a cloud solution, Webex Contact Center brings users, flexibility, and agility of the cloud with security and scalability. As a cloud-based subscription, Webex Contact Center can enable rapid time to market while minimizing upfront investments.

Webex Contact Center can connect to the customer infrastructure with great flexibility, offering options for global rollout, integrating with any customer phone system, or utilising Webex Calling to deliver the underpinning telephony solution.

5.2 Features

Cisco's Webex Contact Center solution includes:

- Omnichannel customer interactions that provide voice, bot, webchat, and email communications in a unified environment. These interactions deliver a seamless customer experience to agents, managers, and administrators.
- Comprehensive omnichannel ACD capability, with flexible contact routing strategies, agent skill and team models. Intelligent call routing that distributes calls across multiple contact centres, branch offices, and agents working from their homes. Incoming calls are automatically routed to the best available agent for more efficient resource utilization and faster, more accurate call handling. Customers can create routing strategies to leverage skill assignments at the team or agent level. Modifications to routing strategies take effect immediately and are applied to current calls in queue. Webex Contact Center accurately matches agent availability and skill sets with customer priority, value, and needs. Agents are more productive, and customers are better served.
- IVR with touch-tone (Dual-Tone Multi-Frequency [DTMF]), with optional speech recognition, and text-to-speech to quickly deploy simple IVR menus for intelligent call routing, backend integrations to provide data-rich interactions, and sophisticated self-service options. The IVR comes with a web-based, easy-to-use, drag-and-drop call flow builder that makes it easy for business users to configure and/or maintain IVR call flows. Features such as position in queue, estimated wait time, call back, and transfer to post call survey are included as standard
- Bundled call recording, management information, self-service portal, basic CTI screen pops
- Workforce Optimization (WFO) options that offers a smarter, simpler, integrated way to optimize the performance of contact centres, people, and technology. This solution empowers contact centres of all sizes to optimize agent performance. Data analysis capabilities provide direct insight into customer needs. The options include:
 - Wallboard
 - Advanced Call Recording
 - Long term Storage and Archive
 - PCI Compliance
 - Quality Management
 - Workforce Management
 - Basic and Advanced Speech Analytics and Transcription
 - Post Call Survey
- Outbound campaigns that provide:
 - Outbound campaign management
 - Contact list management
 - Advanced contact strategies across multiple contact numbers
 - Automation with preview and progressive dialling
 - Compliance tools
- An embedded business application that provides the option for customer agents to manage all contact centre interactions within Salesforce, Microsoft Dynamics, Zendesk, and ServiceNow,
- A native cloud-designed and built architecture that delivers security, agility, flexibility, and scalability to the contact centre. The architecture improves operational and capital efficiencies. It can also lower Total Cost of Ownership (TCO) and provide predictable monthly costs.
- Scalability, supporting up to 3,000 agents per customer tenant.



- Reliability: Offering 99.99% up time
- Voice Quality: Offering a MOS score of 4+ (dependent on deployment model)
- Native Cloud based solution. This approach provides substantial savings in telecom hardware, applications, deployment services, complex local architecture and networks, customer technology team engagement and dependency on local infrastructure.
- Evergreen solution. The platform is consistently updated with new features and functionality. Larger upgrades that may affect service can be managed in line with customer needs / requirements. Customer will always have access to the latest features without any upgrade cost or maintenance penalty.
- Comprehensive visibility and control, which is available through a management dashboard. A web-based dashboard provides a centralized point to manage and monitor calls and multimedia contacts across virtual contact centre operations. Supervisors have a real-time view of call volumes and agent activity across all sites, networks, and technologies. Webex Contact Center tracks every activity and call from beginning to end. Cumulative call details provide visibility into the complete lifecycle of every call, from the time it arrives until it terminates. Call centre managers have the tools and information to measure and manage distributed contact centre operations in real time.
- Built-in disaster recovery, which enables businesses to seamlessly redirect call centre traffic during unexpected emergencies. Cisco provides quick recovery from major disasters or minor interruptions in customer service. A phone, computer, and Internet connectivity are all that agents need to be productive anywhere. Webex Contact Center can ensure business continuity without the need for significant upfront capital investment.

6. Webex Contact Center Features and Packaging

Webex Contact Center offer subscriptions in either Named or Concurrent models, in Standard and Premium capability sets, these are outlined below:

Feature	Standard	Premium
Inbound and outbound voice channel (requires end point)	✓	✓
Intelligent skills-based routing and queuing	✓	✓
Browser-based agent desktop	✓	✓
Agent anywhere functionality	✓	✓
Standard and customisable reporting	✓	✓
Touch-tone IVR	✓	✓
Voice callback	✓	✓
Web callback	✓	✓
Call recording (one month storage) with Pause and Resume	✓	✓
Real-time and historical reports data storage	✓	✓
Standard CRM connectors	✓	✓
Cloud Context Service	✓	✓
Basic CTI Screenpop	✓	✓
Post Call Survey	✓	✓
Multi-channel reporting and analytics	✓	✓
Email and web chat media		✓
Chat bot / automation		✓
Supervisor privileges (dashboard, monitoring, barge-in, and coaching of agents)		✓
Administration / Provisioning Tools		✓
Cisco Options		

Speech-enabled IVR	Optional	Optional
Additional recording storage / long term archive	Optional	Optional
Campaign Management (outbound campaigns)	Optional	Optional
Quality Management	Optional	Optional
Basic Speech Analytics	Optional	Optional
Workforce Management	Optional	Optional
WFO Analytics	Optional	Optional
WFO Analytics with Transcription	Optional	Optional
CCBox Options		
Full PCI Compliance Overlay	Optional	Optional
Recording	Optional	Optional
Recording Archive Manager	Optional	Optional
Quality Management & Basic Speech Analytics	Optional	Optional
Workforce Management	Optional	Optional
Knowledge Base	Optional	Optional
Wallboard	Optional	Optional

- All features may require professional services to enable
- Some features may incur additional transactional charges e.g. Chat bot
- All optional subscriptions are 'Named' Agents only – regardless of any concurrent standard and premium agent subscriptions procured.
- Bundles with commercial benefit are available for grouping optional elements

7. Webex Contact Center User Experience

7.1 Webex Contact Center Agent User Interface (Browser Based)

Login Process:

Cisco Webex

Enter your email address

Next

Cisco Webex

Hello agent1_brightcloud@email.carehybrid.com,

Sign in

[Forgotten password?](#)

Submit Dial Number and Team

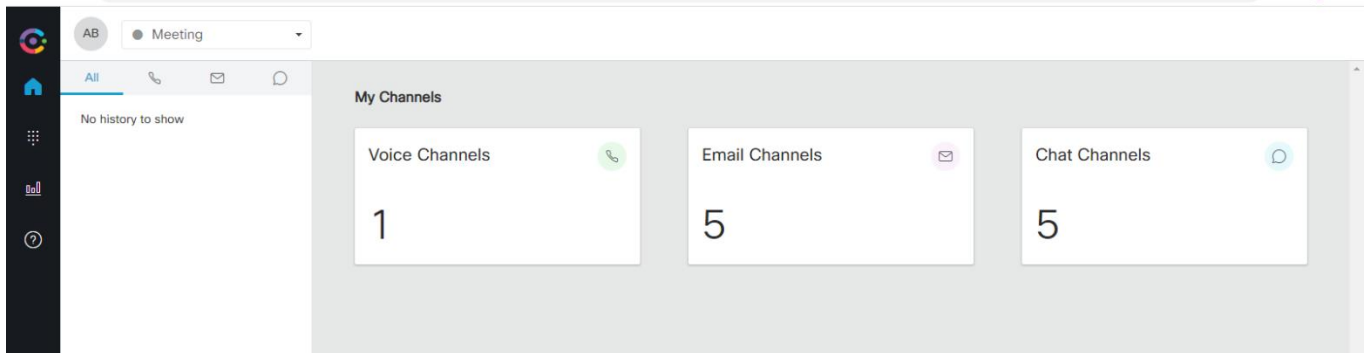
DN

US Format
 Other

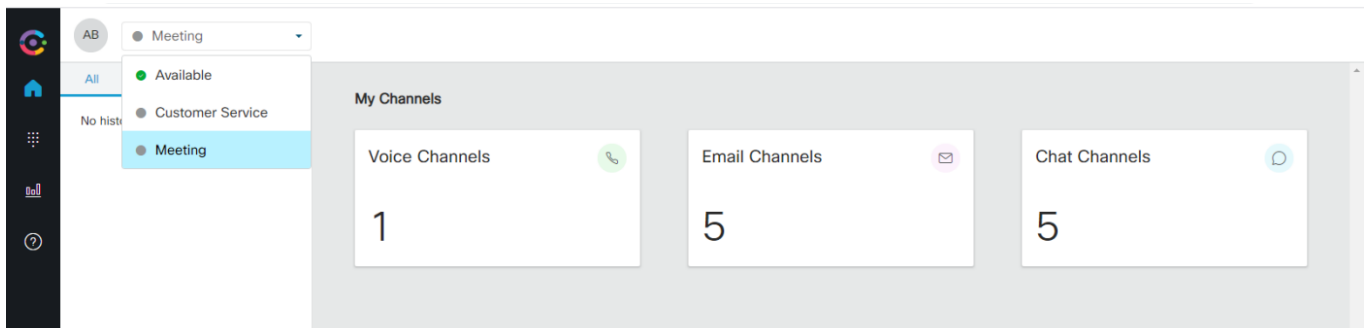
TEAM

Save Changes

Home Screen:



State Change:



Agent Dashboard:

AB
Meeting

Home
Search
Stats
Refresh

All
Meeting

APS

Summary
My Stats-Historic
My Stats-Realtime
My Stats By State-Historic
My Stats By State-Realtime
My Team Stats-Historic
My Team Stats-Realtime
Queue Stats-Historic

Channel Type: All
Duration: Last 7 days

Total Handled - Teams

18

📞 14 🗨️ 3 📧 1

Average Handled Time - Teams

00:03:38

📞 00:04:51 🗨️ 00:01:29 📧 00:01:31

Average Wrapup Time - Teams

00:05:43

📞 00:06:41 🗨️ 00:00:04 📧 00:00:08

Total Handled - Me

6

📞 2

Average Handled Time - Me

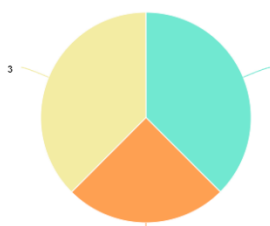
00:02:42

Average Wrapup Time - Me

00:00:14

My Stats Chart

Total Contacts Handled



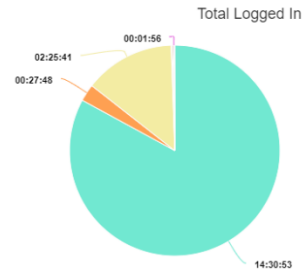
- chat
- email
- telephony

Detailed Summary

Interval	Channel Type	Initial Log In Time	Final Log Out Time	# Contacts Handled
05/06/2020 (4)				
				2.0
				1.0
				2.0
				8.0
				00:03:4

My Stats By State Chart

Total Logged In Time

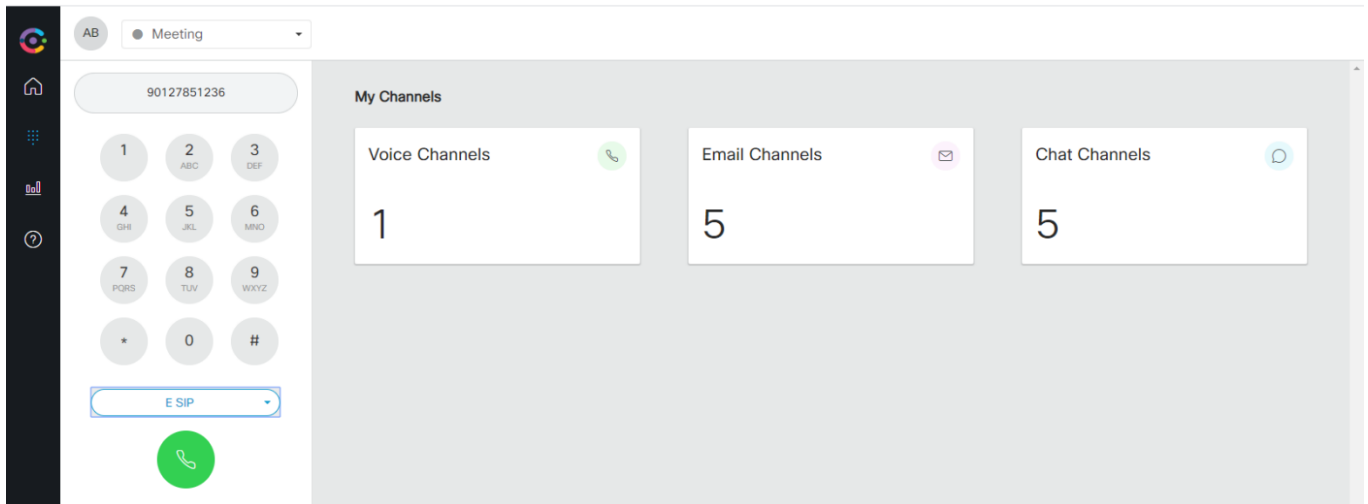


- Available
- Connected
- Idle
- NotResponding
- Ringing
- WrapUp
- hold
- on-hold

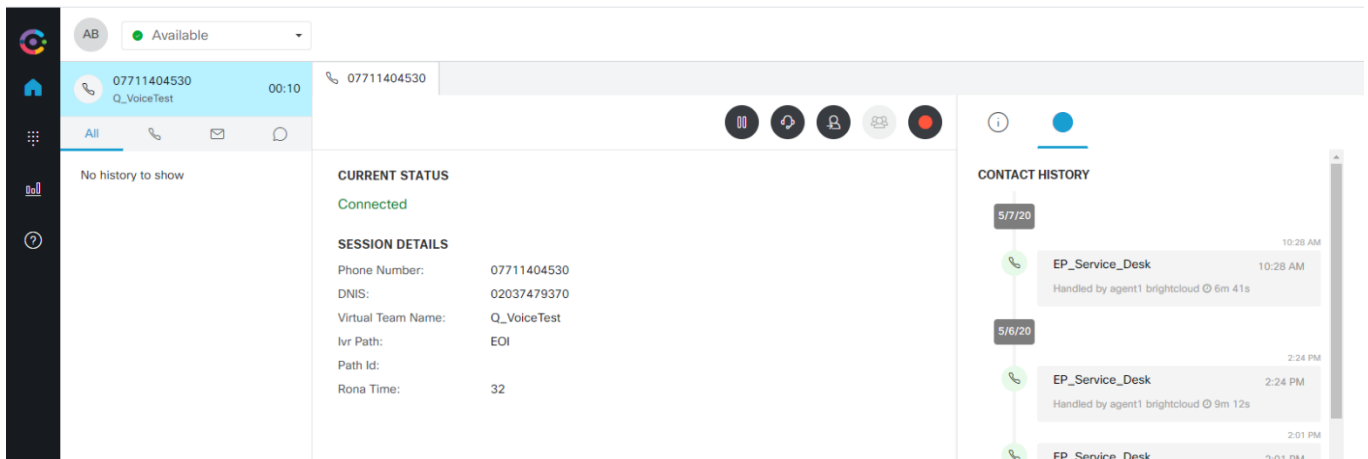
Detailed State Summary

Interval	Agent Session ID	Activity State	State Duration
05/06/2020 (...)	5207e3d1-a1f6-4c37-8867-0f659...	Available (1)	06:22:39
		Connected (1)	00:12:38
		Idle (1)	01:41:20
		NotResponding (1)	00:27:48
Summary			17:30:09

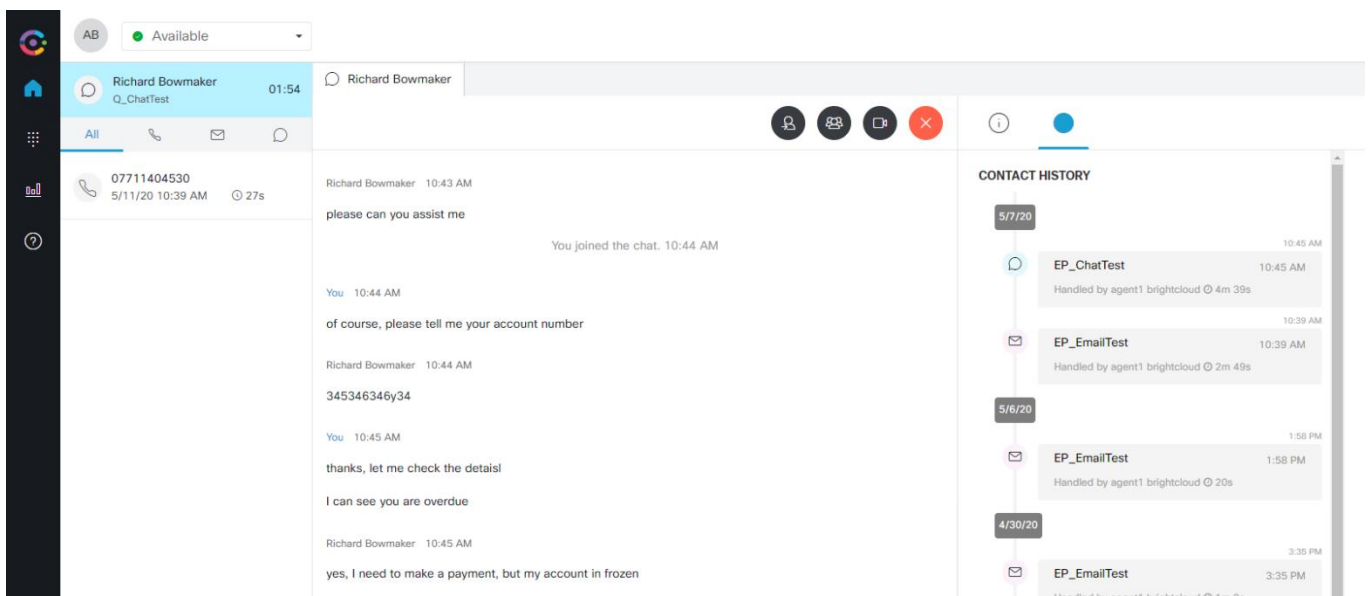
Agent Out dial:



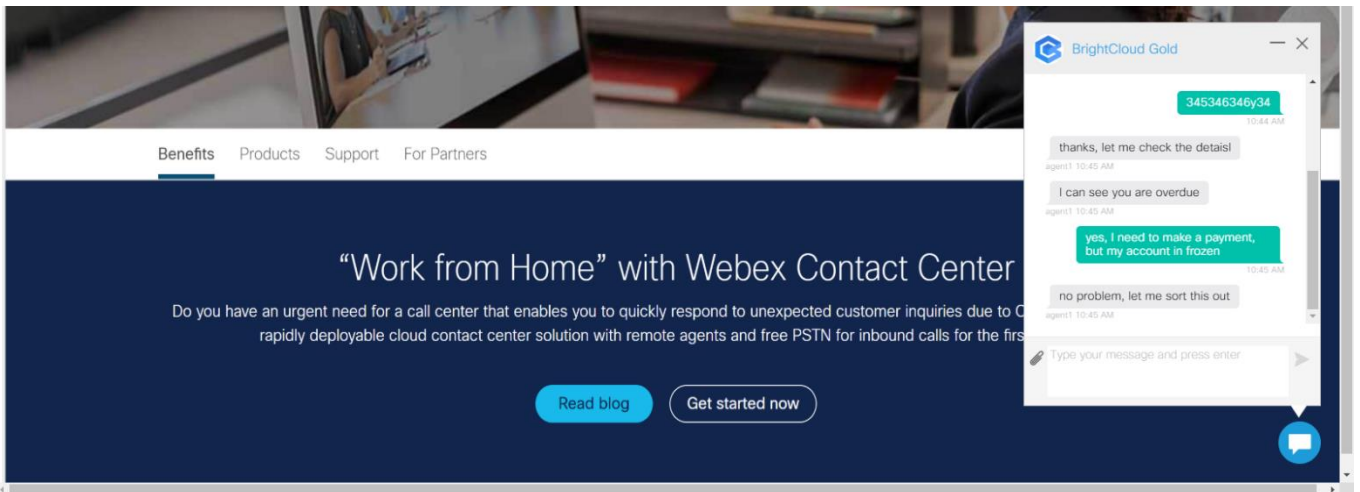
Agent Call Handling, Control and Customer History:



Agent Chat Handling, Control and Omni-channel Customer History:

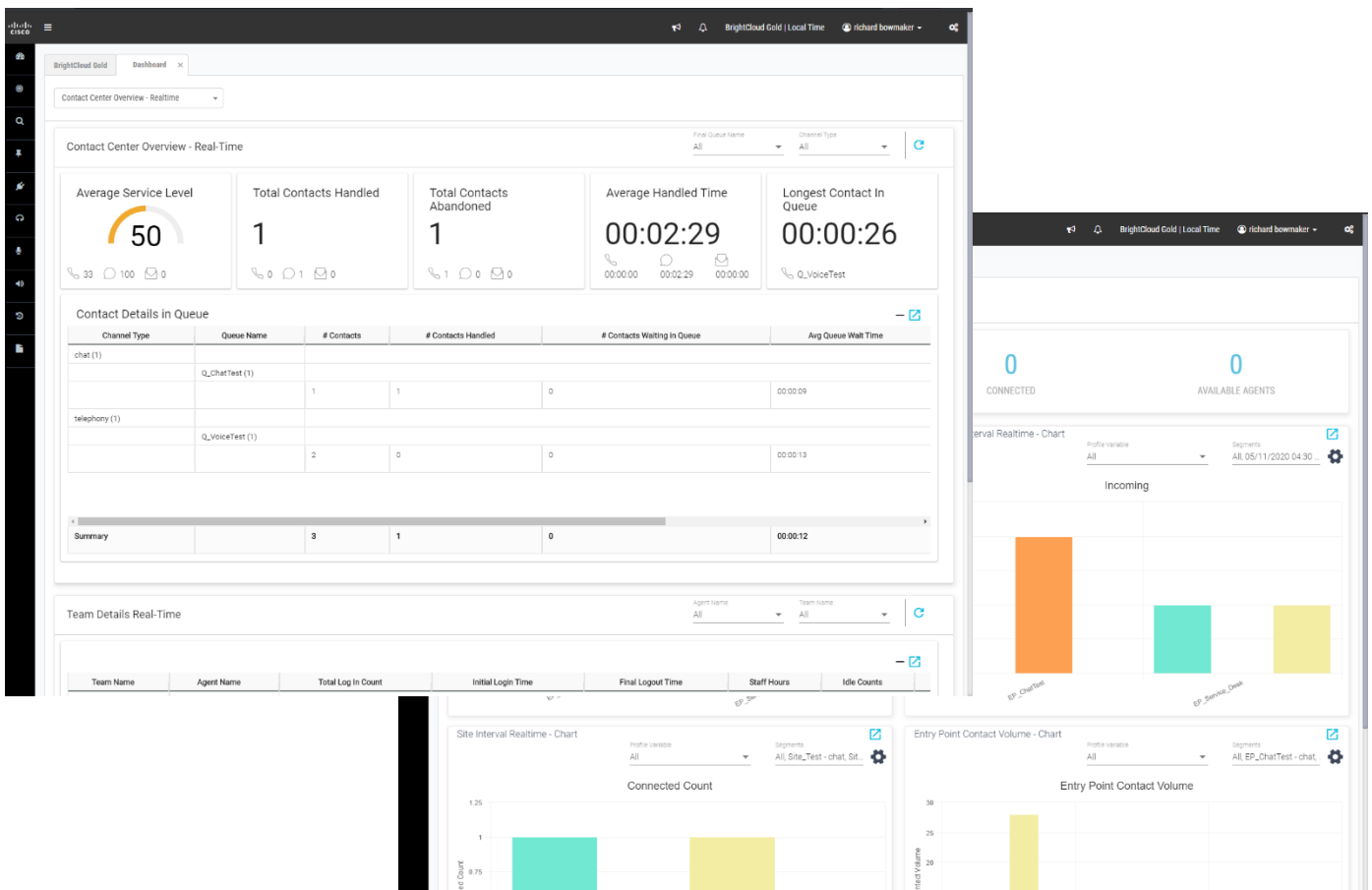


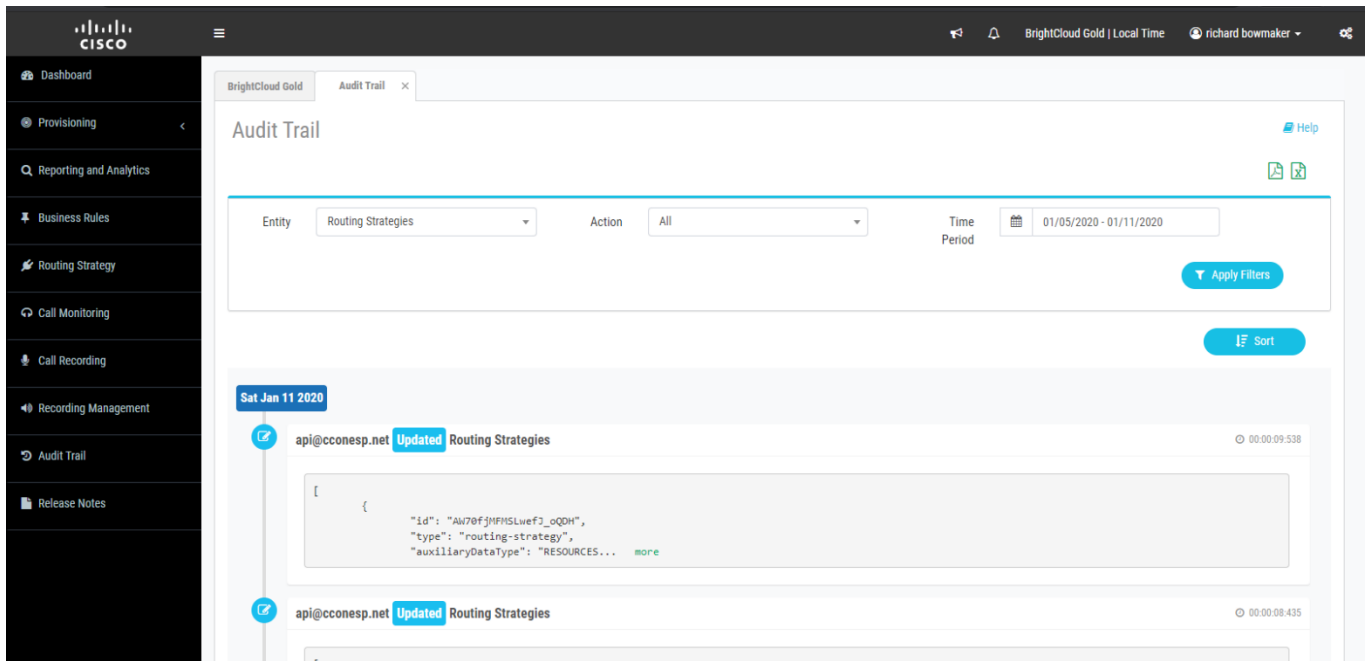
Customer Chat Experience:



7.2 Webex Contact Center Supervisor Dashboard (Browser Based)

Supervisor Dashboard Views:



Supervisor Audit Trail:


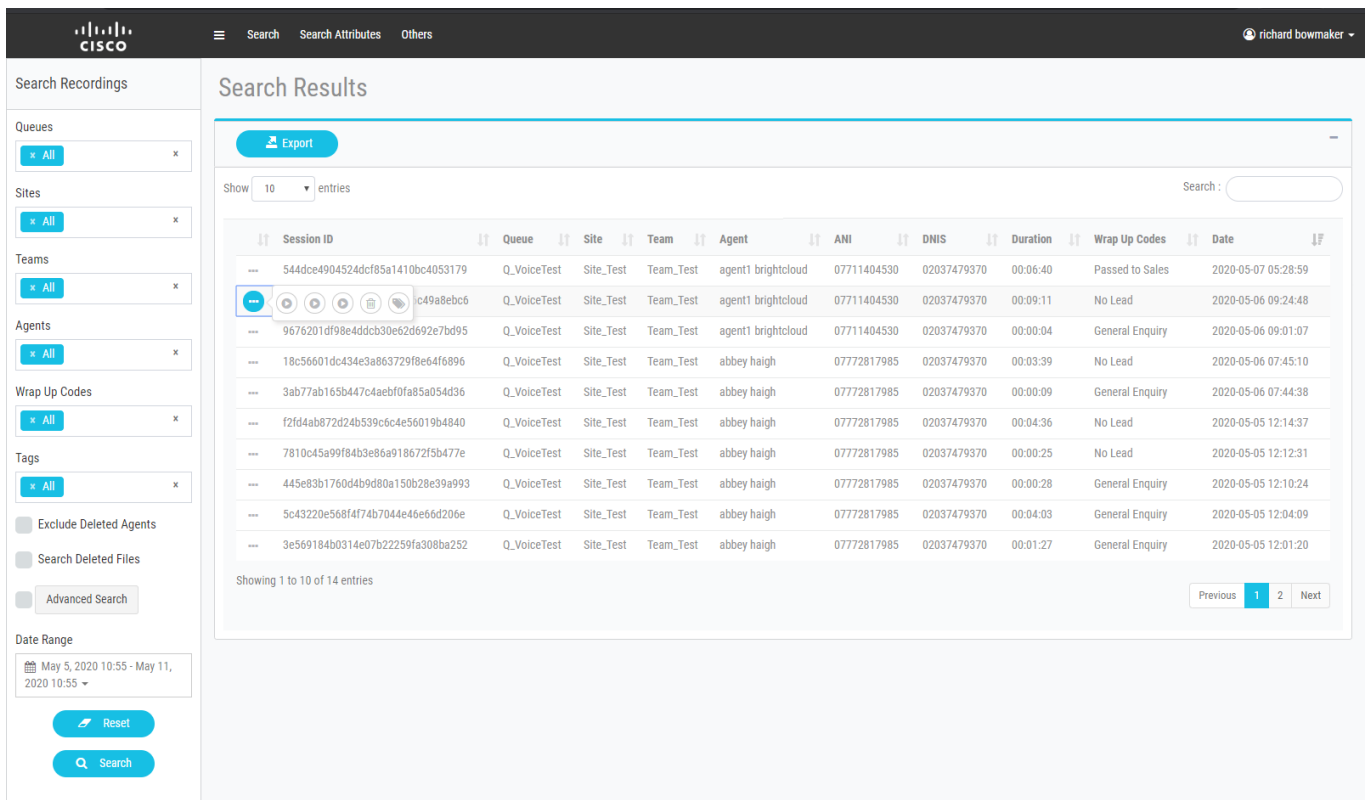
Audit Trail

Entity: Routing Strategies | Action: All | Time Period: 01/05/2020 - 01/11/2020

Sat Jan 11 2020

- api@cconesp.net Updated Routing Strategies (00:00:09:538)


```
[
  {
    "id": "AM70fjMFHSLwef3_oQDH",
    "type": "routing-strategy",
    "auxiliaryDataType": "RESOURCES..." more
  }
]
```
- api@cconesp.net Updated Routing Strategies (00:00:08:435)

Supervisor View - Recording Search and Replay:


Search Results

Export | Show 10 entries | Search:

Session ID	Queue	Site	Team	Agent	ANI	DNIS	Duration	Wrap Up Codes	Date
544dce4904524dcf85a1410bc4053179	Q_VoiceTest	Site_Test	Team_Test	agent1 brightcloud	07711404530	02037479370	00:06:40	Passed to Sales	2020-05-07 05:28:59
c49a8ebc6	Q_VoiceTest	Site_Test	Team_Test	agent1 brightcloud	07711404530	02037479370	00:09:11	No Lead	2020-05-06 09:24:48
9676201df98e4ddcb30e62d692e7bd95	Q_VoiceTest	Site_Test	Team_Test	agent1 brightcloud	07711404530	02037479370	00:00:04	General Enquiry	2020-05-06 09:01:07
18c56601dc434e3a863729f8e64f6896	Q_VoiceTest	Site_Test	Team_Test	abbey haigh	07772817985	02037479370	00:03:39	No Lead	2020-05-06 07:45:10
3ab77ab165b447c4aebf0fa85a054d36	Q_VoiceTest	Site_Test	Team_Test	abbey haigh	07772817985	02037479370	00:00:09	General Enquiry	2020-05-06 07:44:38
f2fd4ab872d24b539c6c4e56019b4840	Q_VoiceTest	Site_Test	Team_Test	abbey haigh	07772817985	02037479370	00:04:36	No Lead	2020-05-05 12:14:37
7810c45a99f84b3e86a918672f5b477e	Q_VoiceTest	Site_Test	Team_Test	abbey haigh	07772817985	02037479370	00:00:25	No Lead	2020-05-05 12:12:31
445e83b1760d4b9d80a150b28e39a993	Q_VoiceTest	Site_Test	Team_Test	abbey haigh	07772817985	02037479370	00:00:28	General Enquiry	2020-05-05 12:10:24
5c43220e568f474b7044e46e66d206e	Q_VoiceTest	Site_Test	Team_Test	abbey haigh	07772817985	02037479370	00:04:03	General Enquiry	2020-05-05 12:04:09
3e569184b0314e07b22259fa308ba252	Q_VoiceTest	Site_Test	Team_Test	abbey haigh	07772817985	02037479370	00:01:27	General Enquiry	2020-05-05 12:01:20

Showing 1 to 10 of 14 entries | Previous 1 2 Next

Supervisor Analytics / Dashboard View:

Analyzer

Abandoned Contacts Interval: Daily | Duration: Last 7 days

Total Abandoned Contacts

7

7 0 0

Leading Abandonment Reason

100%

Queue Wait Time < 1 Min

Overall Breakdown
 100% Queue Wait Time < 1 Min
 00% IVR
 00% Bot Interaction
 00% Queue Wait Time > 10 Min
 00% Queue Wait Time 5 Min - 10 Min
 00% Queue Wait Time 1 Min - 5 Min

Call Back / Renewed Chat Rate

0%

0% 0%

Customer Journey

Contacts Trend

Abandoned Contacts By Stage

Abandoned Contact Details

ANI	DNIS	First Contact Time	Abandonment Stage	Transfers
07585324327	02037479370	5/5/2020 12:26:24 PM	Queue Wait Time < 1 Min	0
07585324327	02037479370	5/5/2020 12:40:10 PM	Queue Wait Time < 1 Min	0
07585324327	02037479370	5/5/2020 12:42:48 PM	Queue Wait Time < 1 Min	0
07585324327	02037479370	5/5/2020 1:29:47 PM	Queue Wait Time < 1 Min	0
07772817985	02037479370	5/5/2020 3:08:58 PM	Queue Wait Time < 1 Min	0
07772817985	02037479370	5/5/2020 3:17:17 PM	Queue Wait Time < 1 Min	0

8. Webex Calling Datasheet

8.1 Solution Overview

Aligned to the Cisco Webex framework of collaboration solutions, including Contact Center, Meetings, Calling, Teams and Devices, the Webex Calling (WxC) is Cisco's cloud based unified communications solution. Designed and built from the ground up as a cloud solution, Webex Calling brings users, flexibility, and agility of the cloud with security and scalability. As a cloud-based subscription, Webex Calling can enable rapid time to market while minimizing upfront investments.

Cisco Webex Calling delivers all the features of a traditional PBX through a monthly subscription service. Important qualities include:

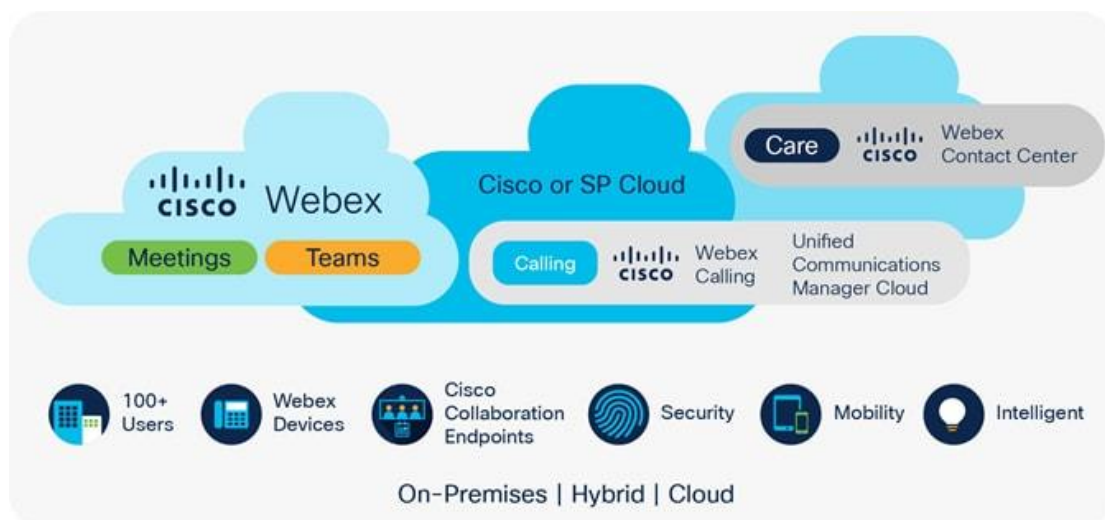
- An advanced set of enterprise-grade PBX features
- A rich user experience that includes both the Cisco Webex Calling app, for mobile and desktop users, integrated with the Cisco Webex Teams collaboration app
- Support for an integrated user experience with Cisco Webex Meetings and Webex devices, including Cisco IP Phones 6800, 7800, and 8800 Series desk phones and analogue ATAs
- Delivery from a set of regionally distributed, geo-redundant data centres around the globe
- Service that is available across a growing list of countries in every region
- Protection of existing investment in any on-premises Cisco Unified Communications Manager (UCM) licenses, through the Cisco Collaboration Flex Plan
- A smooth migration to the cloud at the customer's pace, through support of cloud and mixed cloud and on-premises deployments

8.2 Features and Benefits

The addition of Webex Calling to the Cisco Collaboration Flex Plan gives every business with 100+ employees an intelligent and practical path for taking their business from on-premises to cloud communications and collaboration at their own pace, with an award-winning user experience at every step.

Flex Plan offers several important benefits for business:

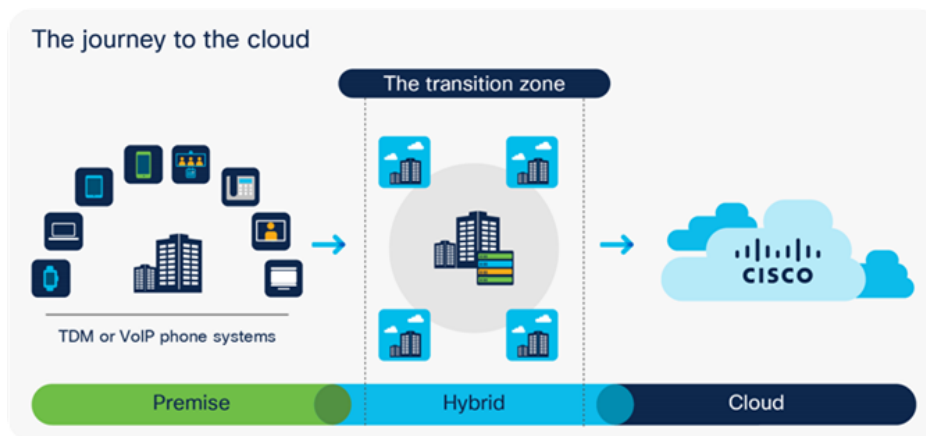
- Access to a full-stack, enterprise-grade cloud collaboration bundle that includes everything a business needs - cloud calling, meetings, teams, customer care, and a broad portfolio of integrated devices
- Secure and reliable cloud service and implementation, supported by certified Cisco enterprise channel partners
- Flexibility to support a mix of on-premises and cloud system deployments, with financial protection for future migration of any included Cisco on-premises licenses
- Built to support multisite and global multi-national networking requirements
- Intelligent user experience that integrates customer collaboration applications and devices with other cloud applications you depend on, so you can streamline workflows and support a more intuitive way to work



8.3 Financial, Operational, and Bundling advantages

The Flex Plan provides many important strategic business benefits on operational and financial fronts. With Flex Plan you can:

- Simplify buying and expansion
- Transform workforce productivity and responsiveness using an integrated suite of cloud communication and collaboration solutions and devices
- Reduce technology and operational cost and complexity, and gain a more agile, intuitive way to work
- Gain access to online Service Assurance utilities for monitoring and testing media quality and bandwidth performance, by site and by port
- Promote business continuity and security by subscribing to the latest services from the most innovative and trusted brands in cloud collaboration, networking, and security
- Migrate at your own pace and protect existing investments
- Improve global and multisite customer care, as well as remote and mobile workforce connectivity



8.4 Simplify Customer Cloud Migration using the Collaboration Flex Plan

Cisco Webex Calling is offered as a bundled solution package under the Cisco Collaboration Flex Plan. Subscribing to the Flex Plan gives you the freedom and confidence of moving to the cloud at a pace that meets your business objectives, using OpEx budgets, while retaining capital for more strategic initiatives.



For added flexibility, Webex Calling offers three different station types:

- The Enterprise station is a full-featured calling and collaboration seat that includes all PBX telephony features and Webex Team collaboration features, and the option to add Webex Meetings conferencing services. The Enterprise station is suggested for use by knowledge workers within an organization.
- The Basic station is a fully featured PBX calling station that includes the “free” version of Webex Teams. Basic station is designed for non-collaborative office users or workstations that do not require mobility features or the complete team collaboration features of Webex Teams.
- The Common area station offers basic dial tone, with limited telephony features, intended for use in common area locations, like a lobby, breakroom, cafeteria, etc.



Webex Calling supports two Flex Plan customer subscription options: the Named User (NU) option and the Enterprise Agreement (EA). The EA requires a minimum of 250 Knowledge Worker users/seats per subscription. EA subscriptions allow the addition of up to 50 percent Common Area seats, free of subscription fees, based on the Knowledge Worker count in your subscription (e.g. 1000 Knowledge Worker EA gives you up to 500 Common Area seats). EA also allows for 20 percent Knowledge Worker growth over the term of the contract.

Under the NU subscription, Common Area devices are available as an add-on option and any new users must be added to the subscription.



8.5 Cisco Collaboration Flex Plan supported phones and Webex Collaboration endpoints

Webex Calling supports the latest Cisco IP Series phones, running multiplatform firmware (MPP), including 6800, 7800 and 8800 phone models and accessories.

For a complete list of devices supported by Webex Calling, visit the Webex Help Center, and under Cisco Webex Devices, select Webex Calling here:

<https://help.webex.com/en-us/qkwt4j/Supported-Devices-for-Webex-Services>

8.6 Country Availability

General availability for sales of Cisco Webex Calling is expanding quickly to many countries in every region of the globe. Please visit the Webex Help Center for the latest supported country list here:

https://help.webex.com/en-us/n6fwepj/Where-s-Cisco-Webex-Available#id_98285

9. Webex Calling Features Availability

9.1 Station Types (Flex 3)

Feature	Flex 3.0 Licenses	
	Professional	Enhanced
Alternate Numbers w/ Distinctive Ring	Y	
Anonymous Call Rejection	Y	
Barge-In Exempt	Y	
Business Continuity (CFNR)	Y	
Busy Lamp Monitoring	Y	Y
Call Forwarding Always	Y	
Call Forwarding Busy	Y	Y
Call Forwarding No Answer	Y	Y
Call Forwarding Selective	Y	
Call History	Y	
Call Hold & Resume	Y	Y
Call Logs w/ Click to Dial	Y	
Call Notify	Y	
Call Queue Agent	Y	
Call Recording (requires 3rd party license)	Y	Y
Call Redial	Y	Y
Call Return	Y	
Call Transfer (Attended & Blind)	Y	Y
Call Waiting for up to 4 Calls	Y	Y
Call Waiting ID	Y	Y
Connected Line ID Restriction (COLR)	Y	
Directed Call Pickup	Y	
Directed Call Pickup with Barge In	Y	
Do Not Disturb	Y	
Enterprise Phone Directory	Y	

Executive / Executive Assistant	Y	
Extension Dialing, Variable Length	Y	Y
Feature Access Codes	Y	Y
Hoteling (Host)	Y	Y
Hoteling (Guest)	Y	
Inbound Caller ID (Name)	Y	Y
Inbound Caller ID (Name & Number)	Y	Y
Inbound Fax to email	Y	
Mobility	Y	
Multiple Line Appearance	Y	
N-Way Calling (6)1	Y	
Office Anywhere	Y	
Outbound Caller ID Blocking	Y	Y
Personal Phone Directory	Y	
Priority Alert	Y	
Privacy	Y	
Push-to-talk	Y	
Remote Office	Y	
Selective Call Acceptance	Y	
Selective Call Rejection	Y	
Sequential Ring	Y	
Shared Call Appearance	Y (35)	
Simultaneous Ring	Y	
Speed Dial 100	Y	
T.38 Fax Support	Y	Y
Three-Way Calling ¹	Y	
Unified Messaging	Y	
User Intercept	Y	Y
User Web Portal	Y	
Video (Point to Point)	Y	Y

Visual Voicemail	Y	
Voice Mail	Y	

9.2 Webex Calling Application Features Capability

Feature	Webex Calling Desktop	Webex Calling Mobile
Microsoft Windows Support	✓	
Apple OSX Support	✓	
Google Android Support		✓
Apple iOS Support		✓
Voice and Video Calling - VoIP	✓	✓
Native Mobile Network Calling ¹		✓
Call History	✓	✓
Call Settings Control ⁴	✓	✓
Click to Dial from Desktop Phone	✓	
Enterprise Phone Directory Integration	✓	✓
Headset support	✓	✓
In-Call Controls	✓	✓
Notifications	✓	✓
Outlook Add-In ²	✓	
Outlook Directory Integration	✓	
Twin to Office Phone	✓	✓
Configurable Web URL Button ³	✓	✓
Contact Management Tools ⁴	✓	✓
UC One Skype for Business Add-In ⁵	✓	✓

1 Requires the device to have an active cellular service plan for native calling

2 Out calling only (contact presence not supported); supported only on Windows

3 Not enabled within the clients by default; requires a TAC ticket by the service provider to enable

4 Only Call Forward Always, Do Not Disturb, and Office Anywhere are supported on mobile. Presence Sharing and Contact synchronization between clients is not supported

5 Supported on Windows version only; provisioned separately per site in Webex Control Hub

9.3 Site Features and Services

Feature	Included	Requires Additional Provisioning
Authenticall	✓	
Group Call / Pickup	✓	
Music on Hold	✓	
Call Park / Retrieve	✓	
Intercept Group	✓	
Voice Portal	✓	
Calling Plan Management	✓	
Intercept User	✓	
External Calling Line ID Delivery	✓	
Internal Calling Line ID Delivery	✓	
Auto Attendant		✓
Group Paging		✓
Receptionist Client		✓
Call Queue		✓
Hunt group		✓
Skype for Business Integration		✓

10. Webex Meetings Datasheet

Cisco Webex Meetings is a cloud based video conferencing service, offering highly secure integrated audio, video, and content sharing from the Cisco Webex cloud.

Webex Meetings lets you host online **meetings** with HD video, audio and screen sharing

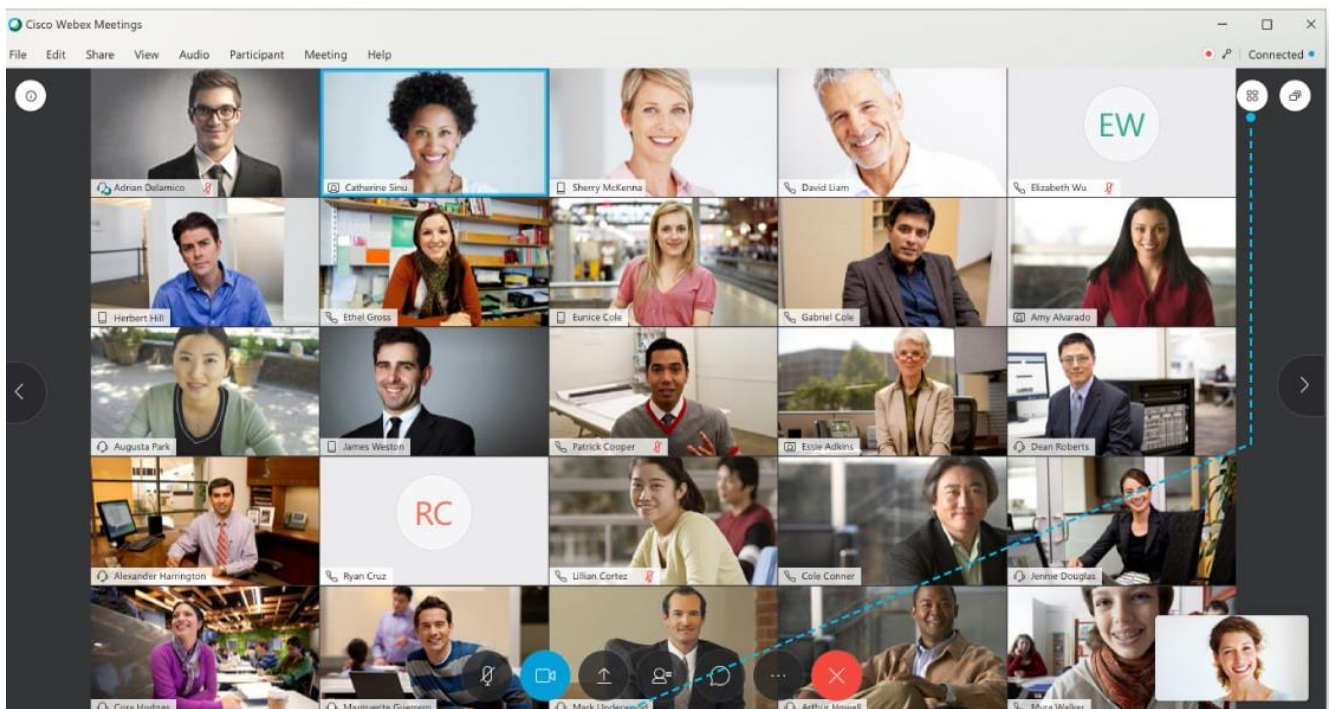
Cisco Collaboration Flex Plan Meetings - Named User is designed for organizations that want the simplest possible approach to buying the Cisco Webex Meetings applications. Team Collaboration (the Cisco Webex Teams) is also included for each user.

Under the Named User buying model, you are charged based on the quantity of Named User accounts ordered, regardless of usage. A "Named User" is an Employee registered and provisioned to access the specified Cisco service or Cisco collaboration software. Named Users will receive a unique account that may not be shared or used by anyone other than the designated Employee.

10.1 Features

Simplicity from any device

Schedule and start web meetings from your browser, desktop/mobile app, or video device. Exceptional audio, video, and content sharing, including from digital white boards. No downloads or plug-ins. Just one big green button to push to easily start your meeting. Variable viewpoints allow differing screen options, from focussed speaker view, to participants view, up to 25 users.



Meet with intelligence

Your Webex Meetings mobile app automatically connects to your video device when you enter the room so you can join your virtual meetings in a snap. Experience fewer interruptions with background noise detection and mute suggestion. Share wirelessly from your desktop app. After the meeting, automatically receive recording transcriptions.

Meet where you work

Integrated with popular productivity tools, Learning Management Systems, workflow apps and more, so you can have great meetings however you want to work.

Integrate calendar apps

Schedule personal room meetings and ad-hoc meetings directly within Google Calendar or with Office 365 add-ons.

From team collaboration apps

COMMERCIAL IN CONFIDENCE

Increase your productivity with the ability to schedule and launch Webex Meetings directly from Slack and Microsoft Teams.

From where you learn

Schedule and cross-launch Webex Meetings directly from learning management systems like Canvas, Moodle, Sakai, Blackboard, and D2L.

While on the road

Go hands-free with Apple CarPlay and Ford Applink. Start and control your meetings with voice commands and steering wheel buttons.

Business workflows

Webex Meetings can be inserted seamlessly into business workflows with almost any app supported by Zapier or webMethods.io.

Industry-leading security

Keep your discussions protected using strong encryption with industry-leading, multilayer security, including a native VDI client for your virtualized environments.

10.2 Included Features

Included Feature	Benefit	Subscription Availability			
		Named User	Active User	Employee Count	Ports
Cisco Webex Enterprise Edition	Each subscription of Enterprise Edition (EE) includes the following Cisco Webex Meetings products:	✓	✓	✓	
	Cisco Webex Meetings: https://www.cisco.com/en/US/products/ps10409/index.html .				
	Cisco Webex Training: https://www.cisco.com/en/US/products/ps10410/index.html .				
	Cisco Webex Support: https://www.cisco.com/en/US/products/ps10412/index.html .				
	Cisco Webex Events: https://www.cisco.com/en/US/products/ps10411/index.html .				
	A comparison of different products within Enterprise Edition is also available at: https://www.cisco.com/en/US/prod/ps10352/product_comparison.html .				
	Branded microsite included.				
	Named User customers can choose EE meeting capacity of 25 and/or 200 per session.				
	Active User and Employee Count customers receive EE meeting capacity of 1,000 per session.				
If you do not wish to purchase the above Cisco Webex Meetings products as a bundle, you may purchase them individually as summarized below.					
Cisco Webex Meetings Service	Cisco Webex Meetings Service for video and web conferencing with a capacity of 25 and/or 200 attendees per session for Named User. For the Ports offer, the customer can have as many attendees as ports as the subscriber owns, up to 1,000. For Active User and Employee Count, the meeting capacity is 1,000.	✓	✓	✓	✓

Cisco Webex Training Service	Cisco Webex Training Service for video and web conferencing with a capacity of 30 and/or 200 attendees per session.	✓			
Cisco Webex Events Service	Cisco Webex Events Service for video and web conferencing with a capacity of 100, 500, 1,000 and/or 3,000.	✓			
Cisco Webex Support Service	Cisco Webex Support Service for video and web conferencing with capacity of 5 attendees per session.	✓			✓
Cisco Webex Teams meetings	Ability to Host or join Cisco Webex Meetings natively from Cisco Webex Teams with common meeting experiences and controls no matter how participants join.	✓*	✓	✓	
	Note: calendar service must be enabled.				
Enhanced messaging in Cisco Webex Teams	Secure, all-in-one team collaboration from Cisco Webex. Cisco Webex Teams is an app for continuous teamwork. Move work forward in secure workspaces where everyone can contribute anytime with messaging, file sharing, whiteboarding, video meetings, calling, and more.	✓*	✓	✓	✓
Cisco Webex Messenger™ application (Instant Messaging [IM])	The Cisco Webex Messenger application, formerly Cisco Webex Connect®, integrates critical collaboration capabilities—presence, enterprise-grade instant messaging, audio and videoconferencing, Voice over IP (VoIP), Cisco IP telephony, and more—on a single, highly secure platform.	✓	✓	✓	
Cisco Webex Meetings Storage	Cisco Webex Meetings Storage is highly secure cloud storage, including Network-Based Recording (NBR) for storing meeting recordings. Cisco Webex Meetings. 10GB is provided for Named User/Ports and 50GB is provided for Active User and Employee Count. Additional storage can be purchased in 50GB increments if needed in the Active User and Employee Count offer and 1GB increments in the Named User offer. Storage overage can also be enabled if the customer wishes to pay per GB when they exceed the standard allotted GB enabled on their site.	✓	✓	✓	✓
Cisco Webex Conferencing Audio (Voice over IP [VoIP])	Each User has unlimited access to VoIP. Cisco Webex VoIP capabilities may not be available to participants in certain countries. Refer to the “Important Information Regarding Audio Services” section of the Cisco Webex Audio Offering data sheet for more details.	✓	✓	✓	✓
Cisco Webex Control Hub (standard)	With Cisco Webex Control Hub (standard), administrators can provision, manage, and analyse the entire Cisco Webex experience. Note: Webex Meetings Site Administration may be used to manage Webex Meetings sites.	✓	✓	✓	✓
Overage	Webex Meetings overage: If the total number of users connected to a physical server or online service at any one point exceeds the maximum participants for that service, an attendee overage fee will be charged.	✓	✓	✓	✓
	Webex Meetings overage allowed up to 1000 participants (Host plus 999 attendees).				
	Webex Training overage allowed up to 1000 participants (Host plus 999 attendees).				
	Webex Support overage allowed up to 1000 participants (Host plus 999 attendees).				
	Webex Events overage allowed up to 3000 participants (Host plus 2999 attendees). Overage not allowed for Webex Events capacity of 3000 (A-WX-NU-ECTR-3K).				

	<p>Webex Ports overage: If, at any time, the total number of meeting attendees (including the meeting host), as measured by the total number of network connections connected to a physical server or any online service, exceeds the total number of ports purchased, an average fee will be charged.</p>				
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11. PSTN Connectivity: BCSquared Hosted Gateway

11.1 BCSquared Hosted Gateway Overview

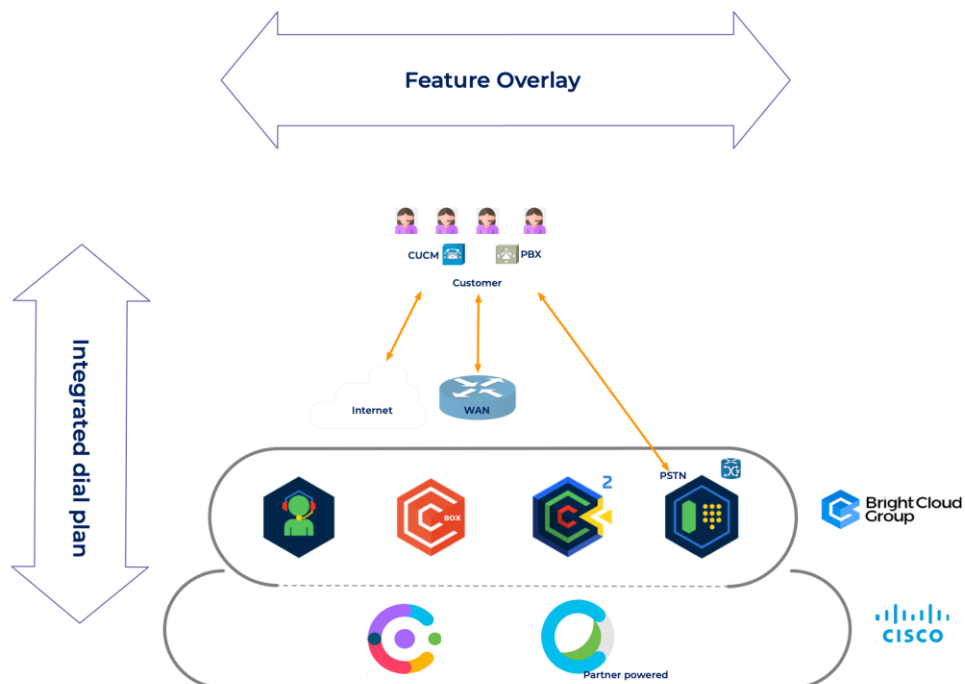
Cisco Webex Calling provides enterprise-grade cloud calling and team collaboration through a flexible subscription model. PSTN services for Cisco Webex Calling can be provisioned through one of three options.

- BCSquared Hosted Gateway (GW)
- Local Gateway (LG)
- Cloud Connected PSTN (CCP)

BCSquared Hosted Gateway is a competitive, flexible PSTN service provided by BrightCloud Group with hybrid integration options to allow provision of PSTN integrated into on premise Cisco Unified Communication Manager (CUCM) and other PBXs.

Whilst CCP and LG will provide basic PSTN options, the BCSquared Hosted Gateway has significant commercial and technical advantages. Features of BCSquared Hosted Gateway PSTN;

- Makes accessing the PSTN from Webex Calling easy. Porting, call rates, overlay services are all available.
- Protects on-premise investment with gradual migration options.
- Integrated with Webex Contact Centre (Webex CC) which can be layered onto any of the on-net PSTN services.
- Aggressive PSTN rates to protect against low value competitors.
- Fast to deploy
- Tier 3+ Data centres, on-net / cross connect with carriers and with resilient internet backbone
- End to end Cisco technology, hardware and software
- Highly available and geographically redundant
- Easy to understand channel based commercial model. No speculation on user numbers vs PSTN channel access – pay for what you require, and guaranteed service on that capacity.
- Easy to flex up channel requirements
- Real Time pro-active monitoring of channels and call quality (based on MOS)
- Minimum channel count per customer = 5



11.2 BCSquared Hosted Gateway Features Comparison

Feature	BCSquared Hosted Gateway	Local Gateway	CCP
PSTN	✓	✓	✓
Carrier Neutral PSTN	✓		
Managed Number Porting	✓	Local Provider Dependent	Some Options
Bill to Customer	✓	✓	✓
Bill to Partner	✓	Not Unless PSTN Already with Partner	✓
Partner Margin Options	✓		
Integration to Webex Contact Center on Day 1	✓		
Hybrid Deployment (Local PBX, Cloud PBX, Cloud ACD / IVR)	✓		
Deployment Speed	Trial / PoC Within Hours	Customer/Provider Dependent	1 – 2 Weeks
Channel Based Cost Model	✓	Local Provider Dependent	
Competitive Rate Card	✓	Local Provider Dependent	
Low Cost DDI / NGN	✓	Local Provider Dependent	
Access to CCBox Cloud	✓		
Single Source of Design and Support	✓		

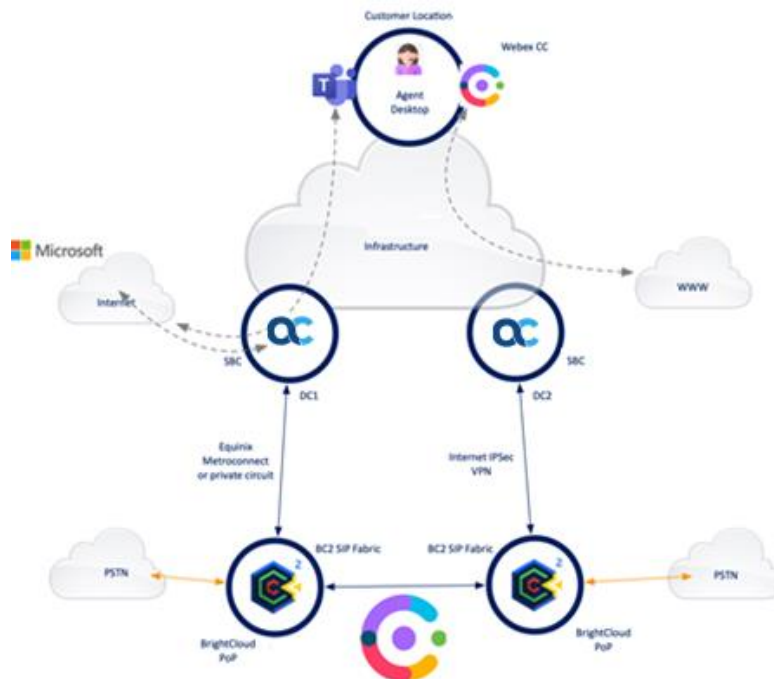
11.3 CCBox Cloud – Call Recording

CCBox Cloud Call Recording is a cloud based / Hosted GW connected recording solution for contact centres and unified communications environments. The application offers numerous features including an intuitive web-based interface, advanced record organization, storage and archiving, sophisticated access control and record manipulation, comprehensive recording, and on-demand access to all recordings. Note: CCBox Cloud does not support the recording of internal calls.

Feature	Description
View Recorded Calls	CCBox Cloud Call Recording has a web-based user interface. This allows for customization of what and how the user can view the recorded calls list, based on their role in the company or their system user access level.
Play Back Recordings	Users can replay selected calls directly from within the web interface using a media player installed on their OS. To replay multiple calls, a built-in advanced player is provided.
Search Functionality	Along with standard search criteria such as date, time, calling phone number, extension number or call type. A frequently used combination of search criteria can be saved as a filter for later use, and these filters may be enabled or disabled at any time.
Download	Users with appropriate permissions are able to download calls

11.4 MS Teams Connectivity (UK Only)

BCSquared Hosted Gateway services and also be used to provide PSTN direct connectivity to Microsoft Teams. This can be used in concert with Webex Contact Center services, and any other BCSquared / CCBox cloud services. Interconnect is provided via connection to Audiocodes SBCs from BCSquared PSTN.



11.5 Global Coverage

BCSquared Hosted Gateway can provision a global service, with PSTN options and dialled number provisioning in multiple countries globally, covering all countries that support Webex Calling and more thereafter. For the purposes of covering PSTN internationally, a number of regions are used, that provision relative cost associated with the implementation and ongoing channel support with that region. Regions are broadly defined as follows, with some caveats for specific countries. Similarly, not all services are available in all regions / countries, and minimum circuit counts may apply for any given country or region.

- UK
- Region 1: Western Europe
- Region 2: USA
- Region 3: Asia / Pacific
- Region 4: Worldwide

11.6 Pricing Options – Channels and Users

For the implementation of Hosted Gateway services, BCSquared can provide user based pricing, or channel based pricing.

The per user subscription model assumes that all users are located within the UK and is for back office (non contact centre) users only. User pricing, valid for a minimum commitment of 12 months, includes (per user);

- User PSTN access
- 1 Geographic DDI
- Emergency Calling
- Free inbound calls
- Per minute billing for outbound calls

BrightCloud Group recognise that not all scenarios are appropriate for Per User pricing, and offer flexible channel based pricing models also. The approach to per channel pricing ensures / guarantees channel availability up to the number of channels specified and is particularly relevant for high usage environments such as contact centres, where channel availability per user is critical in supporting a high number of concurrent calls.

11.7 Numbering, Porting

BCSquared are able to offer UK and International Geographic and Non Geographic numbering services. Some services and countries may incur set up charges, with all numbers incurring monthly subscription charges, over and above channel based pricing.

It is possible to port numbers from other carriers into BCSquared. This is subject to appropriate porting agreements existing between BCSquared carriers and the customer current carrier / provider. Porting events incur a per port carrier charge, with BCSquared professional services aligned as required. Lead times may apply.

11.8 Rate Cards

BCSquared offers a competitive rate card for UK and International calls. This may vary, with updates to be provided periodically to customers / partners with a minimum of 30 days notice.

11.9 Bundles

Minutes bundles are available for UK PSTN services.

11.10 Point to Point Circuit Provision

For the provision of UK services, where customers may require direct connectivity to BCSquared, for the purpose of QoS enabled voice for Contact Center, Hybrid voice services, or simply for SIP trunk provision, BCSquared can offer the implementation of circuits as required. Termination of circuits, unless otherwise stated, will be on customer provided equipment; with customers provisioning appropriate services to enable connectivity of the terminated circuit into their network.

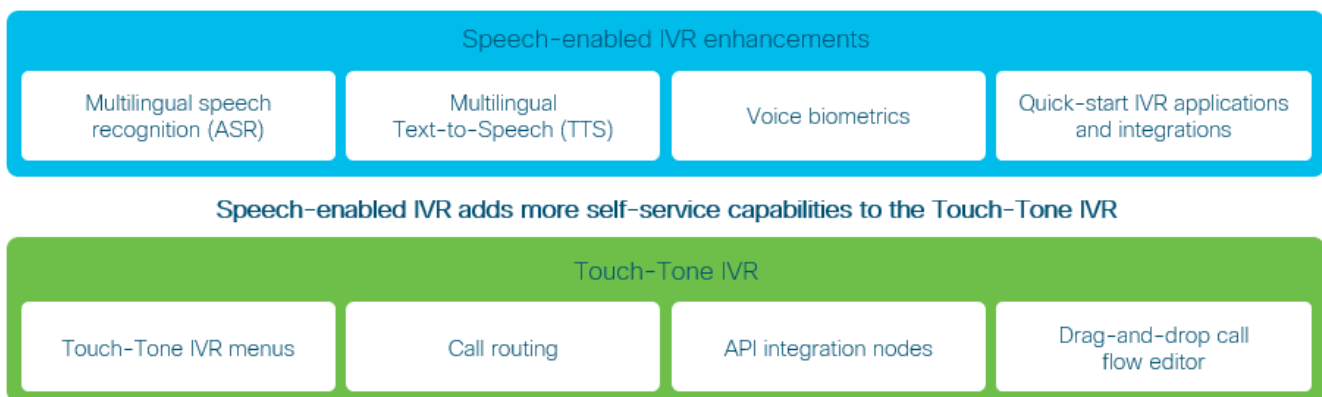
12. Webex Contact Center: Cisco Options

12.1 Speech-Enabled IVR features

Speech-enabled IVR is a sophisticated customer engagement solution powered by text-to-speech, speech recognition, and the automation of complex end-user tasks. This solution is priced as an a la carte Webex Contact Center feature. The feature set includes:

- Touch-Tone (DTMF) caller inputs
- Multilingual Automated Speech Recognition (ASR)
- Open-ended speech responses
- Multilingual text-to-speech
- Voice biometrics
- Third-party integrations
- Screen pop data collected in IVR to agents
- Real-time and historical reports
- Browser-based drag and drop call flow builder

Both solutions are 100% cloud-based and are integrated into the overall Webex Contact Center solution.



12.2 Call Recording and Quality Management

The call recording and quality management component of Cisco Webex Workforce Optimization is a highly scalable voice and screen call recording and quality evaluation solution that supports agents, knowledge workers, and supervisors at any location.

- **Call recording** enables 100-percent call recording of agents or knowledge workers for compliance and transaction verification and includes on-demand recording and archiving. It also includes the search and play application to find and play back recordings.
- **Quality management** provides audio and screen call recording, quality evaluations, a performance dashboard, and reports.

Key features of the call recording and quality management application include:

- Voice and screen recording
- Live voice and screen monitoring
- Workflow-based contact recording
- Configurable quality evaluation forms, including points and percentage-based scoring, section- and question-level weighting, and unlimited number of sections and questions
- Customizable metadata fields, providing the ability to append important enterprise and customer data to recordings for easy search and retrieval

- The ability to export calls in bulk for compliance and transaction verification through the recording export application
- 100-percent voice recording for compliance and transaction verification
- Non-agent or knowledge worker recording
- The ability to evaluate, score, and report on the quality of customer interactions through any channel (chat, email, social media, etc.)
- Evaluation calibration capabilities, enabling contact center managers to benchmark evaluators
- Configurable and graphical reporting
- Role-based alerts to streamline evaluation workflows
- Advanced search capabilities that let you locate recorded calls quickly and easily
- The ability to export recorded files in .wav or Windows media formats
- Ease of implementation and use
- Payment Card Industry (PCI) data security compliance
- A system monitoring and notification utility that can alert through email or existing Simple Network Management Protocol (SNMP)-based network monitoring solutions; it can also match recording events to Call Detail Records (CDRs)
- A real-time recording status application that provides peace of mind that lines are recording
- Multiple recording storage locations that help ensure reliability if a server failover occurs
- Screen recording by workflow and automated screen-only recording
- Recording service redundancy and load balancing to support fault tolerance
- Hyperlink access to recordings, which allows access to the recordings right from the Customer Relationship Management (CRM) database for playback and review

Webex Workforce Optimization call recording and quality management includes:

- Enhanced user experience for agent, supervisor, and evaluator roles
- A speech energy bar, including a timeline, visual comments, and metadata tagging, which speeds the quality analysis process and provides additional context to evaluations
- Speech energy data for talk-over and silence, which allows evaluators to quickly flag potential customer service concerns
- Agent self-evaluation options
- Agent hot desking or hoteling and extension mobility for non-agents, which frees a user from having to work at a particular location or on a particular device
- For all call recording types, transactions of interest are selected and processed if they meet established business criteria:
- Supervisors review and score the transactions against critical performance metrics, creating initiatives for quality improvements and training.
- Individual and team performance reports show trends that promote initiatives for quality improvement and training at the team and agent levels
- Real calls can be used to create best-practice training modules for an existing agent coaching system. Together with Webex Workforce Optimization workforce management, the call recording and quality management software streamlines the quality management process to help ensure that standards are being met and that training and improvements are implemented when required

12.3 Workforce Management

A modern workforce management solution should do more than just digitize scheduling. It should help your people work smarter. It should help you make your people better. Cisco Webex Workforce Optimization workforce management gives you the toolset to get the very best from your people. Free managers from tedious scheduling so they can focus on strategic improvements and engage with real-time feedback and gamification.

When the average contact center spends 65 percent of its budget on human capital resources, balanced staffing can significantly influence customer service, customer satisfaction, efficiency, and costs. Yet workforce management can be complex for many contact centers—particularly smaller centers that cannot afford high-end packaged solutions. Workforce management offers simple integration: it is easy to learn and simple for managers and supervisors to use



Key features of the workforce management application include:

- Forecasting and scheduling
- Real-time adherence management
- Agent access to schedules and shift trades
- Multi-skill agent queuing
- Alerts and notifications
- Automated request approvals
- An agent schedule view for supervisors, which provides agent and team schedules, adherence, and a coverage view on a single, unified screen
- Drag-and-drop schedule editing, which allows supervisors to make quick and easy scheduling changes, preview the effect on performance, and put the changes into production
- Intraday dynamic scheduling and dynamic availability to improve agent scheduling
- Project scheduling
- Shrinkage planning and intraday adjustment capabilities to match agent schedules to service-level goals
- User interface that is 100-percent web browser-based
- Role-based user dashboards, including widgets for supervisors to view the schedule, and adherence tracking for a named agent or group of agents or the goal and actual service level for selected service queues
- Ability to hyperlink to third-party applications (to support integration for training and e-learning, for example)
- Ability to delineate between non-interactive and interactive contact options for multichannel forecasting

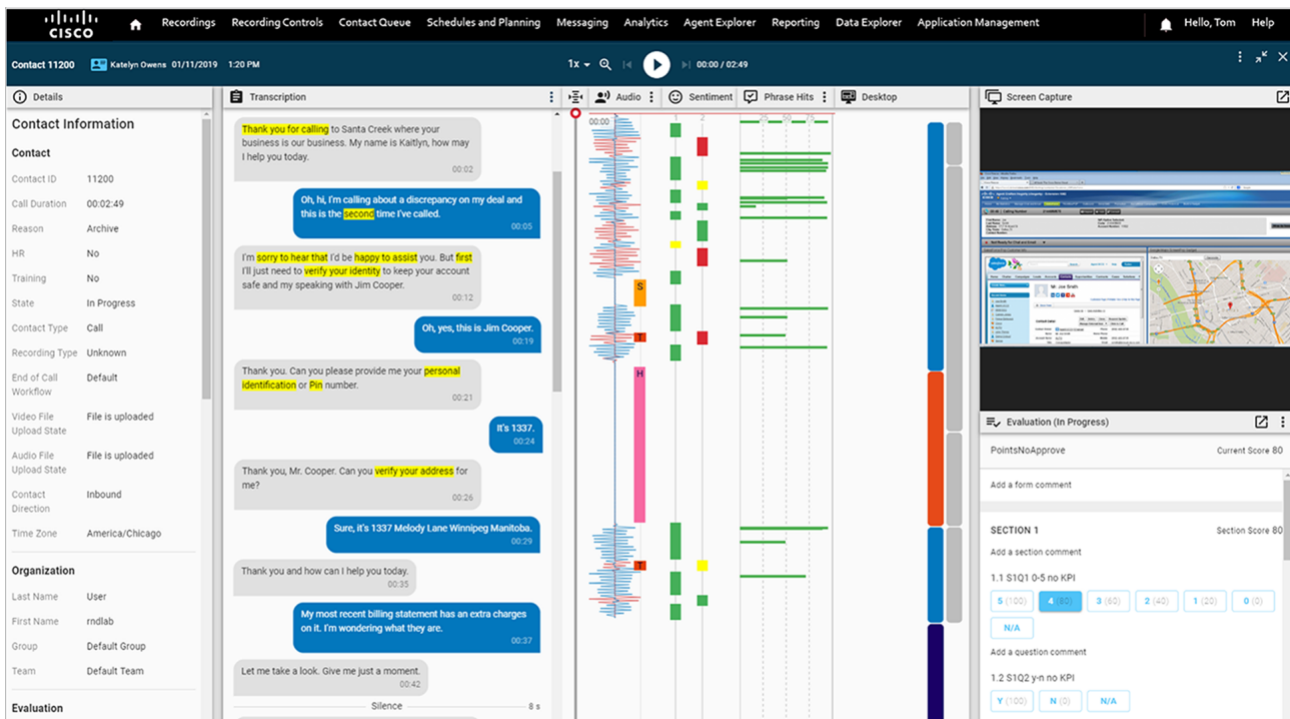
- iCalendar feed, which allows agents to subscribe and publish the workforce management schedule to a calendar of choice
- Updated user interface for shrinkage, adherence state mapping, and service queue group pages
- Audit trails and reports
- The workforce management application of Webex Workforce Optimization is an excellent solution for next-generation contact centers to:
- Accurately forecast contact volume and distribution based upon historical trends
- Schedule contact center personnel to meet target service levels based upon customized work-shift policies
- Manage contact service levels through intraday dashboards and real-time adherence views
- Apply unique business rules by channel type for multichannel contact center support

12.4 Analytics

Cisco Webex Workforce Optimization analytics helps organizations gain data-driven insights to improve the customer experience and to drive revenue with every customer interaction.

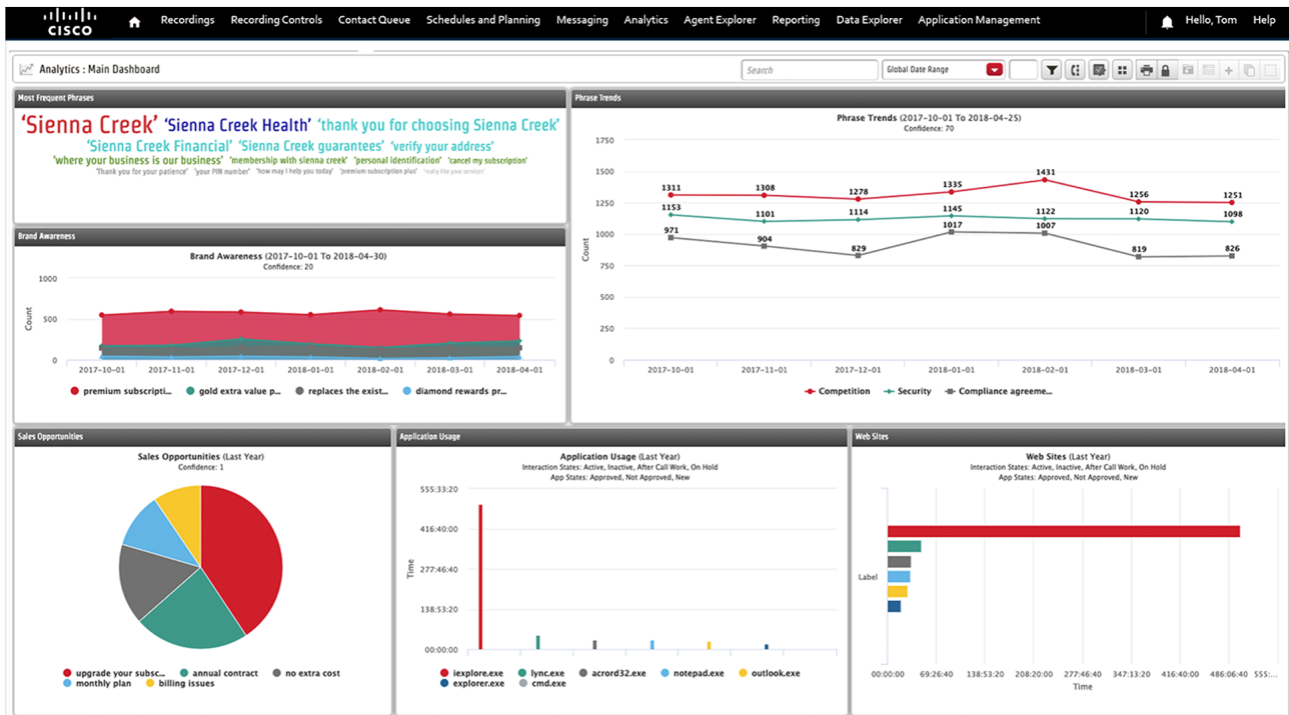
Companies can analyze interactions and make valuable discoveries about your customers, employees, and business. With sophisticated speech, desktop and text analytics, organizations can unlock a gold mine of intelligence buried in the contact center.

Empower contact center managers to transform every customer interaction into usable data. Then, distill that data into key trends and extract insights to drive profitable change across the business. The figures below are screenshots of some of the analytics included with Webex Workforce Optimization.



The screenshot displays the Cisco Webex Workforce Optimization interface for a specific contact. The top navigation bar includes options like Recordings, Recording Controls, Contact Queue, Schedules and Planning, Messaging, Analytics, Agent Explorer, Reporting, Data Explorer, and Application Management. The main interface is divided into several sections:

- Contact Information:** Details for Contact ID 11200, Call Duration 00:02:49, Reason Archive, HR No, Training No, State In Progress, Contact Type Call, Recording Type Unknown, End of Call Workflow Default, Video File Upload State File is uploaded, Audio File Upload State File is uploaded, Contact Direction Inbound, Time Zone America/Chicago.
- Organization:** Last Name User, First Name rndlab, Group Default Group, Team Default Team.
- Transcription:** A central pane showing the call transcript with timestamps and highlighted phrases. Sentiment analysis is overlaid on the transcript, showing various colored bars (green, red, blue, yellow) representing different sentiment levels.
- Screen Capture:** A pane on the right showing a screenshot of the agent's desktop, including a map and various application windows.
- Evaluation (In Progress):** A section on the right showing evaluation metrics. It includes a 'PointsNoApprove' section with a 'Current Score 80' and an 'Add a form comment' field. Below this is 'SECTION 1' with a 'Section Score 80'. It lists two sections: '1.1 S1Q1 0-5 no KPI' and '1.2 S1Q2 yn no KPI', each with a score of 100 and a 'N/A' option.



With Cisco Webex Workforce Optimization analytics, organizations will be able to recognize the insights that can help you increase revenue, optimize efficiency, improve customer satisfaction, and validate compliance activity in your contact centers. Create non-siloed, holistic reporting that aligns with unique business goals. Then, easily share this information in simple-to-understand dashboards, graphs, charts and highly customizable reports across the enterprise.

Key features of the analytics application include:

- Speech analytics (phonetics)
- Speech-to-text transcribed audio to full-text transcripts
- Text analytics for channels, including email, chat, text, social media, and surveys
- Desktop analytics to track desktop activity, facilitate compliance, and create automated workflows with activity triggers
- Sentiment analysis, which translates all call interactions into a score of positive, neutral, or negative automatically
- Powerful, easy-to-use dashboards with drill-down capabilities
- Predictive quality evaluation scores
- Predictive Net Promoter Scores (NPS) using NPS survey data and speech data to automatically evaluate 100 percent of your customer interactions
- Language packs to help you understand customers, regardless of linguistics
- Agent smart benchmarking
- Advanced speech search
- Out-of-the-box and easy-to-use features
- Dynamic reporting options with rich data visualizations like phrase clouds and interactive charts
- Advanced customization dashboard capabilities
- Widget-based dashboards and intuitive interface

12.5 Outbound Campaign Management

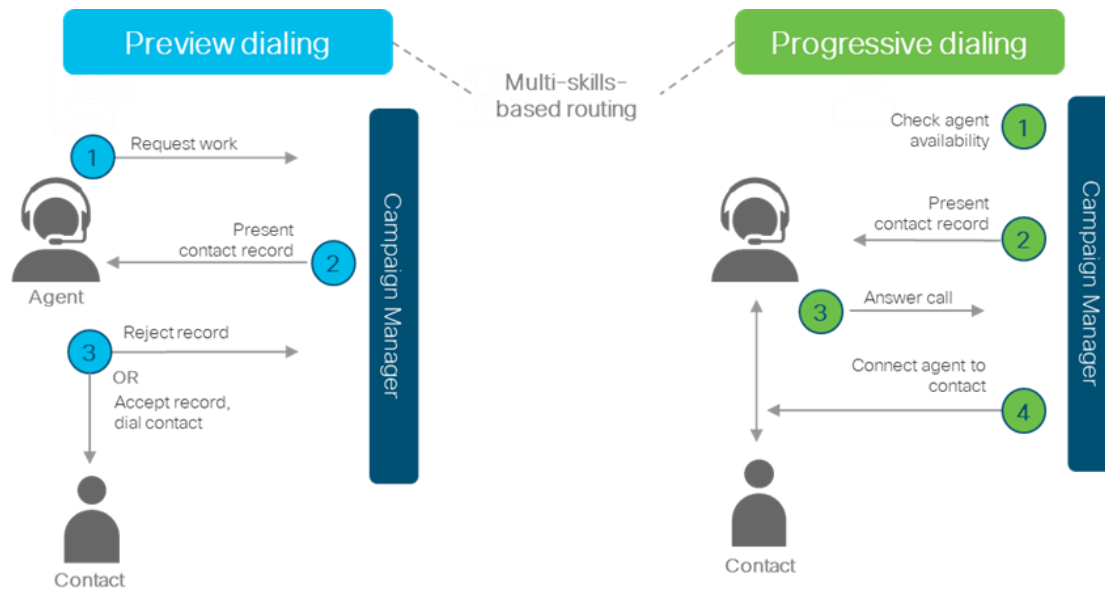
The Cisco Webex Contact Center Outbound Campaigns suite improves agent productivity and the overall business performance of a contact center by letting agents spend more time talking to customers and less time trying to reach them. It provides powerful yet flexible contact list and campaign management capabilities. This allows contact center managers to focus on their customer engagement strategy instead of spending time maintaining lists. The following figure shows the various aspects of outbound campaigns.



Outbound campaigns provide flexible options to upload outbound calling lists into the Campaign Manager. This can be done by uploading flat files or integrating with customer databases or third-party data sources. These imported outbound lists can then be segmented using business rules driven filters to be consumed by various outbound campaigns. Administrators can make real-time adjustments to the lists based on campaign performance or a shift in business strategy. At the contact level, businesses can prioritize the sequence of phone numbers to be dialed for a contact based on their individual preference. Key features include:

- **Campaign Runtime Strategies**—Webex Contact Center Campaign Manager supports different management strategies for your customers' outbound campaigns including:
 - Dialling rules
 - Schedule based campaign runtime automation
 - Ability to switch across contact points based on outcome
 - Contact specific retry strategy
- **Telephony Dialling Modes**—Webex Contact Center Outbound Campaigns supports preview and progressive dialling modes.
- **Preview dialler**—at the end of a call agents see the next call in the list. They review the contact record and decide when to make the call or skip to the next name on the list. This is ideal for sales where the agent needs to conduct research between calls to increase the chance of a successful sale.
- **Progressive dialler**—automatically dials the next number on the list. This removes the wait time between calls and can significantly improve agent productivity. This works best when sales calls are similar in nature and agents don't need time to research between calls.

The following figure shows the contrasts between preview and progressive dialling.



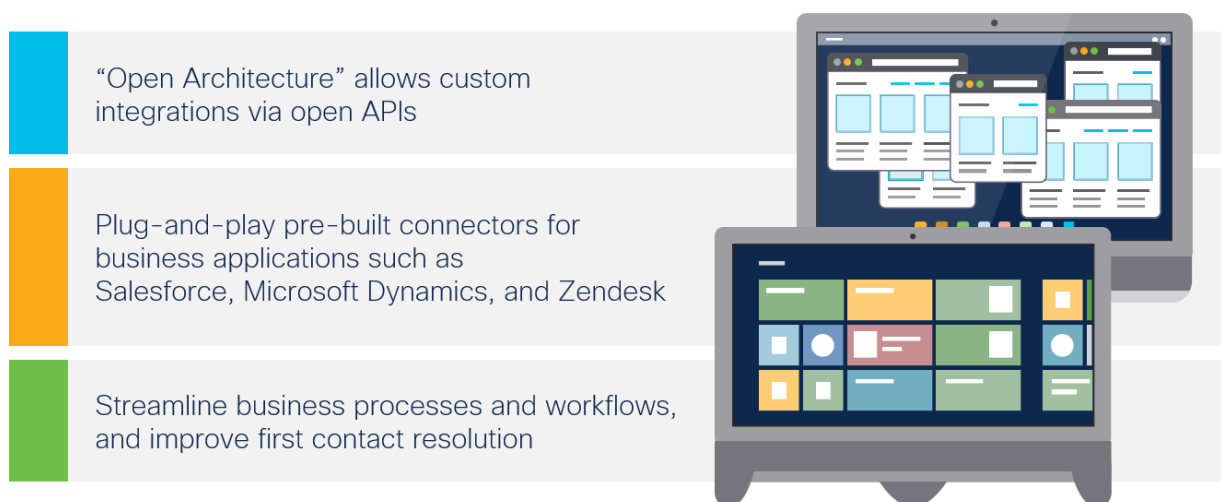
- **Compliance tools**—The Webex Contact Center Outbound Campaign suite provides tools to help the outbound campaign stay compliant with industry regulations. For the United States, it has superior Telephone Consumer Protection Act (TCPA) compliance tools, which include checking do-not-call lists at federal, enterprise, and/or campaign level and manual dial-out options to contacts who have not provided Prior Express Written Consent (PEWC). It also maintains compliance with state laws around calling, such as time-zone specific calling windows. In the United Kingdom, the compliance tool helps with adherence to the UK’s communications regulator Ofcom’s outbound calling rules. The tools allow administrators to set communication thresholds and retry strategies for each contact number.
- **Outbound Reports**—Webex Contact Center Outbound Campaign suite includes real-time and historical reports, allowing you to review the status of your campaign as it occurs, and look back to see what worked and what didn’t across past campaigns.
- Real-time reports include:
 - Contact vs. agent availability
 - Contact status
 - Contact success ratio by campaign
 - Campaign target achieved
 - Calls dialled for the week by mode
- Historical reports include:
 - Campaign Summary
 - DNC blocked
 - Contact Attempt
 - Abandon Percentage
 - Callback
 - Agent Attempt
 - Disposition by Campaign all with user-specified filters
- Key features of **outbound reports** include:
 - Automatic campaign runtime configuration based on date range and specific days
 - Contact data uploads via seamless DB integrations or via flat files
 - Partial update of date for timely data refreshment
 - Contact selection algorithm configurable by market strategy
 - Contact selection filters driven by business outcomes
 - Share contact lists across multiple campaigns
 - Configure multiple business outcomes per campaign

- Campaign chaining – option to copy and move campaigns
- Configure dial plans and recalls for each business outcome to maintain contact life cycle
- Compliance filtering for Do-Not-Call (DNC) lists at federal, global and campaign level
- Scrub contact lists against DNC lists
- Contact list segmentation by time zone
- Adherence to state specific and global calling times, rules and regulations
- Multiple calling numbers per contact in a single campaign
- Configure global retries across all numbers provided for a contact in a single campaign

12.6 CRM Integrations

Cisco offers pre-built connectors to integrate to several CRM vendors. As part of the productized integration and to increase the efficiency of each agent interaction, data about the customer and the context of the call is delivered to the agent in an automatic screen pop. Webex Contact Center also logs the interaction within the CRM application to capture the inbound call. The integration enables click-to-dial from within the CRM applications, where the agent can click on a phone number to dial out to the customer. The out-dialed call is automatically logged against the record whose number has been dialed out.

Additionally, Cisco provides APIs to integrate Webex Contact Center to other CRM applications for which productized connectors are not pre-built. Using these APIs, Webex Contact Center has been able to successfully integrate with other CRMs including Oracle, SugarCRM, and NetSuite.



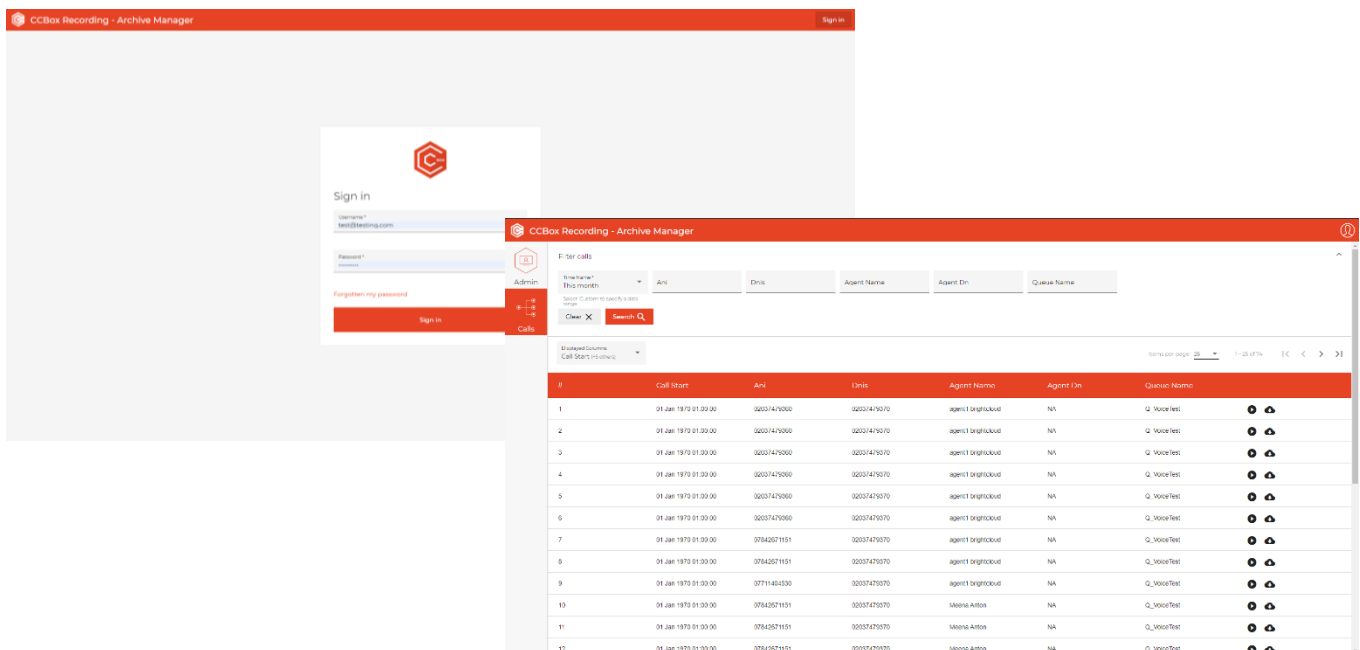
13. Webex Contact Center: CCBox Options

13.1 CCBox Recording Archive Manager

Long term call recording and archiving will be provided by the CCBox Call Recorder Archive Manager. This solution allows for all contact centre calls recording within WxCC to be downloaded from the platform and securely archived for a period of the customer choosing. Customers are able to access the Archive Manager via the web interface, to enable the search, retrieval, and download of calls.

Archive Manager Features Include:

- Unlimited Cloud Based Storage and Data Access at a Fixed Monthly Charge
- Search / Filter Based On:
 - Date and Time
 - ANI / CLI
 - DNIS
 - Agent Name
 - Agent DN
 - Queue Name
- Audit Trail
 - Login Time
 - Search Terms
 - User Playback – User, Call, Date, Time



ID	Call Start	ANI	DNIS	Agent Name	Agent DN	Queue Name
1	01 Jan 1970 01:00:00	02027476000	02027476070	agent1 brightcloud	NA	Q_VoiceTest
2	01 Jan 1970 01:00:00	02027476000	02027476070	agent1 brightcloud	NA	Q_VoiceTest
3	01 Jan 1970 01:00:00	02027476000	02027476070	agent1 brightcloud	NA	Q_VoiceTest
4	01 Jan 1970 01:00:00	02027476000	02027476070	agent1 brightcloud	NA	Q_VoiceTest
5	01 Jan 1970 01:00:00	02027476000	02027476070	agent1 brightcloud	NA	Q_VoiceTest
6	01 Jan 1970 01:00:00	02027476000	02027476070	agent1 brightcloud	NA	Q_VoiceTest
7	01 Jan 1970 01:00:00	07843671151	02027476070	agent1 brightcloud	NA	Q_VoiceTest
8	01 Jan 1970 01:00:00	07843671151	02027476070	agent1 brightcloud	NA	Q_VoiceTest
9	01 Jan 1970 01:00:00	07711464530	02027476070	agent1 brightcloud	NA	Q_VoiceTest
10	01 Jan 1970 01:00:00	07843671151	02027476070	Melena Anton	NA	Q_VoiceTest
11	01 Jan 1970 01:00:00	07843671151	02027476070	Melena Anton	NA	Q_VoiceTest
12	01 Jan 1970 01:00:00	07843671151	02027476070	Melena Anton	NA	Q_VoiceTest

13.2 CCBox Wallboard

In order to provide wallboard functionality for WxCC, BrightCloud Group provide the CCBox Wallboard. CCBox Wallboard is a powerful visual reporting solution for WxCC that empowers agents by keeping them informed of performance levels. The wallboard can display information on a number of devices including large LCD Monitors, tablets and smartphones and next generation Digital TV's. Users log into the Wallboard portal via an internet browser to enable to configuration and viewing of Wallboard data.

CCBox Wallboard is designed to allow users to easily customize the “look and feel” of the wallboard without having to constantly pay for expensive professional services charges. These changes are undertaken using the drag and drop design palette such that it is very easy to change the wallboard templates to match organisational requirements. The web based design of the wallboard ensures that it is extremely easy to deploy, configure and manage with minimal training.

Wallboard Features Include:

- Drag and Drop UI
- Colour Scheme Management
- Threshold Management
- Configurable Widgets Supporting:
 - Text
 - Number
 - Time
 - Gauge
 - List

The standard wallboard has the following fields available to display:

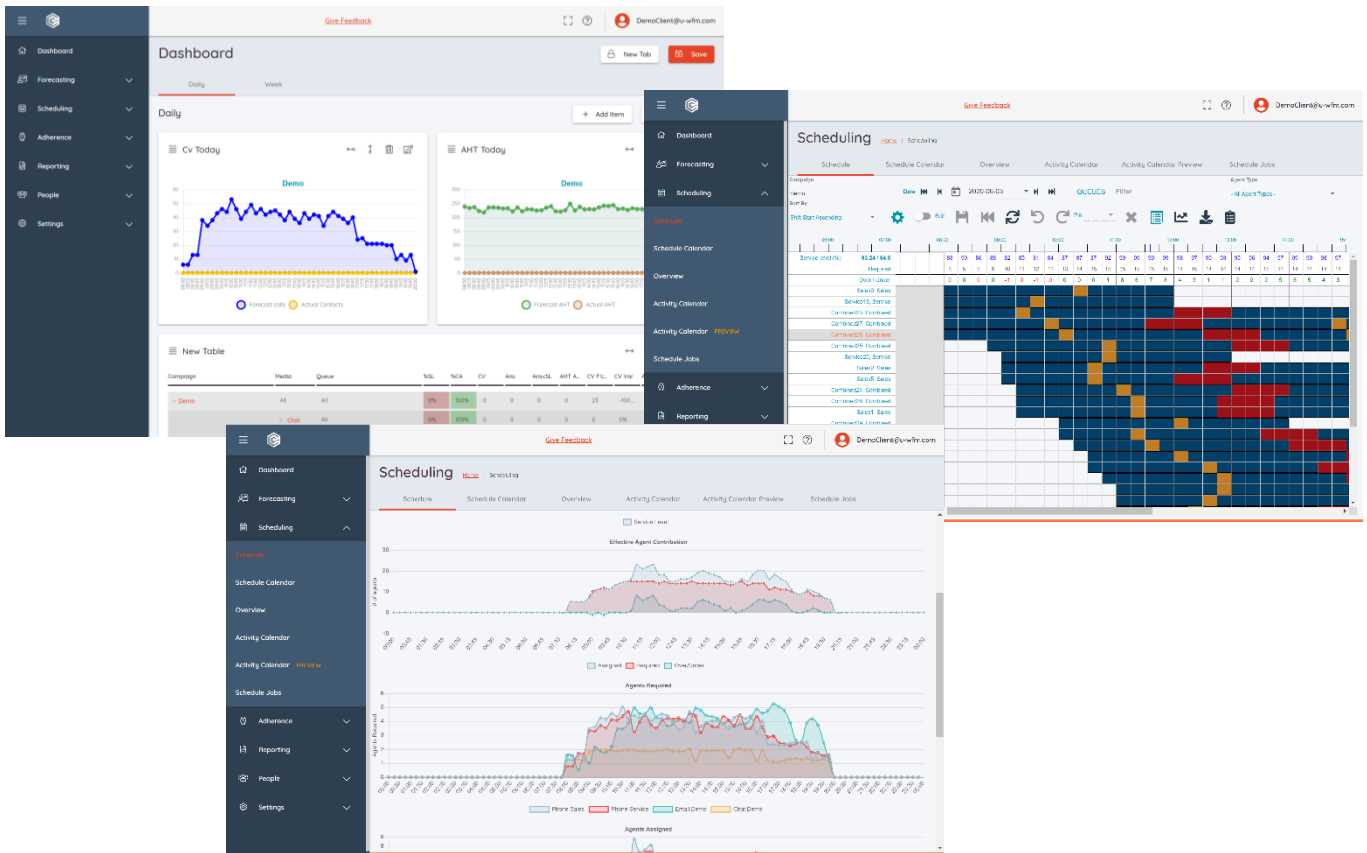
Per Queue Call Statistics:

- Call Statistics
 - # in queue
 - Longest in queue time
 - SLA %
 - # calls offered
 - # calls answered
 - # calls abandoned
- Agent Statistics
 - # agents logged in
 - # agents ready
 - # agents not ready
 - # agents talking inbound
 - # agents talking internal
 - # agents talking outbound
 - # agents in wrap (ready)
 - # agents in wrap (not ready)
 - Agent List showing current status (Team)



13.3 CCBox Workforce Management (WFM)

In order to provide Workforce Manager (WFM) functionality to WxCC, BrightCloud Group provide CCBox WFM. CCBox WFM provides an easy-to-use, cloud-based platform which can deliver forecasting and scheduling for the entire contact centre workforce.



Forecasting

Forecasting in contact centres can be a long and challenging task when working solely with Excel spreadsheets, especially in today's multi-skill, omnichannel world. CCBox WFM's intuitive solution design makes this process straightforward for both first time analysts and established resource professionals.

The multi-skill, multi-media forecasting tool will help you handle typical contact centre related challenges such as public holidays, seasonality and non-typical peaks and troughs. All forecasts can be edited through interactive graphs including wholesale adjustments in response to particularly busy or quiet periods.

By using historical information easily uploaded from WxCC, forecasting trends in arrival patterns is easy. Create forecasts for up to 10 weeks at a time. All forecasts can be exported directly to MS Excel allowing custom reports to be made with ease.

- Visualise customer trends
- Drag and drop smoothing
- Mass adjustments
- Combine forecast of individual queues
- Forecasts can be exported directly to Excel allowing easy custom-made reports

Schedule

The CCBox WFM Scheduler provides instant optimised schedules, and allows users to make real-time changes, so the contact centre can boost service levels to cope with sudden changes in available employees. The CCBox WFM Scheduler is a multi-skill, multi-media scheduling system which gives users full control of contact centre schedules and shift management. It includes rotational shifts along with outstanding agent optimisation as standard. Schedulers can drag and drop any part of an agent's shift or add activities at any time. As all activities can be locked or unlocked, schedulers can re-schedule around added activities meaning the schedule remains optimal. Setting up working rules for agents is easy and shown graphically and removes any frustrating guesswork in the shift building process.

Real Time

COMMERCIAL IN CONFIDENCE

CCBox WFM features a powerful Real-Time Adherence module for monitoring individual agent performance.

Each agent's real-time status is graphically displayed, showing what the agent is doing versus what they should be doing, and highlighting any differences. Supervisors can easily see at a glance how their team are performing and immediately identify good and poor agent behaviour. This allows any needed action to be taken real-time and ensures customer service levels continue to be met.

Supervisors also have the flexibility to authorise 'Out of Adherence' instances where appropriate and thereby avoid penalising agents unnecessarily and/or skewing performance data. A percentage score is given which enables supervisors to compare team members' performance.

Time Off Management

CCBox WFM has a comprehensive time-off management system that simply requires a few clicks to authorise or decline requests. There is also an option to auto-approve or auto-decline time-off requests based on user-specified criteria. Time-off allowances can be readily imported from Excel and agents are allowed to request holidays or shift swaps



13.4 CCBox Knowledge

CCBox Knowledge offers a cloud-based intelligent knowledge base platform that can handle customers questions with ease and enables users to:

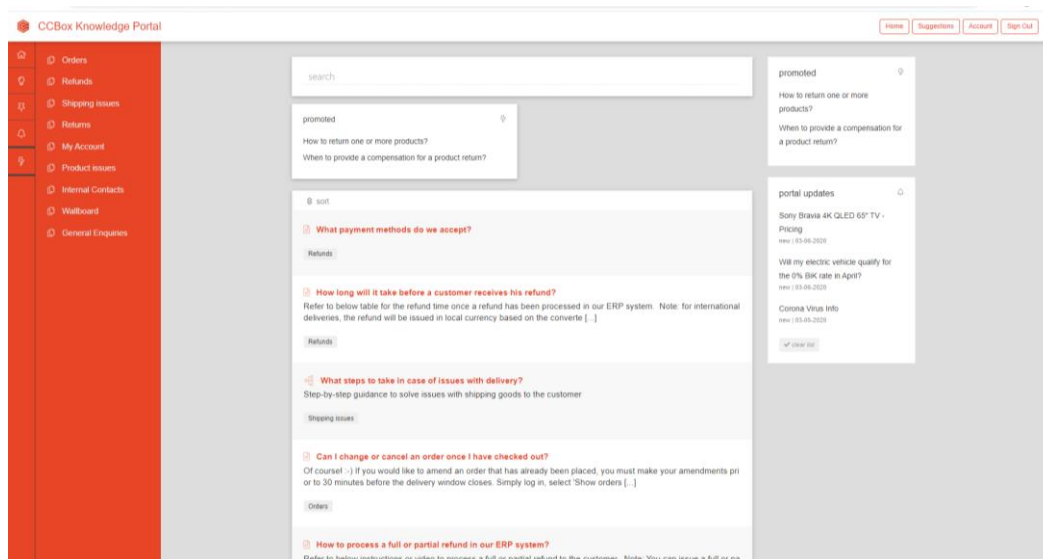
- Provide superior service to customers

- Save time and improve efficiency of agents
- Deliver seamless and integrated FAQs, available to agents, virtual agents, and web self-service.
- Smart search for most relevant articles
- Have articles presented in the appropriate format of the customer channel
- Highlight new, changed and favourite articles
- Provide workflows, step by step instructions, navigation trees and pictorial aids
- Feedback, score and rate articles to ensure consistently updated, superior data

CCBox Knowledge allows you to tap into the Frequently Asked Questions customers have and automate the delivery of clear consistent responses for improved customer satisfaction. Good, and especially correct knowledge is increasingly important in a knowledge-intensive economy. Customers expect clear consistent and quick answers to specific questions when they are making decisions, or requiring support. Moreover, they expect to get the same answer no matter what channel they used to ask the question. Often the knowledge in the organization is fragmented and customer service agents are spending a lot of time looking for the right answers, CCBox Knowledge resolves this issue.

Web self-service based on user needs: static web pages with frequently asked questions, dynamically served database-driven answers, or a modern dynamic and personalized online Help Center. All questions and answers are stored online in the CCBox Knowledge platform that is integrated onto a website with two lines of code. Give online visitors the right information and guidance directly. Give internal customer service teams a secure internal knowledge base, seamlessly linked to existing CRM systems. Features include:

- Questions and answers based on specific customer profiles.
- Ideas for continuous improvement through direct feedback from visitors or from feedback received by agents.
- Clear and quick decision tree logic so your visitor gets the right answer the first time.
- User-friendly system: no cumbersome actions or complicated screens; everything is deployed on one screen.
- Help with KN design: From simple FAQs to sample knowledge bases for retail, telecom, government, banks to help jumpstart your project.
- Integration with chat, email and CRM systems: so that your customers have access to their knowledge base within this software.



13.5 CCBox Quality Management Bundle and Basic Speech Analytics

CCBox Call Recording is a recording solution for contact centres and unified communications environments. The application offers numerous features including an intuitive web-based interface, advanced record organization, storage and archiving, sophisticated access control and record manipulation, comprehensive recording, and on-demand access to all recordings.

CCBox Quality Management Bundle is designed to enable users to monitor and manage agent behaviour when working with customers. Quality Management provides a media player, questionnaire manager, review manager, and review scheduler. These allow supervisors to score and improve agent performance and omnichannel customer experiences. Calibrations, self-reviews, and shared agent performance reviews are included.

- Automate your quality assurance process by scheduling work for team leaders to evaluate a given number of interactions based on specific criteria, including business data.
- Accurately measure agent performance based on standardized, predefined scorecards, which are distributed to your team leaders. Set deadlines and check progress.
- Determine strong and weak performers. Compare skills, agent or groups. Use trend reports and graphs to identify individual agent and team progress improvements.

The following elements are included in the quality management bundle:

Performance Analytics	<ol style="list-style-type: none"> 1. Reporting interface for designing new reports & dashboards or presenting complex data 2. Cloud-based application that links directly with ZOOM portfolio 3. Business Intelligence tool to enhance reporting capabilities 	<ol style="list-style-type: none"> 1. Customizable Data Model Reports & Dashboards 2. Extract data from all sources, keeping everything up to date so you can explore greater efficiencies and insights 3. Schedule daily e-mail business reports and automate what you now have to do manually 4. Visualize data, track trends, and isolate problem areas with a comprehensive set of web dashboards & reports.
Quality Management	<ol style="list-style-type: none"> 1. Role management - a set of user groups equipped with all necessary system permissions & rights according to typical user roles within a Contact Centre 2. User and Group management enables enterprises to strictly define access rights and action permissions in QM bundle for every single user. 3. Easy and intuitive creation of evaluation forms and criteria 	<ol style="list-style-type: none"> 1. Improve QA productivity by automating scheduled work & mass evaluating interactions based on specific criteria 2. Compare skills, agents or groups using trend reports & graphs to identify individual agent & team efficiency 3. Measure performance with standardized, predefined QA reports & confidently check progress
Screen Capture	<ol style="list-style-type: none"> 1. Record an employee's actions taken on screen in addition to the call 2. Screen capture are synchronized at playback so that evaluators can simultaneously see and hear what was happening. 	<ol style="list-style-type: none"> 1. Provides powerful insight into agent performance, highlights opportunities for improvement within systems while supporting improvements in customer service. 2. Identifying business process errors, as well as inappropriate or unproductive activities
E-learning	<ol style="list-style-type: none"> 1. Create training content using an existing knowledge base or any digital content that can be referenced by a unique link 2. Agents always complete a custom quiz after training in order to measure knowledge acquisition. 3. E-learning package can be delivered to remote & home based agents 	<ol style="list-style-type: none"> 1. Improve staff skills & product knowledge 2. Lower attrition rate (Agent Churn) 3. Measure training effectiveness on future calls
Base Speech Analytics	<ol style="list-style-type: none"> 1. Phrase spotting – the system can categorize calls based on the presence or absence of key phrases detected in the call recording 2. Integration with QM to select calls for analysis 3. Analyse customer patterns in phone calls based on Phonetic search technology 	<ol style="list-style-type: none"> 1. Topic identification 2. Drill down, listen to calls & gather an overview from detailed reporting 3. Harness crucial information out of unstructured data

- Dashboard
- Conversations
- Reviews
- Questionnaires
- Customer Surveys
- Training
- Speech Tags
- Reports
- Data Export
- Administration
- Elevo WFM
- About
- User Profile (ccmanager)
- Log Out

30.1k Results

Started	From	To	Other participants	Duration	Tags	Reviews	Speech tags
31 Dec 2018 9:08 AM	744125199	John Smith		2 min, 17 sec			
30 Dec 2018 9:33 AM	dmesera@froom.co.uk	hotline@gspech.com, Joh...					
30 Dec 2018 8:14 AM	781832112	John Smith		1 min, 17 sec			
30 Dec 2018 8:10 AM	781844499	John Smith		2 min, 17 sec			
30 Dec 2018 8:09 AM	781845988	John Smith		2 min, 17 sec			
27 Dec 2018 9:54 PM	737239880	Brent Forst		38 sec		100%	
27 Dec 2018 9:42 PM	737239880	Brent Forst		15 sec			
27 Dec 2018 10:37 AM	stfwp@hotmail.com	support@gspech.com	Brent Forst				

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Review Form 22353

Questionnaire: Application usage (1/0) From: 60422484 Agent: John Smith Review Period: From 12/20/18 To: 12/21/18

Direction: Inbound To: 5520 Duration: 00:01:32 Start: 12/20/18, 4:48 PM

Conversation: [input type="text"] Ticket Number: [input type="text"] Open Category: [input type="text"]

00:00

Question	Answer
Start call, 30.0 % (1 Items)	
Opening script followed? (100.0 %)	Completely (100.0 %)
Application usage, 40.0 % (2 Items)	
Renewed applications only used? (60.0 %)	Some of the time (30.0 %)
Applications used confidently and accurately? (40.0 %)	Yes - all the time (100.0 %)
Some of the time (30.0 %)	Not at all (Failure) (0.0 %)
End call, 30.0 % (1 Items)	
Customer thanked for calling? (100.0 %)	Customer hung up (0%)

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Grading Form (22354)

Speech Tag	Phrases	State	Visible For
AHT	how do i pay this? what do you need fr...	Ready for Search	All Teams
AHT - German	ein moment	Ready for Search	All Teams
AHT Product Knowledge	Let me restate the issue. See if I unders...	Ready for Search	All Teams
Bad Service	you do not listen, -sky is blue...	Ready for Search	All Teams
Centrum Medyczne	Airport Tower	Ready for Search	All Teams
Competitors names	Maris & Spencer, Tesco	Ready for Search	All Teams
Compliance	Recorded for training and monitoring...	Ready for Search	All Teams
Contract and Collection	I am very happy, Contract for the intern...	Ready for Search	All Teams
Customer Churn	The problem, Customer retention team...	Ready for Search	All Teams
Customer Dissatisfaction	I'm not happy. Not the first time this ha...	Ready for Search	All Teams
Customer Handling	Let me have a look, Where do I find...	Ready for Search	All Teams
Customer Handling - German	Vielen Dank, Guten Tag	Ready for Search	All Teams
Customer inquiry - German	Warum das p	Ready for Search	All Teams
Customer Interest	do you provide?, what other activities y...	Ready for Search	All Teams
Customer Service Check	I understand your problem, transfer yo...	Ready for Search	All Teams
Document check - German	Personal Autoteil, Deutsche Reisepass	Ready for Search	All Teams
Durchschnitt der Abfertigung - German	Ich verstehe nicht, wo finde ich...	Ready for Search	All Teams
Erste Anruf Lösung - German	Ich habe gestern gerufen, Ich habe letz...	Ready for Search	All Teams
FCO Drivers			
FCO - German			
Following script			
Forbidden phrases			
Highly positive			

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- Log Out

Compare Teams

Group A | Application handling | Target score (0-100) | Calculate report

1 | 3 | 6 | 12 | All time | Custom date range | Drill up

100%
70%
60%
45%
30%
15%
0%

Sep 30, 2018 | Oct 7, 2018 | Oct 14, 2018 | Oct 21, 2018 | Oct 28, 2018 | Nov 4, 2018 | Nov 11, 2018 | Nov 18, 2018 | Nov 25, 2018 | Dec 2, 2018 | Dec 9, 2018 | Dec 16, 2018 | Dec 23, 2018 | Dec 30, 2018

Sunday, September 30, 2018 11:00 PM | Sunday, December 30, 2018 11:00 PM

Call Center Average
Team Average Score
Adam Jones
Brent Forst
Elorence L. Lew
Holly Star
Jack Steady
Jale Smith
July Khury
Michael Seaberg
Sanna Oorgan

14. Subscription Model

14.1 Webex Contact Center Subscriptions

Cisco Webex Contact Center is a cloud deployment option that allows the customer to consume contact centre services hosted on Cisco's cloud.

The Cisco Webex Contact Center is a subscription that gives access to Cisco's contact centre services hosted on Cisco's cloud. One agreement covers features, services, and technical support.

Customers can choose the buying model and agent types that best fit their needs. Buying models include Concurrent Agent and Named Agent. Only one buying model can be chosen per subscription. For contact centre agent subscriptions, both concurrent, and named subscriptions are available; however, for all other aspects of the solution, named agent only is required, e.g. in the example of WFM, where every agent requires scheduling, all agents require a subscription.

- Concurrent: Counts by the quantity of simultaneously logged in users for the solution in a given month
- Named: Counted on the number of unique users who log into the solution in a given month

Types include Standard and Premium. Standard provides essential contact centre functionality and Premium includes the same plus omnichannel, supervisor, and administrative capabilities.

Subscriptions are split into 'committed' subscriptions, and 'overage' subscriptions.

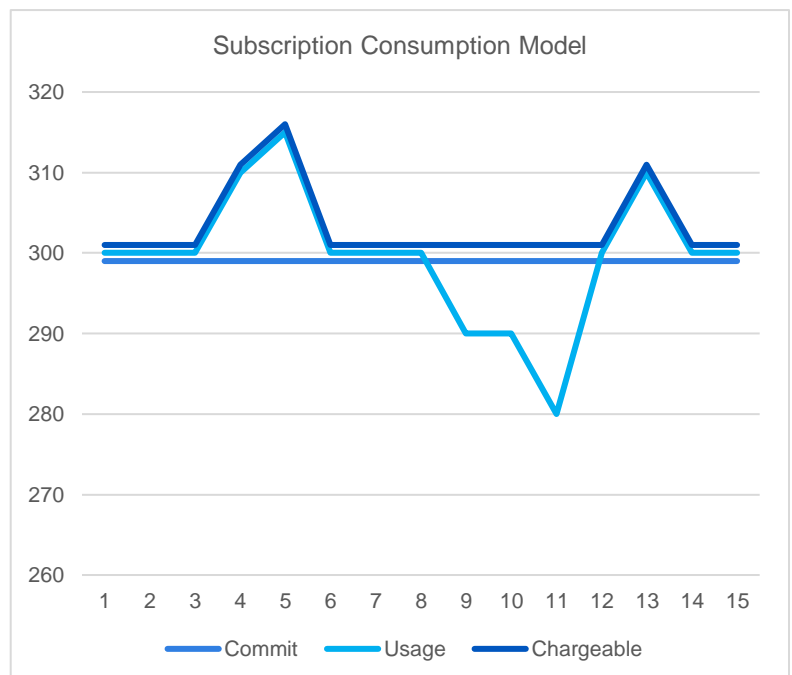
- Committed: The committed number is the number that is charged on a monthly basis and reflects the minimum number of subscriptions that will be charged to the customer in any given month regardless of usage.
- Overage: The customer may 'burst' above the committed number of subscriptions and will be charged per additional subscription used for the month (regardless of time in use). This is known as 'overage' and is charged at approximately 1.5x - 2x the standard monthly charge dependent on the product.

The minimum term for a committed subscription value is 12 months. Commit charges are levied quarterly in advance, with overage charged monthly in arrears. The commit value may be altered annually as required by the customer. Users may procure additional committed subscriptions at any time during the contract, with a minimum term of 12 months from the procurement.

14.2 Subscription Consumption Example

An example of the standard agent consumption model is outlined below:

Commit	Usage	Chargeable	Overage
300	300	300	0
300	300	300	0
300	300	300	0
300	310	310	10
300	315	315	15
300	300	300	0
300	300	300	0
300	300	300	0
300	290	300	0
300	290	300	0
300	280	300	0
300	300	300	0
300	310	310	10
300	300	300	0
300	300	300	0



Overage pricing presented above:

- Applies when the total number of agents used in a given month exceeds the quantity of committed Webex Contact Center agents on the subscription.
- Calculated monthly and paid in arrears the following month.
- May be discounted at a different percentage than committed and purchased agents.
- Customer is charged the full committed amount when monthly usage is below the quantity of committed agents.

14.3 Important Consumption Notes

- Subscriptions are counted against the committed value / overage at the point of log in, where the log in lasts longer than 1 minute in any given month
- A supervisor, or omni channel user requires to be allocated a premium subscription
- A premium subscription with supervisor capabilities can also be used as an omnichannel agent by the supervisor, counting as one log in
- Where an administration only function is required, a premium subscription is provisioned but never counted against the committed number, providing the administrator does not have access to supervisor modules as part of their log in profile
- A premium subscription with administrator capabilities can also be a supervisor and omnichannel agent, counting as one log in, if their profile is configured in this way.
- Subscriptions are counted via reconciliation from the solution Analyser Agent log in data by the Cisco billing mechanism
- Cisco will provide stock reports in the solution analyser to review last 90 days subscription consumption.
- A minimum of 30 contact centre agents are required for any subscription (lower values considered via exception)
- Each agent subscription includes 1.5x channels to support calls in progress at agents, and calls queuing at the IVR. E.g. 100 agent subscriptions will have 150 channels associated for cumulative calls in progress at agents, and IVR.
- Every Webex Calling License includes 1:2 ratio of CUBE licenses to active calls in progress. Therefore, in Webex Calling / Webex Contact Center environments, a 2:1 ratio of all Webex Calling users to Webex Contact Center users will be required to ensure fully licensed capacity. On occasions where this is not the case, additional CUBE licenses are required per contact centre user. Note; It is assumed that in the instance that partners supply Webex Calling, that licenses are applied across the holistic solution to include any Webex Contact Center users applied by BrightCloud.
- Webex Calling (not Contact Center or Meetings) includes 20% subscription flex within the committed users without incurring overage.

14.4 Resources

Document	Description
Universal Cloud Agreement https://www.cisco.com/c/dam/en_us/about/doing_business/legal/docs/universal-cloud-terms.pdf	The customer's terms and conditions for all Cisco SaaS, including Webex Contact Center services.
Cisco Webex Contact Center Offer Description https://www.cisco.com/c/dam/en_us/about/doing_business/legal/OfferDescriptions/cjp_offer_description.pdf	Provides the supplemental terms specific to Webex Contact Center.
Webex Contact Center Data Sheet https://www.cisco.com/c/en/us/products/customer-collaboration/customer-journey-platform/datasheet-listing.html	Provides technical information about this offer.

14.5 Subscription Enablement and A2Q

All Cisco Webex Contact Center orders are required to follow the Assurance to Quality (A2Q) process. A2Q is an assurance process with a goal to enable successful Contact centre deployments. It intends to reduce the severity of issues found in the field.

The following are the key aspects of A2Q Process:

- High level validation of proposed design
- Confirms correct “expectations” of product deliverables
- Validates that proper SKU’s are being ordered (Quote review)
- Review and validation of any product customization requirements that require engaging Cisco Professional Services
- Validates the partner working the deal has the required Cisco Authorization to sell Cisco Webex Contact Center

What A2Q is not?

- A guarantee or confirmation by Cisco that once a design is approved that there will not be any issues in the field
- A detailed design and workflow review
- A detailed scripting or configuration review

14.6 Commercial Model, and Billing

1. Subscriptions: Committed subscriptions are invoiced quarterly in advance
2. Overage: Invoiced monthly in arrears
3. Professional Services:
 - 50% on order placement
 - 50% on UAT completion / go live readiness – note payment milestones may be considered in larger projects
4. Call Charges: 14 days in arrears
5. Customers are required to provide direct debit details for the purposes of billing subscriptions, and call charges.
6. Non direct debit based payment terms are 30 days from the date of invoice as set out in BrightCloud Group Terms and Conditions.
7. BrightCloud Group shall not be liable for any failure of or delay in the provision of the project which is caused or contributed to by the customer failing to:
 - Comply with its specific responsibilities set out in the agreed project plan; or
 - Any other actions or omissions of the Customer (or any third party appointed by or under the control of the customer).
 - Deliver any of the items shown as being the customer’s responsibility within the responsibilities matrix in the timeframe shown.
8. In the case of such failure or delay the timetable or any completion date agreed by the parties for the work specified in this document shall be automatically extended to the extent that the failure or period of delay was caused or contributed to by the Customer and the Customer shall be responsible for paying any additional costs incurred by BrightCloud Group as a result.
9. Normal working hours is defined as 7.5 hours on any Monday – Friday, excluding public holidays in England and Wales, (normally worked between 9.00am – 5.30pm GMT/BST with an hour for lunch).
10. Any activities undertaken outside of the above normal working hours shall be charged at 1.5x the standard rate for the resource identified to carry out the work.

14.7 Late Cancellation

In the event that the Customer cancels scheduled work with less than 72 hours' notice, BrightCloud Group reserves the right to charge for the consultancy time using the following sliding scale:

Description	Charge
48 - 72 hours' notice	25% of the standard day rate
24 - 48 hours' notice	50% of the standard day rate
Less than 24 hours' notice	100% of the standard day rate

- Any expenses incurred as a direct result of the late cancellation of scheduled work shall be charged to the Customer at cost
- Similarly, when BrightCloud Group personnel, or an appointed contractor, attends site and an installation fails as a result of customers documented responsibilities not being met, or site access being refused, BrightCloud Group reserves the right to charge for the consultancy time at the same day rate.
- In the event that BrightCloud Group cancels scheduled work with less than 72 hours' notice, the above schedule of charges can be levied against BrightCloud Group and will be credited to the account in the form of service credits.
- The above charges shall not be levied in the event of a force majeure incident.

15. WxCC Data Security, Privacy

Security, confidentiality, integrity, availability, and compliance are core components of Webex Contact Center hosted services offerings. The security safeguards implemented for Webex Contact Center services meet the policy and control requirements as set forth in Webex Contact Center’s Security Framework and are aligned with Cisco Security and Trust Organization (STO).

The management teams shall protect information and assets according to policies, sensitivity, and criticality for business services and business continuity. Security policies, controls, and practices shall be used regardless of the systems on which information is stored or the applications and/or media that process and transport information. Security practices and controls for protection include restricting access to information and information systems based on the principles of “least privilege” and “need-to-know.”

15.1 Tenant Management:

Administrators, managers, supervisors, and agents who have been granted authorized Roles Based Access Controls (RBAC) can monitor real-time and historical information transacted on their specific tenant only through the Management Portal of Webex Contact Center. Tenants separation is assured by Cisco, with access to multiple tenants only being provided to service providers with appropriate privileges. The service provider ensures all employees are appropriately qualified and trained to undertake access to the service provider environment, with all actions audited.

15.2 Personal Data Processing

The information described in this Privacy Data is accessible by the Customer. Administrators, Agents and Users’ information is also subject to Customer’s policies regarding access, use, monitoring, deletion preservation, and export of information associated with the Service.

15.3 Personal Data Security

Cisco has implemented appropriate technical and organizational measures designed to secure personal data from accidental loss and from unauthorized access, use, alteration, or disclosure. The Service’s technical and organizational security measures are certified annually in accordance with PCI-DSS standards.

Personal Data Category	Type of Encryption
Registration Information	Encrypted in transit, and disk encrypted at rest
Passwords	Encrypted in transit and hashed at rest
Host and Usage Information	Encrypted in transit, and disk encrypted at rest
Agent and User Generated Data	Encrypted in transit, and disk encrypted at rest
Voice Communications Recordings	Encrypted in transit, and at rest

Additional controls include:

- Encryption of all voice recordings
- Session encryption and secure file transmission.
- Authenticating Cisco employee, vendor, and contractor access to information systems.
- All call recordings are access controlled.
- Regular audits to address the ongoing confidentiality, integrity, availability and resilience of Cisco processing systems and services.

15.4 Cross-Border Transfers

The Service leverages third-party hosting providers and business partners to deliver the Service globally. Core services for this solution are based in the UK and Netherlands.

Cisco has invested in a number of transfer mechanisms to enable the lawful use of data across jurisdictions. In particular:

- EU-US Privacy Shield Framework
- Swiss-US Privacy Shield Framework
- APEC Cross Border Privacy Rules
- EU Standard Contractual Clauses

15.5 Third Party Service Providers (Sub-processors)

Cisco may share Agent and User Generated Information, Registration Information, Host Information, and or Usage Information with other Cisco entities and/or service providers, contractors or other third parties to assist in providing and improving the Service. The data shared may include aggregate statistics or individualized data. All sharing of information is carried out consistent with the Cisco Privacy Statement and we contract with third-party service providers that can provide the same level of data protection and information security that you can expect from Cisco. Cisco do not rent or sell your information. A current list of third-party service providers with access to personal data can be provided upon request. If a Customer purchases the Service through a Partner, Cisco may share any or all of the information described in this Data Sheet with the Partner.

15.6 Compliance with Privacy Laws

The Security and Trust Organization and Cisco Legal provide risk and compliance management and consultation services to help drive security and regulatory compliance into the design of Cisco products and services. Cisco and its underlying processes are designed to meet Cisco's obligations under the EU General Data Protection Regulation and other privacy laws around the world.

15.7 Review Cycle

Webex Contact Center manages its information security policy using a security lifecycle management process. This process includes the following components focusing on policy:

- Policy Lifecycle Management
- Ratification, approval, and implementation
- Annual review, updates (as necessary), and recertification
- Annual communication and awareness training
- Exceptions management

15.8 Management Commitment

Management is responsible for oversight and governance to the Policy Lifecycle process ensuring that Webex Contact Center's security posture, policies, and practices are implemented, updated, and communicated to staff and other parties as appropriate. The Operations and Engineering Teams are responsible to deploy IT systems, services, and processes consistent with these policies. The Cisco STO and Webex Contact Center's Executive Management Team will communicate recommended policy changes to management and relevant members and parties as business needs dictate, or at least annually. An employee found to have violated this policy may be subject to disciplinary action, up to and including termination of employment.

Webex Contact Center hold the following compliance certifications:

- PCI DSS V 3.2.1, dated April 2, 2019
- HIPAA Attestation of Compliance, dated August 30, 2019

Attestation of Compliance is reviewed annually, unless otherwise required by business and or based on industry security changes that are applicable to the Webex Contact Center business.

For more information please access the Cisco trust center.

15.9 WxCC Information Security Incident Management

The Data Protection & Privacy team within Cisco's Security & Trust Organization coordinates the Data Incident Response Process and manages the enterprise-wide response to data-centric incidents. The Incident Commander directs and coordinates Cisco's response, leveraging diverse teams including the Cisco Product Security Incident Response Team (PSIRT), the Cisco Security Incident Response Team (CSIRT), and the Advanced Security Initiatives Group (ASIG).

PSIRT manages the receipt, investigation, and public reporting of security vulnerabilities related to Cisco products and networks. The team works with Customers, independent security researchers, consultants, industry organizations, and other vendors to identify possible security issues with Cisco products and networks. The Cisco Security Center details the process for reporting security incidents.

The Cisco Notification Service allows Customers to subscribe and receive important Cisco product and technology information, including Cisco security advisories for critical and high severity security vulnerabilities. This service allows Customers to choose the timing of notifications, and the notification delivery method (email message or RSS feed). The level of access is determined by the subscriber's relationship with Cisco.

16. Professional Services

16.1 Professional Services Options

BrightCloud Group will provide professional services and project management to deliver the solution. Professional services are available in two packages – Standard and Premium. Standard professional services provide the required services to deploy the project, with project coordination and basic solution functionality. Premium services provide a full project wrap, with advanced functionality. BrightCloud Group recommend that all customers should select the ‘Premium’ services option, providing the highest level of quality in the customer deployment. Not all services for all requirements are outlined as part of the standard and premium functionality provided by BrightCloud Group, and will require custom services, either by BrightCloud Group, or Cisco. These are outlined in the table below as options.

16.2 Webex Contact Center Professional Services

Feature	Standard	Premium
Project Kick Off (up to 2 hours)	Remote	On-Site Option
Onboarding process	Standard Process	Custom Plan
Requirements Capture	1 x Remote session	Multiple sessions as required, with on-site option
Quality Plan	Standard Plan	Custom Plan
Test Strategy	Standard Test Strategy	Consultant Driven
Audit and Data Capture	Customer provided based on standard solution templates	Consultant Driven
Customer Readiness Assessment	Customer responsibilities provided	Consultant Driven
Statement of Work	Standard SoW	Consultant Driven
Design	Standard solution design document, provisioning data and call flow diagrams	Detailed Design Documents
Migration Strategy	Standard Migration Strategy	Consultant Driven
Solution Staging	Basic IVR services, including prompts, menus, DTMF call attached data collection (excludes back end system integration). Solution opening hours, special days, out of hours handling Emergency messaging and configuration Messaging / Music in Queue Redirect on No Answer Reason Codes configuration Agents, Skills, Teams Configured Up to 10 skill groups Up to 10 teams Up to 10 dialled numbers	All standard services, plus: Analytics Driven Routing CTI Screen Pop CRM Integration (standard) Voice / Web Call back Call Prioritisation Context Analysis Post Call Survey Estimated Wait Time Announcements Position in Queue announcements Multiple Email and Webchat entry point configuration

	<ul style="list-style-type: none"> Up to 5 call flow scripts Up to 5 routing strategies Up to 5 email address / email queues Up to 5 webchat entry points / chat queues Single Email Address to Queue Mappings Single Web Chat Entry to Queue Mapping Basic Call Recording Strategy 	
Agent Functionality	<ul style="list-style-type: none"> Agent State Management Omni-channel Desktop Customer Context View Customer Information Screen Recording Pause / Resume Hold / Retrieve Single Step / Consult Transfer Conference Wrap Up Codes Basic out dials with CLI Control Standard Agent Report View 	Modification of Agent Report View (x1)
Supervisor Functionality	<ul style="list-style-type: none"> Monitor / Whisper / Barge In Standard Supervisor Dashboard Queue and Team Statistics Audit History 	Custom Supervisor Dashboard (x1)
User Roles	BrightCloud Defined	Consultant Driven
Customer Connectivity (not including circuit charges)	Included	Included
Reports	Standard Templates	Up to 3 custom templates
Unit and Systems Acceptance Test	Standard Specification	Consultant Driven
Test Scripts	Standard test scripts	Consultant Driven
User Acceptance Testing	Remote support	Consultant Driven
Training	<ul style="list-style-type: none"> Agent and Supervisor remote standard training CBT Videos Administration Documentation 	Consultant driven including basic Administration training
Migration Planning	Standard Migration Run Book	<ul style="list-style-type: none"> Detailed planning Pilot cutover

		Priority user management
Migration / Go Live	Cut Over Activities Remote day 1 named engineer support	On site / dedicated day 1 support
Handover to BAU	Standard Handover	Consultant Driven
Speech-enabled IVR	Optional / Custom Services	Optional / Custom Services
Additional recording storage / long term archive	Optional / Custom Services	Optional / Custom Services
Wallboard	Optional / Custom Services	Optional / Custom Services
Campaign Management (outbound campaigns)	Optional / Custom Services	Optional / Custom Services
Quality Management	Optional / Custom Services	Optional / Custom Services
Basic Speech Analytics	Optional / Custom Services	Optional / Custom Services
Workforce Management	Optional / Custom Services	Optional / Custom Services
WFO Analytics	Optional / Custom Services	Optional / Custom Services
WFO Analytics with Transcription	Optional / Custom Services	Optional / Custom Services
Full PCI Compliance Overlay	Optional / Custom Services	Optional / Custom Services

16.3 Webex Calling and Webex Meetings Professional Services

Feature	Standard	Premium
Project Kick Off	Remote	On-Site Option
Onboarding process	Standard Process	Custom Plan
Requirements Capture	1 x Remote session	Multiple sessions as required, with on-site option
Quality Plan	Standard Plan	Custom Plan
Test Strategy	Standard Test Strategy	Consultant Driven
Audit and Data Capture	Customer provided, based on standard solution template	Consultant Driven, Detailed Configuration per User
Customer Readiness Assessment	Customer responsibilities provided	Consultant Driven
Design	Standard solution design spreadsheet	Detailed Design Documents
Migration Strategy	Standard Migration Strategy	Consultant Driven
Webex Calling Solution Staging	Basic Configuration <ul style="list-style-type: none"> • Cloud Based Webex Calling Only • Configure Users / Extensions • Hosted GW Configuration • Directory Configuration • Receptionist Soft Console Provision • Voicemail Provision • Users to set own preferences • Users to set own contacts • Users to install Calling Application • Users to set own service and voicemail preferences 	All standard services, plus: <ul style="list-style-type: none"> • Hybrid Options • AD Synchronisation • Assisted App Deployment • Assisted Device Configuration • Barge In • Hotelling • Fax Support • Multi-line • Hunt Groups • Pick Up Groups • Custom Calling Restrictions • Auto Attendant • Paging
Webex Meetings Solution Staging	Basic Configuration <ul style="list-style-type: none"> • Activate Users • Configure appropriate capabilities based on subscription • Users to set own preferences • Users to install Meetings / Teams Application 	All standard services, plus: <ul style="list-style-type: none"> • Hybrid Options / PSTN Connectivity • Assisted App Deployment • Assisted Device Configuration
User Functionality	As required per subscription: Webex Calling Application Webex Teams Application Webex Meetings Application	Device Deployment

User Roles	BrightCloud Defined	Consultant Driven
Customer Connectivity (not including circuit charges)	Included	Included
Unit and Systems Acceptance Test	Standard Specification	Consultant Driven
Test Scripts	Standard test scripts	Consultant Driven
User Acceptance Testing	Remote support	Consultant Driven
Training	Vendor Documentation provided	Consultant driven including basic Administration training
Migration Planning	Standard Migration Run Book	Detailed planning Pilot cutover Priority user management
Migration / Go Live	Cut Over Activities Remote 0.5 day named engineer support	On site / dedicated day 1 support
Handover to BAU	Standard Handover	Consultant Driven

16.4 Hosted Gateway Professional Services

Feature	
Project Kick Off	Remote
Onboarding process	Standard Process
Project Management	Included
Requirements Capture	1 x Remote session
Audit and Data Capture	Customer provided, based on standard solution template
Customer Readiness Assessment	Customer responsibilities provided
Migration Strategy	Standard Migration Strategy
Solution Configuration	Configuration of the solution against the agreed requirement
Enablement of CCBox Services	Optional as defined by the proposal
Unit and Systems Acceptance Test	Standard Specification
User Acceptance Testing	Remote support
Migration Planning	Standard Migration Run Book
Migration / Go Live	Cut Over Activities
Handover to BAU	Standard Handover, Billing Enablement

16.5 Project Services

16.5.1 Overview

The project services include the build, testing and migration of the service. Resources include project management, consultancy, and implementation services.

- The Project Manager will plan and manage the delivery of the project to achieve the least risk to the customers operations. They will track and report on progress against the agreed plans.
- The Technical Architects are highly-qualified Cisco UC specialists, and application developers with significant experience in complex Cisco UC environments, considered experts in their field. They will ensure the solution is configured and delivered to meet each step of the migration plan and retain key technical ownership throughout the project.
- Senior Consultants, and Consultant Implementation engineers will configure and test the solution.

16.5.2 Project Management

BrightCloud Group will provide a Project Manager to manage the deployment. The Project Manager will plan and manage the delivery of the project to achieve the least risk to the customer's operations. They will track and report on progress against the agreed plans. Project Management activities will be agreed with the customer.

16.5.3 Transition Management

BrightCloud Group is aware that in transitioning users from one version of software to another there may be issues. The planning undertaken above is designed to minimise the issues by divorcing upgrades of particular components from others to minimise risk. These issues will be discussed at the design and planning stage of the project.

BrightCloud Group have however apportioned time within the overall professional services offering for migration support, go live support and options for floor walking and handover, such that post upgrade where it is considered necessary, engineers can be on hand to assist in advising the local teams should issues arise.

16.5.4 Documentation Deliverables

The following documentation will be delivered as part of the solution (note a subset of documentation may be provided based on size / scope of the engagement):

- Project Plan
- Quality Plan
- Test Strategy
- Onboarding Document
- Requirements Gathering Template
- Call Flow Diagrams
- Design Document
- Test Plan / Test Matrix
- Migration Plan
- Migration Runbook
- User Guides / Vendor Documentation
- CBT Videos
- Support and Maintenance Agreement
- Change Request Form

17. Support

17.1 Introduction

BrightCloud Group will provide a Managed Service to support to the Webex Contact Center implementation, as the provider of the service to the customer. The information outlined in this chapter provides a summary of the Managed Service solution, obligations, commitments and terms and conditions. BrightCloud Group might also provide additional services, for the provisioning of change management, and service delivery.

The key elements of the Managed Service are outlined within this document, these include:

- **Standard** – the standard “break/fix” support provided by BrightCloud. All customers are required to use the Standard Managed service, and this is built into the Agent monthly fee.
- **Premium** – provides levels of managed service support delivered by BrightCloud. Use of Premium Services is optional, and where requested will be added in addition to standard pricing.
- **Response Times**
- **Priorities and Escalation Procedures**

More information is available in the following documents:

- **Support / Managed Service Agreement Document**
 - The core contract outlining the support and maintenance provision, obligations of the parties, problem reporting, escalations, priorities etc. The Managed Service Agreement document takes precedence over any/all other BrightCloud authored support and maintenance documentation (including this document).
- **Change Catalogue**
 - Outlining the changes included within the solution managed service, their complexity, and the process followed to manage change
- **Service Review Template**
 - Outlining the basis upon which BrightCloud will report back to a customer on the quality of the service received as part of the Managed Service.

17.2 Standard Managed Service Summary

The Standard Managed Service defines the level of Service that you are entitled to and can expect from us:

	Overview	Cover Hours
WxCC Standard Managed Service	<p>This service provides for remote technical assistance including, where appropriate, telephone and remote diagnostic access, to resolve incidents affecting the operation of supported software applications.</p> <p>This service includes monthly Service Review Meetings (At Customer request)</p> <p>This service includes uptime monitoring and proactive solution support</p>	<p>24 hours per day, 7 days a week</p> <p>For Priority 1 and 2 incidents.</p> <p>Includes any Bank and Public Holidays</p> <p>The service also includes provision for the logging of Priority 3 and 4 incidents on a 24 x 7 x 365 days basis for action in line with defined response times.</p>

17.3 Raising a Case

The 24 x7 contact details for the BrightCloud Managed Service Centre are:

- **Tel** – 020 7127 6952
- **e-mail** – support@brightcloudgroup.global

Priority 1 and 2 Cases

A call should be made to the Managed Service Centre followed by a mail to the Managed Service Centre

Priority 3 and 4 Cases

An e-mail should be sent to the Managed Service Centre

In accordance with the support process BrightCloud Group expect the case to have been triaged before being raised with BrightCloud Group.

Note: Customers may request direct access to the BrightCloud Group support portal, for the direct raising of cases online. There is an annual charge to enable this service.

In addition, to assist our team please provide the following:

1. Supply full-screen, screenshots - including the URL.
2. Which part of WxCC are you experiencing issues with? (Control Hub, Management Portal, Agent Desktop or the Analyzer)
3. Is the issue experienced by more than one agent/supervisor/administrator? Please provide details:
4. If you log out clear your browser cache and log back in, does the issue persist?
5. Provide the specific information used when experiencing the issue
 - a. Agent info (Device number [e.g. mobile], Extension, email etc)
 - b. Number(s) dialled
 - c. URL's used
6. Error Messages encountered
Are you using a recommended browser and version?
 - MicrosoftWindows10: • ChromeV76.0.3809andhigher • FirefoxESR68andhigher • MicrosoftEdgeV44andhigher
 - MacOSX: • ChromeV76.0.3809andhigher • FirefoxESR68andhigher
 - Chromebook: • Chromiumv73andhigher • ChromeV76.0.3809andhigher)
 Please explain, in detail what steps taken before you hit the issue:

17.4 Priority Definition and Response Times

The following table outlines the standard response times for priority incidents by BrightCloud Group:

	Definition	Response to Incident Time (RIT)
1	System has failed and is unusable with the potential for causing critical impact to the business operations if service is not restored quickly.	2 Hours
2	System is degraded impacting significant aspects of business operations.	4 Hours
3	System performance is degraded or functionality impaired but minor or no impact to business operations	2 Working Days
4	Query regarding system usage, capabilities, or configuration.	5 Working Days

17.5 Priority / Escalation Matrices

The table below identifies the escalation timescales for each priority. These timescales only come into force once the Respond to Incident Time (RIT) identified in table 2 has lapsed.

The response time column in table 4 is the amount of elapsed time between the escalation and a response being provided by the escalation contact. Following this response updates will be provided at the frequency defined in the update frequency column.

Priority	Escalation Timescales			Response Time	Update Frequency
	1	2	3		
1	After RIT has elapsed	30 Minutes	1.5 Hours	30 Mins	As agreed during initial response
2	After RIT has elapsed	1 Hour	2 Hours	1Hour	As agreed during initial response
3	After RIT has elapsed	2 Hours	1 Day	2 Hours	As agreed during initial response
4	After RIT has elapsed	2 Days	As required	1Day	As agreed during initial response

The table below identifies the role that should be escalated to at each level of escalation.

Escalation Contact			
	1	2	3
During Normal Working Hours	Senior Support Specialist	Support Manager	Operations Director
Outside Normal Working Hours	Senior Support Specialist	Duty Manager	

17.6 Premium Managed Services Summary

The following levels of Premium Managed Service are available from BrightCloud Group, in addition to the Standard Managed Services component of the service. Premium Managed Service users are entitled to an agreed number of service credits and / or service delivery manager reviews as defined in their provided solution agreement estimate.

MANAGED SERVICE SUPPORT OPTIONS		
	Overview	Cover Level
Managed Services (MS) - Change	This service provides for remote technical assistance for changes as outlined in the agreed change catalogue.	Changes and lead times / SLA as outlined below only.
Managed Services (MS) – Enhanced	This service provides for remote technical assistance for changes as outlined in the agreed change catalogue, as well as access to a named service delivery manager, with agreed service review periods.	Changes and lead times / SLA as outlined below only. Service Delivery Manager reviews available on Monthly, Quarterly, Bi-Annual, and Annual basis.
Managed Services (MS) - Custom	This service provides for on-site technical support for troubleshooting and changes as outlined in the agreed change catalogue. This service includes remote proactive monitoring of agreed hardware devices and applications.	Bespoke services only.

17.7 Managed Service Change

The Managed Service can include a number of changes, that will be consumed via a service credits mechanism. Change can be classified in a number of ways as outlined here.

Amending an **existing** function of the service. This is called a “Change”. The method of asking BrightCloud Group to carry out this alteration is called a “Change Request”. Examples include:

- Modifying an existing user, for example their surname

Changes are classified according to their complexity and impact, as detailed in the service change catalogue outlined in the support and maintenance contract. By using service credits, the lead times are bound by SLA for change implementation and are dependent on the classification as follows:

- Project - 14 business days
- Major – 7 business days
- Minor – 24 business hours

Extending or adding a **new** function to the service. The method of asking BrightCloud Group to carry out the new function is called a “MAW (Minor Additional Works) SoW”. Examples include:

- Increasing the number of Agents

Other Services, which include any additional services out of the scope of the Managed Service Contract: Examples include:

- Adding or moving a site

Summary:

Type of change	Target SLA	Example	Restrictions
Change Requests (CR)	Project Change - 14 Business Days to implement Major Change - 7 Business Days to implement Minor Change - 1 Business Day to implement	Minor: Add an Agent Major: Modify a call flow Project: Add a new site	The quantity of change requests that can be submitted each month is outlined in Part 1 of the support and maintenance contract agreement
MAW SoW	Confirmed at time of order acceptance	Add numerous new groups of users	
Other Services	By agreement	Project Services i.e. adding a new site or relocation of Equipment	N/A

17.8 Standard Change Procedure

Where a customer does not utilise the managed service option, and a change is required, the customer may raise a service change request via the support process. Either BrightCloud, or the customer will prepare a change request document, describing the nature of the change, the reason for the change, and the effect of the change on the solution.

The parties will evaluate the change request and negotiate in good faith the changes to the services and the additional charges, if any, required to implement the change request. If both parties agree to implement the change request, and subject to commercial agreement, the change will be accepted via the sign off of the change request form.

Changes where submitted will incur a minimum 2 hour labour fee, and not be bound by SLA unless as part of a managed service, or service credits agreement. Customers may bulk buy additional service credits as required. These will be managed by the BrightCloud Group operations team.

17.9 Availability / Reliability

The solution as outlined herein provides 99.99% availability at a data centre level. It should be noted that any non BrightCloud Group provided infrastructure that forms part of the solution may not meet this criterion. The data centres hosting the cloud connectivity of the solution to are in the following locations:

- Redcentric London
 - Tier 3+
 - ISO 27001,
 - ISO 9001
 - ISO 14001,
 - N+1 power and cooling
 - UPS and generator power back up
 - Multiple link layer redundancy
- Equinix Manchester
 - Tier 3+
 - ISO14001:2004
 - ISO 22301
 - ISO 27001
 - ISO 50001
 - N+1 power and cooling
 - UPS and generator power back up
 - Multiple link layer redundancy

Specific equipment providing services to the proposed solution has the following characteristics

- Dual Power Supply
- Dual connectivity across all networked components
- Multiple points of connectivity to PSTN / Internet
- Configuration and data backup to other DC nightly
- Backups use storage and systems independent of the core compute stack
- Active/Active Configuration
- 24 x 7 remote monitoring
- 24 x 7 'warm' hands on site

17.10 Quality of Service (QoS) and Mean Opinion Score (MOS)

Webex Contact Center, when delivered via BrightCloud Group can provide end to end quality of service for voice calls. This can be accomplished where the call legs are delivered via a dedicated QoS enabled circuit to all locations (to / from PSTN / customer site), or where calls are delivered over the PSTN. Any connectivity that utilises the internet to transmit voice, cannot provide quality of service.

Where BrightCloud are providing a QoS enabled solution, this guarantees call quality based on the subjective 5 level quality evaluation test, known as a Mean Opinion Score (MOS), with an expected MOS score of between 4 and 5 (good to excellent) for all calls.

18. Development

18.1 Secure Development

Cisco's Cloud Security Strategy integrates obtaining market access frameworks - like SOC 2-Type 2 and FedRAMP Moderate - with building secure offers through Cisco Secure Development Lifecycle (CSDL).

The strategy is the outcome of a collaborative effort across Engineering and the Security & Trust Organization to co-design deliverables like the Security Readiness Criteria for cloud. An integrated cloud security workflow combined with the new Security Controls Framework (SCF) now makes it possible for teams to meet their market access and security goals by using a single development approach. Six early adopter pilots and all high revenue cloud offers are consuming these deliverables now and providing feedback for all Cisco Cloud Offers.

18.2 Cloud Security Strategy Outcomes

- Accelerates security and privacy outcomes: Integrating market access & good security in the same workflow allows teams to address both outcomes simultaneously.
- Aligns with customer expectations & industry standards: Security outcomes will be communicated in language customers understand using industry standards they expect.
- Preserves good security: The new strategy provides flexibility to achieve security outcomes using approaches that work best for individual cloud offers.

18.3 Updates, Upgrades and Patches

All patching is transparent to customers as it is a back-end process on the underlying cloud architecture. Where maintenance is to be undertaken against a specific cluster, appropriate messaging is shared with service provider partners to ensure the timelines, impact, and any specific details are understood. All updates will be communicated to the customer.

Cisco will allow the customer to defer all major platform upgrades.

18.4 Non-Production Environments

Within the standard solution a single tenant environment is provided, which can be used to deliver multiple capabilities, based on the ability to segregate user groups, scripts, and all specific configuration for testing / training as is required, such that it does not affect production configuration.

In the event the customer requires a separate non prod environment, this can be enabled utilising the same agent rates / overage that are prevalent on the production platform. The non prod environment would require to be a 'dummy' environment, set up outside of the corporate domain / tenant of the production environment. There is no way to transfer configuration between environments in these circumstances, thus it is recommended that customers consider working within the single environment, with adequate control and restriction in place to support this alongside the production environment.

18.5 Configuration

Configuration and customisation of the service is undertaken utilising both the Webex Control Hub for the configuration of core integration points, and users, and then the WxCC Management Portal for provisioning of services / configuration. Access to all tools is over the internet, via web browser, with the appropriate URL and user credentials providing the criteria for the users capability. All tools provide simple GUI based interfaces to ensure simplicity and speed in configuration. All changes made are audited automatically, within a read only audit tool, with downloadable / exportable output reporting. Within the Management Portal, users can undertake all configuration pertaining to the agents, skills, teams, desktop behaviour, reason codes and other solution elements, subject to being assigned appropriate permissions. Call flow management and call routing strategies are configured utilising the routing strategy tool, a subset of the management portal, allowing for the setting of opening times, the execution and management of call flows, queue priority, and IVR messaging. Multi-channel configuration is also undertaken here, for the purposes of configuring, for example, email routing rules, or pre-defined web chat responses.

18.6 WxCC Integration

18.6.1 API Availability

Webex Contact Center provides a rich API layer for integration.

- Data download from 'back end' analytics data and call recording API
- Virtual Agents (voice and chat) via Google Dialogflow
- Webex Experience Management (Customer satisfaction surveys, and customer journey analytics)
- CRM systems

Back End Analytics Example.

- Current APIs: WxCC provides a set of RESTful APIs that allow to search, view and download data, including all analytics information, call recordings, and audit information.
- Data formats: The APIs use HTTPS and provide and accept data in JSON format.
- Open Standards: The APIs follow the OpenAPI REST guidelines.
- Hardware platform compatibility: The systems developed by BrightCloud to interface with WxCC back end APIs have been designed to be completely serverless but there are no limitations, thus, the integration could be with on premises equipment, cloud or serverless, as long as the system can send http requests there are not anticipated issues.
- integration strategies: In general, to access the data and integrate with back end systems, BrightCloud give access to all the basic operations (e.g. search, view details, download) via the existing APIs. If more specific operations are required, for example, to provide batch operations support one can develop separate API endpoints.
- At the moment the authentication to the APIs is achieved using JWT tokens issued by Cognito however multiple alternative solutions are readily available.

18.6.2 Building Call Flow Integrations

- Use the Fetch Variable API to send an HTTP request to an external source with OAuth 2.0 or HTTP basic authentication. For example, use this block to retrieve information from an external HTTPS URL based on an account number that is retrieved, or CLI, and, then associate the retrieved information with the call.
- Current APIs: WxCC provides a set of RESTful APIs that allows a call flow to interrogate with third party back end systems e.g. CRM solutions to GET, POST, PUT or DELETE data
- Data formats: The APIs use HTTPS and provide and accept data in JSON format.
- Open Standards: The APIs follow the OpenAPI REST guidelines.
- Hardware platform compatibility: The solution lends itself to cloud based CRM solutions where appropriate data and API layers to integrate with are common and proven, however, on premises equipment can be integrated with, subject to data being presented adequately for the purposes of integration from the cloud.
- Authentication is supported via OAuth 2.0 or HTTP basic authentication.

18.6.3 Integration with MS Dynamics, Salesforce, Zendesk, ServiceNow

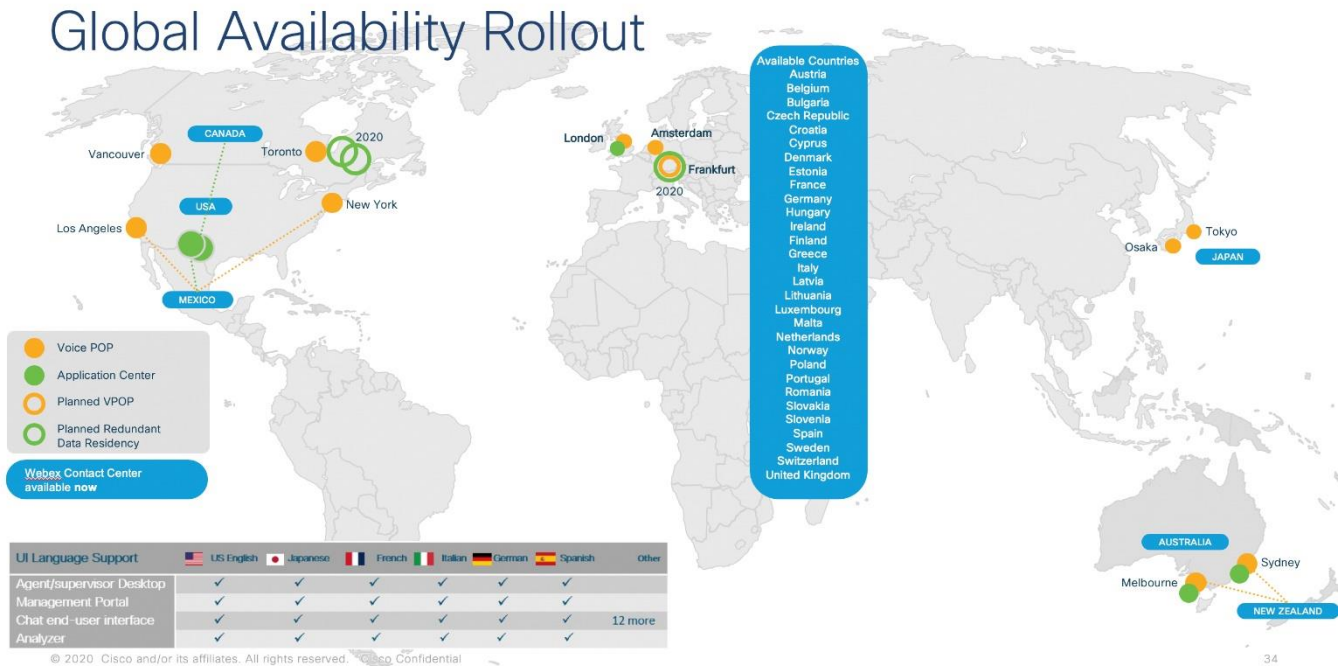
The Webex Contact Center solution provides 'out of the box' support for Zendesk and MS Dynamics 365, with a costed option for support of ServiceNow. Each integration offers embedded contact centre controls within the CRM with the following features: (note, screen shots are provided for reference in the attached slide);

- Incoming Calls: Retrieves logged-activity details from the CRM ticket
 - The application searches the user records based on the incoming CLI, or other specified call attached data and depending on the search results, will pop an open ticket or customer record
 - In the case of multiple matches, a list is popped from which the agent can select the record required
 - In the case of no match, create a new record.
 - After the call is disconnected, agents can select a Wrap-Up reason from contact centre controls. When agents enter a Wrap-Up code in the client at the conclusion of a call, this logs the call details in that customer's ticket record.
- Outbound Calls: Click to Dial – phone numbers in CRM become hyperlinks, that on click, dial the appropriate customer.

19. Webex Contact Center Architecture

19.1 Cisco Cloud Architecture

The Webex Contact Center is deployed as geographically-diverse data centre pairs. Within those centres, the architecture uses N+1 component, primary, and secondary servers. The redundant data centres and all network and component pieces are monitored 24x7x365.



The Webex Contact Center application centre is fully redundant at each component level, as well as each voice collocation centre. All Webex Contact Center components are deployed at 2 x capacity to support full failover in case of geographical or regional disaster.

To ensure business continuity, Cisco has established disaster plans to execute emergency failover procedures in the event of catastrophic failure. This includes geographically separated redundant databases. These databases are synced throughout the day and fully replicated continuously. Several senior personnel are trained and staffed as major incident commanders to manage level 1 incident and multiple failure scenarios. The Technical Assistance Center (TAC) team regularly trains on handling such potential outages as part of primary job duties. Service restoration goals are central to the mission of providing carrier/network-grade service availability.

The Webex Contact Center uses highly robust voice and data networks to ensure real-time communications and fault tolerance between all components. The Webex Contact Center application is a mission-critical system, as such it is designed with:

- Appropriate voice and data circuits
- Sufficient bandwidth across all networks
- Proper redundant components
- Adequate site preparation

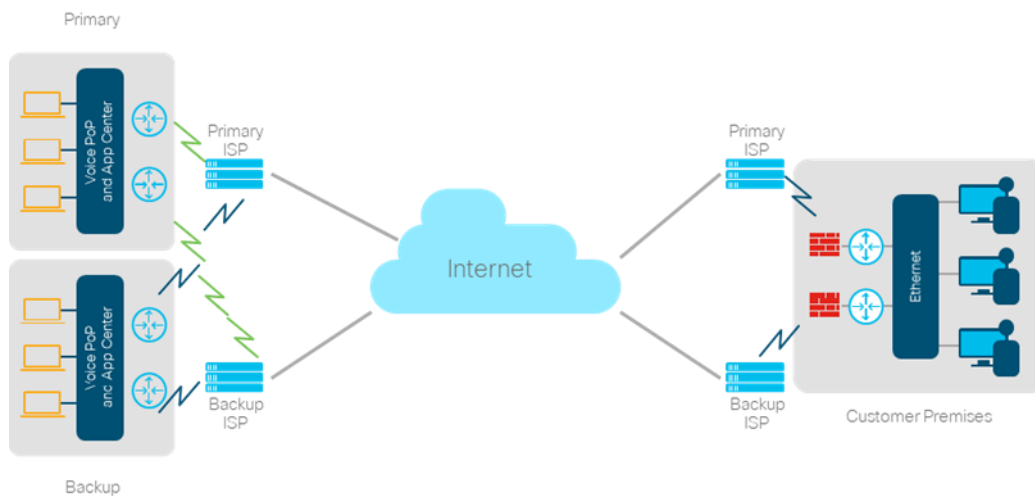
The Webex Contact Center consists of several communications components that interconnect with voice and data networks, and premise equipment. The platform components are distributed among multiple locations for redundancy and fault tolerance. For the Webex Contact Center to interconnect with customers' sites (call centres), it requires voice and data networks, as well as application infrastructure.

There are two major parts to the Webex Contact Center:

- Voice Point-of-Presence (POP)—The voice POP contains voice processing and signalling components that interconnect with the voice network(s) and premise equipment for call termination, treatment, and transfer.
- Application Center—The Application Center contains the major elements required to control the agent's applet (agent's states) and routing strategy of each customer's application. In addition, it contains the dashboard elements that provide reporting and administrative capability to each customer. All these elements interconnect with the data network.

The Webex Contact Center solution is deployed in a geo-redundant pair configuration. Connectivity to the Webex Contact Center network is via session initiation protocol (SIP) trunking between the IP multimedia system (IMS) network and the Webex Contact Center Voice Point of Presence (VPOPs) located regionally. The VPOP includes the following components:

- The Session Border Controls (SBCs) terminate the SIP trunk groups and distribute calls to the Webex Contact Center Call Control Gateways. A minimum of two SBCs are located in each VPOP to provide redundancy both within and across VPOPs.
- The media servers are deployed in a pool. Any media server can be used for any call. For the Webex Contact Center services, the Media Servers provide:
 - IVR
 - Call recording
 - Music on hold (MOH)
 - General announcements
- The VPOPs receive inbound contact centre calls over the SIP trunk groups and then access the Webex Contact Center Application Centres (ACs) for instructions on how to handle the call.



The major components of the Application Center include:

- The Call Control Gateways (CCG) that manage all voice connections using SIP signalling. The CCGs are deployed in farms and any CCG can handle any request. The CCG notifies the Application Manager (AM) of new call received from the VPOP and responds to instructions from the AM to:
 - Establish new outbound calls,
 - Invoke media server resources
 - Bridge inbound calls to outbound calls
- The Agent Control Gateway (ACG) manages all communications with the agent desktop. It exchanges call information and user initiated control commands with the Application Manager. The ACGs are deployed in farms and similar to CCG. Any ACG can handle any request.
- The Application Manager (AM) is a powerful contact engine that selects agents for each call based on tenant configuration and agent status, among other attributes. It orchestrates calls via the CCG and provides per call data and instructions to the ACG. AMs are deployed in pairs, a primary AM in one data centre and a backup AM in the other.

Other servers are also deployed to support functions such as:

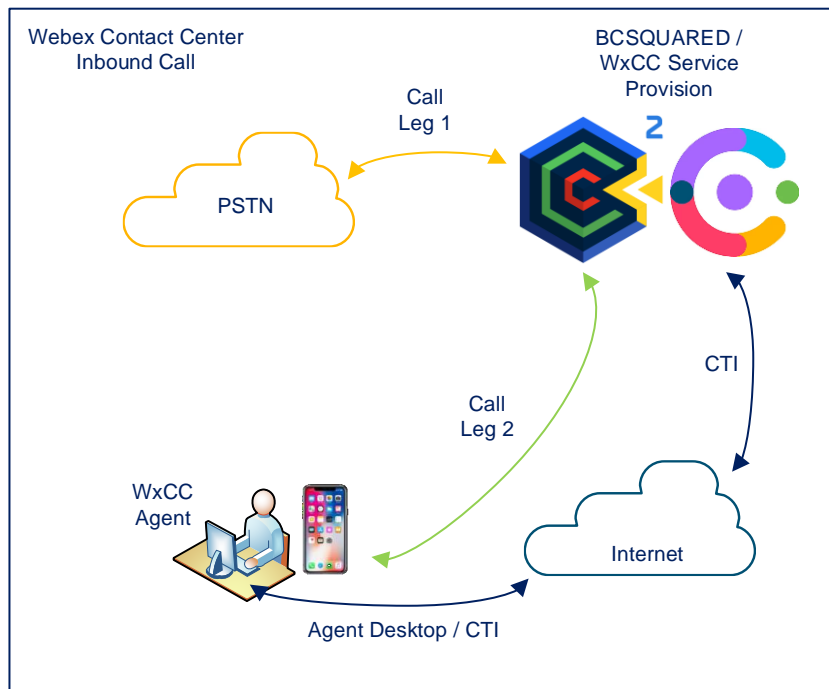
- Analytics
- Reporting
- Multimedia requests
- Call recording storage and retrieval

19.2 WxCC Call Delivery via BCSquared

BrightCloud will provide the BCSquared solution to deliver calls to and from Webex Contact Centre, and provide feature rich, competitive product offerings. For the provision of WxCC, BCSquared provides the 'glue' that pulls together inbound telephony services, ACD functionality, and call delivery to contact centre agents. The solution is very flexible in provisioning connectivity, in knowing that many customers will require differing models based on the current technology selections and vendors, and well as their security and quality preferences.

For the purposes of defining the BCSquared platform in the contact of WxCC, the predominant factor is the delivery of calls to WxCC, and the onward delivery of calls to agents. These elements of the call are normally described as 'call leg 1' and 'call leg 2' for the purposes of defining the call delivery architecture:

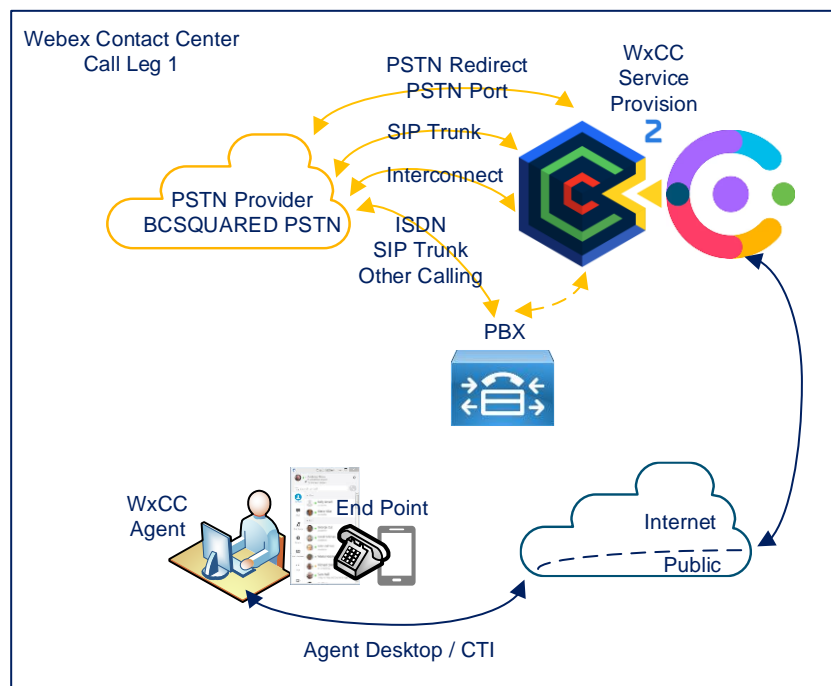
- Call Leg 1: The method to get calls into BCSquared / WxCC, from the PSTN
- Call Leg 2: The delivery of calls to the WxCC Agent
- Agent Desktop Interface Connectivity – Is always over the internet.



19.2.1 Call Leg 1

Call Leg 1 is the method that customer client calls reach Webex Contact Center via BCSquared. Call Leg 1 can reach BCSquared via a number of methods, as outlined via the yellow arrows in the diagram below.

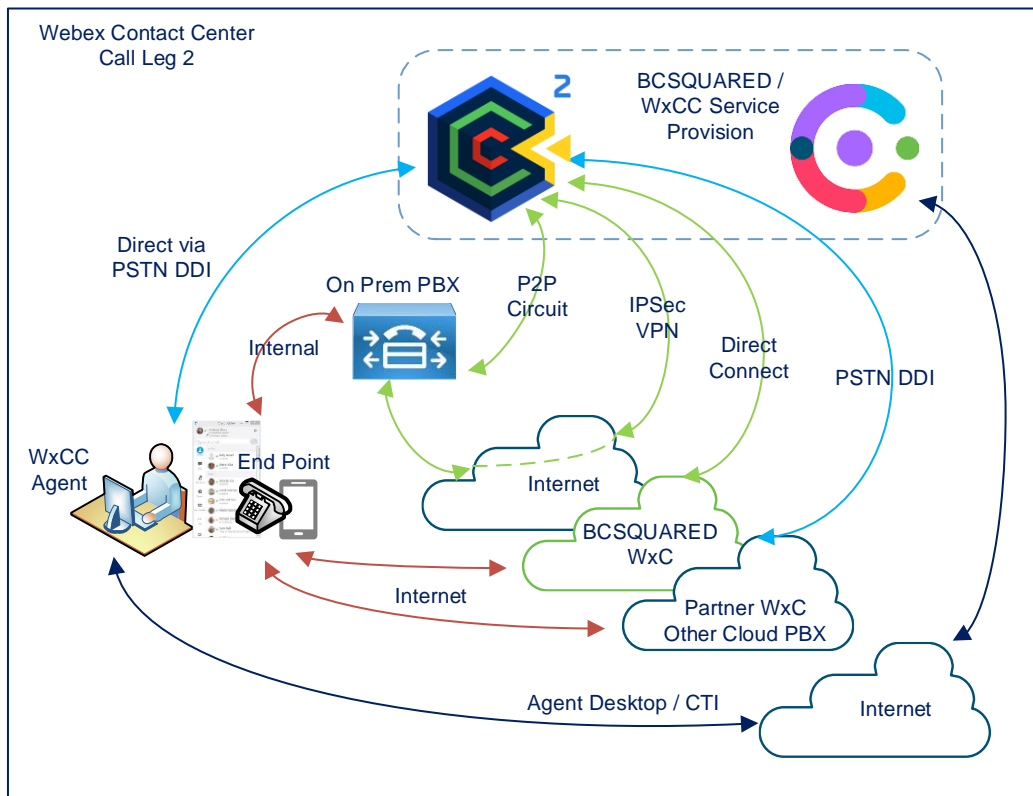
1. Use of BCSquared PSTN Connectivity Services
 - a. BCSquared is a Telephony service provider, with direct interconnect to the PSTN. BCSquared can provide a full range of DDIs, geographic, non-geo, premium rate etc, for customer clients to dial to reach WxCC
 - b. Customer can port any number ranges to WxCC (subject to porting agreement capability)
2. Customer / Partner uses their own PSTN Provider. Customers and partners may choose to utilise their current PSTN provider to deliver calls to BCSquared. This can be accomplished in a number of ways:
 - a. PSTN Redirect – customer ‘call forwards’ their delivery numbers via the PSTN to a BCSquared PSTN delivery number provided by BrightCloud
 - b. Non Geo PSTN Redirect – customer has a nongeographic number with a PSTN provider. The nongeographic number delivery is changed to deliver calls to a BCSquared PSTN delivery number provided by BrightCloud
3. Customer / Partner or BrightCloud can provide a SIP trunk to connect their preferred PSTN provider to BCSquared.
4. Customer / Partner can utilise their current call delivery mechanism to an on premises PBX, and redirect calls from this to BCSquared. This can be accomplished in a number of ways
 - a. PSTN Redirect to BCSquared Delivery Number – ‘hairpin’ the call back to the PSTN, to BCSquared
 - b. IPsec VPN Connection to BCSquared and dial plan based delivery (may also be used for Call Leg 2)
 - c. P2P Circuit to BCSquared provisioned by customer / partner or BC, and dial plan based delivery (may also be used for Call Leg 2)
5. Customer / Partner can utilise any Cloud Calling Platform / PBX in the same manner as (4) above.
 - a. PSTN Redirect
 - b. IPsec VPN
 - c. P2P Circuit



19.2.2 Call Leg 2

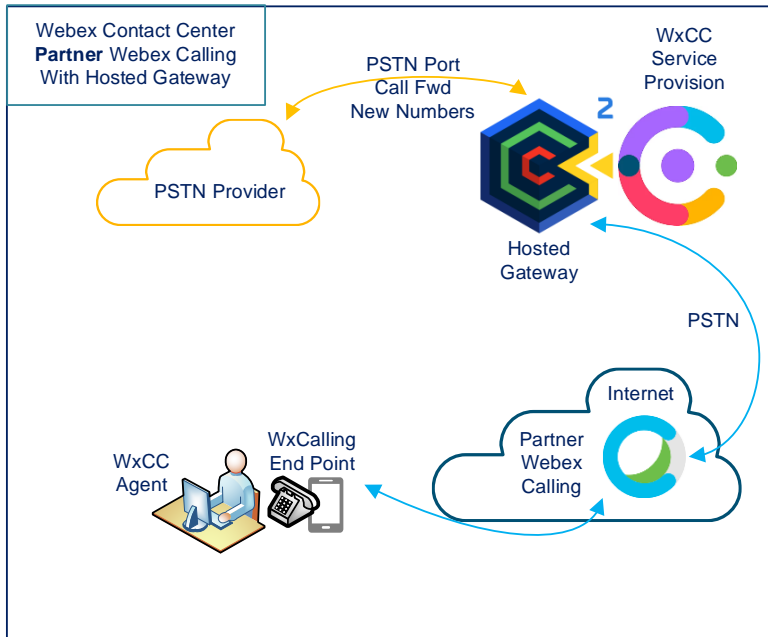
Call Leg 2 is the method that BCSquared / Webex Contact Center delivers calls to contact centre Agents. Call Leg 2 can reach the agents via a number of methods, as outlined in the diagram below.

1. Direct calls via PSTN
 - a. When agents log in, they enter the DDI of the PSTN connected device they wish to receive calls on.
 - b. Can be used anywhere, instant to deploy, reliable voice quality, incurs call charges.
 - c. Scope includes delivery to any third party PBX, Webex Calling, or direct to any device.
2. Webex Calling via BCSquared:
 - a. Agents using Webex Calling supplied by BCSquared can work anywhere there is an internet connection. Call quality subject to internet (no QoS).
 - b. There are no interconnection, or call charges
3. Partner Provided Webex Calling
 - a. Where BrightCloud are not providing Webex Calling to handle customer end points, and this is being provisioned by an alternative Webex Calling partner, BrightCloud can deliver calls either by:
 - b. PSTN – direct to the partner provided Webex Calling Local gateway (incurs PSTN call charges)
 - c. Network – only where BrightCloud are providing Hosted Gateway via BCSquared.
4. VPN / IPSec SIP Trunk
 - a. Connecting any PBX, on premises equipment via a secure VPN SIP Trunk to deliver calls
 - b. No call charges, just internet bandwidth, and firewall / SBC costs to manage traffic
5. P2P Circuit / Enterprise SIP Trunk
 - a. Guarantees end to end QoS on the call
 - b. Requires a dedicated circuit, with circuit delivery and maintenance charges, but no call costs
 - c. Slowest to deliver, but highest quality result



19.3 Connectivity Examples

19.3.1 Webex Calling

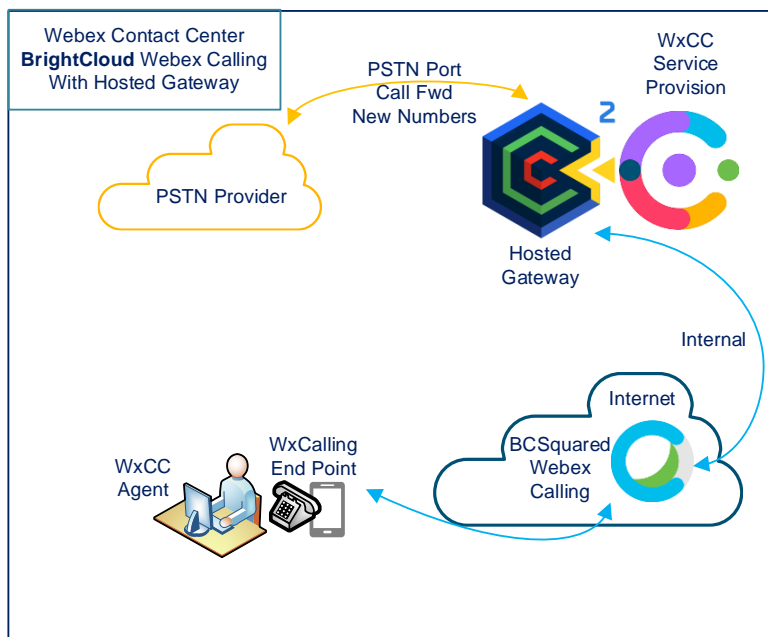


Requires:

- Hosted Gateway Services
- PS to deploy / configure
- Lead time for porting
- Porting charge (assumes porting is supported by agreement between BCSquared and current carrier)
- All calls to Partner WxCalling are delivered over PSTN.

Provides:

- Rapid deployment model
- Commercially efficient solution
- Single solution owner / end to end service support
- Competitive rate card / options



Requires:

- Hosted Gateway Services
- PS to deploy / configure
- Lead time for porting
- Porting charge (assumes porting is supported by agreement between BCSquared and current carrier)

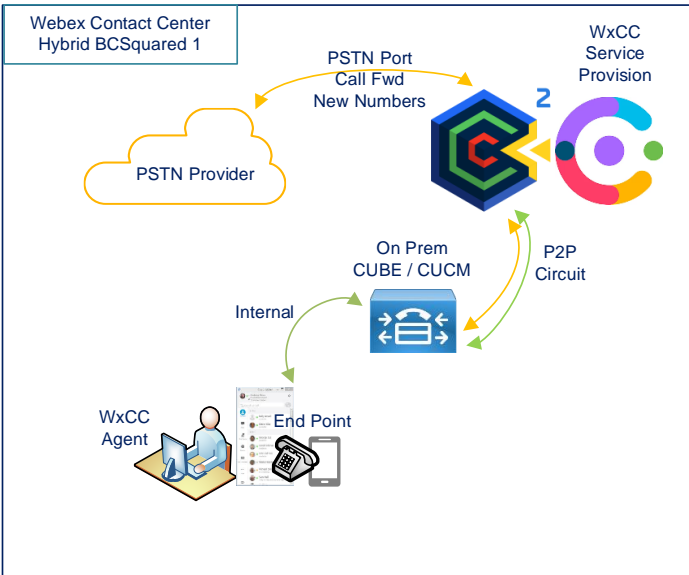
Provides:

- Rapid deployment model
- Commercially efficient solution
- Single solution owner / end to end service support
- Competitive rate card / options

Note:

- Where new numbers are required there will be charges for number provisioning and monthly rental
- New numbers can be geographic, non geo, international etc.
- Where call forwarding is required, BC will provide geographic numbers to forward to. Customer responsible for arranging call forward and any call charges incurred.

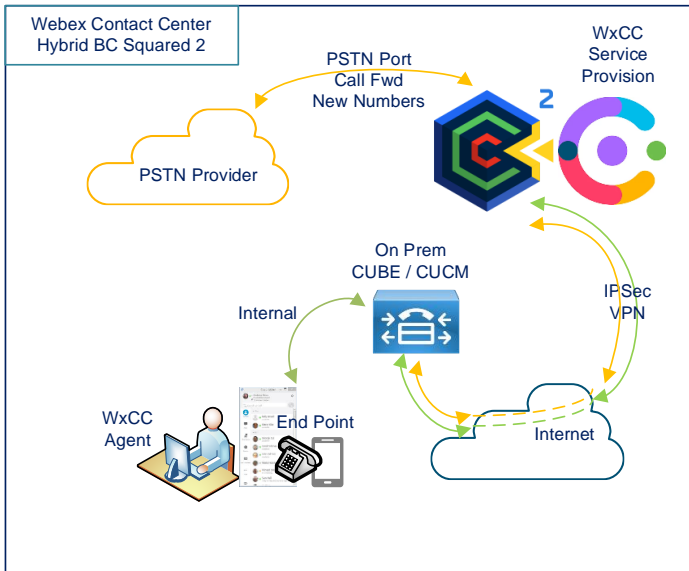
19.3.2 Hybrid Using BCSquared PSTN


Requires:

- P2P Circuits from BCSquared DCs to customer DCs
- Install charge (not applicable for 3+ year terms)
- Monthly rental
- Cross Connect in BCSquared DCs
- PS to deploy / configure
- Lead time for circuit provision and porting
- Porting charge (assumes porting is supported by agreement between BCSquared and current carrier)

Provides:

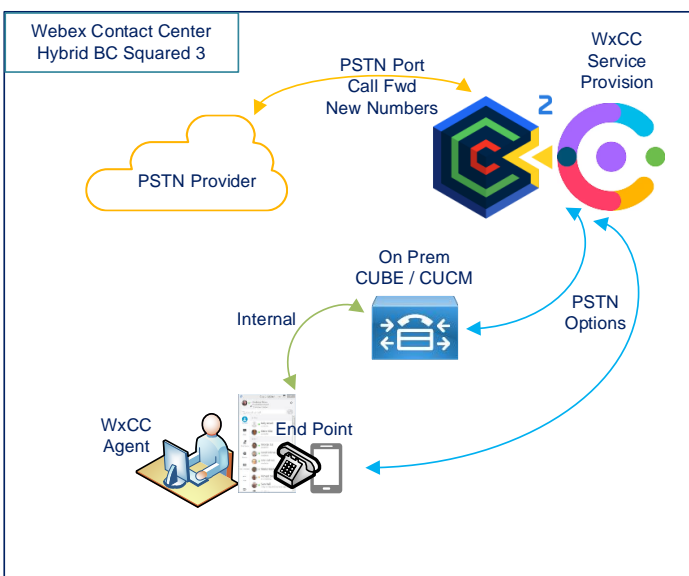
- Guaranteed end to end quality of service for voice steam
- Single solution owner / end to end service support
- Competitive rate card / options


Requires:

- VPN Circuits from BCSquared DCs to customer DCs.
- Firewall set up by customer / provisioning appropriate technologies.
- PS to deploy / configure
- Lead time for porting
- Porting charge (assumes porting is supported by agreement between BCSquared and current carrier)

Provides:

- Rapid deployment model
- Commercially efficient solution
- Single solution owner / end to end service support
- Competitive rate card / options


Requires:

- Lead time for porting
- Porting charge (assumes porting is supported by agreement between BCSquared and current carrier)
- All calls to agents charged per rate card

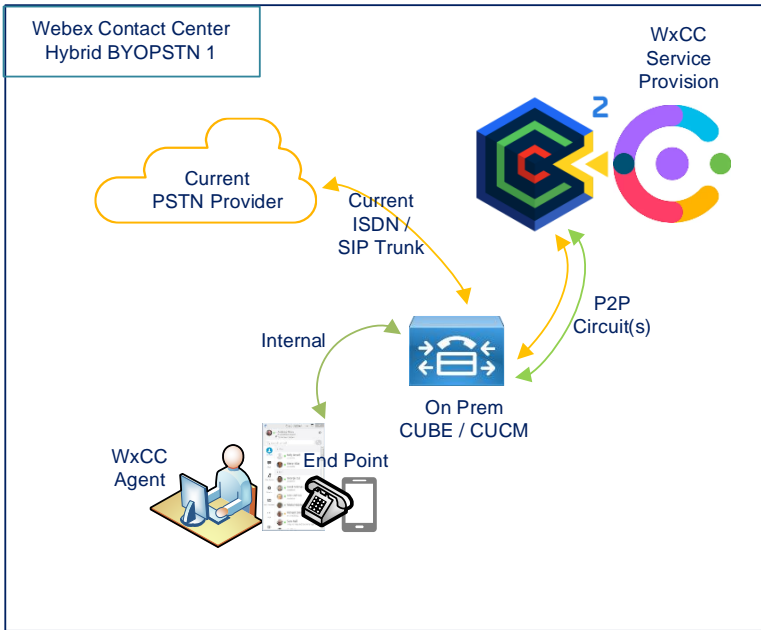
Provides:

- High Quality Voice / PSTN MOS
- Instant deployment model
- Single solution owner / end to end service support
- Competitive rate card / options

Note:

- Where new numbers are required there will be charges for number provisioning and monthly rental
- New numbers can be geographic, non geo, international etc.
- Where call forwarding is required, BC will provide geographic numbers to forward to. Customer responsible for arranging call forward and any call charges incurred.

19.3.3 Hybrid Using Partner / Customer PSTN

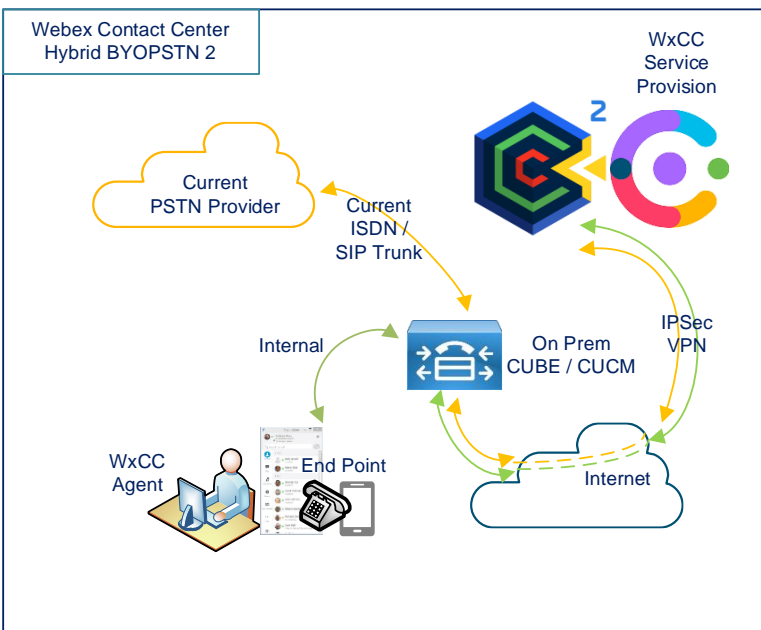


Requires:

- P2P Circuits from BCSquared DCs to customer DCs
- Install charge (not applicable for 3+ year terms)
- Monthly rental
- Cross Connect in BCSquared DCs
- PS to deploy / configure
- Lead time for circuit provision

Provides:

- Guaranteed end to end quality of service for voice steam



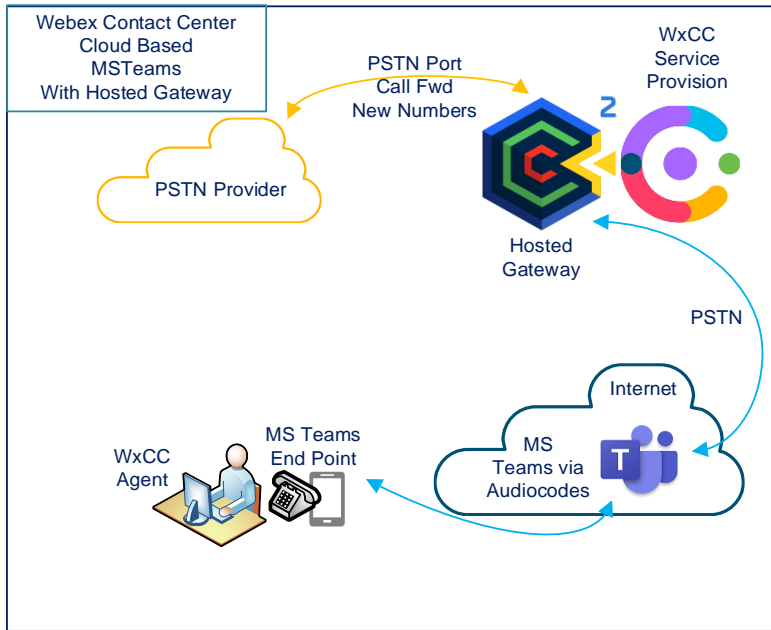
Requires:

- VPN Circuits from BCSquared DCs to customer DCs.
- Firewall set up by customer / provisioning appropriate technologies.
- PS to deploy / configure

Provides:

- Rapid deployment model
- Commercially efficient solution

19.3.4 Direct Connect PSTN for MS Teams



Requires:

- Hosted Gateway Services
- PS to deploy / configure
- Lead time for porting
- Porting charge (assumes porting is supported by agreement between BCSquared and current carrier)
- All calls to Partner MSTEams are delivered over PSTN via Audiocodes
- Customer must provide MSTEams licenses (e.g. E3, E5 etc)

Provides:

- Rapid deployment model
- Commercially efficient solution
- Single solution owner / end to end service support
- Competitive rate card / options

20. Document Status

20.1 Document Status

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