Webex Connect

Automate and orchestrate all your customer interactions on one platform

Customer expectations have shifted, and so has the way companies connect to customers. People increasingly communicate, share, and manage their lives over digital channels. For companies, every touchpoint, on every channel, is now an opportunity to deliver rich, engaging experiences. Transforming CX has, therefore, become a strategic imperative.

But, adapting existing systems to seamlessly support every stage of the new customer lifecycle can often be a challenge. Many companies use different communication products and partners across multiple divisions and departments, making the landscape increasingly complex. This leads to data fragmentation, silos between legacy and third-party systems, duplicated workloads and inconsistent processes.

Most organisations, as a result, cannot easily automate customer journeys end-to-end, and struggle to achieve their transformation objectives.

That's when **imi** can help. **imi**connect is a central platform that acts as a layer of glue between existing business systems and customer interaction channels. It helps you alleviate the above challenges and leverage the capabilities of Communication Platform as a Service (CPaaS) to deliver a differentiating customer experience.
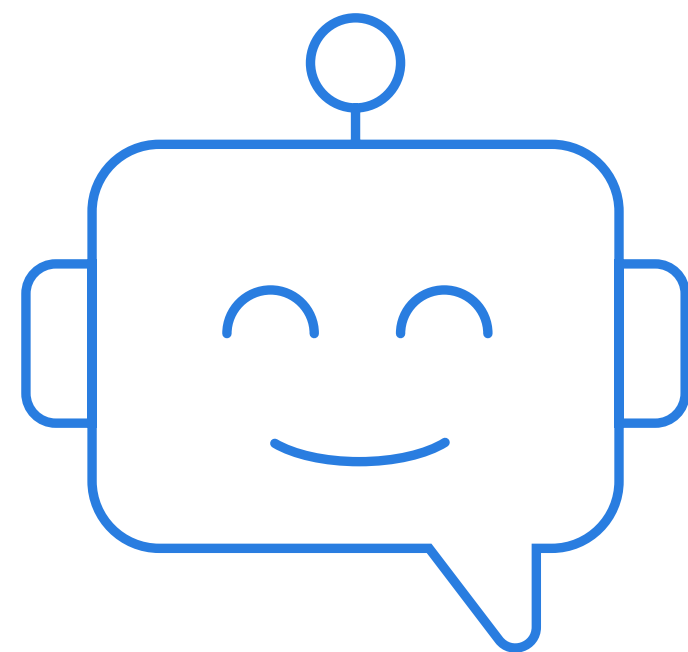
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Shifts in customer expectations
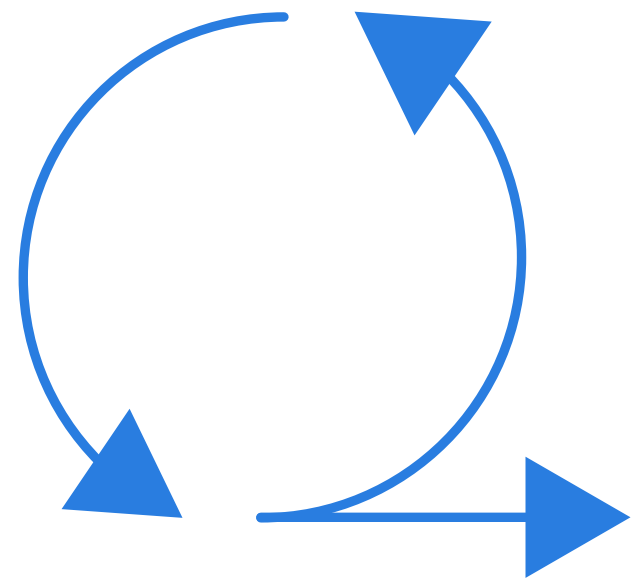
Shift from reactive to proactive

87%

of consumers want to be contacted proactively by a company for customer service matters

Shift from business-owned channels to customer-preferred

ONLY 12%

of millennials cite telephone as their favourite communication channel

Shift from manual to automated

Upto

80%

of routine questions can be answered by Chatbots, helping businesses save on customer service cost

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What is Webex Connect?

Webex Connect is a low-code communications platform, designed to reduce cost, complexity and accelerate IT roadmaps.
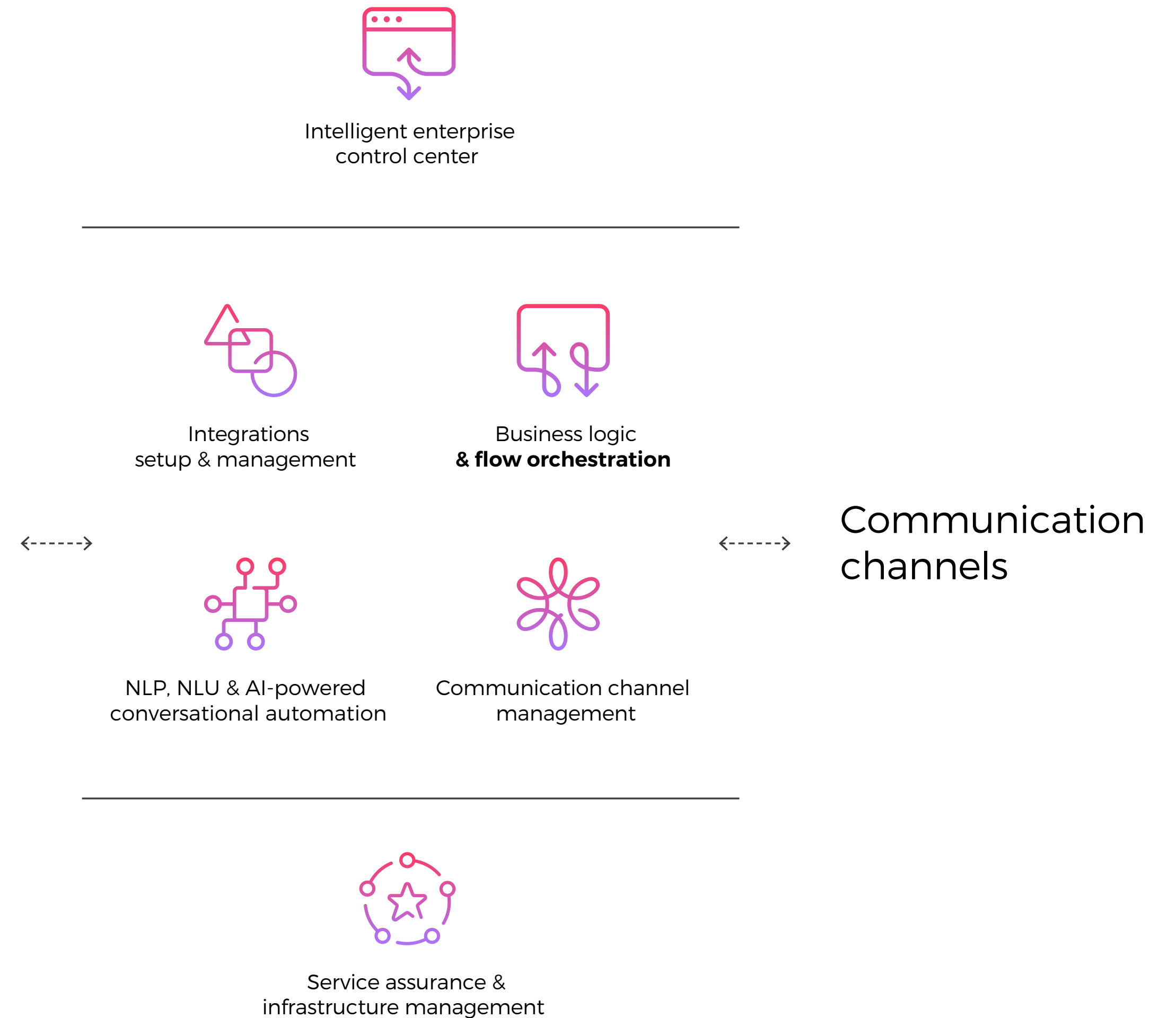
It gives you the cloud benefits of quality, predictable costs and reduced administrative complexity, with the power of cloud calling.

What is Webex Connect?

- Rapidly launch new customer journeys
- Enable frictionless CX across 10+ channels
- Effortlessly integrate with multiple enterprise systems
- Centrally manage end-to-end customer journeys
- Accelerate conversational automation
- Cater to customer preferences
- Iterate and scale on an enterprise-grade cloud platform

Intelligent enterprise
control center

Integrations
setup & management

Business logic
& flow orchestration

Core business
systems &
partner services

Communication
channels

NLP, NLU & AI-powered
conversational automation

Communication channel
management

Service assurance &
infrastructure management

How it works

Engage more, react less

Orchestrate communications over 10+ channels:

Connect with your customers using SMS, Voice, Email, Push and In-App Messaging, Apple Business Chat, Messenger, RCS, Twitter DM, WhatsApp Business, and WeChat.

Go beyond just inbound and outbound:
Deliver richer experiences with full-featured capabilities for every channel, including IVR, chatbots, rich messaging templates, wallets.

Manage customer preferences:

Capture and manage consent across channels to ensure compliance with regulations. Empower customers to decide how and when they wish to be contacted.

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Rapidly launch new customer journeys

Reduce the time to market with a visual, low-code flow builder:

Use a drag-and-drop editor and powerful nodes to build multichannel communication flows in minutes.

Create deeper connections:

Engage your customers proactively and trigger outbound communications at the right moment in customer journeys.

Customise and iterate easily:

Create multi-level flows using conditional branching, or add your own code to implement custom business logic. Secure and scalable serverless environment makes testing and deployment effortless.

Optimise customer journeys:

Review logs and debug flows in real-time to identify areas of improvement. Track iterative flow enhancements with version management.

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Seamlessly integrate with multiple systems

Achieve faster go-to-market:

Leverage pre-built integrations and start using new channels with no changes to your existing systems. Reduce development effort by reusing events from existing systems to trigger communication flows.

Integrate multiple systems into customer journeys:

Quickly integrate with any desired system over a variety of interfaces such as REST/SOAP APIs, Webhooks, s/FTP, and message queues.

Centrally manage every journey

Gain insights into interaction patterns:

Troubleshoot and resolve issues faster with debugging tools and detailed logs. Use a drag-and-drop report builder and real-time dashboards to create custom reports.

Track and analyse customer journeys:

Use interactive reports with node-level analytics for customer journey data. Create custom reports with goal tracking and flow segment analysis for varying time periods.

Comply with internal data security & regulatory requirements:

Centrally manage and monitor customer communications across channels and business units.

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Build with future in mind

Speed up response time with bots:

Use the in-built bot builder to quickly launch simple FAQ/query bots or create advanced chatbots using low-code capabilities.

Automate two-way customer conversations:

Use pre-built NLP nodes and access 14+ NLP functions such as date-time recognition, sentiment analysis, and spell check.

Say goodbye to server downtime:

High-availability cloud environment with zero downtime updates and elastic scalability seamlessly handles peaks in customer interaction volumes.

Access support 24x7:

Benefit from dedicated account management, API documentation, developer resources, expert live chat, and on-demand implementation services.

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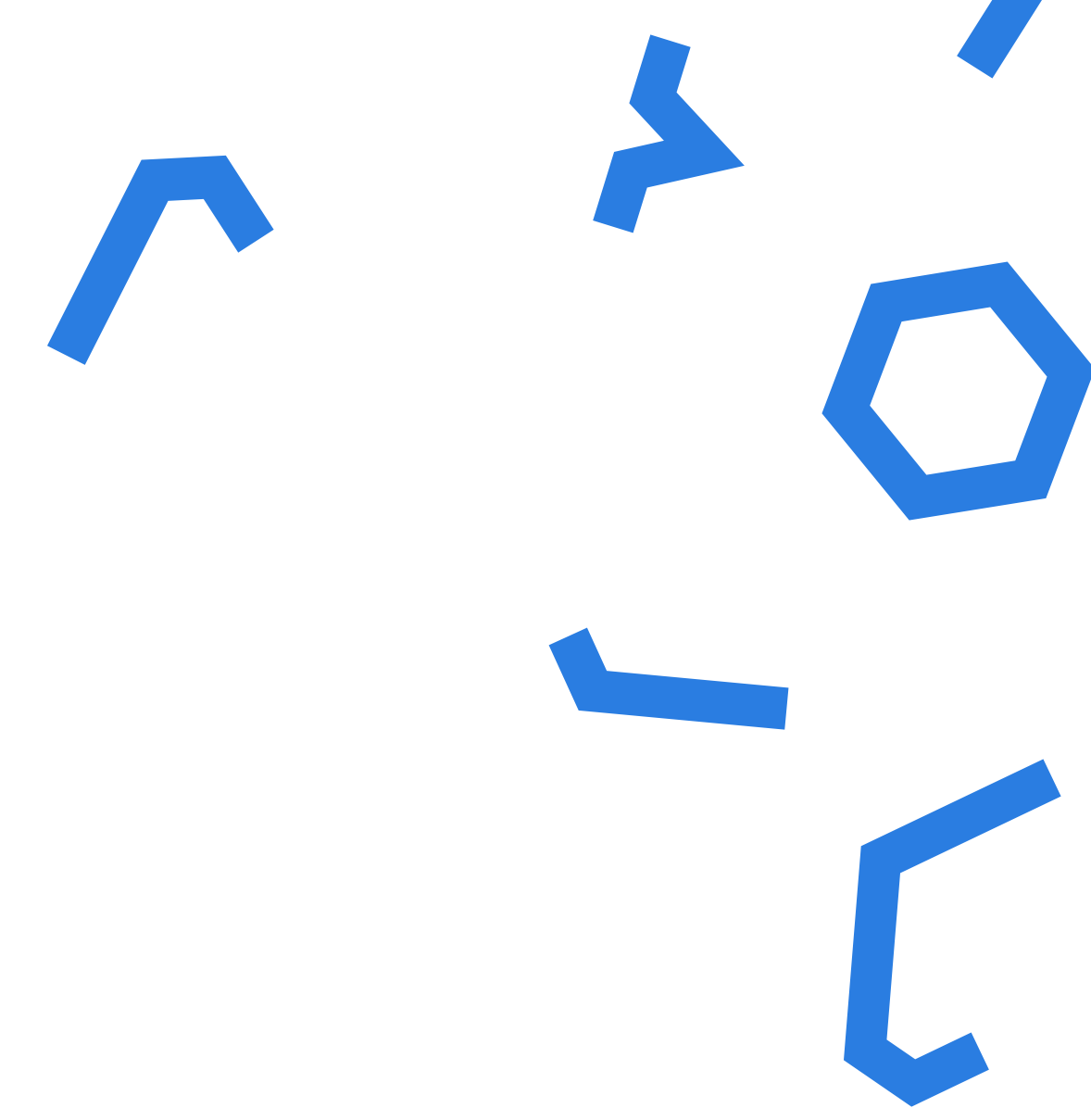
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level with Webex by Cisco.

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today via your Account Manager.