

Three ways cognitive collaboration is changing the workplace.

1

Builds high performance teams and enables better team engagement.

People insight profiles and personalized experiences help distributed teams thrive.

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2018 Innovation Award Winner
4-Star Legal expands digital portfolio (news)

Maximize team impact

97%

believe lack of alignment within a team impacts the outcome of a project
Source: Clear Company, 2015

Connect people and teams better

88%

would switch to a solution that presented relevant information about people and projects
Source: Dimensional Research, 2019

Intelligence identifies more opportunities

42%

predict increased sales opportunities from relationship intelligence
Source: Dimensional Research, 2019

2

Creates smarter workspaces.

Transform your workspaces and meeting rooms to align to the way your teams actually work.

"Hi Nancy, I see in your calendar you have a meeting that starts in five minutes. Want to join now?"

"Not yet, Assistant—call Susan."

Susan Lee?"

"Yep. Hi, Susan..."

- Natural conversational interactions
- Knowledge of your frequent collaborators
- Proactive insights connected to your calendar
- Remove background distractions
- Analytics for IT

3

Creates proactive customer journeys that foster customer loyalty.

Actionable insights

Contextual cloud data analytics to predict customer needs

Contextual assistance

AI-enabled suggested agent responses

Collaboration enabled

Integrated collaboration for connected experiences

Cognitive-enabled contact centers turn a negative customer experience into a positive one.

Hi Barbara, your flight #2001 has been canceled due to bad weather. We have two alternative flights for you. Please select your preference:

Flight #1: 2 p.m. Flight #2: 4 p.m.

Flight 1

As a long-standing Premium member we'd like to offer you a free upgrade and 10,000 free mileage points. Ok?

Yes please!!!

Flight 272 confirmed. Seat 1A.

Smarter context-driven routing

73%

best-in-class firms route to a relevant agent based on context
Source: Aberdeen, 2018

Faster contact resolution

70%

contact center admins believe AI will improve satisfaction, reduce agent talk time, and reduce the number of calls
Source: Nemertes Research, 2019

Improves customer loyalty

59%

customers say tailored engagement based on past interactions is very important to winning their business
Source: Salesforce, 2018

Cognitive collaboration and AI are re-shaping the workplace.

Experience greater efficiency with artificial intelligence and cognitive-enabled collaboration.

More efficient teams

37%

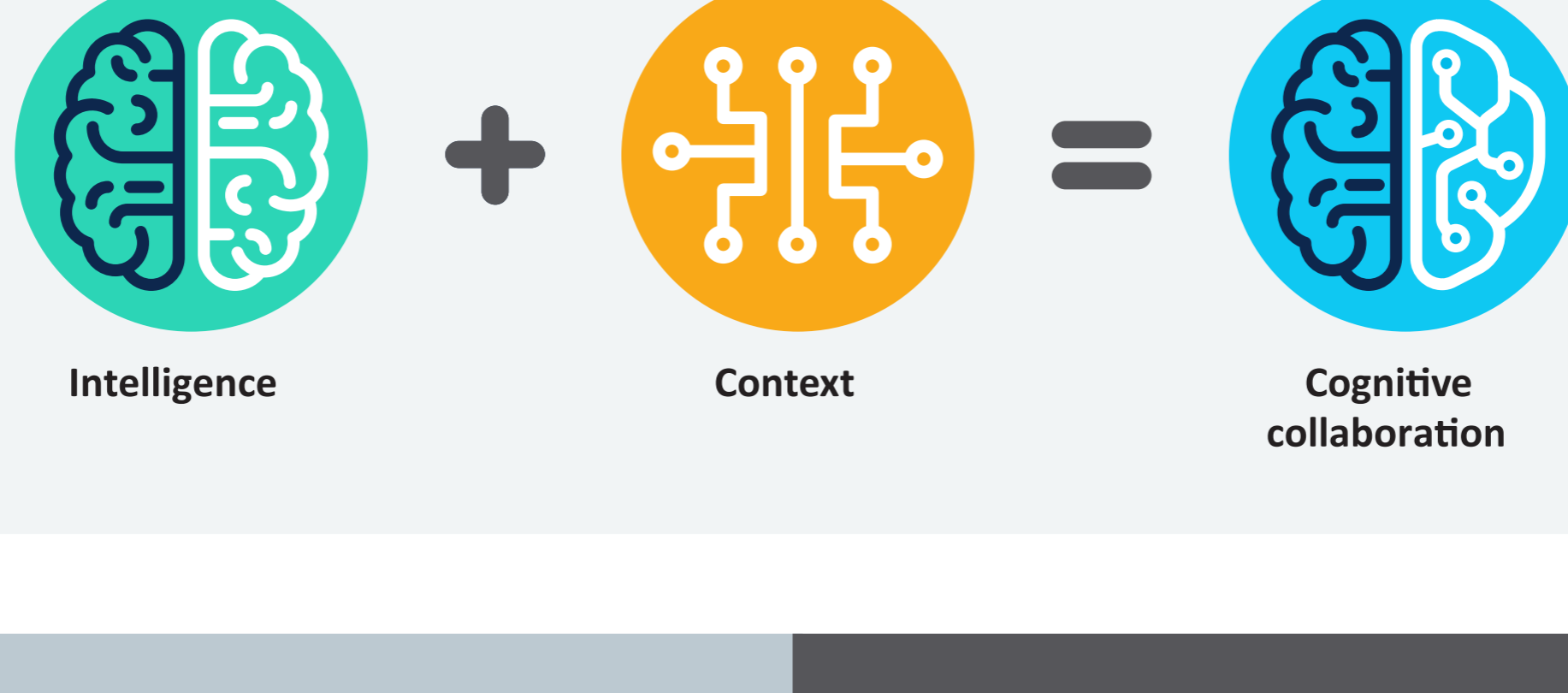
say adoption of AI has allowed them to achieve a lead on competitors
Source: Deloitte, 2018

Better customer engagement

60%

are using or planning to use AI to improve customer engagement
Source: Nemertes Research, 2019

Cognitive collaboration removes common friction points and provides contextually relevant insights to enable people and teams to perform at a higher level.



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