Digital Transformation

Digital transformation is having huge effects in every industry. In a 2016 Gartner survey of 396 leaders across 30 companies, half of all CEOs surveyed expected their industries to be substantially or unrecognizably transformed by digital[1]. This transformation is about creating new customer experiences, transforming processes and business models, and empowering workforce efficiency and innovation.

Cisco provides the foundation for digital transformation by bringing everything together into a digital-ready infrastructure that is simple, intelligent, automated, and secure. On top of this, Cisco provides purpose-built solutions for outcomes, a complete services lifecycle, and expertise for integration.

As a leading digital company, Cisco focuses not only on delivering new value for our customers, but also on driving digital transformation in our own organization. Cisco is transforming its support services to provide better customer satisfaction.

Changing Landscape of Support

Customers are now demanding much more from support services, and that is leading to a change in the support landscape. Customers want unified interactions using voice, video and email that helps to increase efficiency. They are looking for near time issue resolution to reduce costs, and they want to proactively detect and mitigate issues to minimize risk.

[1]Gartner G00296113, 2016 CEO Survey: The Year of Digital Tenacity

Cisco's Support Transformation

Cisco has transformed its support by making it connected, collaborative, and cognitive.

Connected Support

Cisco connects to customer networks securely and continuously using network monitoring tools. This enables us to monitor customer's network and reduces the time spent digging up information. Networks can be continuously evaluated for potential security and support issues, alerting customers to problems before even they are aware of them. Continuous monitoring of the network can be done 24x7 to collect data that can help us offer proactive support.


Collaborative Support

Within a case, a Cisco Spark™ room can be opened that allows the technical support agent to bring in the appropriate subject matter experts to help solve problems. If necessary, technicians can also initiate a real-time video call and work with sales, engineering, or anyone else to address the customer's needs. All this helps to bring together insightful data to create more collaborative customer experiences.


Cognitive Support

The Cisco® Technical Assistance Center (TAC) has started digitizing the knowledge base of engineering and product support cases into diagnostic signatures. Currently, Cisco has around 16,000 diagnostic signatures, and this number is growing. These are made up of millions of case resolutions and best practices from hundreds of thousands of Cisco CCIE® interactions. Now, when a customer uploads case information, such as serial number and log files, our innovative capabilities immediately bounce it against the diagnostic signatures. Best practices, error messages, configuration settings, and more are analyzed automatically. By the time a TAC engineer opens the case, resolution recommendations are already part of the case file.

This approach is not only significantly faster, but much more comprehensive than the traditional means of handling cases. In many instances, this digital approach is finding not only the issue the customer thought they had, but other issues buried deep with the log file – things a human would never have found. With the solutions for known issues automated, the engineer can spend more time proactively resolving unknown issues.
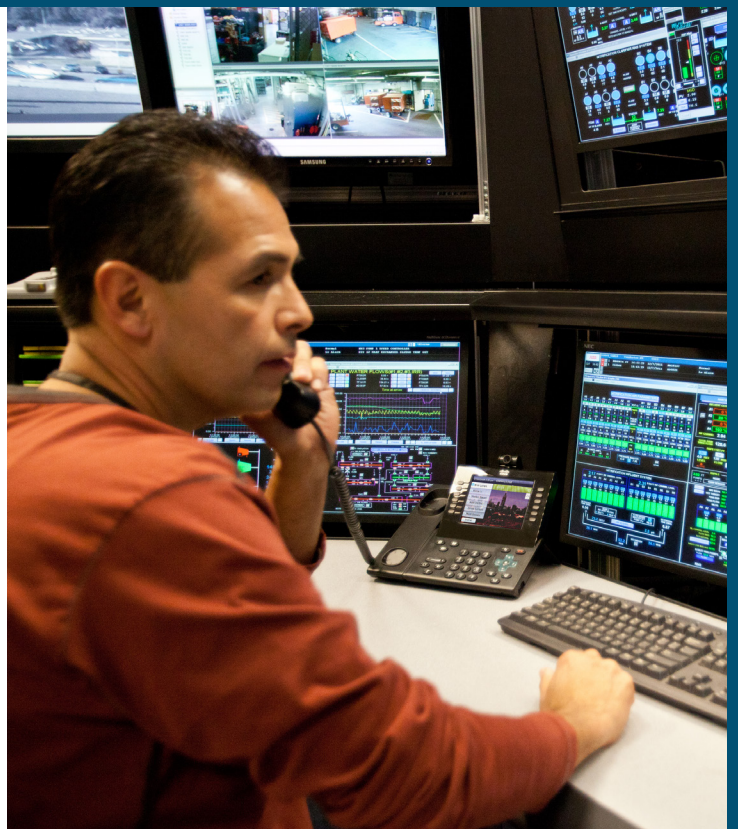
Benefits of Support Transformation

This transformation helps to improve customer satisfaction and reduce the mean time to resolution (MTTR) for known issues. Proactive and even predictive support is enabled when customer networks are connected, securely and continuously. This support includes automatic remediation of connected products and preventive hot patching.
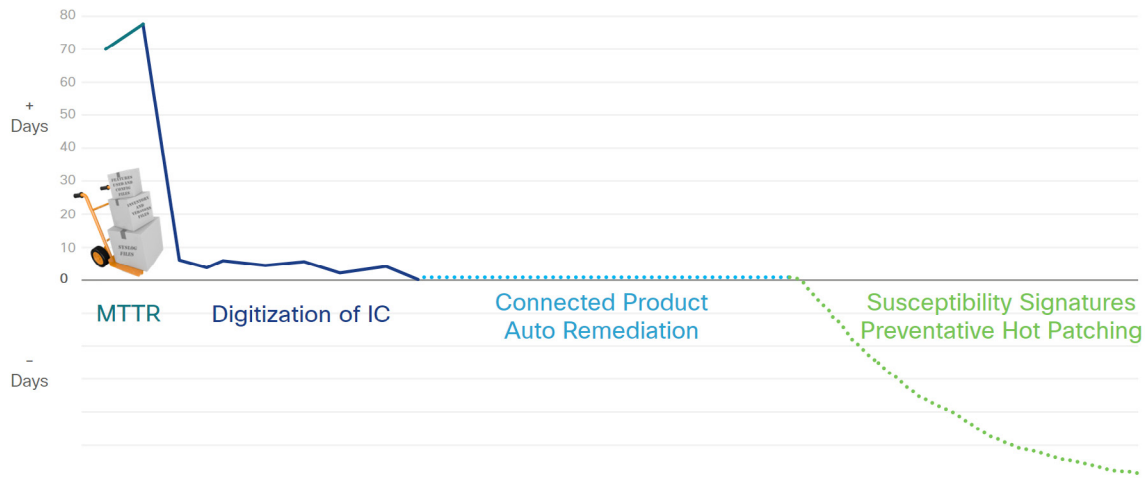
Cisco Can Help You Transform Your Support

Cisco has accomplished much on its digital business journey, and is continuing to build new capabilities every day. We're ready to apply the lessons we have learned to help our customers transform their own organizations. No matter where you are in your digital transformation journey, Cisco can help you build a digital-ready infrastructure that is simple, intelligent, automated, and secure. Let Cisco help you reimagine your business and accelerate your organization's digital transformation.

Visit http://www.cisco.com/go/digital to learn more.

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