

Cisco Customer Journey Data Service (CJDS)

Delivering the future of customer experience...

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This FAQ is currently in draft version and has the purpose to answer most common questions about Cisco's new Customer Journey Data Services. The CJDS product team will evolve and update this document frequently.

What is CJDS, Customer Journey Data Service?

Customer Journey Data Service (currently CJDS) is a customer data and actions platform built upon a serverless multi-cloud architecture that enables enterprises to track their customer engagement across communication channels and take actions in real-time to make these engagements personalized and timely and impactful.

Apart from customer journey orchestration, this product helps enterprises map the customer journey and serves as a personalization engine due to its ability to trigger real-time actions. Additionally, we are developing advanced reporting and analytics capabilities enabling customers/partners to get micro-level insights for their end-users' end-to-end journey.

For what target audience is CJDS most relevant?

Multiple stakeholders can leverage this platform, including customer experience/service, sales, operations, marketing strategists, and customer communication professionals, to visualize/map the entire customer journey and take real-time actions to make it more personalized, timely, and impactful. CJDS is currently API first, but the Cisco team is working to provide a low code/no-code visual experience in future releases.

What is Cisco's vision or CJDS?

Cisco's vision is to provide a low code/no-code platform (currently API first) that will make it easy for customers (in multiple segments like SMB and Enterprise) to "draw" their customer journey, collect data and customize the entire customer engagement experience from the bottom but also integrate with existing contact center, CRM, or other backend systems.

What is Customer journey orchestration?

Customer journey orchestration provides the ability to customize the entire journey visually fully and via API and coding. In more detail, solutions that use real-time data at the individual customer level to analyze current behavior (journey discovery) and predict and adjust future behavior now (journey decisioning). These tools provide an integrated, actionable, and real-time view of the customer across marketing, product, and customer service journeys.

Who are the clients of CJDS?

CJDS has a significant value for multiple customer segments as we target vertical and horizontal customer segments, from SMB to enterprise. The key persona for CJDS is a business decision-maker who needs to innovate the entire customer journey for their customers, from customer support to sales and business development use cases.

For a business decision-maker, we offer a rich journey services platform that reinvents the entire customer journey, collects data, and helps to increase the satisfaction of any customer engagement.

For a technical decision maker (TDM), we provide an API first platform, with rich UI/UX low code/no-code capabilities (currently API first, visual experience targeted for future releases) that can plugin into any existing contact center, CRM, or ERP system to collect/unify data, information and translate into actions, workflows, and more meaningful and intelligent customer engagements.

What is CDP? How is CJDS like/or interact with a CDP?

A customer data platform (CDP) is software that collects and unifies first-party customer data—from multiple sources—to build a single, coherent, complete view of each customer. CJDS can integrate with any data source, including a CDP, and act as a layer to identify, analyze, and orchestrate customer journeys.

What differentiates CJDS from a CDP further is the ability to orchestrate and trigger actions in real-time – this is where our CJDS service stands out!

What data security measures does CJDS have?

CJDS is a product built within Cisco and will meet all industry practices and regulatory requirements in its release version. In addition, we are currently targeting SOC2 certification and other specific compliance certifications based on geographical requirements.

How is CJDS different from campaign management or marketing automation tools? What is Cisco's key differentiator?

CJDS can integrate multiple data sources, including marketing and campaign management tools, and act as an analytical/orchestration layer for the entire customer lifecycle. Our early adopters have used CJDS to empower their existing marketing and campaign management tools to orchestrate real-time actions.

Do I need to migrate to leverage CJDS services and implementation?

CJDS fully integrates with the existing contact center, CRM solutions, and other platforms – both on-premises and in the cloud. In addition, CJDS offers multiple ways of collecting data from various touchpoints by leveraging API-level integration with other third-party services or preconfigured Cisco integrations (like with IMI for digital channels, WebEx Contact Center, etc.)

How long does CJDS take to implement?

The integration depends on several factors. For example, how many datapoints and touchpoints need to be integrated? What backend systems are in place? What contact center is currently in use and is it on-premises or in the cloud?

The integration is currently completely API-driven and with that, CJDS can integrate with nearly any existing contact center, including collecting data and information from any channel and back-end applications.

Some of these use cases may take days to integrate, other with more customizations require more effort – however, Cisco's CJDS service is meant to simply integrate within any customer engagement workflow and easy to “connect”, “modify” and “customize” is one of the major key advantages of our service.

Cisco recommends customers start with a journey that touches 2-3 channels with business rule logic of low to medium levels of complexity, which can be up and running with just a few weeks' work. However, the duration of the initial journey is often dependent on access to the customer's data, channel touchpoints, and subject matter experts.

What CRM vendors does CJDS work with?

As of now, Cisco CJDS can integrate with any CRM platform by leveraging our existing and available APIs. However, in the next upcoming milestones of our roadmap, we will provide out-of-the-box integrations with major CRM platforms and services.

What does CJDS cost, how can I purchase CJDS?

We are currently working on the licensing options for CJDS – pricing and packaging options and bundling with other products such as IMI or WebEx Contact Center. We will provide an update soon.

Is there anything CJDS cannot integrate with?

We can integrate with any service (on-premises or cloud) that provides API capabilities or other mechanisms to collect data and information.

Does CJDS integrate with any contact center?

The simple answer is yes; we integrate with nearly any on-premises or cloud contact center via standardized interfaces. More information is available in our technical documentation on the CJDS landing page website.

Is there any training or certification available for CJDS?

Not yet. Cisco is working on upcoming training and potential certification programs. Please stay tuned, and we will share updates soon.

What is the typical ROI we can expect?

The overall ROI depends on the projects customers choose and will be measured in real-time by the metrics you capture against business goals.

For example - in our early adoption program, we have delivered results that have reduced customer attrition by 10-30%, improved TTRs (time to resolution), and optimized the overall customer engagement process, which has helped customers improve their CSATs

How will partner integrate CJDS and widgets into customer care environments for “their” customers?

We have the customer journey widget (omnichannel) publicly available on our GitHub [repository](#). Any customer or partner can integrate their respective data sources (voice, digital channels, 3rd party tools) and plug this widget into their existing contact center, CRM, etc. solution to enable their workforce to see the entire customer journey and use these data points to provide a personalized, timely, and impactful experience to their customers

Where can customers find all sources, including widgets and API information?

Please visit Cisco’s Developer Portal: WebEx Customer Experience for [Developers \(cisco.com\)](#) for API descriptions: GitHub for libraries and widgets and our CJDS landing page: [Customer Journey Data Service \(CJDS\)](#) and Swagger for API descriptions: [Customer Journey Data Service \(CJDS\) - Swagger UI](#).

What are the use cases for CJDS?

CJDS provides benefits for nearly any customer engagement use case. We authored a detailed whitepaper of some examples use cases where our journey services provide a significant value: [Top 20 Use Cases for Customer Journey Data Service \(CJDS\) \(cisco.com\)](#)

How does CJAAS create customer profiles? And how are they different from the CRM customer profiles?

Customer Journeys are only as good as the context they capture, and with every journey there is a human customer profile that needs to be known, otherwise the context would be lost. Context can be built incrementally as the journey progresses, instead of at all once. While CRM may hold the bio essentials - it remains a static snapshot. Progressive profiles are much more than a static record profile that may be held in the CRM.

These profiles are dynamic and living as they capture interests - intent and details over time. Context is a significant advantage to both agent and AI models in today’s setting. Consider for instance, an existing checking account customer who browses auto loans online before calling in for a routine service request for banking, this may provide an opportunity for a cross-sell while behind the scenes “ensemble routing” can override the IVR and route directly to connect with an agent who has auto loan quoting competency, in-addition to general servicing to make serendipity more likely. More information can be found here: <https://cjaas.cisco.com/docs/CJaaSAPISpec.pdf>