

EXHIBIT C

Exhibit C – USPN 11,227,303 applied to Webex Contact Center

All Accused Instrumentalities including Webex Contact Center, Webex Contact Center Enterprise, any Accused Instrumentalities identified by Cisco in response to discovery requests, and any other Cisco cloud contact center product that functions in a similar manner infringe at least claims 1, 4-6, 8-11, 13, 14, 17-19, and 21-24 of U.S. Patent No. 11,227,303. The evidence cited below is exemplary and based on publicly available information. Plaintiff will supplement its contentions with additional information once it is made available during discovery.

The infringement analysis below demonstrates literal infringement of each claim element. To the extent any claim element is not literally met (which Plaintiff does not concede), the Accused Instrumentalities infringe under the doctrine of equivalents. Each element of the Accused Instrumentalities performs substantially the same function, in substantially the same way, to achieve substantially the same result as the corresponding claim limitation. Plaintiff reserves the right to supplement its equivalents contentions following claim construction and further discovery.

Claim 1

1.pre: A method of controlling presentation of content on a communication device, the method comprising:

Cisco's Webex Contact Center performs a method of controlling presentation of content on a communication device. For example, Webex Contact Center controls the presentation of the content on an Agent's screen during a scheduled callback voice call.



By now, you should all know that Webex Contact Center is Cisco's native cloud contact center with omnichannel routing and 360 degree customer journey analytics.

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The All New Webex Contact Center

Super Agents

Agent desktop experience

Intuitive agent experience

- 1 Omnichannel task list view
- 2 Customer information
- 3 Customer experience journey
- 4 Mid-call features
- 5 Agent profile



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Exhibit C – USPN 11,227,303 applied to Webex Contact Center

Webex Contact Center

Why Webex

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The contact center market leader

Cisco is a global leader in contact centers, delivering the most complete contact center portfolio.

Webex Contact Center is an omnichannel contact center-as-a-service (CCaaS) for any size contact center that delivers enriched customer journeys, all powered by the cloud and data intelligence, driving faster and more personalized customer experiences.

Built on the open and flexible Webex Platform for Contact Center, our portfolio integrates advanced cloud services such as AI capabilities, enterprise-grade cloud calling, data analytics, workforce optimization, CRM and experience management applications.

#1
Market share cloud / hosted contact center installed base¹

36K
Contact center enterprises

3.6M
Agents

1.5K
Global partners

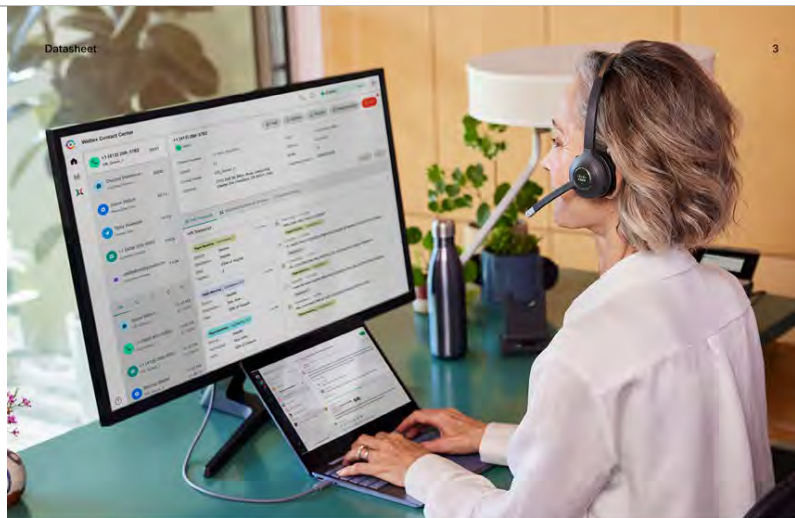
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1: Synergy Research, 2020

webex by cisco

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Exhibit C – USPN 11,227,303 applied to Webex Contact Center



Product overview

Webex® Contact Center is a next-generation cloud contact center solution inspired by customers and architected for business.

Designed and built from its foundation as a Software-as-a-Service (SaaS) cloud solution, Webex Contact Center's best-of-breed platform architecture brings your business the innovation, flexibility, scalability, and agility of the cloud without sacrificing security (Figure 1). As a cloud-based subscription, Webex Contact Center enables rapid time to market and time to new revenue while minimizing upfront capital investment.

Figure 1. Webex Contact Center's native cloud architecture—agile and secure



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webex by cisco

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Webex Contact Center Overview

Contact centers of multisourcing enterprises leverage a combination of sourcing solutions, including captive, outsourced, and offshore. The typical multisource contact-center environment is organizationally complex, consisting of sites located all over the world, and staffed by direct company employees and/or outsourced agents.

In this environment, most locations operate independently and use disparate contact center technologies, including routing, administrative solutions, and reporting tools. This combination of tools and technologies makes both management and quality monitoring across different locations extremely challenging.

Cisco's Webex Contact Center offers a unique solution that combines contact center and IP technologies in a global call management service. The Webex Contact Center solution is built on the Cisco Midpoint Call Management[®] technology, a centralized control point for managing and monitoring calls and contacts across a heterogeneous contact center environment.

Offered as a cloud service, Webex Contact Center provides enterprises with full control over their global contact center queues and creates the appearance of a single, unified contact center environment. Calls, chats, and emails are distributed to the contact center sites where agents are available. When agents are occupied, contacts are queued centrally so they can be serviced by the next available agent irrespective of the physical location of the agent.

In the voice context, by queuing calls centrally, enterprises can offload the queuing function from their premises-based equipment, thus achieving substantial cost savings in telecom hardware, toll charges, and bandwidth use. More importantly, a call can be directed to the next available agent at any site. And because the endpoint of the call can be anywhere around the globe, Webex Contact Center seamlessly integrates remote agents and at-home agents into the enterprise's multisource contact center environment.

About Sites, Teams, Entry Points, and Queues

A Webex Contact Center tenant is an enterprise that has contact centers at one or more sites. The enterprise also has entry points for incoming contacts that are associated with queues. Incoming contacts can be toll-free numbers for voice calls, designated email addresses for emails, or chats with agents. For example, an enterprise that is named Acme might have an entry point that is named Welcome. Welcome classifies contacts into AcmeBilling and distributes to teams of agents in Chicago, Manila, and Bangalore.

Each Webex Contact Center tenant profile consists of sites, teams, entry points, and queues.

- A site is a physical contact center location under the control of the enterprise or an outsourcer. For example, Acme might have sites in Chicago, Manila, and Bangalore.
- A team is a group of agents at a specific site who handle a particular type of contact. For example, Acme might have teams at their Chicago site that are named Chi_Billing, Chi_Sales, and Chi_GoldCustomerService, and teams at their Bangalore site named Bgl_Billing, Bgl_GoldCustomerService, and Bgl_Experts. Agents can be assigned to more than one team, but an agent can service only one team at a time.
- An entry point is the initial landing place for the customer contacts on the Webex Contact Center system. For the voice contacts, typically one or more toll-free or dial numbers are associated with an entry point. IVR call treatment is performed while a call is in the entry point.
- A queue is where active contacts are kept while they await handling by an agent. Contacts are moved from the entry point into a queue and are distributed to agents.

Tenants that use the outdial feature are also configured with at least one outdial entry point and one outdial queue.

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	Webex Contact Center is a cloud-based enterprise Contact Center solution. Voice processing is performed in the cloud We need to route calls in and out of the cloud CISCO <i>Live!</i> Vusura00002983  The diagram illustrates the Webex Contact Center architecture. At the top is the Webex Contact Center logo, which includes a stylized 'w' icon and the text 'webex Contact Center'. Below the logo, two blue arrows point downwards. The left arrow points to a telephone handset icon, and the right arrow points to a person wearing a headset icon. Both icons are labeled 'Voice Out'. BRKCCCT-2723 © 2024 Cisco and/or its affiliates. All rights reserved. Cisco Public 10
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	Courtesy Callback Outcome - Enhances Customer Satisfaction - Reduce Abandonment Rate - Maintain call Skills, Priority, position and contextual Data for the callback - Callback can be to the Original Queue or a dedicated callback Queue - Support Variable Queue Callback1 Callback Activity Settings Callback Settings Define the callback number and queue in which the contact should be placed for the callback request. The caller's place in queue is reserved. Note: You must use a Disconnect contact activity to terminate a flow branch that uses a Callback activity. Callback Dial Number NewPhoneContact.ani Callback Queue ☒ Variable Queue QueueContact1.QueueId Choose a variable that yields a valid Queue ID. Default is set to the queue in which the caller is placed. ☐ Static Queue
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Callback

Customers can opt to receive a callback using an IVR (Interactive Voice Response) by calling, visiting the website, or using a chatbot (Virtual Agent) of a call center.

The following are the different callback types:

- **Courtesy Callback:** A customer can opt to receive a courtesy callback instead of waiting in the contact center queue for an agent to answer the call.
- **Web Callback (Callback):** A customer can opt to receive a callback by submitting a callback request along with a name and callback number when visiting the contact center website or interacting with a chatbot (Virtual Agent) on the website.

The callback requests are sent to the Webex Contact Center system. When an agent is available, the system initiates a callback to the customer. The customer can be offered the callback option during peak hours or non-working hours of the contact center.

Callback requests are routed to you as an incoming call request. The callback contact request popover displays the Callback label, the  (Callback) icon, phone number of the customer, DNIS (Dialed Number Identification Service), the queue that routed the call to you, and a timer indicating the time elapsed since you received the call. The status of the incoming call is displayed as Ringing.

If the End Call feature for Web Callback is enabled by your administrator, the Ringing status is replaced with the **Cancel** button in the contact card request.

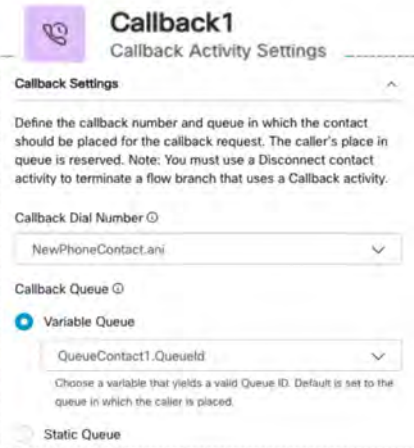
	 The  icon that is displayed for Courtesy Callback and Web Callback is the same. Note If the customer accepts the call, you are connected to the customer and the Interaction Control pane is displayed. For more information on the tasks that you can perform when handling a call, see Answer a Call.  Note • To cancel the Web Callback before the customer answers the call, click Cancel. When the callback is canceled, the Wrap Up Reasons dialog box appears. • If the customer does not answer the call, the call is returned to the queue. • If the contact center has reached the maximum limit for concurrent calls that is set for the data center or tenant, you cannot make more calls, and the corresponding reason codes are displayed on the Agent Desktop. For more information on the maximum limit for concurrent calls, see Make an Outdial Call. Vusura00002565 (emphasis added)
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Courtesy Callback

Outcome

- Enhances Customer Satisfaction
- Reduce Abandonment Rate

- ❖ Maintain call Skills, Priority, position and contextual Data for the callback
- ❖ Callback can be to the Original Queue or a dedicated callback Queue
- ❖ Support Variable Queue



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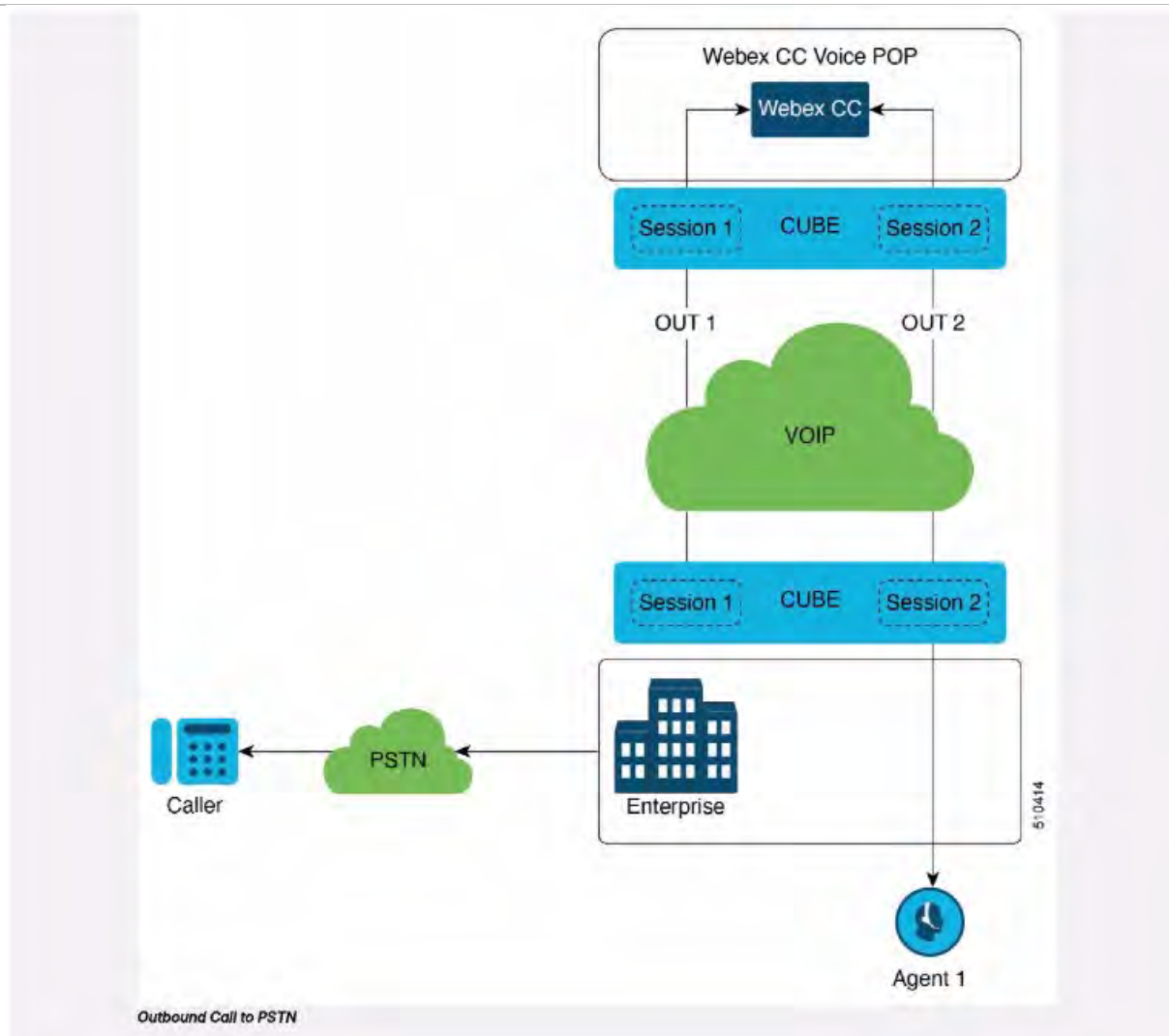
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Callback or Outbound Call to PSTN

An outbound call creates two sessions, one from the Enterprise tenant to Webex Contact Center and another from Webex Contact Center to the Enterprise.

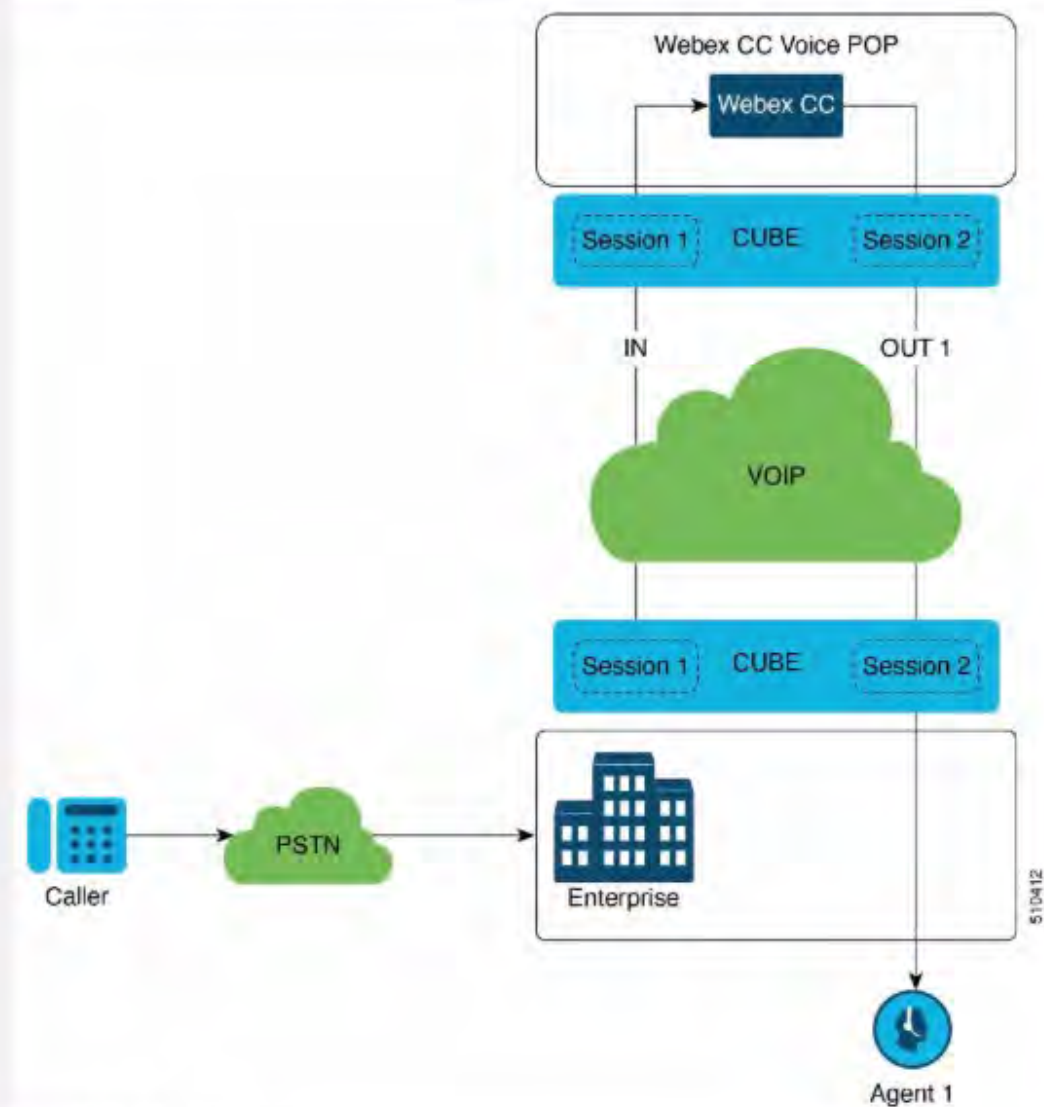
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Inbound Call to an Agent

An inbound call to an agent adds an outbound session in the Webex Contact Center CUBE and a single session in the enterprise CUBE.



Inbound Call to an Agent

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Telephony

For Telephony, the inbound Voice Call handling is decided by how the call entered the contact center (see Ingress Mechanisms below) and the Webex CC Flow that's associated with the entry point.

The call gets answered and further actions are done as per the Webex CC Flow definition – which is a programmatic representation of the actions to be performed while handling the call either prior to queueing and routing to an agent or the Flow itself can handle the call with no transfer to an agent.

The Flow Builder in Webex CC allows developers to define the flow and assign it to the entry point via which the call arrives in Webex CC.

These configuration entities and their usage are covered in *Configuration Entities*.

More information on Flow Builder is covered in the upcoming section on [IVR System](#).

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Ingress Mechanisms

This section covers the mechanisms by which an interaction can enter Webex CC. Based on the media type, the mechanisms by which an interaction reaches Webex CC are different.

For example, in telephony there is physical infrastructure provisioning needed to enable PSTN connectivity, configuration of the phone numbers, and routing the calls to Webex CC.

For email / messaging channels, the ingress configuration must be done in Webex Connect and it involves email/messaging account provisioning and Webex Connect flow configuration.

Inbound Voice

For voice calls, a typical scenario is where users dial a PSTN phone number which then gets connected to the contact center. From an Ingress perspective, this needs a mechanism to route calls from PSTN to Webex CC.

The following figure illustrates the voice call ingestion to Webex CC.

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Ingress Options for Inbound Voice

The Voice Ingress Services in Webex CC performs third party call control using SIP and answers the incoming call as well as perform transfer, conference, and other call control operations.

The logical entry point for calls in the Webex CC is the configuration entity named 'Entrypoint'. For Voice ingress, the key configuration of Entrypoint is the phone number associated with it, which is typically a valid PSTN phone number obtained from chosen PSTN provider.

This enables detecting incoming calls on the phone number, associate the call to Entrypoint and use other configuration parameters of the entry point to handle the call as per the Webex CC Flow definition that should be triggered for the interaction.

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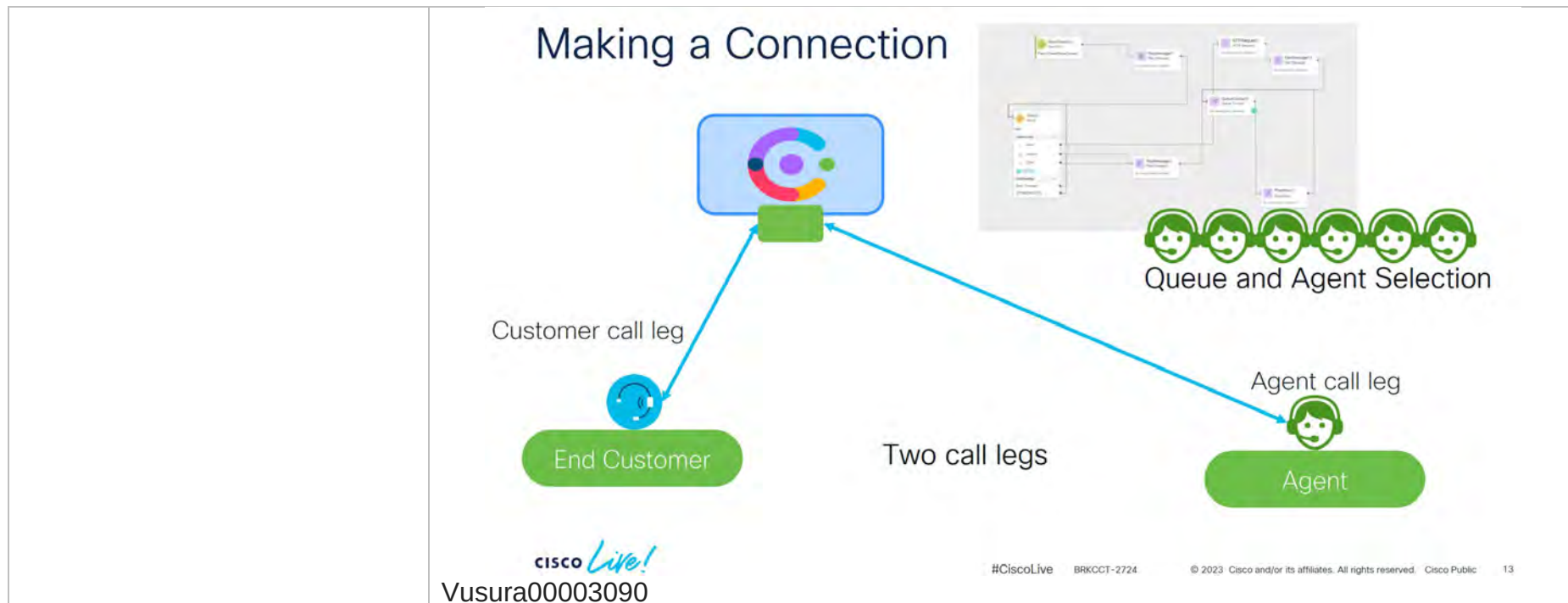
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Webex Contact Center
is a **cloud-based**
enterprise Contact
Center solution.

Voice processing is
performed in the cloud

We need to route calls in
and out of the cloud

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Voice Out



Voice Out

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Agent

Webex Contact Center
provides multiple
options for agent call
delivery




PSTN based Agent
Calls routed over PSTN to agent location (Office, Home etc)


On Premise Telephony
Calls routed via SIP trunk to your data center (could be Cisco Communication Manager)


Webex Telephony
Calls routed to Webex Calling registered phones


Webex App
Calls routed to Webex App


WebRTC
Web browser-based audio

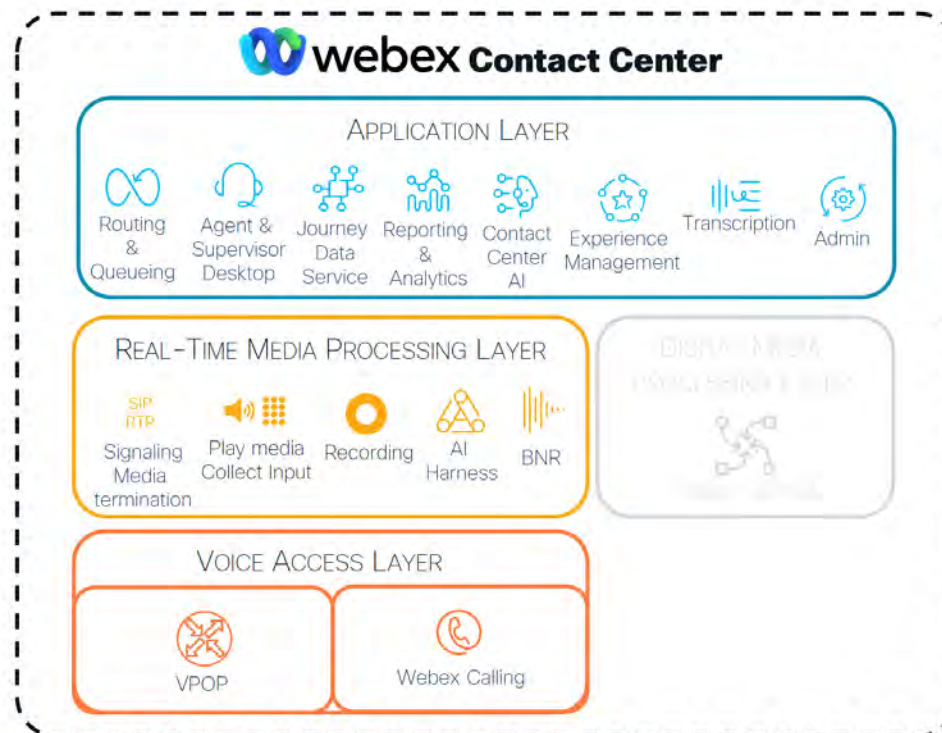
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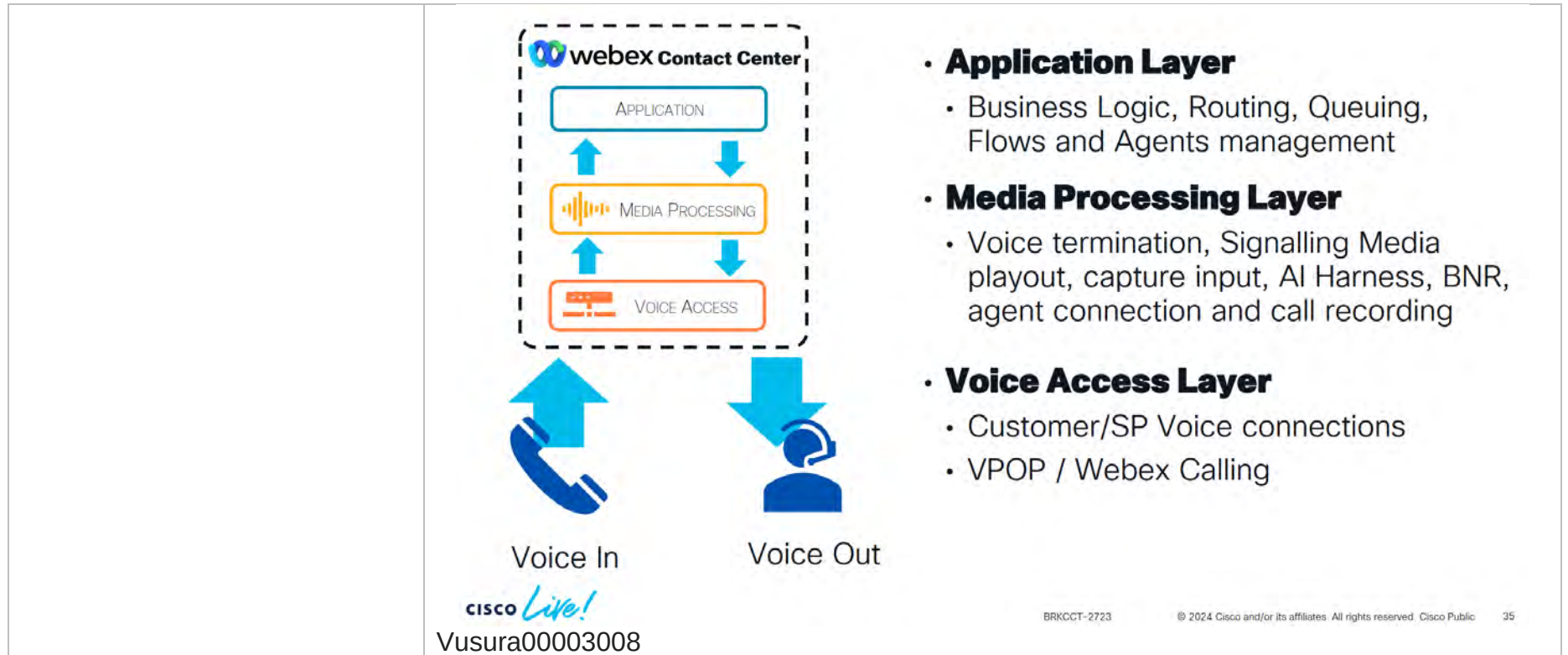
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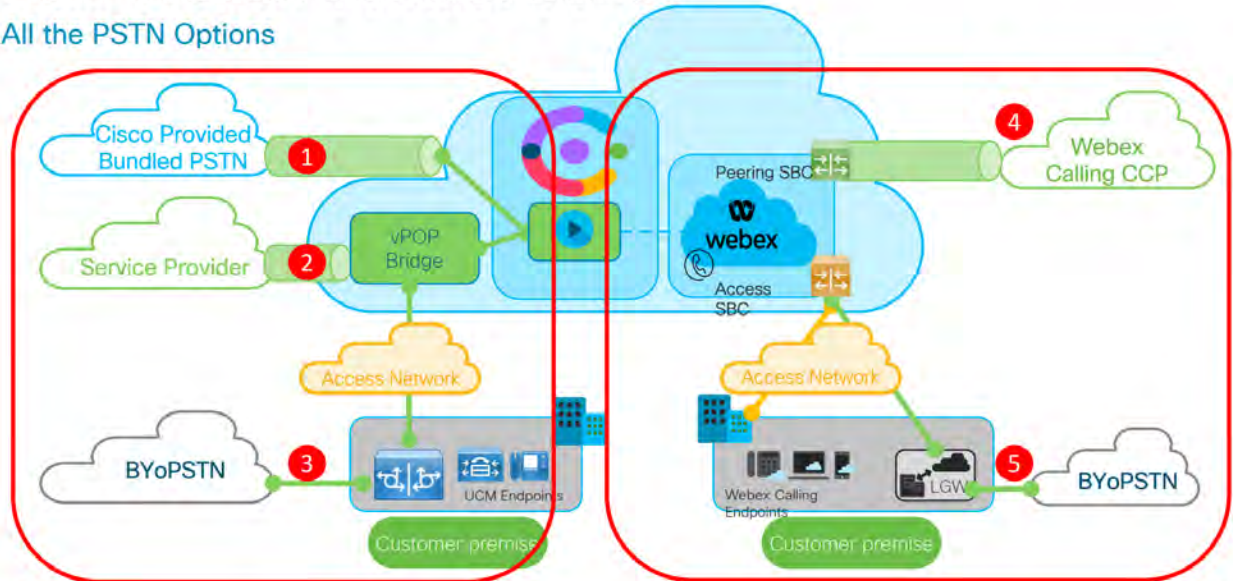
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New Webex Contact Center

All the PSTN Options



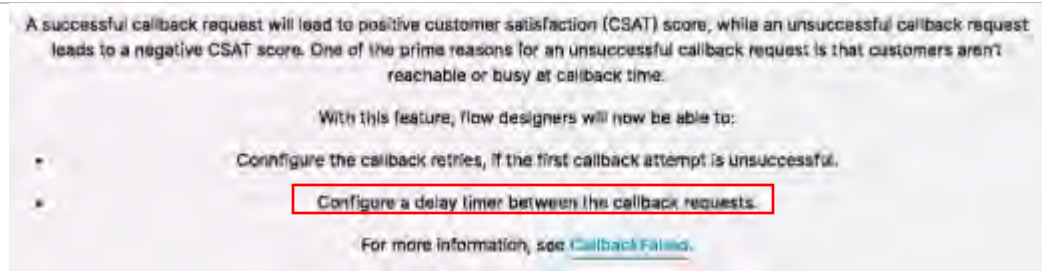
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1.b: pausing establishment of the communication connection without soliciting action by the first party; and

Cisco's Webex Contact Center performs the step of pausing establishment of the communication connection without soliciting action by the first party. For example, after a callback is requested, an initial delay (pause) passes prior to the callback contact being initiated in the flow. At that time, there is no solicitation of action by the first party (Webex Contact Center customer).

June 6, 2023

Callback-entry attempts to customer



Vusura00002635-00002636 (emphasis added)

Courtesy Callback

Outcome

- Enhances Customer Satisfaction
- Reduce Abandonment Rate

- ❖ Maintain call Skills, Priority, position and contextual Data for the callback
- ❖ Callback can be to the [Original Queue or a dedicated callback Queue](#)
- ❖ Support Variable Queue

Callback1
Callback Activity Settings

Callback Settings

Define the callback number and queue in which the contact should be placed for the callback request. The caller's place in queue is reserved. Note: You must use a Disconnect contact activity to terminate a flow branch that uses a Callback activity.

Callback Dial Number ⓘ
NewPhoneContact.ani

Callback Queue ⓘ
☒ Variable Queue
QueueContact1.QueueId
Choose a variable that yields a valid Queue ID. Default is set to the queue in which the caller is placed.
☐ Static Queue

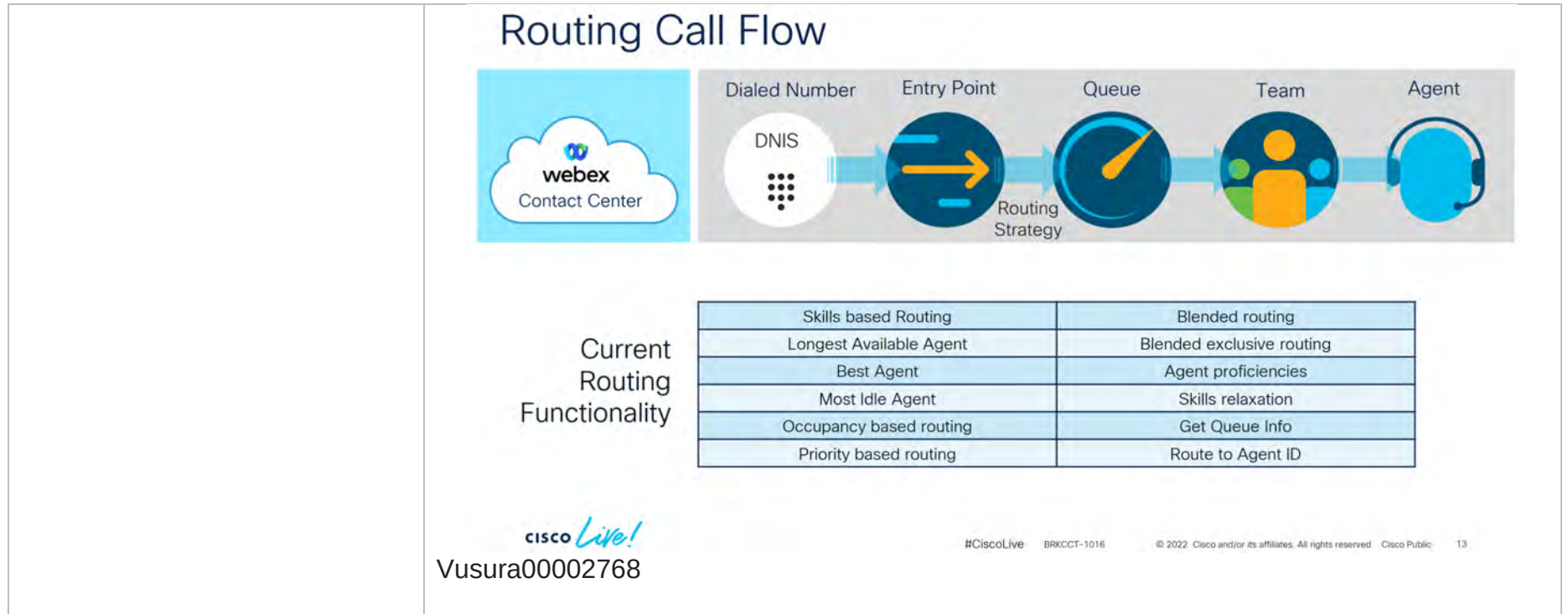
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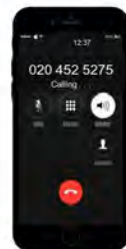
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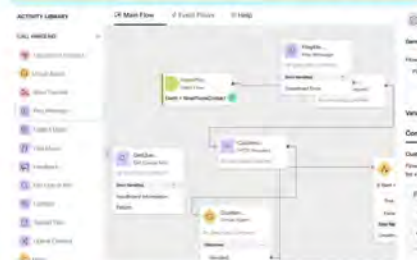


Needs to Speak to an Agent

Number to Call:
(020)452-5275



Self Service Orchestration



Webex Contact Center

Queueing & Routing



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DEVNET-1699

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About Contact Routing

The Routing Strategy module provides a flexible environment for routing contacts to the best resource, regardless of location. Each incoming contact arrives at an entry point, from where it's sent to queue for distribution among teams at contact center sites according to scheduled routing strategies, scheduled team capacity strategies, and queue precedence settings specified in the Routing Strategy module.

In addition, if your enterprise uses the outdial feature, each outdial call passes through an outdial entry point and outdial queue according to routing strategies in the Routing Strategy module.



Note

Although the examples in the following sections refer to phone contacts, the same contact routing options are available to other media types.

Basic Contact Routing

An incoming call arrives at an entry point where the caller is presented with three options. After the caller selects an option, the call is sent to a queue, where it waits for an agent to become available on one of the teams servicing that queue.

Each entry point and queue is associated with one or more routing strategies, which control how calls get serviced at specified time intervals, including what call control script to use to treat the call and what audio file to play when a call arrives or is waiting in queue.

In addition, the routing strategy for a queue specifies which teams receive calls and in what order, how long the call can wait in queue (before it gets distributed to an overflow destination number), and fail-over settings for agents and teams. You can specify one of the following options for identifying an agent to service a call:

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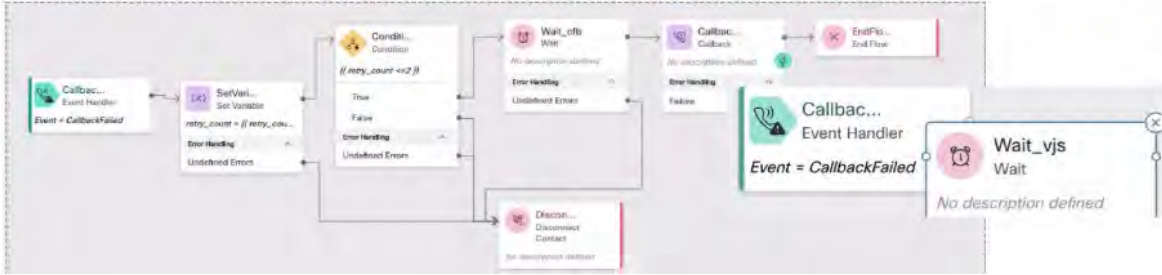
	• Longest Available Agent—Incoming calls get directed to the agent who has been available for the longest time. • Load Balance—Incoming calls get distributed among a group of teams based on ratios specified in the strategy. • Priority Based—Incoming calls get distributed to agent teams based on a priority rating assigned to each team. • Skill Based—Incoming calls get distributed to agents who possess a required set of skills, such as language fluency or product expertise. Vusura00001232-00001233
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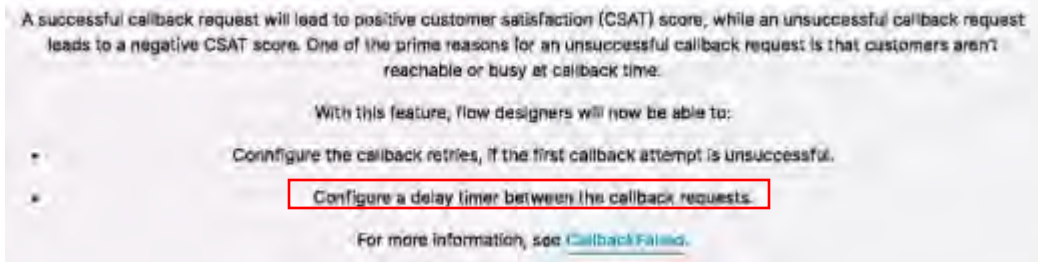
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	Features and benefits Routing and queue management Webex Contact Center intelligently distributes calls across: • Teams and agents in multiple sites • Remote agents Routing strategies can be created to leverage skill assignments at the team or agent level. Agent availability and skill sets are accurately matched with customer priority, value, and needs. Agents are more productive, and customers are better served. From a simple, user-friendly interface, supervisors can change routing strategies without knowing complex scripting languages. This allows customer organizations to maximize resources and respond quickly to changing conditions. Modifications to routing strategies take effect immediately and can be applied to current calls in queue. With Webex Contact Center, calls are queued in the cloud network, not on-premises based equipment. This approach provides substantial savings in telecom hardware, toll charges, and bandwidth. The ability to centrally manage contact center resources on a global level eliminates variances in queue times among sites and lowers administration expenses. Routing type options Webex Contact Center offers a full range routing options to serve a variety of contact center needs. Webex Contact Center supports routing strategies that take into account the real-time nature of channels such as voice and chat. This allows administrators to define the number of simultaneous real-time interactions an agent, team, or site should be tasked with handling at any given time. Alternatively, agents, teams, or sites may be set to an "exclusive" routing status, whereby they are only accountable for one conversation at any time. © 2023 Cisco and/or its affiliates. All rights reserved. webex by cisco Vusura00002291
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	Voice/Telephony Specific Additional Capabilities Agent based routing (only for voice/telephony channel) Webex CC Flow, using the activity QueueToAgent, can route interactions directly to the chosen agent based on the agent id. If the agent is not available to handle interactions, interaction can be parked, in an agent specific queue, waiting for the agent to become available. Advanced queue information Webex CC Flow, using the activity GetQueueInfo, can fetch real-time information for a queue like Position in Queue (PIQ), Estimated Wait Time (EWT), number of agents available in the queue, and can be used to decide whether to queue the contact or not. Courtesy callback Webex CC Flow, using activity Callback, lets the customer disconnect from the call while maintaining the position in queue and receive a callback when the virtual interaction in queue gets routed to an agent. Overflow handling Webex CC supports overflow handling using Capacity Based Teams (CBT). CBT is like a regular team with a capacity and an associated external DN that serves that capacity, it can be configured along with other teams in the Queue Call Distribution Cycles. Usually, this is configured as the last cycle so that it acts as an overflow if no agent is available even after all the configured Call Distribution Groups fail to find an available matching agent for handling the interaction. Vusura00001884
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	Callback Retry Attempts to Customer Outcome ▪ Ensure a more reliable customer experience ▪ Improved Issue Resolution, reducing abandoned calls. ❖ Designed in the Event Flow on triggering the Event "CallbackFailed" ❖ Allow you to retry to the customer as specific interval (Max 10 retries across 14 days using Wait) ❖ Callback Retry attempt Data, failure reason insight available ❖ Minimum delay interval between retry is 10 seconds, and Max is 72 hours. ❖ Possible to customize the experience depending upon the callback failure reasons (output variable)  The flowchart illustrates the process for handling a 'CallbackFailed' event. It begins with an 'Event Handler' for 'CallbackFailed'. This leads to a 'Set Variable' step where 'retry_count' is incremented. A 'Condition' step checks if 'retry_count <= 10'. If true, it proceeds to a 'Wait' step (Wait_oft). If false, it goes to a 'Disconnect Contact' step. After the wait, another 'Event Handler' for 'CallbackFailed' is triggered, which leads to a 'Wait_vjs' step. Both wait steps have error handling paths that loop back to the 'Set Variable' step. The process concludes with an 'End Flow' step. Vusura00002918
1.c: during said pausing, transmitting selected content toward the first device and/or the second device; and	Cisco's Webex Contact Center, during said pausing, performs the step of transmitting selected content toward the first device and/or the second device. For example, during the pause, Webex Contact Center transmits selected content (e.g., a Customer Profile for the callback requester) toward the first device (the Webex Contact Center customer Agent's computer). June 8, 2023 Callback retry attempts to customer



Vusura00002635-00002636 (emphasis added)

Callback

Customers can opt to receive a callback using an IVR (Interactive Voice Response) by calling, visiting the website, or using a chatbot (Virtual Agent) of a call center.

The following are the different callback types:

- **Courtesy Callback:** A customer can opt to receive a courtesy callback instead of waiting in the contact center queue for an agent to answer the call.
- **Web Callback (Callback):** A customer can opt to receive a callback by submitting a callback request along with a name and callback number when visiting the contact center website or interacting with a chatbot (Virtual Agent) on the website.

The callback requests are sent to the Webex Contact Center system. When an agent is available, **the system initiates a callback to the customer.** The customer can be offered the callback option during peak hours or non-working hours of the contact center.

Callback requests are routed to you as an incoming call request. The callback contact request popover displays the Callback label, the 📞 (Callback) icon, phone number of the customer, DNIS (Dialed Number Identification Service), the queue that routed the call to you, and a timer indicating the time elapsed since you received the call. The status of the incoming call is displayed as Ringing.

If the End Call feature for Web Callback is enabled by your administrator, the Ringing status is replaced with the **Cancel** button in the contact card request.

 The  icon that is displayed for Courtesy Callback and Web Callback **Note** is the same.

If the customer accepts the call, you are connected to the customer and the Interaction Control pane is displayed. For more information on the tasks that you can perform when handling a call, see [Answer a Call](#).

-  **Note**
- To cancel the Web Callback before the customer answers the call, click **Cancel**. When the callback is canceled, the **Wrap Up Reasons** dialog box appears.
 - If the customer does not answer the call, the call is returned to the queue.
 - If the contact center has reached the maximum limit for concurrent calls that is set for the data center or tenant, you cannot make more calls, and the corresponding reason codes are displayed on the Agent Desktop. For more information on the maximum limit for concurrent calls, see [Make an Outdial Call](#).

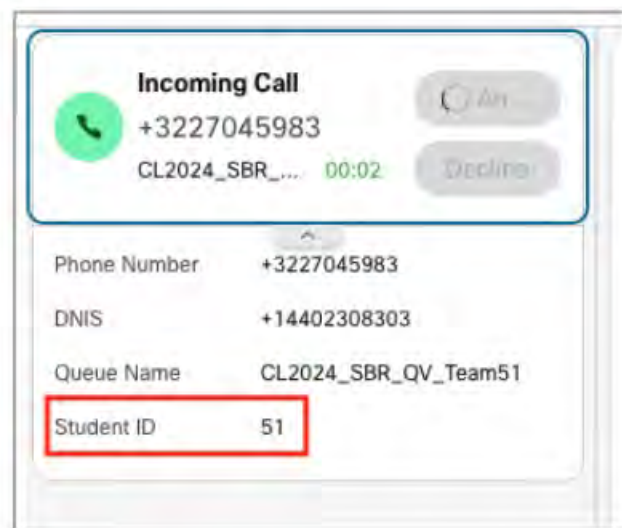
Vusura00002565 (emphasis added).

- Call Control (answer, hang-up, hold, resume, conference, transfer), Click to call, Call recording pause/resume (Future)

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Exhibit C – USPN 11,227,303 applied to Webex Contact Center

Vusura00002796



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Vusura00003287

	Manage Voice Contacts • About the Voice Channel, on page 13 • Answer a Call, on page 13 • Pause and Resume Recording During a Voice Call , on page 14 • Enter Call-Associated Data, on page 14 • Hold and Resume a Voice Call, on page 14 • Transfer a Call, on page 15 • Consult with Another Agent During a Call, on page 16 • Create a Conference Call, on page 19 • Make an Outbound Call, on page 20 • End a Voice Call, on page 21 About the Voice Channel You can use Agent Desktop to receive and respond to customer calls depending on the permissions assigned to you by the Organization Administrator. Answer a Call You can receive a customer call if the Organization Administrator provides you the necessary permissions. When you receive a call from a customer, a notification dialog box or the voice contact card appears in the Active Contact List under the Voice and All tabs in the Agent Desktop. The dialog box displays the phone number of the customer, the queue that routed the call to you, and a timer indicating from how long the call is offered to you. You can see the status of the contact as RINGING. If the voice contact card is not accepted within the configured timeout interval, the notification card blinks for some time in the Active Contacts List. Then, the system changes your status to Ring On No Answer or RONA. When you are in RONA state, you cannot receive any contacts. You will have to manually change your status from RONA to Available state to receive contacts of any media channels including new voice contacts. When you receive a call, use your physical phone to answer it. The status of the call changes to CONNECTED in Agent Desktop. While helping your customers, you can do the following tasks: Cisco Webex Contact Center 1.0 Agent Desktop User Guide13 Vusura00002534 About Agent Desktop The Agent Desktop provides a single browser-based application that enables agents to interact with customers using voice, chat, or email. Depending on the configuration of your agent profile by the Cisco Webex Contact Center administrator, you can communicate with customers through one, two, or all the three channels. The Agent Desktop user interface is divided into three sections. The left and right sections have the contact and contact information respectively. You can see all the conversations in the center pane. Vusura00002522
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	End-to-end customer experience management • Agents benefit from complete customer interaction history in a single interface, regardless of channel – empowering them with full visibility. • Close the feedback loop with experience management by offering post-interaction surveys delivered to the customer via text, email, or interactive voice response (IVR) to capture immediate feedback and proactively manage and measure customer sentiment. • Agents have real-time visibility into previous customer survey responses to personalize interactions. Vusura00002719
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Exhibit C – USPN 11,227,303 applied to Webex Contact Center

The All New Webex Contact Center

Super Agents

Super Agents

Deliver exceptional customer experiences – every time

AI-powered assistance and a new, user-optimized agent desktop gives your agents everything they need to deliver exceptional customer experiences.

Agent tools provide a complete customer history, all in one place and at their fingertips, ensuring they are always context-aware.

They can also tailor interactions based on full visibility of customer feedback in the Webex Experience Management customer experience journey agent desktop widget.

Benefits ⓘ

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Vusura00002723

The All New Webex Contact Center

Super Agents

Agent desktop experience

Intuitive agent experience

- 1 Omnichannel task list view
- 2 Customer information
- 3 Customer experience journey
- 4 Mid-call features
- 5 Agent profile



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Vusura00002725

The All New Webex Contact Center

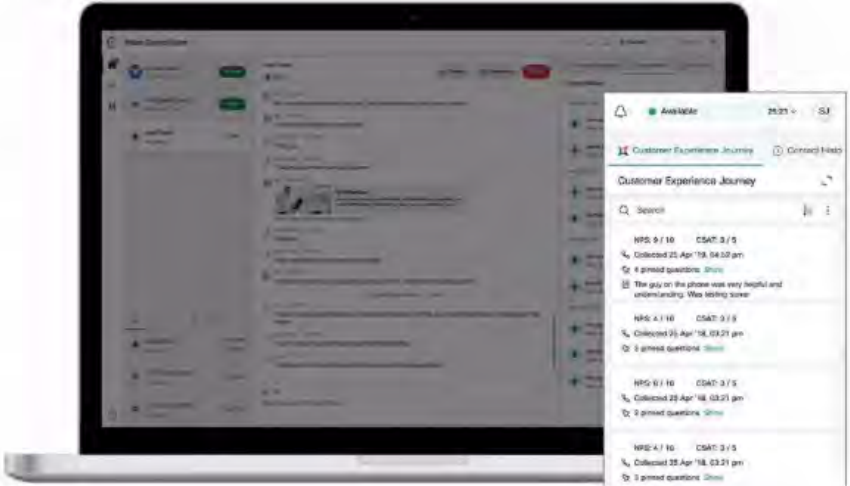
Super Agents

Agent desktop experience

Proactive customer experience insights

1

Customer experience journey view



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Vusura00002728

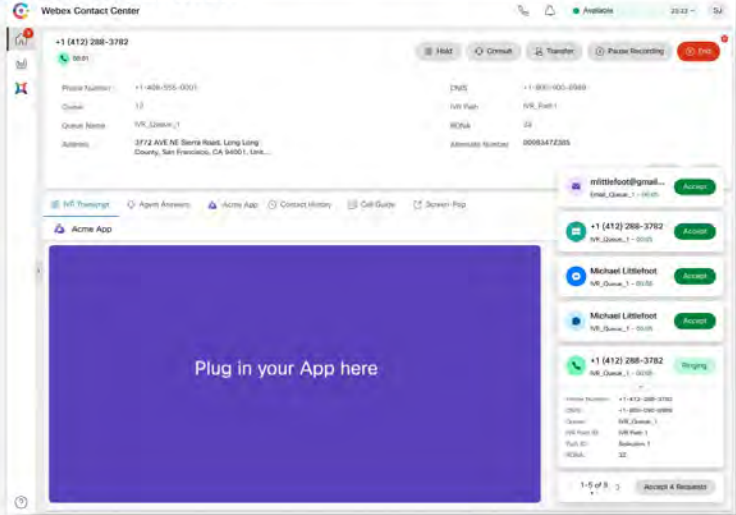
	Bring your app INTO Webex Contact Center Add tools and capabilities for Webex Contact Center users Build IN Enabling customers to use 3rd Party solutions within Webex Contact Center. - Agent/Supervisor Desktop Widgets - CRM Connectors - AI Connectors <i>**Coming Soon</i> - Flow Connectors <i>**Coming Soon</i>   Vusura00003206 DEVNET-1699 © 2024 Cisco and/or its affiliates. All rights reserved. Cisco Public 17
1.d: after one of the first party and the second party terminates the communication connection, transmitting additional content toward the first device and/or the second device;	Cisco's Webex Contact Center, after one of the first party and the second party terminates the communication connection, performs the step of transmitting additional content toward the first device and/or the second device. For example, after the customer or the person requesting the callback ends the call, Webex Contact Center transmits additional content (such as a post-call survey) toward the second device (the callback requester's phone). Additionally, after the customer or the person requesting the callback ends the call, Webex Contact Center transmits additional content (such as an Agent Interaction History item corresponding to the call) toward the first device (the Agent Desktop).

Exhibit C – USPN 11,227,303 applied to Webex Contact Center

- **The agent interaction history** displays details of the previous communications with a customer across all the channels.
- **The contact history** displays the previous communications with the customer for the last 90 days. The contact history is consolidated for all digital channels, whereas for voice, history is restricted only to the voice channel.

Vusura00001367

Agent interaction history provides the ability for agents to view previous communications with a customer across all channels (voice, email, chat, and social).

Vusura00002293

26 October 2021

Agent Desktop Enhancements

- **Initiate Outdial Call from Agent Interaction History:** An agent can initiate an outdial call by clicking a phone number in the Agent Interaction History pane. The agent can also edit this number before initiating the outdial call.

For more information, see [Agent Interaction History](#) in the *Cisco Webex Contact Center Agent Desktop User Guide*.

- **Localization Support Additions:** Agent Desktop supports localization in two more languages—English (UK) and Portuguese (Portugal), in addition to the 27 languages that were previously supported. For more information, see [Localization](#) in the *Cisco Webex Contact Center Agent Desktop User Guide*.

 The localization support additions are not currently applicable for Agent Performance Statistics (APS) reports, and will be available along with the localization support additions for Analyzer.

Vusura00002660

	The All New Webex Contact Center	Customer delight
	Delightful customer experiences	
	Built for digital-first customer experience • Let today's digital-first customer connect their way – via chat, text, social, email, or call. • Natural, AI-powered voice and chat virtual agents provide options for fast and easy 24/7 self-service. • Agents benefit from complete customer interaction history in a single interface, regardless of channel – empowering them with full visibility.	End-to-end customer experience management • Close the feedback loop with Webex Experience Management. • Post-call surveys are delivered to the customer via text, email, or interactive voice response (IVR) to capture immediate feedback and proactively manage and measure customer sentiment. • Agents have real-time visibility into previous customer survey responses to personalize interactions.
	Vusura00002719 (emphasis added)	



	Post Interaction Surveys Vusura00003199 (emphasis added)
1.e: wherein the selected content comprises information regarding a previous transaction between the first party and the second party;	Cisco's Webex Contact Center, during said pausing, performs the step of transmitting selected content toward the first device and/or the second device, wherein the selected content comprises information regarding a previous transaction between the first party and the second party. For example, during the pause, Webex Contact Center transmits selected content (a Customer Profile for the callback requester) toward the first device (the Webex Contact Center customer Agent's computer). The Customer Profile comprises information regarding a previous

transaction between the Webex Contact Center customer Agent (first party) and the callback requester (second party).

Callback

Customers can opt to receive a callback using an IVR (Interactive Voice Response) by calling, visiting the website, or using a chatbot (Virtual Agent) of a call center.

The following are the different callback types:

- **Courtesy Callback:** A customer can opt to receive a courtesy callback instead of waiting in the contact center queue for an agent to answer the call.
- **Web Callback (Callback):** A customer can opt to receive a callback by submitting a callback request along with a name and callback number when visiting the contact center website or interacting with a chatbot (Virtual Agent) on the website.

The callback requests are sent to the Webex Contact Center system. When an agent is available, the system initiates a callback to the customer. The customer can be offered the callback option during peak hours or non-working hours of the contact center.

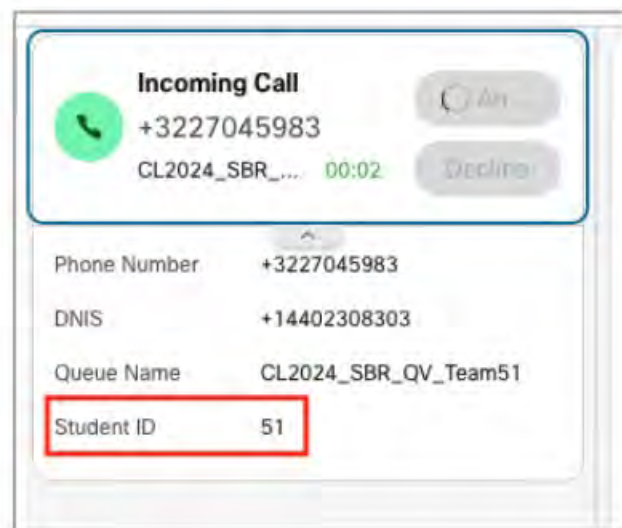
Callback requests are routed to you as an incoming call request. The callback contact request popover displays the Callback label, the 📞 (Callback) icon, phone number of the customer, DNIS (Dialed Number Identification Service), the queue that routed the call to you, and a timer indicating the time elapsed since you received the call. The status of the incoming call is displayed as Ringing.

If the End Call feature for Web Callback is enabled by your administrator, the Ringing status is replaced with the **Cancel** button in the contact card request.

	 Note The  icon that is displayed for Courtesy Callback and Web Callback is the same. If the customer accepts the call, you are connected to the customer and the Interaction Control pane is displayed. For more information on the tasks that you can perform when handling a call, see Answer a Call.  Note • To cancel the Web Callback before the customer answers the call, click Cancel. When the callback is canceled, the Wrap Up Reasons dialog box appears. • If the customer does not answer the call, the call is returned to the queue. • If the contact center has reached the maximum limit for concurrent calls that is set for the data center or tenant, you cannot make more calls, and the corresponding reason codes are displayed on the Agent Desktop. For more information on the maximum limit for concurrent calls, see Make an Outdial Call. Vusura00002565 (emphasis added). • Call Control (answer, hang-up, hold, resume, conference, transfer), Click to call, Call recording pause/resume (Future) 
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Vusura00002796



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Vusura00003287

	Manage Voice Contacts • About the Voice Channel, on page 13 • Answer a Call, on page 13 • Pause and Resume Recording During a Voice Call , on page 14 • Enter Call-Associated Data, on page 14 • Hold and Resume a Voice Call, on page 14 • Transfer a Call, on page 15 • Consult with Another Agent During a Call, on page 16 • Create a Conference Call, on page 19 • Make an Outbound Call, on page 20 • End a Voice Call, on page 21 About the Voice Channel You can use Agent Desktop to receive and respond to customer calls depending on the permissions assigned to you by the Organization Administrator. Answer a Call You can receive a customer call if the Organization Administrator provides you the necessary permissions. When you receive a call from a customer, a notification dialog box or the voice contact card appears in the Active Contact List under the Voice and All tabs in the Agent Desktop. The dialog box displays the phone number of the customer, the queue that routed the call to you, and a timer indicating from how long the call is offered to you. You can see the status of the contact as RINGING. If the voice contact card is not accepted within the configured timeout interval, the notification card blinks for some time in the Active Contacts List. Then, the system changes your status to Ring On No Answer or RONA. When you are in RONA state, you cannot receive any contacts. You will have to manually change your status from RONA to Available state to receive contacts of any media channels including new voice contacts. When you receive a call, use your physical phone to answer it. The status of the call changes to CONNECTED in Agent Desktop. While helping your customers, you can do the following tasks: Vusura00002534 About Agent Desktop The Agent Desktop provides a single browser-based application that enables agents to interact with customers using voice, chat, or email. Depending on the configuration of your agent profile by the Cisco Webex Contact Center administrator, you can communicate with customers through one, two, or all the three channels. The Agent Desktop user interface is divided into three sections. The left and right sections have the contact and contact information respectively. You can see all the conversations in the center pane. Vusura00002522
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	End-to-end customer experience management • Agents benefit from complete customer interaction history in a single interface, regardless of channel – empowering them with full visibility. • Close the feedback loop with experience management by offering post-interaction surveys delivered to the customer via text, email, or interactive voice response (IVR) to capture immediate feedback and proactively manage and measure customer sentiment. • Agents have real-time visibility into previous customer survey responses to personalize interactions. Vusura00002719
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Exhibit C – USPN 11,227,303 applied to Webex Contact Center

The All New Webex Contact Center

Super Agents

Super Agents

Deliver exceptional customer experiences – every time

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They can also tailor interactions based on full visibility of customer feedback in the Webex Experience Management customer experience journey agent desktop widget.

Benefits ⓘ

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Vusura00002723

The All New Webex Contact Center

Super Agents

Agent desktop experience

Intuitive agent experience

- 1 Omnichannel task list view
- 2 Customer information
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- 4 Mid-call features
- 5 Agent profile



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The All New Webex Contact Center

Super Agents

Agent desktop experience

Proactive customer experience insights

1

Customer experience journey view

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Vusura00002728

	Bring your app INTO Webex Contact Center Add tools and capabilities for Webex Contact Center users Build IN Enabling customers to use 3rd Party solutions within Webex Contact Center. - Agent/Supervisor Desktop Widgets - CRM Connectors - AI Connectors <i>**Coming Soon</i> - Flow Connectors <i>**Coming Soon</i> Vusura00003206 DEVNET-1699 © 2024 Cisco and/or its affiliates. All rights reserved. Cisco Public 17
1.f: wherein the additional content comprises information regarding a new transaction conducted between the first party and the second party during the communication connection; and	Cisco's Webex Contact Center, after one of the first party and the second party terminates the communication connection, performs the step of transmitting additional content toward the first device and/or the second device, wherein the additional content comprises information regarding a new transaction conducted between the first party and the second party during the communication connection. For example, after the customer, through its Agent, or the person requesting the callback ends the call, Webex Contact Center transmits additional content (such as a post-call survey) toward the second device (the callback requester's phone). The call post-call survey is information regarding a new transaction (the call) conducted between the first party (customer) and the second party (person requesting a callback).

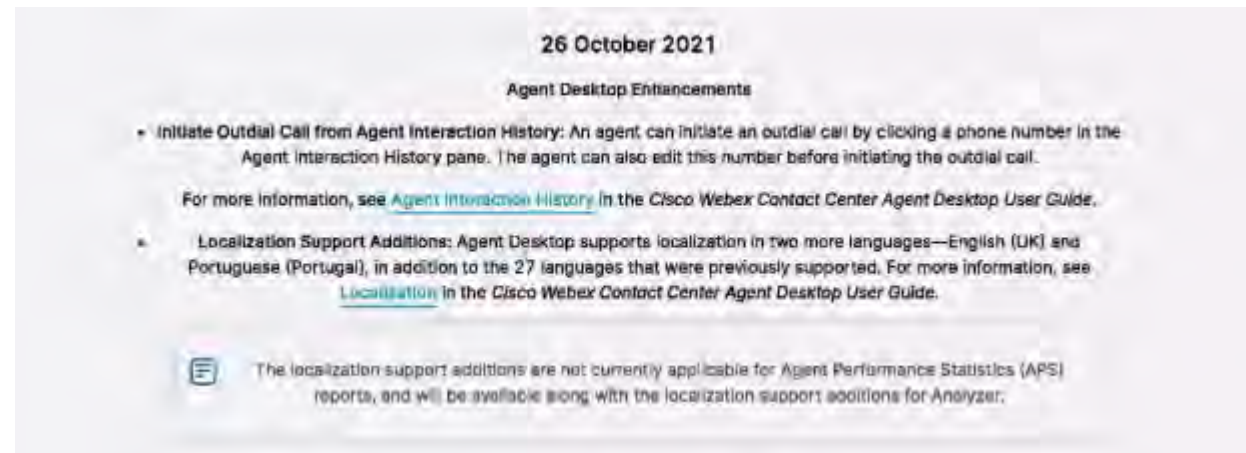
Additionally, after the customer, through its Agent, or the person requesting the callback ends the call, Webex Contact Center transmits additional content (such as an Agent Interaction History item corresponding to the call) toward the first device (the Agent Desktop). The Agent Interaction History item is information regarding a new transaction (the call) conducted between the first party (customer) and the second party (person requesting a callback). For example, it includes the phone number, wrap up reason, the total connected time, and the timestamp when the Agent answered the call.

- **The agent interaction history** displays details of the previous communications with a customer across all the channels.
- **The contact history** displays the previous communications with the customer for the last 90 days. The contact history is consolidated for all digital channels, whereas for voice, history is restricted only to the voice channel.

Vusura00001367

Agent interaction history provides the ability for agents to view previous communications with a customer across all channels (voice, email, chat, and social).

Vusura00002293



Vusura00002660

	The All New Webex Contact Center Customer delight Delightful customer experiences Built for digital-first customer experience • Let today's digital-first customer connect their way - via chat, text, social, email, or call. • Natural, AI-powered voice and chat virtual agents provide options for fast and easy 24/7 self-service. • Agents benefit from complete customer interaction history in a single interface, regardless of channel - empowering them with full visibility. End-to-end customer experience management • Close the feedback loop with Webex Experience Management. • Post-call surveys are delivered to the customer via text, email, or interactive voice response (IVR) to capture immediate feedback and proactively manage and measure customer sentiment. • Agents have real-time visibility into previous customer survey responses to personalize interactions. Vusura00002719 (emphasis added)
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	Post Interaction Surveys Vusura00003199 (emphasis added)
1.g: wherein the first device and/or the second device display the additional content after receipt.	Cisco's Webex Contact Center, after one of the first party and the second party terminates the communication connection, performs the step of transmitting additional content toward the first device and/or the second device wherein the first device and/or the second device display the additional content after receipt. For example, after the Agent or the person requesting the callback ends the call, Webex Contact Center transmits additional content (such as a post-call survey) toward the second

device (the callback requester's phone). The callback requester's phone (second device) displays the post-call survey (additional content) after receiving it.

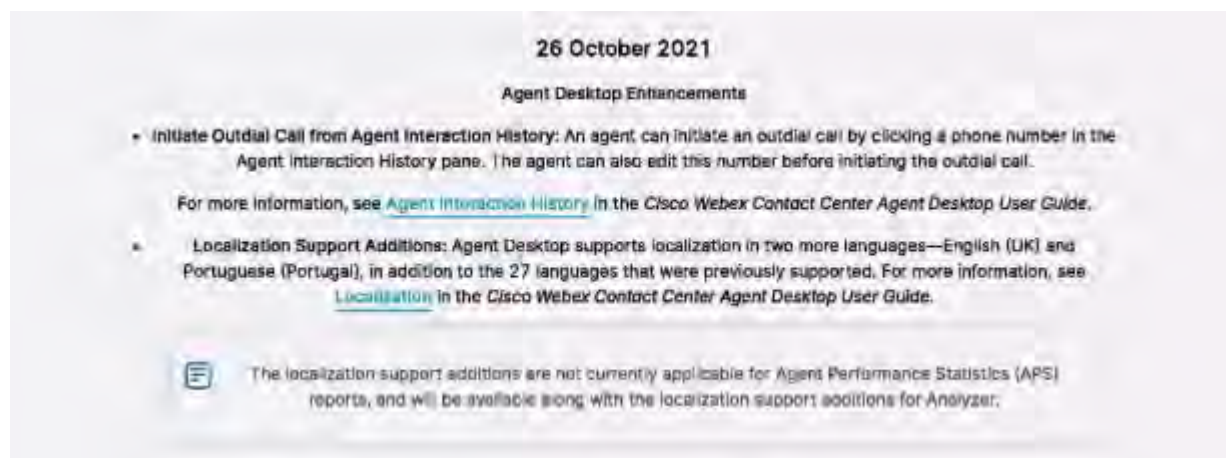
Additionally, after the Agent or the person requesting the callback ends the call, Webex Contact Center transmits additional content (such as an Agent Interaction History item corresponding to the call) toward the first device (the Agent Desktop). The Agent Desktop (second device) displays the Agent Interaction History item corresponding to the call (additional content) after receiving it.

- **The agent interaction history** displays details of the previous communications with a customer across all the channels.
- **The contact history** displays the previous communications with the customer for the last 90 days. The contact history is consolidated for all digital channels, whereas for voice, history is restricted only to the voice channel.

Vusura00001367

Agent interaction history provides the ability for agents to view previous communications with a customer across all channels (voice, email, chat, and social).

Vusura00002293



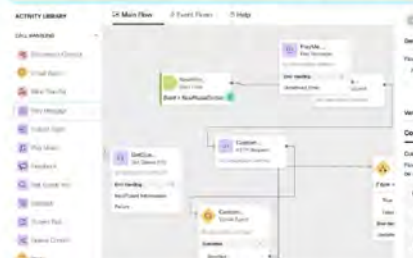
	Vusura00002660 The All New Webex Contact Center Customer delight Delightful customer experiences Built for digital-first customer experience • Let today's digital-first customer connect their way – via chat, text, social, email, or call. • Natural, AI-powered voice and chat virtual agents provide options for fast and easy 24/7 self-service. • Agents benefit from complete customer interaction history in a single interface, regardless of channel – empowering them with full visibility. End-to-end customer experience management • Close the feedback loop with Webex Experience Management. • Post-call surveys are delivered to the customer via text, email, or interactive voice response (IVR) to capture immediate feedback and proactively manage and measure customer sentiment. • Agents have real-time visibility into previous customer survey responses to personalize interactions. Vusura00002719 (emphasis added)
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Wrap up & Post Interaction Survey

Number to Call:
(020)452-5275



Self Service Orchestration

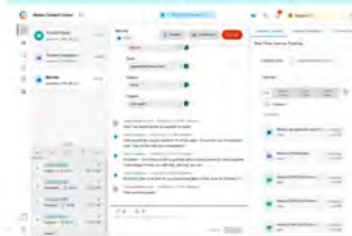


Webex Contact Center

Post Interaction Surveys



Contact Center Desktop

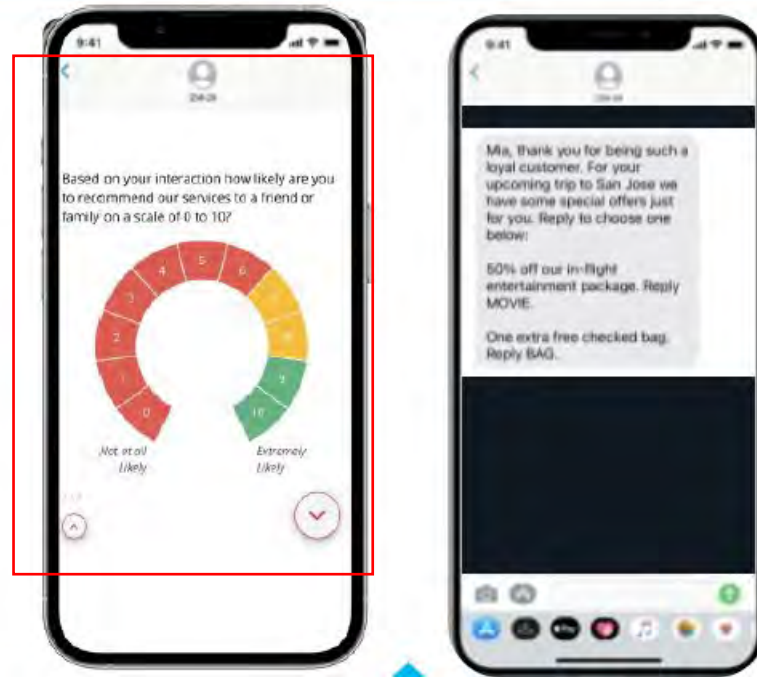


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Vusura00003199

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Post Interaction Surveys



Vusura00003199 (emphasis added)

Claim 4

4.pre: The method of claim 1, wherein pausing establishment of the communication connection comprises:

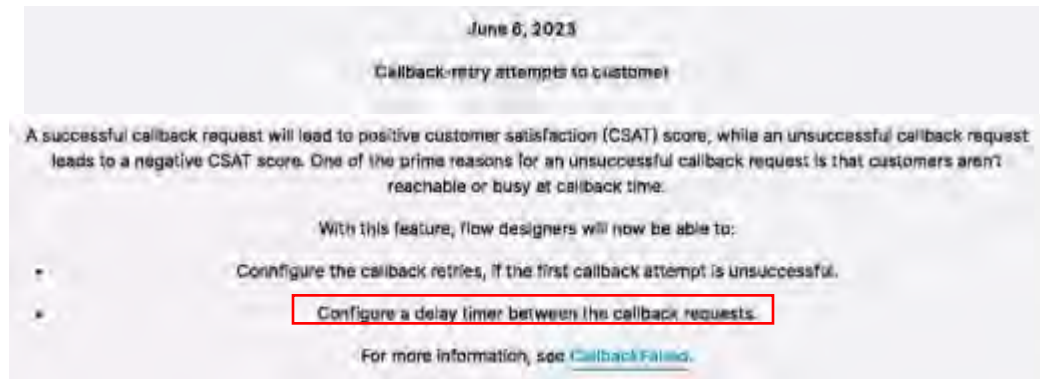
See Claim 1.b.

Exhibit C – USPN 11,227,303 applied to Webex Contact Center

4.a: transmitting to a call server associated with the first device a signal indicating that the communication connection should be paused;

Cisco Webex Contact Center's pausing establishment of the communication connection comprises transmitting to a call server associated with the first device a signal indicating that the communication connection should be paused.

For example, after a callback is requested, the Webex Contact Center transmits to a call server associated with the Webex Contact Center Agent's computer (i.e., the first device) a signal indicating that the communication connection should be paused.



Vusura00002635-00002636 (emphasis added)

Courtesy Callback

Outcome

- Enhances Customer Satisfaction
- Reduce Abandonment Rate

- Maintain call Skills, Priority, position and contextual Data for the callback
- Callback can be to the Original Queue or a dedicated callback Queue
- Support Variable Queue


Vusura00002916

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Callback1

Callback Activity Settings

Callback Settings

Define the callback number and queue in which the contact should be placed for the callback request. The caller's place in queue is reserved. Note: You must use a Disconnect contact activity to terminate a flow branch that uses a Callback activity.

Callback Dial Number ⓘ

NewPhoneContact.any

Callback Queue ⓘ

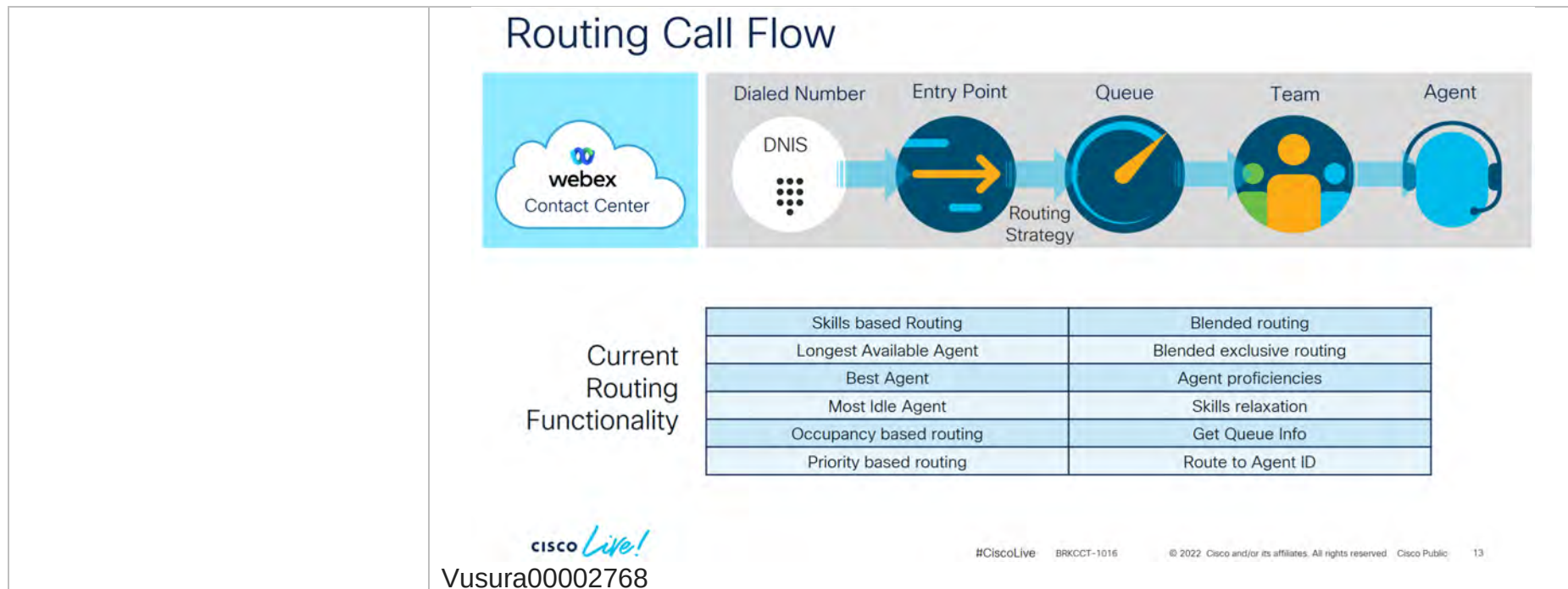
☒ Variable Queue

QueueContact1.QueueId

Choose a variable that yields a valid Queue ID. Default is set to the queue in which the caller is placed.

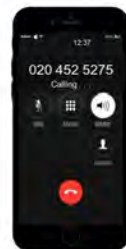
☐ Static Queue

Exhibit C – USPN 11,227,303 applied to Webex Contact Center

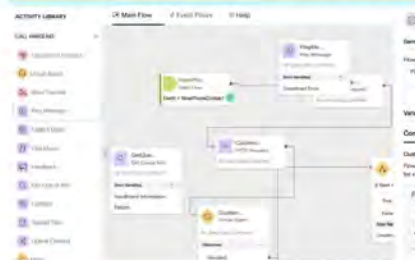


Needs to Speak to an Agent

Number to Call:
(020)452-5275



Self Service Orchestration



Webex Contact Center

Queueing & Routing



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Vusura00003197

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8

About Contact Routing

The Routing Strategy module provides a flexible environment for routing contacts to the best resource, regardless of location. Each incoming contact arrives at an entry point, from where it's sent to queue for distribution among teams at contact center sites according to scheduled routing strategies, scheduled team capacity strategies, and queue precedence settings specified in the Routing Strategy module.

In addition, if your enterprise uses the outdial feature, each outdial call passes through an outdial entry point and outdial queue according to routing strategies in the Routing Strategy module.



Note

Although the examples in the following sections refer to phone contacts, the same contact routing options are available to other media types.

Basic Contact Routing

An incoming call arrives at an entry point where the caller is presented with three options. After the caller selects an option, the call is sent to a queue, where it waits for an agent to become available on one of the teams servicing that queue.

Each entry point and queue is associated with one or more routing strategies, which control how calls get serviced at specified time intervals, including what call control script to use to treat the call and what audio file to play when a call arrives or is waiting in queue.

In addition, the routing strategy for a queue specifies which teams receive calls and in what order, how long the call can wait in queue (before it gets distributed to an overflow destination number), and fail-over settings for agents and teams. You can specify one of the following options for identifying an agent to service a call:

Exhibit C – USPN 11,227,303 applied to Webex Contact Center

- Longest Available Agent—Incoming calls get directed to the agent who has been available for the longest time.
- Load Balance—Incoming calls get distributed among a group of teams based on ratios specified in the strategy.
- Priority Based—Incoming calls get distributed to agent teams based on a priority rating assigned to each team.
- Skill Based—Incoming calls get distributed to agents who possess a required set of skills, such as language fluency or product expertise.

Vusura00001232-00001233

Voice/Telephony Specific Additional Capabilities

Agent based routing (only for voice/telephony channel)

Webex CC Flow, using the activity QueueToAgent, can route interactions directly to the chosen agent based on the agent id.

If the agent is not available to handle interactions, interaction can be parked, in an agent specific queue, waiting for the agent to become available.

Advanced queue information

Webex CC Flow, using the activity GetQueueInfo, can fetch real-time information for a queue like Position in Queue (PIQ), Estimated Wait Time (EWT), number of agents available in the queue, and can be used to decide whether to queue the contact or not.

Courtesy callback

Webex CC Flow, using activity Callback, lets the customer disconnect from the call while maintaining the position in queue and receive a callback when the virtual interaction in queue gets routed to an agent.

Overflow handling

Webex CC supports overflow handling using Capacity Based Teams (CBT).

CBT is like a regular team with a capacity and an associated external DN that serves that capacity, it can be configured along with other teams in the Queue Call Distribution Cycles.

Usually, this is configured as the last cycle so that it acts as an overflow if no agent is available even after all the configured Call Distribution Groups fail to find an available matching agent for handling the interaction.

Vusura00001884

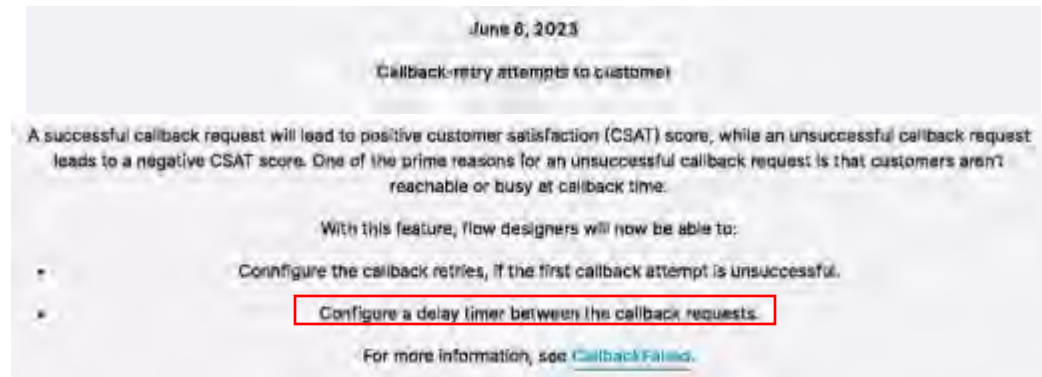
Exhibit C – USPN 11,227,303 applied to Webex Contact Center

	Features and benefits Routing and queue management Webex Contact Center intelligently distributes calls across: • Teams and agents in multiple sites • Remote agents Routing strategies can be created to leverage skill assignments at the team or agent level. Agent availability and skill sets are accurately matched with customer priority, value, and needs. Agents are more productive, and customers are better served. From a simple, user-friendly interface, supervisors can change routing strategies without knowing complex scripting languages. This allows customer organizations to maximize resources and respond quickly to changing conditions. Modifications to routing strategies take effect immediately and can be applied to current calls in queue. With Webex Contact Center, calls are queued in the cloud network, not on-premises based equipment. This approach provides substantial savings in telecom hardware, toll charges, and bandwidth. The ability to centrally manage contact center resources on a global level eliminates variances in queue times among sites and lowers administration expenses. Routing type options Webex Contact Center offers a full range routing options to serve a variety of contact center needs. Webex Contact Center supports routing strategies that take into account the real-time nature of channels such as voice and chat. This allows administrators to define the number of simultaneous real-time interactions an agent, team, or site should be tasked with handling at any given time. Alternatively, agents, teams, or sites may be set to an "exclusive" routing status, whereby they are only accountable for one conversation at any time. Routing options include: Skills-based routing: This helps contact centers manage agent skill sets at a granular level to optimize call routing strategies. Agents can be assigned multiple skills and skill types based on their proficiencies. Agents' skills can be defined as: • A proficiency score of 1 to 10 • A "true" or "false" value • A predefined value • Free-form text Longest available agent routing: Incoming contacts get directed to the agent who has been available for the longest time. Capacity-based team routing: Allows routing of calls to phone numbers, without requiring agents to sign on to the system. This is effective when the people taking the call are not traditional call center agents or the calls may be answered by voicemail, answering machines, or hunt groups. The capacity-based team does not have specific agents assigned to it, and the agents do not use the Webex Contact Center agent desktop. A capacity-based team might be used to represent a voice mailbox or an agent group that is not managed by the Webex Contact Center system. The capacity of such teams is determined by the capacity setting, which can be overwritten by team capacity strategies defined in the routing strategy module. Global routing overrides can be applied to one or more entry points. Call distribution Call distribution configuration, management, and reporting is managed through the web-based Webex Contact Center flow builder. Access rights are restricted by user login, so customer administrators or supervisors can only manage the sites for which they are responsible. © 2023 Cisco and/or its affiliates. All rights reserved. webex by cisco Vusura00002291
4.b: wherein, in response to receipt of the signal, the call server initiates a delay in	In response to receipt of the signal, Cisco Webex Contact Center's call server initiates a delay in completing the establishment of the communication connection.

Exhibit C – USPN 11,227,303 applied to Webex Contact Center

completing the establishment of the communication connection.

For example, after a callback is requested, an initial delay passes prior to the callback contact being initiated in the flow, as the call server at Webex Contact Center receives a signal causing the server to initiate a delay of the call toward the second device (the callback requester).



Vusura00002635-00002636 (emphasis added)

Courtesy Callback

Outcome

- Enhances Customer Satisfaction
- Reduce Abandonment Rate

- ❖ Maintain call Skills, Priority, position and contextual Data for the callback
- ❖ Callback can be to the Original Queue or a dedicated callback Queue
- ❖ Support Variable Queue


Vusura00002916

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Callback1

Callback Activity Settings

Callback Settings

Define the callback number and queue in which the contact should be placed for the callback request. The caller's place in queue is reserved. Note: You must use a Disconnect contact activity to terminate a flow branch that uses a Callback activity.

Callback Dial Number ⓘ

NewPhoneContact.any

Callback Queue ⓘ

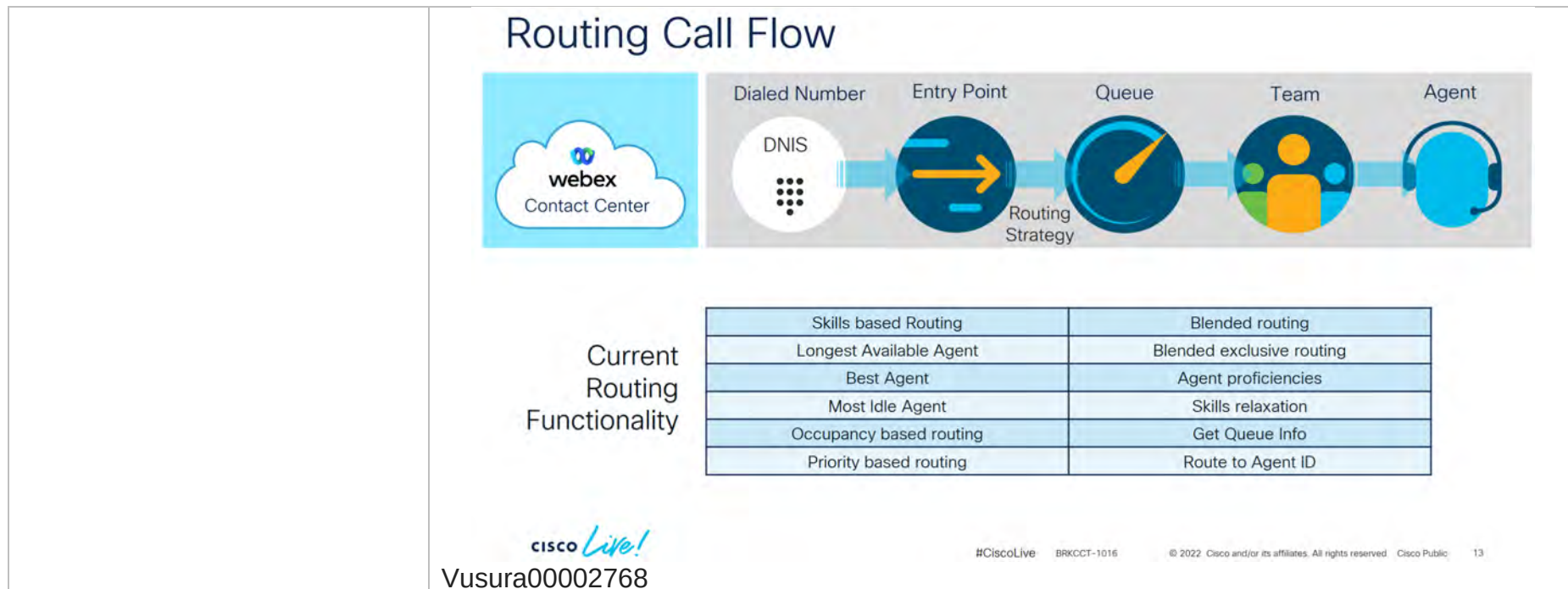
☒ Variable Queue

QueueContact1.QueueId

Choose a variable that yields a valid Queue ID. Default is set to the queue in which the caller is placed.

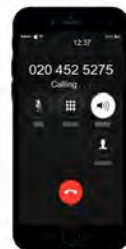
☐ Static Queue

Exhibit C – USPN 11,227,303 applied to Webex Contact Center

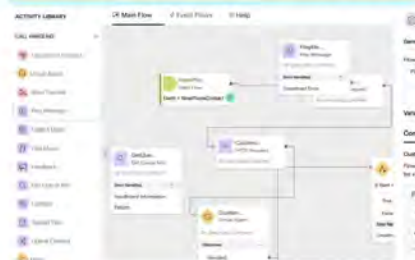


Needs to Speak to an Agent

Number to Call:
(020)452-5275



Self Service Orchestration



Webex Contact Center

Queueing & Routing



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8

About Contact Routing

The Routing Strategy module provides a flexible environment for routing contacts to the best resource, regardless of location. Each incoming contact arrives at an entry point, from where it's sent to queue for distribution among teams at contact center sites according to scheduled routing strategies, scheduled team capacity strategies, and queue precedence settings specified in the Routing Strategy module.

In addition, if your enterprise uses the outdial feature, each outdial call passes through an outdial entry point and outdial queue according to routing strategies in the Routing Strategy module.



Note

Although the examples in the following sections refer to phone contacts, the same contact routing options are available to other media types.

Basic Contact Routing

An incoming call arrives at an entry point where the caller is presented with three options. After the caller selects an option, the call is sent to a queue, where it waits for an agent to become available on one of the teams servicing that queue.

Each entry point and queue is associated with one or more routing strategies, which control how calls get serviced at specified time intervals, including what call control script to use to treat the call and what audio file to play when a call arrives or is waiting in queue.

In addition, the routing strategy for a queue specifies which teams receive calls and in what order, how long the call can wait in queue (before it gets distributed to an overflow destination number), and fail-over settings for agents and teams. You can specify one of the following options for identifying an agent to service a call:

Exhibit C – USPN 11,227,303 applied to Webex Contact Center

- Longest Available Agent—Incoming calls get directed to the agent who has been available for the longest time.
- Load Balance—Incoming calls get distributed among a group of teams based on ratios specified in the strategy.
- Priority Based—Incoming calls get distributed to agent teams based on a priority rating assigned to each team.
- Skill Based—Incoming calls get distributed to agents who possess a required set of skills, such as language fluency or product expertise.

Vusura00001232-00001233

Voice/Telephony Specific Additional Capabilities

Agent based routing (only for voice/telephony channel)

Webex CC Flow, using the activity QueueToAgent, can route interactions directly to the chosen agent based on the agent id.

If the agent is not available to handle interactions, interaction can be parked, in an agent specific queue, waiting for the agent to become available.

Advanced queue information

Webex CC Flow, using the activity GetQueueInfo, can fetch real-time information for a queue like Position in Queue (PIQ), Estimated Wait Time (EWT), number of agents available in the queue, and can be used to decide whether to queue the contact or not.

Courtesy callback

Webex CC Flow, using activity Callback, lets the customer disconnect from the call while maintaining the position in queue and receive a callback when the virtual interaction in queue gets routed to an agent.

Overflow handling

Webex CC supports overflow handling using Capacity Based Teams (CBT).

CBT is like a regular team with a capacity and an associated external DN that serves that capacity, it can be configured along with other teams in the Queue Call Distribution Cycles.

Usually, this is configured as the last cycle so that it acts as an overflow if no agent is available even after all the configured Call Distribution Groups fail to find an available matching agent for handling the interaction.

Vusura00001884

Exhibit C – USPN 11,227,303 applied to Webex Contact Center

	Features and benefits Routing and queue management Webex Contact Center intelligently distributes calls across: • Teams and agents in multiple sites • Remote agents Routing strategies can be created to leverage skill assignments at the team or agent level. Agent availability and skill sets are accurately matched with customer priority, value, and needs. Agents are more productive, and customers are better served. From a simple, user-friendly interface, supervisors can change routing strategies without knowing complex scripting languages. This allows customer organizations to maximize resources and respond quickly to changing conditions. Modifications to routing strategies take effect immediately and can be applied to current calls in queue. With Webex Contact Center, calls are queued in the cloud network, not on-premises based equipment. This approach provides substantial savings in telecom hardware, toll charges, and bandwidth. The ability to centrally manage contact center resources on a global level eliminates variances in queue times among sites and lowers administration expenses. Routing type options Webex Contact Center offers a full range routing options to serve a variety of contact center needs. Webex Contact Center supports routing strategies that take into account the real-time nature of channels such as voice and chat. This allows administrators to define the number of simultaneous real-time interactions an agent, team, or site should be tasked with handling at any given time. Alternatively, agents, teams, or sites may be set to an "exclusive" routing status, whereby they are only accountable for one conversation at any time. Routing options include: Skills-based routing: This helps contact centers manage agent skill sets at a granular level to optimize call routing strategies. Agents can be assigned multiple skills and skill types based on their proficiencies. Agents' skills can be defined as: • A proficiency score of 1 to 10 • A "true" or "false" value • A predefined value • Free-form text Longest available agent routing: Incoming contacts get directed to the agent who has been available for the longest time. Capacity-based team routing: Allows routing of calls to phone numbers, without requiring agents to sign on to the system. This is effective when the people taking the call are not traditional call center agents or the calls may be answered by voicemail, answering machines, or hunt groups. The capacity-based team does not have specific agents assigned to it, and the agents do not use the Webex Contact Center agent desktop. A capacity-based team might be used to represent a voice mailbox or an agent group that is not managed by the Webex Contact Center system. The capacity of such teams is determined by the capacity setting, which can be overwritten by team capacity strategies defined in the routing strategy module. Global routing overrides can be applied to one or more entry points. Call distribution Call distribution configuration, management, and reporting is managed through the web-based Webex Contact Center flow builder. Access rights are restricted by user login, so customer administrators or supervisors can only manage the sites for which they are responsible. © 2023 Cisco and/or its affiliates. All rights reserved. webex by cisco Vusura00002291
Claim 5	
5.pre: The method of claim 1, wherein:	See Claim 1.

5.a: the communication connection is a call; and

The aforementioned communication connection is a scheduled callback (a call).

Courtesy Callback

Outcome

- Enhances Customer Satisfaction
- Reduce Abandonment Rate

- ❖ Maintain call Skills, Priority, position and contextual Data for the callback
- ❖ Callback can be to the [Original Queue](#) or a [dedicated callback Queue](#)
- ❖ Support Variable Queue

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Vusura00002916

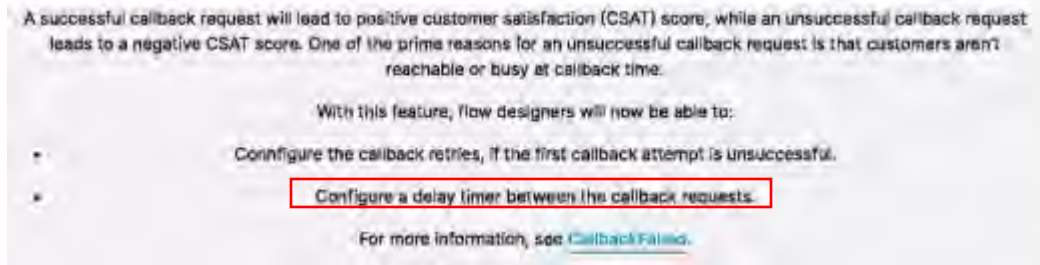
BRKCOCT-2028

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Exhibit C – USPN 11,227,303 applied to Webex Contact Center

	Voice/Telephony Specific Additional Capabilities Agent based routing (only for voice/telephony channel) Webex CC Flow, using the activity QueueToAgent, can route interactions directly to the chosen agent based on the agent id. If the agent is not available to handle interactions, interaction can be parked, in an agent specific queue, waiting for the agent to become available. Advanced queue information Webex CC Flow, using the activity GetQueueInfo, can fetch real-time information for a queue like Position in Queue (PIQ), Estimated Wait Time (EWT), number of agents available in the queue, and can be used to decide whether to queue the contact or not. Courtesy callback Webex CC Flow, using activity Callback, lets the customer disconnect from the call while maintaining the position in queue and receive a callback when the virtual interaction in queue gets routed to an agent. Overflow handling Webex CC supports overflow handling using Capacity Based Teams (CBT). CBT is like a regular team with a capacity and an associated external DN that serves that capacity, it can be configured along with other teams in the Queue Call Distribution Cycles. Usually, this is configured as the last cycle so that it acts as an overflow if no agent is available even after all the configured Call Distribution Groups fail to find an available matching agent for handling the interaction. Vusura00001884
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	Callback Retry Attempts to Customer Outcome ▪ Ensure a more reliable customer experience ▪ Improved Issue Resolution, reducing abandoned calls. ❖ Designed in the Event Flow on triggering the Event "CallbackFailed" ❖ Allow you to retry to the customer as specific interval (Max 10 retries across 14 days using Wait) ❖ Callback Retry attempt Data, failure reason insight available ❖ Minimum delay interval between retry is 10 seconds, and Max is 72 hours. ❖ Possible to customize the experience depending upon the callback failure reasons (output variable) Vusura00002918
5.b: pausing establishment of the communication connection comprises instructing a call server associated with the first device to delay signaling of the call toward the second device.	Cisco Webex Contact Center's pausing establishment of the communication connection comprises instructing a call server associated with the first device to delay signaling of the call toward the second device. For example, after a callback is requested, an initial delay (pause) passes prior to the callback contact being initiated in the flow, as the call server at Webex Contact Center (associated with the first device, the Webex Contact Center Agent's computer) delays signaling of the call toward the second device (the callback requester). June 6, 2023 Callback-retry attempts to customer



Vusura00002635-00002636 (emphasis added)

Courtesy Callback

Outcome

- Enhances Customer Satisfaction
- Reduce Abandonment Rate

- ❖ Maintain call Skills, Priority, position and contextual Data for the callback
- ❖ Callback can be to the [Original Queue or a dedicated callback Queue](#)
- ❖ Support Variable Queue

Callback1
Callback Activity Settings

Callback Settings

Define the callback number and queue in which the contact should be placed for the callback request. The caller's place in queue is reserved. Note: You must use a Disconnect contact activity to terminate a flow branch that uses a Callback activity.

Callback Dial Number ⓘ
NewPhoneContact.ani

Callback Queue ⓘ
☒ Variable Queue
QueueContact1.QueueId
Choose a variable that yields a valid Queue ID. Default is set to the queue in which the caller is placed.
☐ Static Queue

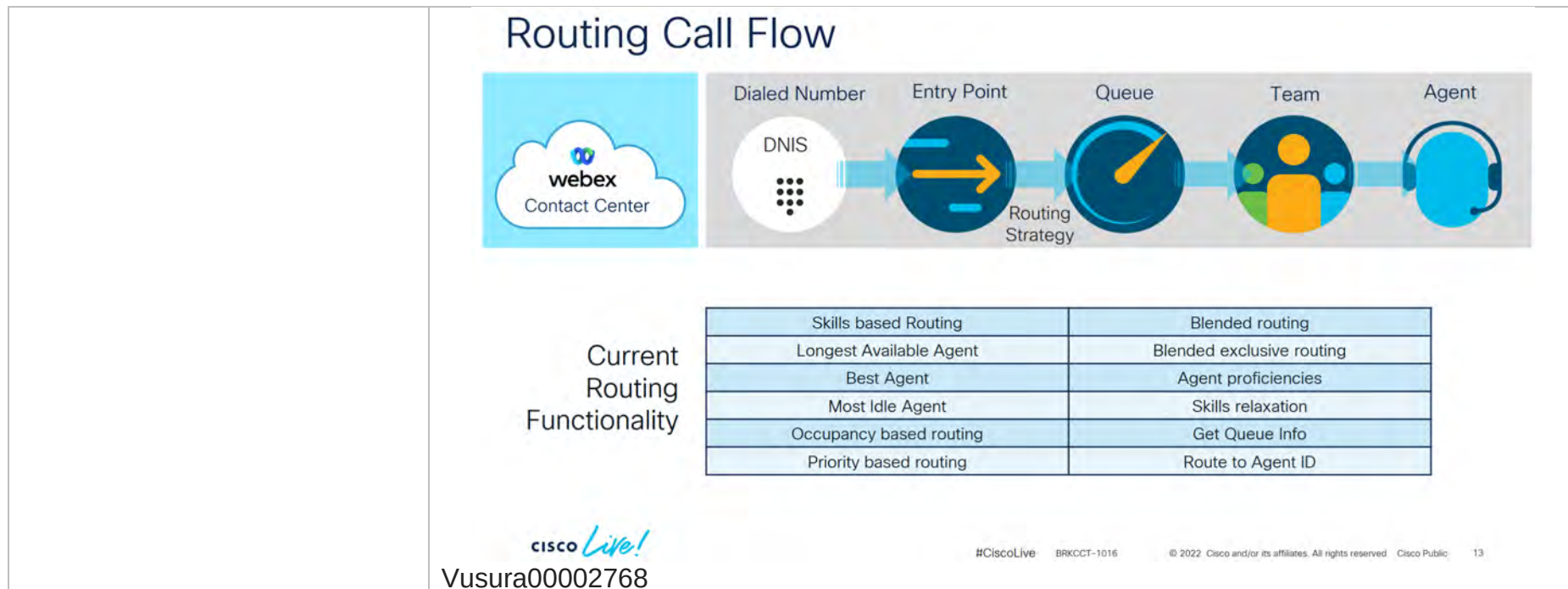
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Vusura00002916

BRK0CT-2028

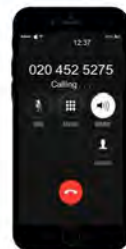
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Exhibit C – USPN 11,227,303 applied to Webex Contact Center

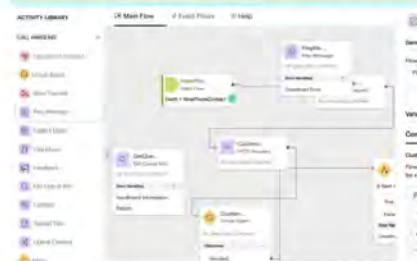


Needs to Speak to an Agent

Number to Call:
(020)452-5275



Self Service Orchestration



Webex Contact Center

Queueing & Routing



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8

About Contact Routing

The Routing Strategy module provides a flexible environment for routing contacts to the best resource, regardless of location. Each incoming contact arrives at an entry point, from where it's sent to queue for distribution among teams at contact center sites according to scheduled routing strategies, scheduled team capacity strategies, and queue precedence settings specified in the Routing Strategy module.

In addition, if your enterprise uses the outdial feature, each outdial call passes through an outdial entry point and outdial queue according to routing strategies in the Routing Strategy module.



Note Although the examples in the following sections refer to phone contacts, the same contact routing options are available to other media types.

Basic Contact Routing

An incoming call arrives at an entry point where the caller is presented with three options. After the caller selects an option, the call is sent to a queue, where it waits for an agent to become available on one of the teams servicing that queue.

Each entry point and queue is associated with one or more routing strategies, which control how calls get serviced at specified time intervals, including what call control script to use to treat the call and what audio file to play when a call arrives or is waiting in queue.

In addition, the routing strategy for a queue specifies which teams receive calls and in what order, how long the call can wait in queue (before it gets distributed to an overflow destination number), and fail-over settings for agents and teams. You can specify one of the following options for identifying an agent to service a call:

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- Load Balance—Incoming calls get distributed among a group of teams based on ratios specified in the strategy.
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- Skill Based—Incoming calls get distributed to agents who possess a required set of skills, such as language fluency or product expertise.

Vusura00001232-00001233

Callback Retry Attempts to Customer

Outcome

- Ensure a more reliable customer experience
- Improved Issue Resolution, reducing abandoned calls.

- ❖ Designed in the Event Flow on triggering the Event "CallbackFailed"
- ❖ Allow you to retry to the customer as specific interval (Max 10 retries across 14 days using **Wait**)
- ❖ Callback Retry attempt Data, failure reason insight available
- ❖ Minimum delay interval between retry is 10 seconds, and Max is 72 hours.
- ❖ Possible to customize the experience depending upon the callback failure reasons (output variable)



Vusura00002918

Exhibit C – USPN 11,227,303 applied to Webex Contact Center

	Features and benefits Routing and queue management Webex Contact Center intelligently distributes calls across: • Teams and agents in multiple sites • Remote agents Routing strategies can be created to leverage skill assignments at the team or agent level. Agent availability and skill sets are accurately matched with customer priority, value, and needs. Agents are more productive, and customers are better served. From a simple, user-friendly interface, supervisors can change routing strategies without knowing complex scripting languages. This allows customer organizations to maximize resources and respond quickly to changing conditions. Modifications to routing strategies take effect immediately and can be applied to current calls in queue. With Webex Contact Center, calls are queued in the cloud network, not on-premises based equipment. This approach provides substantial savings in telecom hardware, toll charges, and bandwidth. The ability to centrally manage contact center resources on a global level eliminates variances in queue times among sites and lowers administration expenses. Routing type options Webex Contact Center offers a full range routing options to serve a variety of contact center needs. Webex Contact Center supports routing strategies that take into account the real-time nature of channels such as voice and chat. This allows administrators to define the number of simultaneous real-time interactions an agent, team, or site should be tasked with handling at any given time. Alternatively, agents, teams, or sites may be set to an "exclusive" routing status, whereby they are only accountable for one conversation at any time. © 2023 Cisco and/or its affiliates. All rights reserved. webex by cisco Vusura00002291
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Exhibit C – USPN 11,227,303 applied to Webex Contact Center

	Voice/Telephony Specific Additional Capabilities Agent based routing (only for voice/telephony channel) Webex CC Flow, using the activity QueueToAgent, can route interactions directly to the chosen agent based on the agent id. If the agent is not available to handle interactions, interaction can be parked, in an agent specific queue, waiting for the agent to become available. Advanced queue information Webex CC Flow, using the activity GetQueueInfo, can fetch real-time information for a queue like Position in Queue (PIQ), Estimated Wait Time (EWT), number of agents available in the queue, and can be used to decide whether to queue the contact or not. Courtesy callback Webex CC Flow, using activity Callback, lets the customer disconnect from the call while maintaining the position in queue and receive a callback when the virtual interaction in queue gets routed to an agent. Overflow handling Webex CC supports overflow handling using Capacity Based Teams (CBT). CBT is like a regular team with a capacity and an associated external DN that serves that capacity, it can be configured along with other teams in the Queue Call Distribution Cycles. Usually, this is configured as the last cycle so that it acts as an overflow if no agent is available even after all the configured Call Distribution Groups fail to find an available matching agent for handling the interaction. Vusura00001884
Claim 6	
6. The method of claim 1, wherein the selected content is selected by the first party.	Cisco's Webex Contact Center, during said pausing, performs the step of transmitting selected content toward the first device and/or the second device, wherein the selected content is selected by the first party. For example, during the pause, Webex Contact Center transmits the selected content (a Customer Profile for the callback requester), which is selected by the Webex Contact Center customer's Agent's computer, which is associated with the Webex Contact Center customer (i.e., the first party). Additionally, the Webex Contact Center customer's Agent can select which information is displayed via settings on the Agent Desktop.

Callback strategy is used to reschedule callback contacts. For example, when the dialer attempts to reach a customer at a requested time and the attempt fails, the system applies the Callback strategy rule.

There are two types of Callbacks. **Personal Callback** is when a callback is routed to the same agent who handled the original call; **Normal Callback** is when a callback is routed to any available agent.

6. Select an appropriate Callback strategy for this campaign from the dropdown list.

Note: If you do not have a Callback Strategy that applies to this contact, click **Create Callback Strategy** to create a new strategy. Refer **Create Callback Strategy** for more information.

7. **Reset Daily and Global Retries** - Turn the switch **ON** if all you want the Global and Daily Retry counts to be reset to zero on moving a contact to Callback.

8. **Callback Retry** - Use the slider or enter the value in the number panel. This option enables you to provide the maximum number of retries to callback each contact in the campaign.

9. Select the **PCB to NCB reset** button, if required.

Note: A contact marked as Personal Callback contact can be converted to a regular callback contact under certain circumstances like repeated failure to reach the specified agent. To avoid not reaching the contact at all, this is converted to regular callback to reach any other available agent.

Available options for **Retries Type** are given below:

- a. **Retries:** To configure the number of attempts after which a Personal Callback becomes a Normal Callback.
- b. **Duration:** The duration in Days, Hours, and Minutes after which a Personal Callback becomes a Normal Callback if the dialed call does not reach the assigned agent due to some reason.

10. Use the number panel to set the number **Attempts to reach Agent** - the application makes number of attempts to reach an agent before converting a Personal callback to a Normal callback.

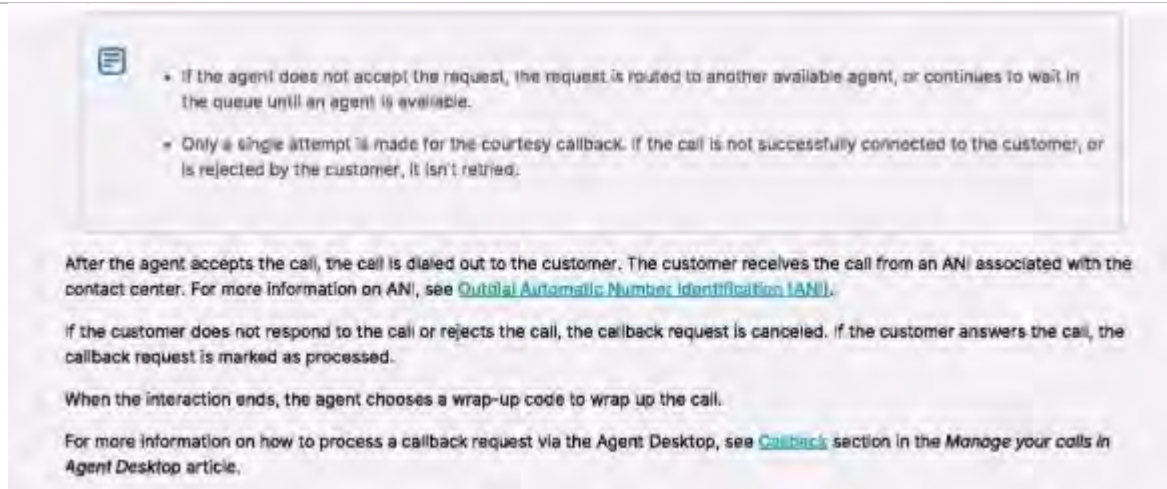
11. Click **Next** to complete the screen and navigate to the Other Options wizard.

Vusura00002110-00002111

Make a Courtesy Callback

After the customer opts out of the queue, a callback request to the customer is initiated when an agent is available in the queue, based on the contact's position in the queue. The agent is offered the callback request in the Agent Desktop.

Exhibit C – USPN 11,227,303 applied to Webex Contact Center



 • If the agent does not accept the request, the request is routed to another available agent, or continues to wait in the queue until an agent is available.

• Only a single attempt is made for the courtesy callback. If the call is not successfully connected to the customer, or is rejected by the customer, it isn't retried.

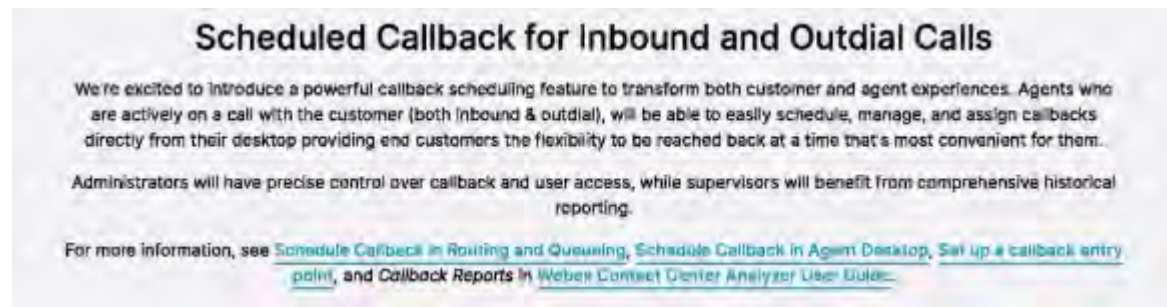
After the agent accepts the call, the call is dialed out to the customer. The customer receives the call from an ANI associated with the contact center. For more information on ANI, see [Outdial Automatic Number Identification \(ANI\)](#).

If the customer does not respond to the call or rejects the call, the callback request is canceled. If the customer answers the call, the callback request is marked as processed.

When the interaction ends, the agent chooses a wrap-up code to wrap up the call.

For more information on how to process a callback request via the Agent Desktop, see [Callback](#) section in the *Manage your calls in Agent Desktop* article.

Vusura00002467-00002468



Scheduled Callback for Inbound and Outdial Calls

We're excited to introduce a powerful callback scheduling feature to transform both customer and agent experiences. Agents who are actively on a call with the customer (both inbound & outdial), will be able to easily schedule, manage, and assign callbacks directly from their desktop providing end customers the flexibility to be reached back at a time that's most convenient for them.

Administrators will have precise control over callback and user access, while supervisors will benefit from comprehensive historical reporting.

For more information, see [Schedule Callback in Routing and Queuing](#), [Schedule Callback in Agent Desktop](#), [Set up a callback entry point](#), and [Callback Reports in Webex Contact Center Analyzer User Guide](#).

Vusura00002569

Callback

Customers can opt to receive a callback using an IVR (Interactive Voice Response) by calling, visiting the website, or using a chatbot (Virtual Agent) of a call center.

The following are the different callback types:

- **Courtesy Callback:** A customer can opt to receive a courtesy callback instead of waiting in the contact center queue for an agent to answer the call.
- **Web Callback (Callback):** A customer can opt to receive a callback by submitting a callback request along with a name and callback number when visiting the contact center website or interacting with a chatbot (Virtual Agent) on the website.

The callback requests are sent to the Webex Contact Center system. When an agent is available, the system initiates a callback to the customer. The customer can be offered the callback option during peak hours or non-working hours of the contact center.

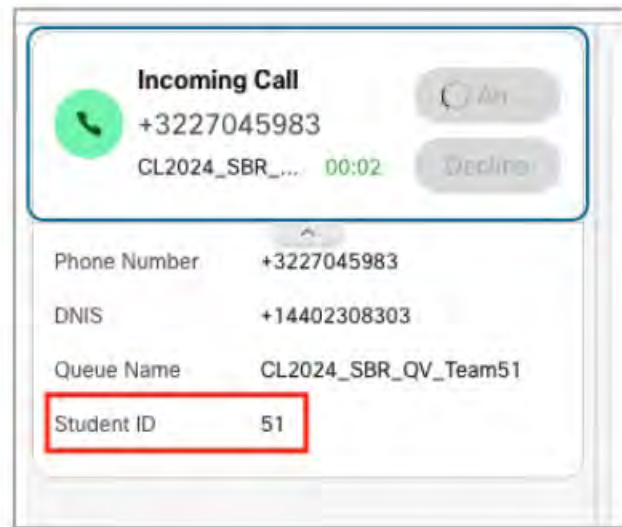
Callback requests are routed to you as an incoming call request. The callback contact request popover displays the Callback label, the  (Callback) icon, phone number of the customer, DNIS (Dialed Number Identification Service), the queue that routed the call to you, and a timer indicating the time elapsed since you received the call. The status of the incoming call is displayed as Ringing.

If the End Call feature for Web Callback is enabled by your administrator, the Ringing status is replaced with the **Cancel** button in the contact card request.

	 Note The  icon that is displayed for Courtesy Callback and Web Callback is the same. If the customer accepts the call, you are connected to the customer and the Interaction Control pane is displayed. For more information on the tasks that you can perform when handling a call, see Answer a Call.  Note • To cancel the Web Callback before the customer answers the call, click Cancel. When the callback is canceled, the Wrap Up Reasons dialog box appears. • If the customer does not answer the call, the call is returned to the queue. • If the contact center has reached the maximum limit for concurrent calls that is set for the data center or tenant, you cannot make more calls, and the corresponding reason codes are displayed on the Agent Desktop. For more information on the maximum limit for concurrent calls, see Make an Outdial Call. Vusura00002565 • Call Control (answer, hang-up, hold, resume, conference, transfer), Click to call, Call recording pause/resume (Future) 
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Exhibit C – USPN 11,227,303 applied to Webex Contact Center

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Vusura00003287

	Manage Voice Contacts • About the Voice Channel, on page 13 • Answer a Call, on page 13 • Pause and Resume Recording During a Voice Call , on page 14 • Enter Call-Associated Data, on page 14 • Hold and Resume a Voice Call, on page 14 • Transfer a Call, on page 15 • Consult with Another Agent During a Call, on page 16 • Create a Conference Call, on page 19 • Make an Outbound Call, on page 20 • End a Voice Call, on page 21 About the Voice Channel You can use Agent Desktop to receive and respond to customer calls depending on the permissions assigned to you by the Organization Administrator. Answer a Call You can receive a customer call if the Organization Administrator provides you the necessary permissions. When you receive a call from a customer, a notification dialog box or the voice contact card appears in the Active Contact List under the Voice and All tabs in the Agent Desktop. The dialog box displays the phone number of the customer, the queue that routed the call to you, and a timer indicating from how long the call is offered to you. You can see the status of the contact as RINGING. If the voice contact card is not accepted within the configured timeout interval, the notification card blinks for some time in the Active Contacts List. Then, the system changes your status to Ring On No Answer or RONA. When you are in RONA state, you cannot receive any contacts. You will have to manually change your status from RONA to Available state to receive contacts of any media channels including new voice contacts. When you receive a call, use your physical phone to answer it. The status of the call changes to CONNECTED in Agent Desktop. While helping your customers, you can do the following tasks: Vusura00002534 About Agent Desktop The Agent Desktop provides a single browser-based application that enables agents to interact with customers using voice, chat, or email. Depending on the configuration of your agent profile by the Cisco Webex Contact Center administrator, you can communicate with customers through one, two, or all the three channels. The Agent Desktop user interface is divided into three sections. The left and right sections have the contact and contact information respectively. You can see all the conversations in the center pane. Vusura00002522
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	End-to-end customer experience management • Agents benefit from complete customer interaction history in a single interface, regardless of channel – empowering them with full visibility. • Close the feedback loop with experience management by offering post-interaction surveys delivered to the customer via text, email, or interactive voice response (IVR) to capture immediate feedback and proactively manage and measure customer sentiment. • Agents have real-time visibility into previous customer survey responses to personalize interactions. Vusura00002719
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Exhibit C – USPN 11,227,303 applied to Webex Contact Center

The All New Webex Contact Center

Super Agents

Super Agents

Deliver exceptional customer experiences – every time

AI-powered assistance and a new, user-optimized agent desktop gives your agents everything they need to deliver exceptional customer experiences.

Agent tools provide a complete customer history, all in one place and at their fingertips, ensuring they are always context-aware.

They can also tailor interactions based on full visibility of customer feedback in the Webex Experience Management customer experience journey agent desktop widget.

Benefits ⓘ

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webex by cisco

Vusura00002723

The All New Webex Contact Center

Super Agents

Agent desktop experience

Intuitive agent experience

- 1 Omnichannel task list view
- 2 Customer information
- 3 Customer experience journey
- 4 Mid-call features
- 5 Agent profile



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Vusura00002725

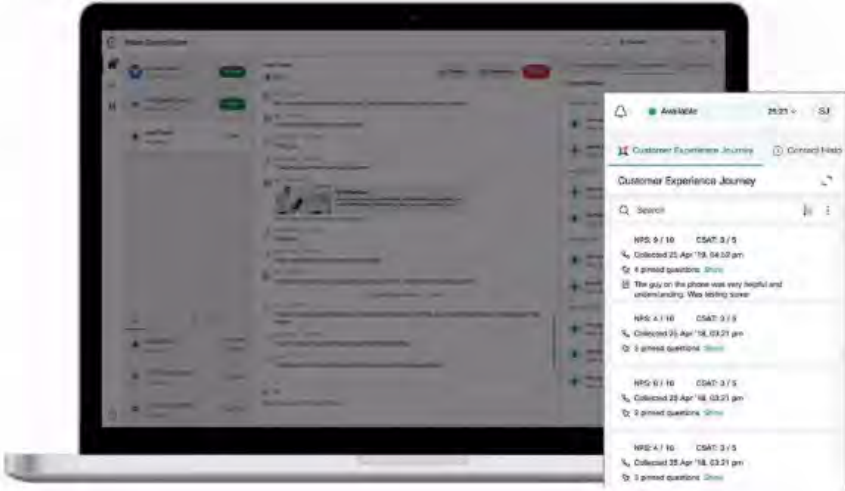
The All New Webex Contact Center

Super Agents

Agent desktop experience

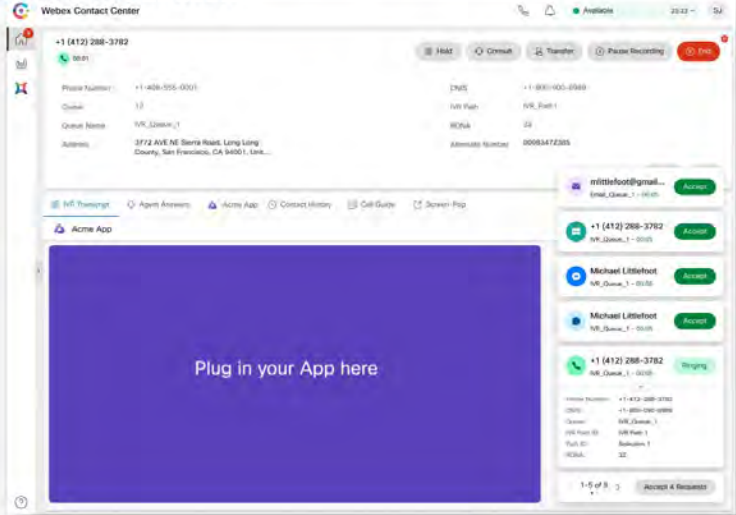
Proactive customer experience insights

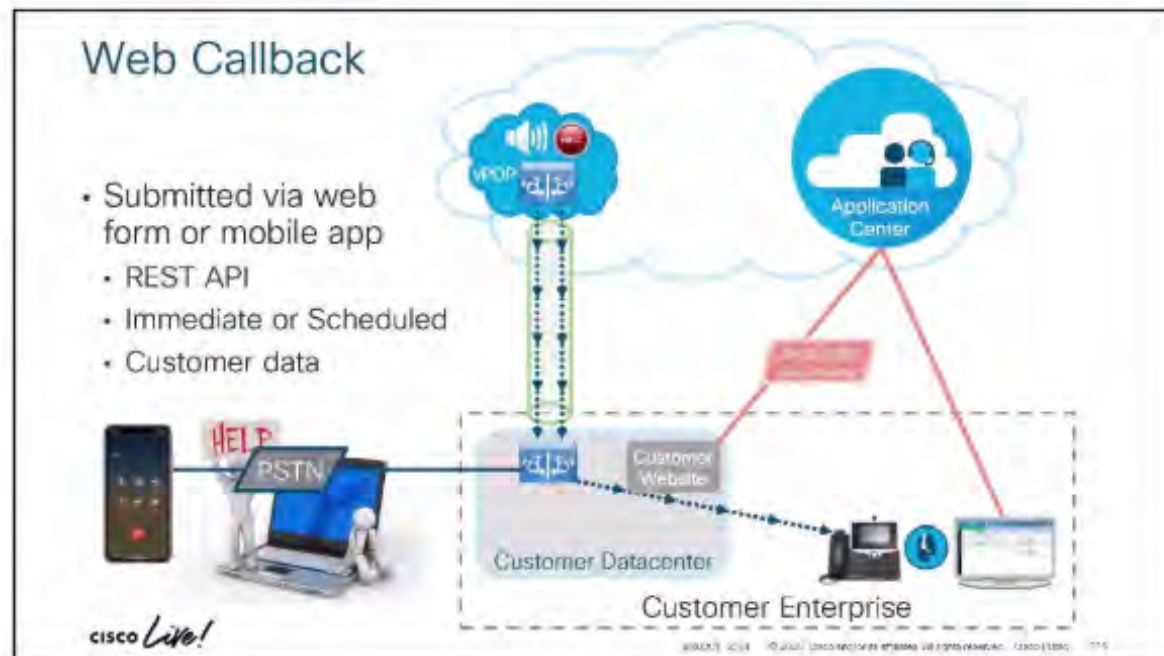
1 Customer experience journey view



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Vusura00002728

	Bring your app INTO Webex Contact Center Add tools and capabilities for Webex Contact Center users Build IN Enabling customers to use 3rd Party solutions within Webex Contact Center. - Agent/Supervisor Desktop Widgets - CRM Connectors - AI Connectors <i>**Coming Soon</i> - Flow Connectors <i>**Coming Soon</i>  cisco <i>Live!</i> Vusura00003206 DEVNET-1699 © 2024 Cisco and/or its affiliates. All rights reserved. Cisco Public 17
Claim 8	
8. The method of claim 1, wherein the selected content is selected by a call controller operating in a path of communication between the first device and the second device.	Cisco's Webex Contact Center, during said pausing, performs the step of transmitting selected content toward the first device and/or the second device, wherein the selected content is selected by a call controller operating in a path of communication between the first device and the second device. For example, during the pause, the Webex Contact Center's call controller (i.e., the Webex Contact Center Cloud) operating in a path of communication between the first device and the second device selects the Customer Profile for the callback requester (i.e., the selected content).



Just like chat, the callback is triggered by a web form or mobile application.

(1st animation)

Once the request is routed through WCC to an agent, the rest is just a normal outbound call flow.

Vusura00000956

Callback

Customers can opt to receive a callback using an IVR (Interactive Voice Response) by calling, visiting the website, or using a chatbot (Virtual Agent) of a call center.

The following are the different callback types:

- **Courtesy Callback:** A customer can opt to receive a courtesy callback instead of waiting in the contact center queue for an agent to answer the call.
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The callback requests are sent to the Webex Contact Center system. When an agent is available, the system initiates a callback to the customer. The customer can be offered the callback option during peak hours or non-working hours of the contact center.

Callback requests are routed to you as an incoming call request. The callback contact request popover displays the Callback label, the  (Callback) icon, phone number of the customer, DNIS (Dialed Number Identification Service), the queue that routed the call to you, and a timer indicating the time elapsed since you received the call. The status of the incoming call is displayed as Ringing.

If the End Call feature for Web Callback is enabled by your administrator, the Ringing status is replaced with the **Cancel** button in the contact card request.

 The  icon that is displayed for Courtesy Callback and Web Callback **Note** is the same.

If the customer accepts the call, you are connected to the customer and the Interaction Control pane is displayed. For more information on the tasks that you can perform when handling a call, see [Answer a Call](#).

-  **Note**
- To cancel the Web Callback before the customer answers the call, click **Cancel**. When the callback is canceled, the **Wrap Up Reasons** dialog box appears.
 - If the customer does not answer the call, the call is returned to the queue.
 - If the contact center has reached the maximum limit for concurrent calls that is set for the data center or tenant, you cannot make more calls, and the corresponding reason codes are displayed on the Agent Desktop. For more information on the maximum limit for concurrent calls, see [Make an Outdial Call](#).

Vusura00002565 (emphasis added).

- Call Control (answer, hang-up, hold, resume, conference, transfer), Click to call, Call recording pause/resume (Future)

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Courtesy Callback

Outcome

- Enhances Customer Satisfaction
- Reduce Abandonment Rate

- ❖ Maintain call Skills, Priority, position and contextual Data for the callback
- ❖ Callback can be to the **Original Queue** or a **dedicated callback Queue**
- ❖ Support Variable Queue

Callback1
Callback Activity Settings

Callback Settings

Define the callback number and queue in which the contact should be placed for the callback request. The caller's place in queue is reserved. Note: You must use a Disconnect contact activity to terminate a flow branch that uses a Callback activity.

Callback Dial Number

NewPhoneContact.ani

Callback Queue

☒ Variable Queue

QueueContact1.QueueId

Choose a variable that yields a valid Queue ID. Default is set to the queue in which the caller is placed.

☐ Static Queue

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About Agent Desktop

The Agent Desktop provides a single browser-based application that enables agents to interact with customers using voice, chat, or email. Depending on the configuration of your agent profile by the Cisco Webex Contact Center administrator, you can communicate with customers through one, two, or all the three channels.

The Agent Desktop user interface is divided into three sections. The left and right sections have the contact and contact information respectively. You can see all the conversations in the center pane.

Vusura00002522

	End-to-end customer experience management • Agents benefit from complete customer interaction history in a single interface, regardless of channel – empowering them with full visibility. • Close the feedback loop with experience management by offering post-interaction surveys delivered to the customer via text, email, or interactive voice response (IVR) to capture immediate feedback and proactively manage and measure customer sentiment. • Agents have real-time visibility into previous customer survey responses to personalize interactions. Vusura00002719
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Exhibit C – USPN 11,227,303 applied to Webex Contact Center

The All New Webex Contact Center

Super Agents

Super Agents

Deliver exceptional customer experiences – every time

AI-powered assistance and a new, user-optimized agent desktop gives your agents everything they need to deliver exceptional customer experiences.

Agent tools provide a complete customer history, all in one place and at their fingertips, ensuring they are always context-aware.

They can also tailor interactions based on full visibility of customer feedback in the Webex Experience Management customer experience journey agent desktop widget.

Benefits ⓘ

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The All New Webex Contact Center

Super Agents

Agent desktop experience

Intuitive agent experience

- 1 Omnichannel task list view
- 2 Customer information
- 3 Customer experience journey
- 4 Mid-call features
- 5 Agent profile



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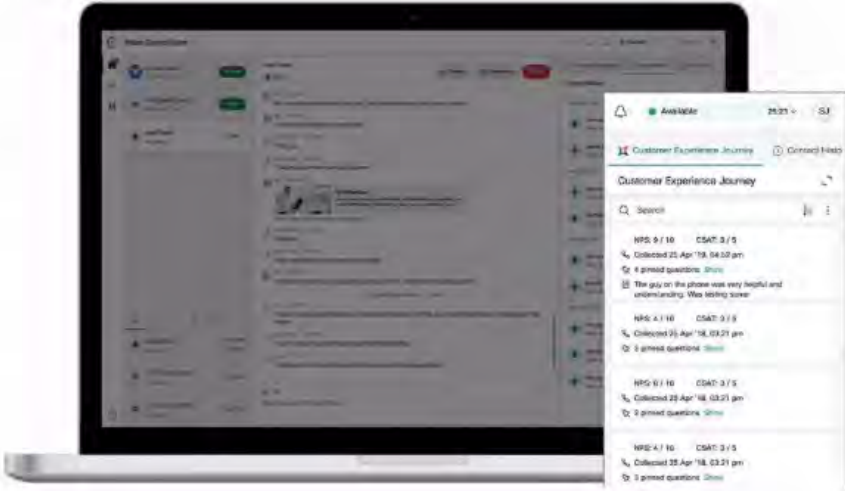
The All New Webex Contact Center

Super Agents

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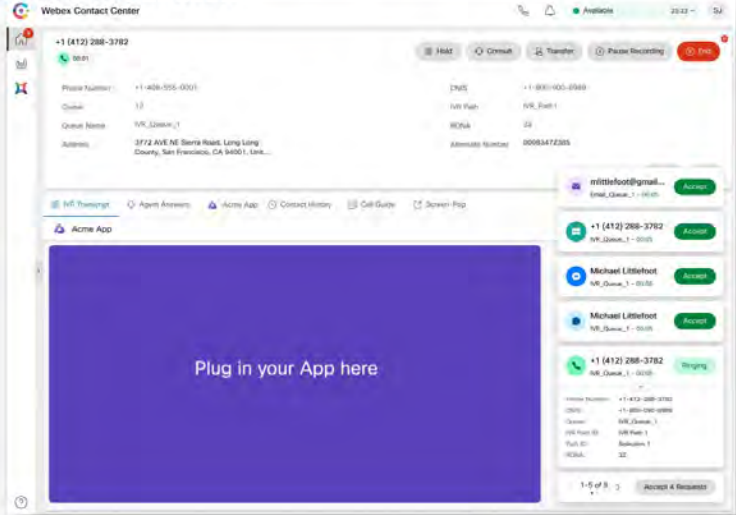
Proactive customer experience insights

1 Customer experience journey view



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Vusura00002728

	Bring your app INTO Webex Contact Center Add tools and capabilities for Webex Contact Center users Build IN Enabling customers to use 3rd Party solutions within Webex Contact Center. - Agent/Supervisor Desktop Widgets - CRM Connectors - AI Connectors <i>**Coming Soon</i> - Flow Connectors <i>**Coming Soon</i>  The screenshot shows the Webex Contact Center interface. At the top, there's a header with 'Webex Contact Center' and a date '2022'. Below the header, there's a customer profile card for '+1 (412) 288-3782'. The profile includes fields for Phone Number, Email, Name, Address, and Account Number. To the right of the profile, there's a list of connected applications. The first application is 'Acme App' with a status of 'Active'. Below it, there are three more applications, each with a status of 'Active' or 'Pending'. At the bottom of the interface, there's a large blue box with the text 'Plug in your App here'. cisco <i>Live!</i> Vusura00003206 DEVNET-1699 © 2024 Cisco and/or its affiliates. All rights reserved. Cisco Public 17
<i>Claim 9</i>	
9. The method of claim 1, wherein the selected content is displayed one or more of: during said pausing; after the communication connection is established; and after the communication connection is terminated.	In Cisco's Webex Contact Center, the selected content is displayed during said pausing and after the communication connection is established. For example, during the pause, Webex Contact Center transmits selected content (a Customer Profile for the callback requester) toward the first device (the Webex Contact Center customer Agent's computer), and that content is displayed on the first device during the pause and after the communication connection is established.

Callback

Customers can opt to receive a callback using an IVR (Interactive Voice Response) by calling, visiting the website, or using a chatbot (Virtual Agent) of a call center.

The following are the different callback types:

- **Courtesy Callback:** A customer can opt to receive a courtesy callback instead of waiting in the contact center queue for an agent to answer the call.
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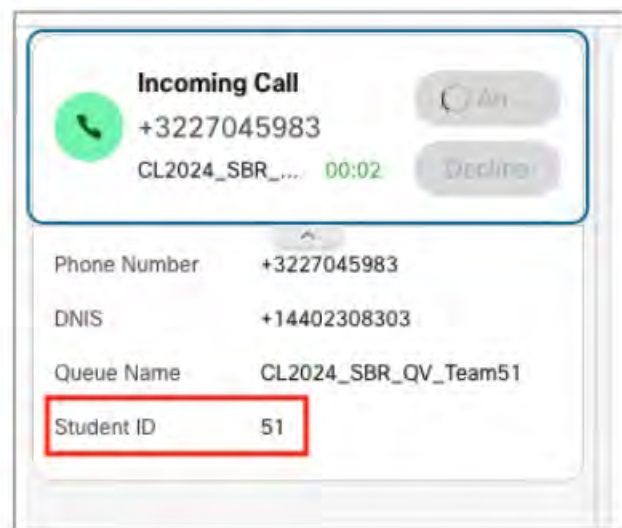
Callback requests are routed to you as an incoming call request. The callback contact request popover displays the Callback label, the  (Callback) icon, phone number of the customer, DNIS (Dialed Number Identification Service), the queue that routed the call to you, and a timer indicating the time elapsed since you received the call. The status of the incoming call is displayed as Ringing.

If the End Call feature for Web Callback is enabled by your administrator, the Ringing status is replaced with the **Cancel** button in the contact card request.

	 Note The  icon that is displayed for Courtesy Callback and Web Callback is the same. If the customer accepts the call, you are connected to the customer and the Interaction Control pane is displayed. For more information on the tasks that you can perform when handling a call, see Answer a Call.  Note • To cancel the Web Callback before the customer answers the call, click Cancel. When the callback is canceled, the Wrap Up Reasons dialog box appears. • If the customer does not answer the call, the call is returned to the queue. • If the contact center has reached the maximum limit for concurrent calls that is set for the data center or tenant, you cannot make more calls, and the corresponding reason codes are displayed on the Agent Desktop. For more information on the maximum limit for concurrent calls, see Make an Outdial Call. Vusura00002565 (emphasis added). • Call Control (answer, hang-up, hold, resume, conference, transfer), Click to call, Call recording pause/resume (Future) 
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Exhibit C – USPN 11,227,303 applied to Webex Contact Center

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	Manage Voice Contacts • About the Voice Channel, on page 13 • Answer a Call, on page 13 • Pause and Resume Recording During a Voice Call , on page 14 • Enter Call-Associated Data, on page 14 • Hold and Resume a Voice Call, on page 14 • Transfer a Call, on page 15 • Consult with Another Agent During a Call, on page 16 • Create a Conference Call, on page 19 • Make an Outbound Call, on page 20 • End a Voice Call, on page 21 About the Voice Channel You can use Agent Desktop to receive and respond to customer calls depending on the permissions assigned to you by the Organization Administrator. Answer a Call You can receive a customer call if the Organization Administrator provides you the necessary permissions. When you receive a call from a customer, a notification dialog box or the voice contact card appears in the Active Contact List under the Voice and All tabs in the Agent Desktop. The dialog box displays the phone number of the customer, the queue that routed the call to you, and a timer indicating from how long the call is offered to you. You can see the status of the contact as RINGING. If the voice contact card is not accepted within the configured timeout interval, the notification card blinks for some time in the Active Contacts List. Then, the system changes your status to Ring On No Answer or RONA. When you are in RONA state, you cannot receive any contacts. You will have to manually change your status from RONA to Available state to receive contacts of any media channels including new voice contacts. When you receive a call, use your physical phone to answer it. The status of the call changes to CONNECTED in Agent Desktop. While helping your customers, you can do the following tasks: Vusura00002534 About Agent Desktop The Agent Desktop provides a single browser-based application that enables agents to interact with customers using voice, chat, or email. Depending on the configuration of your agent profile by the Cisco Webex Contact Center administrator, you can communicate with customers through one, two, or all the three channels. The Agent Desktop user interface is divided into three sections. The left and right sections have the contact and contact information respectively. You can see all the conversations in the center pane. Vusura00002522
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Benefits ⓘ

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Super Agents

Agent desktop experience

Intuitive agent experience

- 1 Omnichannel task list view
- 2 Customer information
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The All New Webex Contact Center

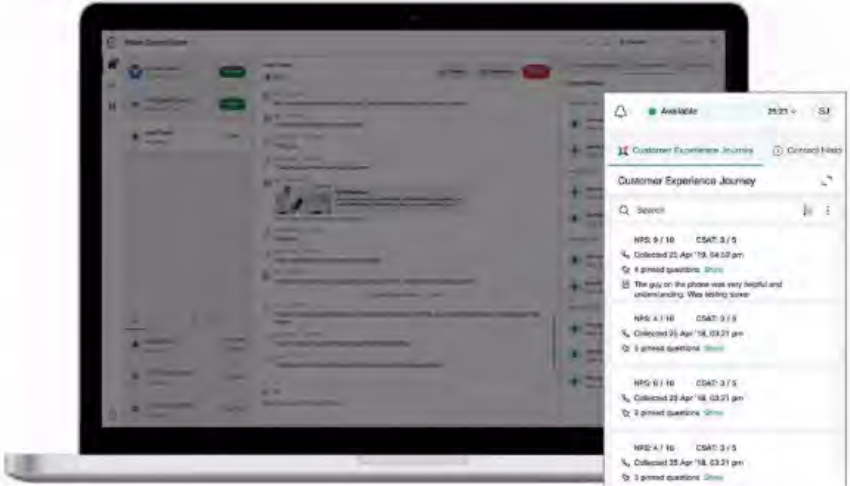
Super Agents

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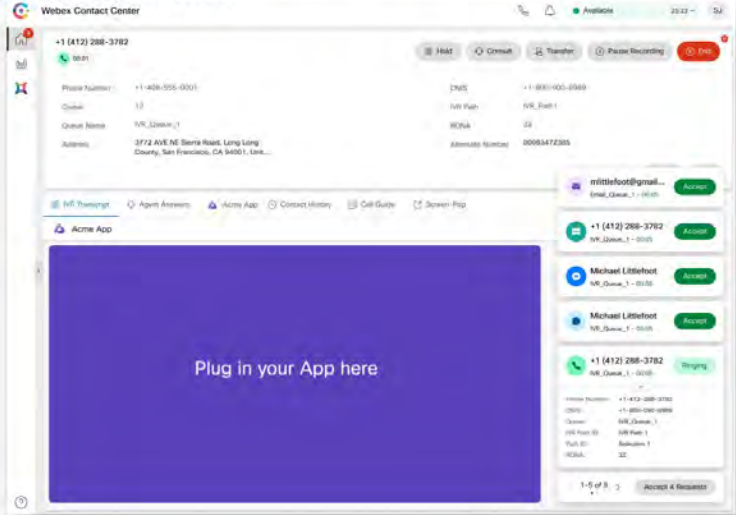
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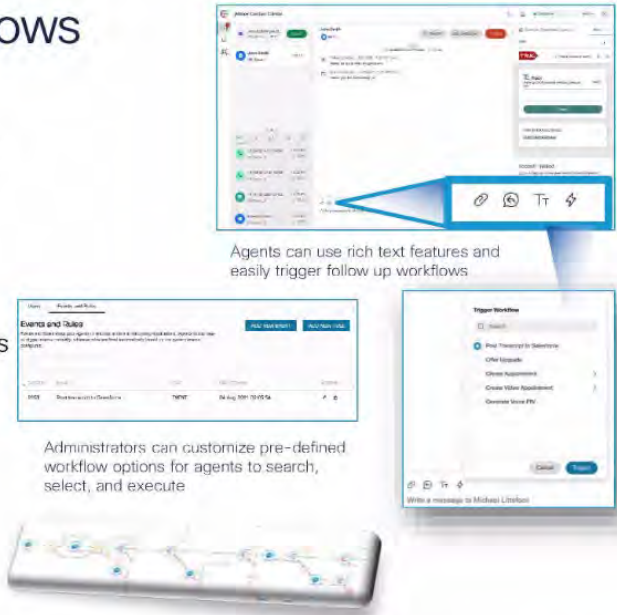
Customer experience journey view

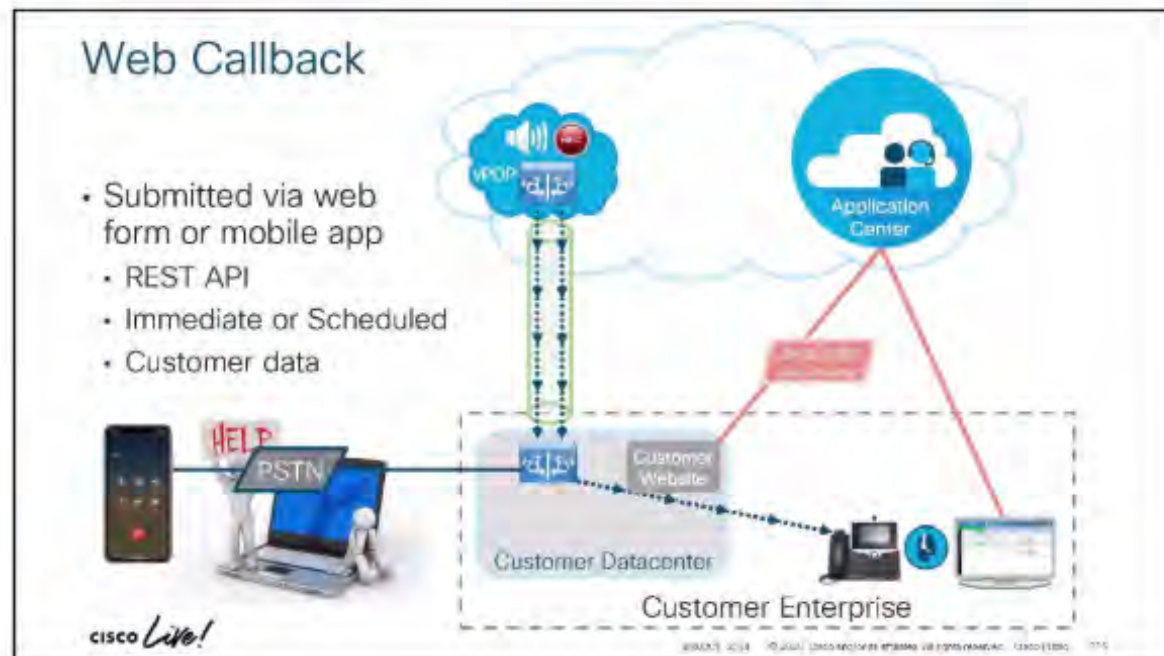


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Vusura00002728

	Bring your app INTO Webex Contact Center Add tools and capabilities for Webex Contact Center users Build IN Enabling customers to use 3rd Party solutions within Webex Contact Center. - Agent/Supervisor Desktop Widgets - CRM Connectors - AI Connectors <i>**Coming Soon</i> - Flow Connectors <i>**Coming Soon</i>  The screenshot shows the Webex Contact Center interface. At the top, there's a header with 'Webex Contact Center' and a date '2022'. Below the header, there's a customer profile card for '+1 (412) 288-3782'. The card includes fields for Phone Number, Email, Name, Address, and Account Number. To the right of the card, there's a list of recent interactions with status indicators like 'Answered', 'Missed', and 'Hanging'. At the bottom of the interface, there's a large blue box with the text 'Plug in your App here'. cisco <i>Live!</i> Vusura00003206 DEVNET-1699 © 2024 Cisco and/or its affiliates. All rights reserved. Cisco Public 17
Claim 10	
10. The method of claim 1, wherein the selected content further comprises information regarding a prospective new transaction between the first party and the second party.	In Cisco's Webex Contact Center, the selected content further comprises information regarding a prospective new transaction between the first party and the second party. For example, the selected content displayed on the Agent Desktop further comprises information regarding prospective new transactions, such offering upgrades and scheduling future appointments.

	Automated follow up workflows for digital channels Agents can trigger automated workflows, such as: • Ticket creation in a CRM system • Offer or request fulfillment • Future appointment setting • Process automation Agents experience exactly what the customer sees with message previews Enhanced agent contact handling, including: • Rich text editing • Emojis and stickers • Hyperlinks • Delivery receipts  Vusura00003095  Agents can use rich text features and easily trigger follow up workflows Administrators can customize pre-defined workflow options for agents to search, select, and execute
Claim 11	
11. The method of claim 1, wherein the selected content further comprises content displayed on one or more of the first device and the second device at the time of initiation of the communication connection.	Cisco's Webex Contact Center performs the step of transmitting selected content toward the first device and/or the second device, wherein the selected content further comprises content displayed on one or more of the first device and the second device at the time of initiation of the communication connection. For example, Webex Contact Center transmits the Customer Profile for the callback requester (i.e., the selected content) toward the Webex Contact Center customer Agent's computer (i.e., the first device), which is displayed on the first device at the time of initiation of the communication connection.



Just like chat, the callback is triggered by a web form or mobile application.

(1st animation)

Once the request is routed through WCC to an agent, the rest is just a normal outbound call flow.

Vusura00000956

Callback strategy is used to reschedule callback contacts. For example, when the dialer attempts to reach a customer at a requested time and the attempt fails, the system applies the Callback strategy rule.

There are two types of Callbacks. **Personal Callback** is when a callback is routed to the same agent who handled the original call; **Normal Callback** is when a callback is routed to any available agent.

6. Select an appropriate Callback strategy for this campaign from the dropdown list.

Note: If you do not have a Callback Strategy that applies to this contact, click **Create Callback Strategy** to create a new strategy. Refer **Create Callback Strategy** for more information.

7. **Reset Daily and Global Retries** - Turn the switch **ON** if all you want the Global and Daily Retry counts to be reset to zero on moving a contact to Callback.
8. **Callback Retry** - Use the slider or enter the value in the number panel. This option enables you to provide the maximum number of retries to callback each contact in the campaign.
9. Select the **PCB to NCB reset** button, if required.

Note: A contact marked as Personal Callback contact can be converted to a regular callback contact under certain circumstances like repeated failure to reach the specified agent. To avoid not reaching the contact at all, this is converted to regular callback to reach any other available agent.

Available options for **Retries Type** are given below:

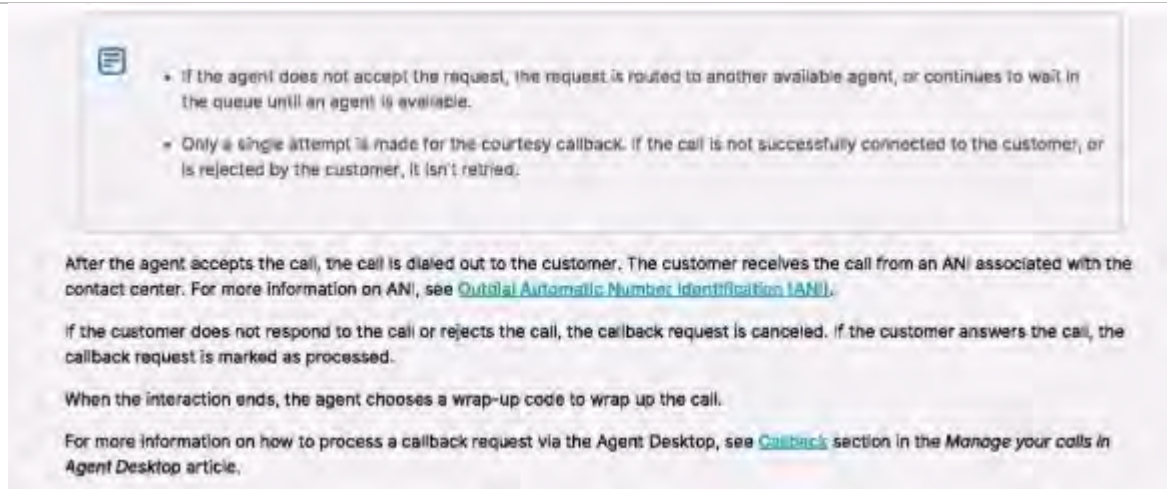
- a. **Retries:** To configure the number of attempts after which a Personal Callback becomes a Normal Callback.
 - b. **Duration:** The duration in Days, Hours, and Minutes after which a Personal Callback becomes a Normal Callback if the dialed call does not reach the assigned agent due to some reason.
10. Use the number panel to set the number **Attempts to reach Agent** - the application makes number of attempts to reach an agent before converting a Personal callback to a Normal callback.
 11. Click **Next** to complete the screen and navigate to the Other Options wizard.

Vusura00002110-00002111

Make a Courtesy Callback

After the customer opts out of the queue, a callback request to the customer is initiated when an agent is available in the queue, based on the contact's position in the queue. The agent is offered the callback request in the Agent Desktop.

Exhibit C – USPN 11,227,303 applied to Webex Contact Center



 • If the agent does not accept the request, the request is routed to another available agent, or continues to wait in the queue until an agent is available.

• Only a single attempt is made for the courtesy callback. If the call is not successfully connected to the customer, or is rejected by the customer, it isn't retried.

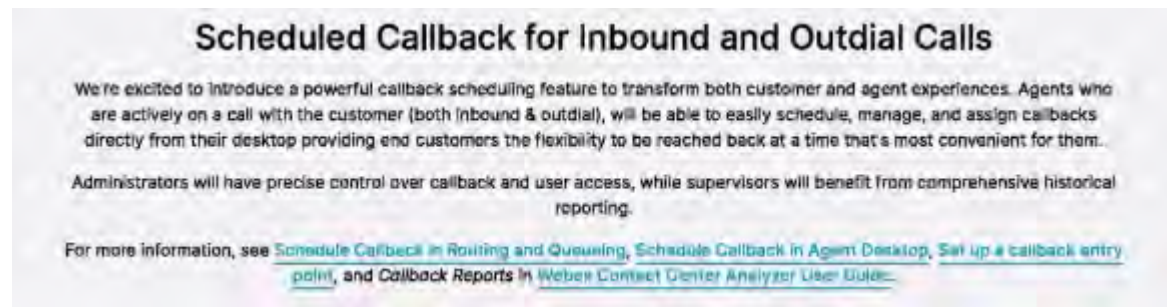
After the agent accepts the call, the call is dialed out to the customer. The customer receives the call from an ANI associated with the contact center. For more information on ANI, see [Outdial Automatic Number Identification \(ANI\)](#).

If the customer does not respond to the call or rejects the call, the callback request is canceled. If the customer answers the call, the callback request is marked as processed.

When the interaction ends, the agent chooses a wrap-up code to wrap up the call.

For more information on how to process a callback request via the Agent Desktop, see [Callback](#) section in the *Manage your calls in Agent Desktop* article.

Vusura00002467-00002468



Scheduled Callback for Inbound and Outdial Calls

We're excited to introduce a powerful callback scheduling feature to transform both customer and agent experiences. Agents who are actively on a call with the customer (both inbound & outdial), will be able to easily schedule, manage, and assign callbacks directly from their desktop providing end customers the flexibility to be reached back at a time that's most convenient for them.

Administrators will have precise control over callback and user access, while supervisors will benefit from comprehensive historical reporting.

For more information, see [Schedule Callback in Routing and Queuing](#), [Schedule Callback in Agent Desktop](#), [Set up a callback entry point](#), and [Callback Reports in Webex Contact Center Analyzer User Guide](#).

Vusura00002569

Callback

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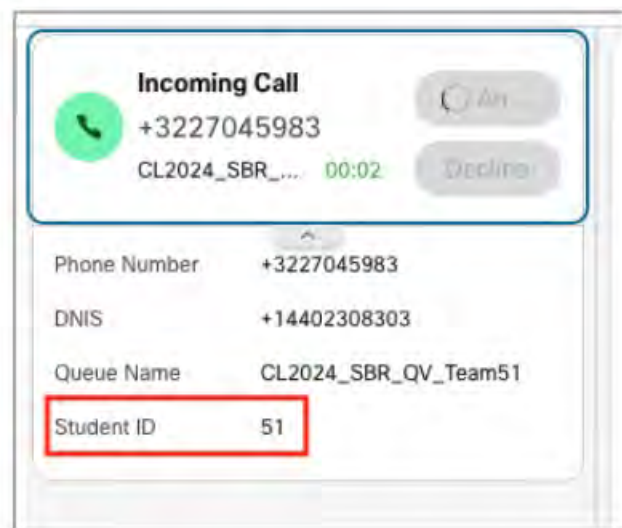
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10

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Benefits ⓘ

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The All New Webex Contact Center

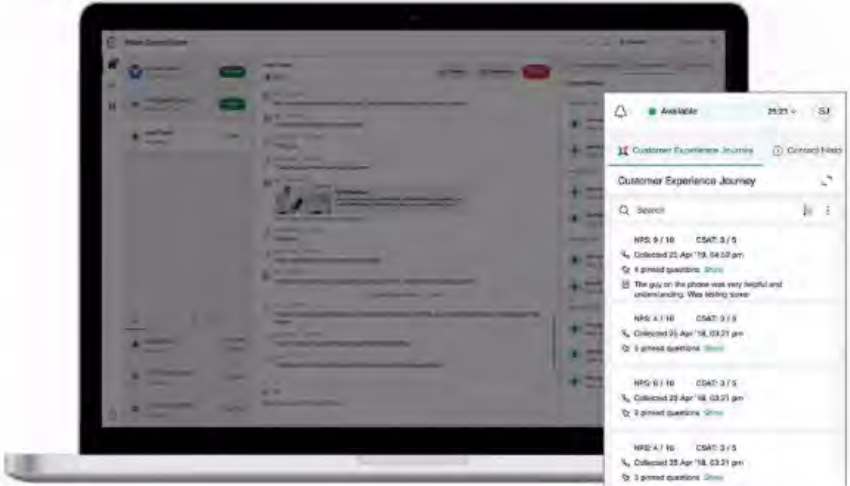
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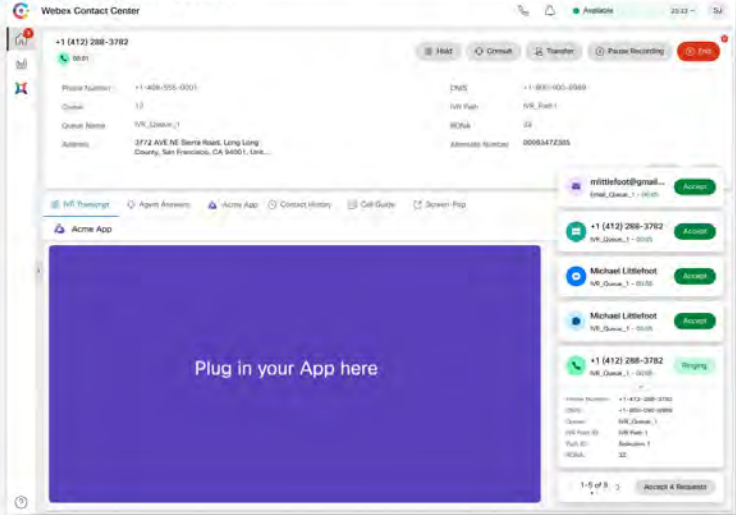
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Customer experience journey view



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Vusura00002728

	Bring your app INTO Webex Contact Center Add tools and capabilities for Webex Contact Center users Build IN Enabling customers to use 3rd Party solutions within Webex Contact Center. - Agent/Supervisor Desktop Widgets - CRM Connectors - AI Connectors <i>**Coming Soon</i> - Flow Connectors <i>**Coming Soon</i>  cisco <i>Live!</i> Vusura00003206 DEVNET-1699 © 2024 Cisco and/or its affiliates. All rights reserved. Cisco Public 17
Claim 13	
13.pre: A non-transitory computer-readable medium storing instructions that, when executed by a processor, cause the processor to perform a method of controlling presentation of content on a communication device, the method comprising:	Cisco's Webex Contact Center includes a non-transitory computer-readable medium storing instructions that, when executed by a processor, cause the processor to perform a method of controlling presentation of content on a communication device.

Definition of “cloud-based” contact center

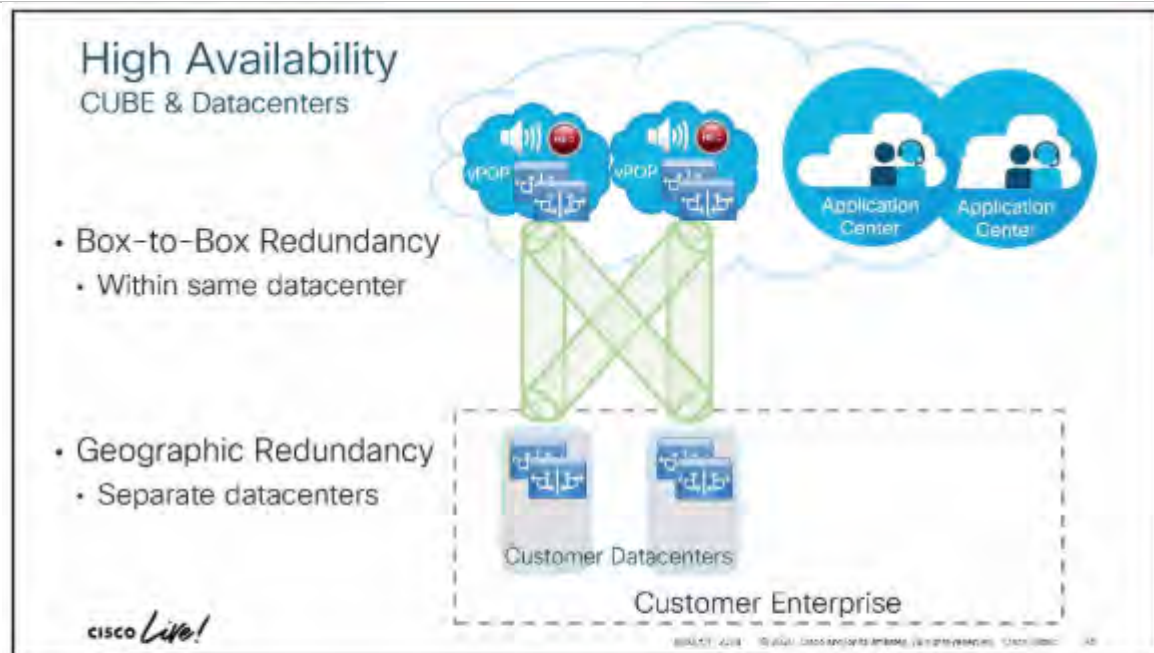
A cloud-based system is a type of IT infrastructure that leverages remote servers and data centers, typically managed by third-party service providers, to deliver computing resources, applications, and storage over the internet.

Main Characteristics:

1. Remote Access
2. Scalability
3. Cost Effectiveness
4. Data Storage and Backup
5. Maintenance and Upgrades



Vusura00001847



CUBEs within the customer enterprise network should also be redundant, with High Availability enabled if your CUBEs support it.

(1st animation)

Ideally, you would also have your CUBEs geographically distributed across multiple datacenters.

Vusura00000920

Configure server groups & SIP keepalive options

Option Ping config:

```
voice class server-group 100
# Example of US region WCC Voice Pop Mapping. ipv4 <IP Address 1>

preference 1 # JFK CUBE A
ipv4 <IP Address 2> preference 1 # LAX CUBE A ipv4 <IP Address 3>
preference 2 # JFK CUBE B ipv4 <IP Address 4> preference 2 # LAX CUBE B
hunt-scheme round-robin
!
voice class sip-options-keepalive 200
down-interval 10 up-interval 10 retry 2
transport tcp
```

Vusura00000921-00000922

Webex CC services are deployed in AWS and is powered by a cloud native platform that enables the following:

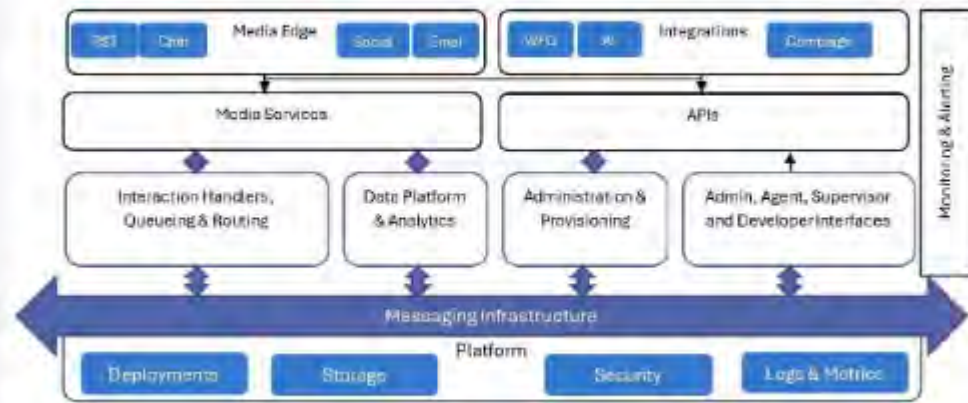
- Availability of infrastructure services and applications across multiple availability zones
- Elasticity of infrastructure services and applications enabling dynamic scaling capabilities
- Security natively built-in in the way the systems are built and deployed, data is protected in transit and at rest along with the security/compliance certifications that Webex CC has.
- Scalable and secure edge infrastructure for Telephony/Voice integrations
- Observability with proactive monitoring and alerting that enables High Availability of contact center services to its customers.
- Integrated with rest of the Cisco Webex for user authentication/authorization, administration, and provisioning of contact center capabilities.

The further sections in this document expand on each of the above capabilities and how Webex CC architecture enables the same.

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The following figure illustrates the logical architecture of Webex CC.



Webex CC Logical Architecture

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Desktop Architecture

Agent desktop is a micro frontend based single page application that hosts widgets built based on web components architecture. All the standard / stock widgets are powered by data that's retrieved by APIs or server side push mechanisms.

These are typically, asynchronous APIs, where the response for an invocation, comes to desktop via a WebSocket connection.

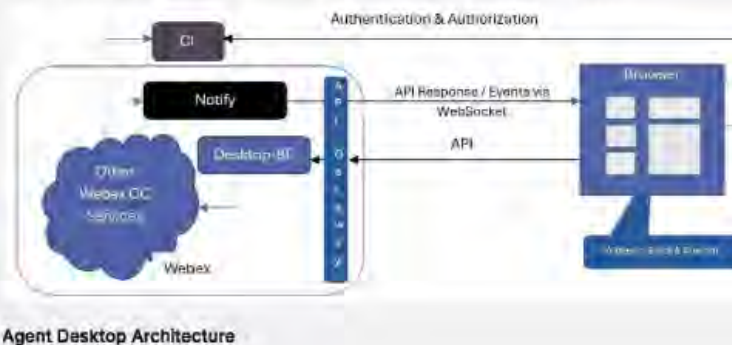
Webex CC Agent Desktop authenticates users with Cisco Common Identity (CI) and the token is passed along to all API invocations. For custom widgets too, based on the authentication model, it provides a single sign-on experience to agents if the custom widget's authentication model is integrated with CI.

Once an agent is part of an interaction, all updates to that interactions state or associated data too are pushed to desktop over the WebSocket connection.

Resiliency of desktop to connectivity and latency

The asynchronous API and server-side push enables scale and any connectivity loss to the WebSocket interface is detected and desktop attempts to re-connect and re-login.

The following figure illustrates the agent desktop architecture in Webex CC.



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Exhibit C – USPN 11,227,303 applied to Webex Contact Center

Table 12. Available platforms for Cloud Cisco Collaboration Flex Plan Contact Center: Webex Contact Center Enterprise¹³

Hosted Agent Platform		Descriptions	
Webex Contact Center Enterprise (Webex CCE)		Webex CCE delivers the advanced capabilities of Cisco Unified Contact Center Enterprise and Cisco Unified Customer Voice Portal with all the benefits of cloud computing in a Cisco owned and managed Data Center. Included with Webex CCE is management of customer owned CUCM for the contact center agents. Customers owned licenses can be an Enterprise Agreement, Flex Premise CUCM, or Perpetual CUCM licenses.	
Feature	Standard	Premium	
Inbound and outbound voice	Included	Included	
Intelligent skills-based routing and queuing	Included	Included	

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First Time Setup Wizard

Webex Calling – Data Center Location

The screenshot shows the 'Calling Settings' step of the 'First Time Setup Wizard'. On the left is a sidebar with navigation links: 'Plan Review', 'Calling Settings' (active), 'Contact Center Settings', 'Enterprise Settings', and 'Finish'. The main content area is titled 'Calling Settings' and 'Data Center Country Selection'. It includes a dropdown menu for 'United States of America' and a note about country selection. Below this are two columns of form fields: 'Customer Contact' (First Name, Last Name, Admin, Phone Number, Email) and 'Customer Address' (Address, Unit, State, etc., City / Town, State / Province / Region, ZIP / Postal Code). At the bottom right are 'Back' and 'Next: Default Location' buttons.

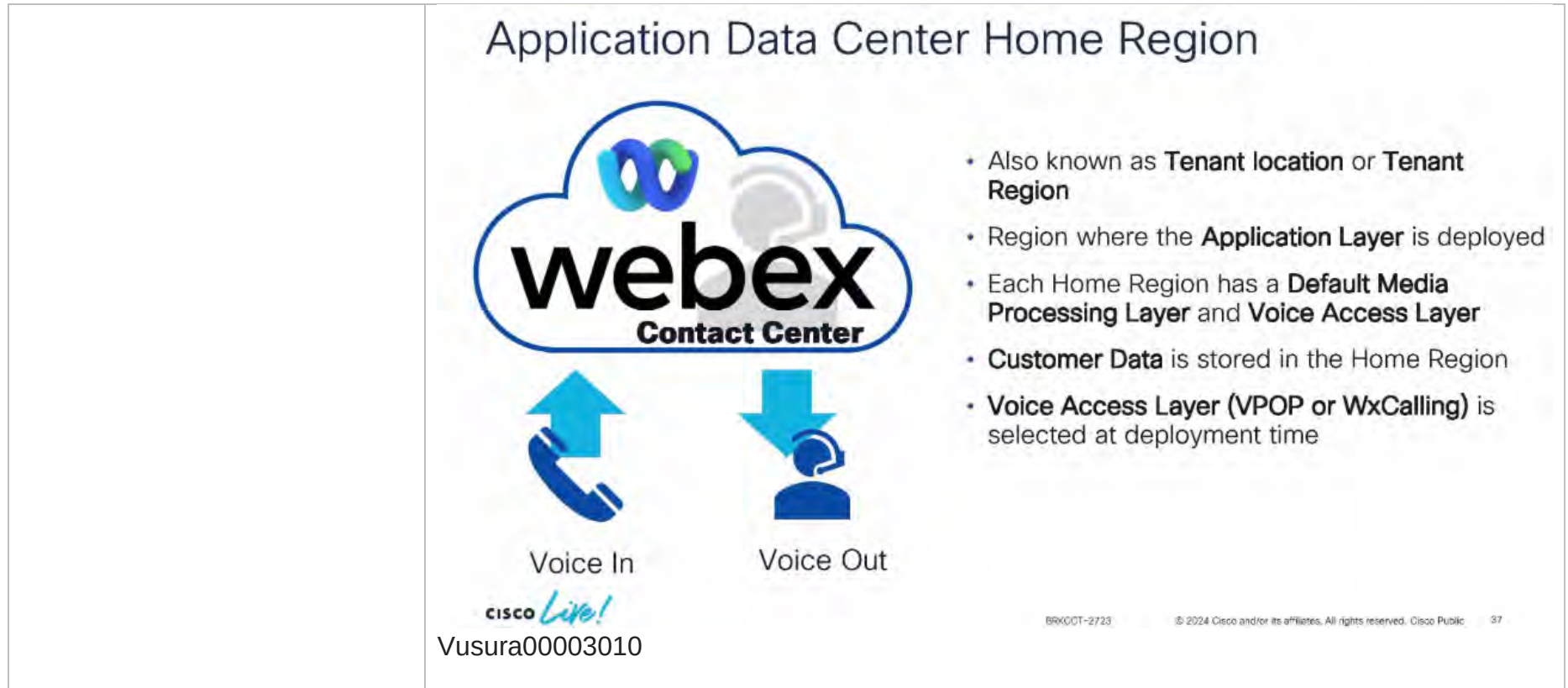
Customer Contact		Customer Address	
First Name		Address	
Site		Address	
Last Name		Unit, Suite, etc.	
Admin		City / Town	
Phone Number		Washington	
Phone Number	INT: +1 (240) 720-9864	State / Province / Region	
Email		Alaska	
Email	email@domain.com	ZIP / Postal Code	
		123456	

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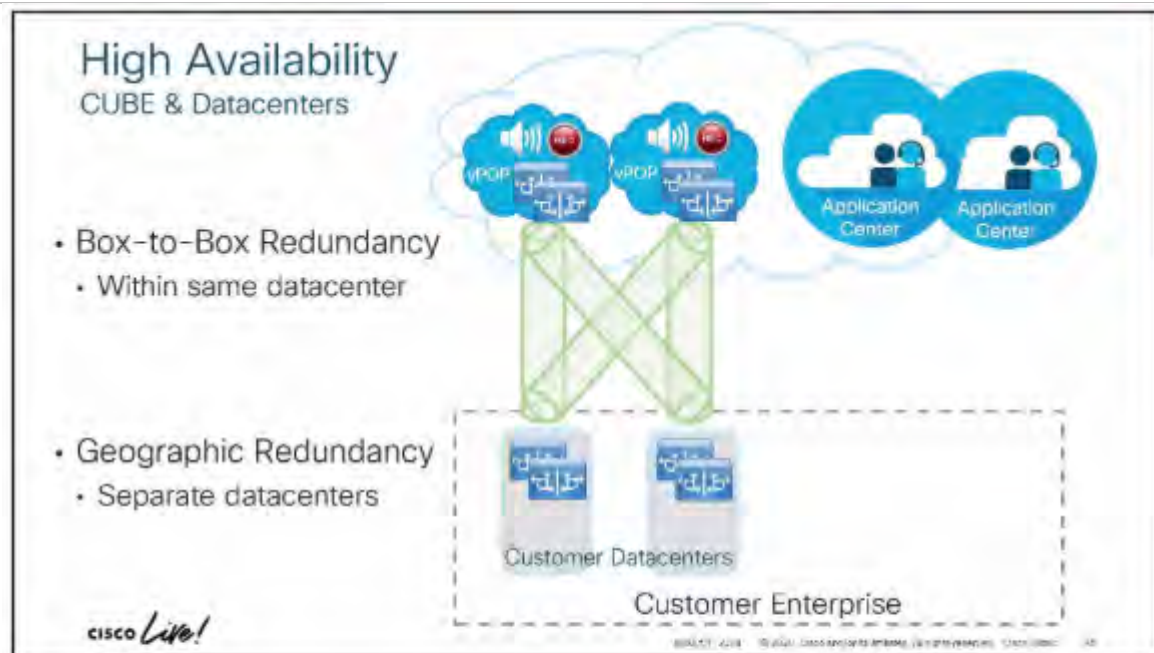


	The All New Webex Contact Center Super Agents Agent desktop experience Intuitive agent experience 1 Omnichannel task list view 2 Customer information 3 Customer experience journey 4 Mid-call features 5 Agent profile  © 2021 Cisco and/or its affiliates. All rights reserved. Vusura00002725
13.a: upon receipt of notification of initiation of a communication connection from a first device associated with a first party to a second device associated with a second party:	See Claim 1.a.
13.b: pausing establishment of the communication connection	See Claim 1.b.

Exhibit C – USPN 11,227,303 applied to Webex Contact Center

without soliciting action by the first party; and	
13.c: during said pausing, transmitting selected content toward the first device and/or the second device; and	See Claim 1.c.
13.d: after one of the first party and the second party terminates the communication connection, transmitting additional content toward the first device and/or the second device;	See Claim 1.d.
13.e: wherein the selected content comprises information regarding a previous transaction between the first party and the second party;	See Claim 1.e.
13.f: wherein the additional content comprises information regarding a new transaction conducted between the first party and the second party during the communication connection; and	See Claim 1.f.
13.g: wherein the first device and/or the second device display the additional content after receipt.	See Claim 1.g.

Claim 14	
14.pre: Apparatus for controlling presentation of content on a communication device external to the apparatus, the apparatus comprising:	The Webex Contact Center is an apparatus for controlling presentation of content on a communication device external to the apparatus. See Claim 1.pre.
14.a: one or more processors; and memory storing instructions that, when executed by the one or more processors, cause the apparatus to:	The Webex Contact Center comprises one or more processors and memory storing instructions that, when executed by the one or more processors, cause the apparatus to perform limitations 14.b-14.h. Definition of “cloud-based” contact center A cloud-based system is a type of IT infrastructure that leverages remote servers and data centers, typically managed by third-party service providers, to deliver computing resources, applications, and storage over the internet. Main Characteristics: 1. Remote Access 2. Scalability 3. Cost Effectiveness 4. Data Storage and Backup 5. Maintenance and Upgrades  0:20 / 1:15 Vusura00001847



CUBEs within the customer enterprise network should also be redundant, with High Availability enabled if your CUBEs support it.

(1st animation)

Ideally, you would also have your CUBEs geographically distributed across multiple datacenters.

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Configure server groups & SIP keepalive options

Option Ping config:

```
voice class server-group 100
# Example of US region WCC Voice Pop Mapping. ipv4 <IP Address 1>

preference 1 # JFK CUBE A
ipv4 <IP Address 2> preference 1 # LAX CUBE A ipv4 <IP Address 3>
preference 2 # JFK CUBE B ipv4 <IP Address 4> preference 2 # LAX CUBE B
hunt-scheme round-robin
!
voice class sip-options-keepalive 200
down-interval 10 up-interval 10 retry 2
transport tcp
```

Vusura00000921-00000922

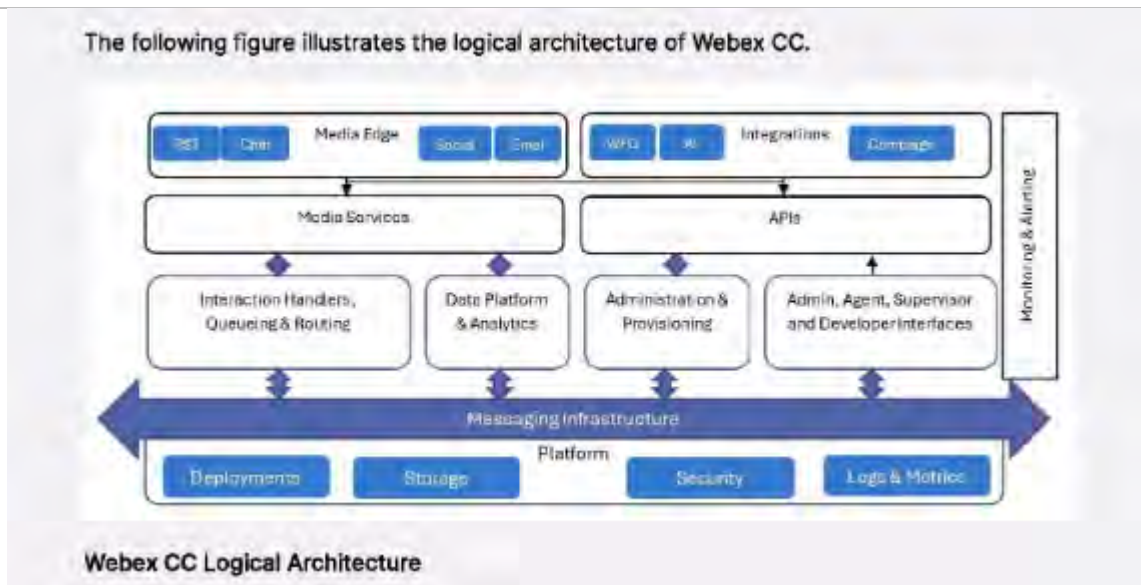
Webex CC services are deployed in AWS and is powered by a cloud native platform that enables the following:

- Availability of infrastructure services and applications across multiple availability zones
- Elasticity of infrastructure services and applications enabling dynamic scaling capabilities
- Security natively built-in in the way the systems are built and deployed, data is protected in transit and at rest along with the security/compliance certifications that Webex CC has.
- Scalable and secure edge infrastructure for Telephony/Voice integrations
- Observability with proactive monitoring and alerting that enables High Availability of contact center services to its customers.
- Integrated with rest of the Cisco Webex for user authentication/authorization, administration, and provisioning of contact center capabilities.

The further sections in this document expand on each of the above capabilities and how Webex CC architecture enables the same.

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Table 12. Available platforms for Cloud Cisco Collaboration Flex Plan Contact Center: Webex Contact Center Enterprise¹³

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Feature	Standard	Premium
Inbound and outbound voice	Included	Included
Intelligent skills-based routing and queuing	Included	Included

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Exhibit C – USPN 11,227,303 applied to Webex Contact Center

First Time Setup Wizard Webex Calling – Data Center Location

The screenshot shows the 'First Time Setup Wizard' for 'Webex Calling – Data Center Location'. On the left is a sidebar with navigation links: 'Plan Review', 'Calling Settings' (highlighted), 'Contact Center Settings', 'Enterprise Settings', and 'Finish'. The main content area is titled 'Calling Settings' and 'Data Center Country Selection'. It includes a dropdown menu for 'United States of America' and a note: 'Choose the country to which all data, media, and registrations will be mapped. Once selected, this country can't be changed and all subsequent locations and users will be provisioned to the associated data center. (The country can be different from where a location is physically located.)'. Below this are two columns of form fields: 'Customer Contact' (First Name, Last Name, Admin, Phone Number, Email) and 'Customer Address' (Address, Unit, State, etc., City / Town, State / Province / Region, ZIP / Postal Code). The 'Phone Number' field is pre-filled with '(800) 720-9864' and the 'Email' field with 'email@domain.com'. The 'State / Province / Region' dropdown is set to 'Alaska'. At the bottom right are 'Back' and 'Next: Default Location' buttons.

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	Application Data Center Home Region   Voice In  Voice Out  Vusura00003010 - Also known as Tenant location or Tenant Region - Region where the Application Layer is deployed - Each Home Region has a Default Media Processing Layer and Voice Access Layer Customer Data is stored in the Home Region Voice Access Layer (VPOP or WxCalling) is selected at deployment time BRKOOT-2723 © 2024 Cisco and/or its affiliates. All rights reserved. Cisco Public 37
14.b: upon receipt of notification of initiation of a communication connection from a first device associated with a first party to a second device associated with a second party:	See Claim 1.a.
14.c: pause establishment of the communication connection without soliciting action by the first party; and	See Claim 1.b.

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14.d: during said pausing, transmit selected content toward the first device and/or the second device; and	See Claim 1.c.
14.e: after one of the first party and the second party terminates the communication connection, transmit additional content toward the first device and/or the second device;	See Claim 1.d.
14.f: wherein the selected content comprises information regarding a previous transaction between the first party and the second party;	See Claim 1.e.
14.g: wherein the additional content comprises information regarding a new transaction conducted between the first party and the second party during the communication connection; and	See Claim 1.f.
14.h: wherein the first device and/or the second device display the additional content after receipt.	See Claim 1.g.
<i>Claim 17</i>	
17.pre: The apparatus of claim 14, wherein pausing establishment of the	See Claim 4.pre.

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communication connection comprises:	
17.a: transmitting to a call server associated with the first device a signal indicating that the communication connection should be paused;	See Claim 4.a.
17.b: wherein, in response to receipt of the signal, the call server initiates a delay in completing the establishment of the communication connection.	See Claim 4.b.
<i>Claim 18</i>	
18.pre: The apparatus of claim 14, wherein:	See Claim 14.
18.a: the communication connection is a call; and	See Claim 5.a.
18.b: pausing establishment of the communication connection comprises instructing a call server associated with the first device to delay signaling of the call toward the second device.	See Claim 5.b.
<i>Claim 19</i>	
19. The apparatus of claim 14, wherein the selected content is selected by the first party.	See Claim 6.

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Claim 21	
21. The apparatus of claim 14, wherein the selected content is selected by a call controller operating in a path of communication between the first device and the second device.	See Claim 8.
Claim 22	
22. The apparatus of claim 14, wherein the selected content is displayed one or more of: during said pausing; after the communication connection is established; and after the communication connection is terminated.	See Claim 9.
Claim 23	
23. The apparatus of claim 14, wherein the selected content further comprises information regarding a prospective new transaction between the first party and the second party.	See Claim 10.
Claim 24	
24. The apparatus of claim 14, wherein the selected content further comprises content	See Claim 11.

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displayed on one or more of the first device and the second device at the time of initiation of the communication connection.	
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