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Featured Application

AI Value Optimization

Executive Summary: In the current landscape of Cisco CX's Professional Services (PS) delivery, the ability to quantify value is as critical as the delivery itself. The Cisco CX team, led by Matt Barber, successfully developed a sophisticated CX PS Value Assessment Dashboard that serves as the "consulting hub" for one of our major customer accounts. By transitioning from manual reporting to an automated, AI-integrated dashboard, Matt has fundamentally changed how we demonstrate value, balance cost-to-serve, and identify expansion opportunities for a major CX customer.

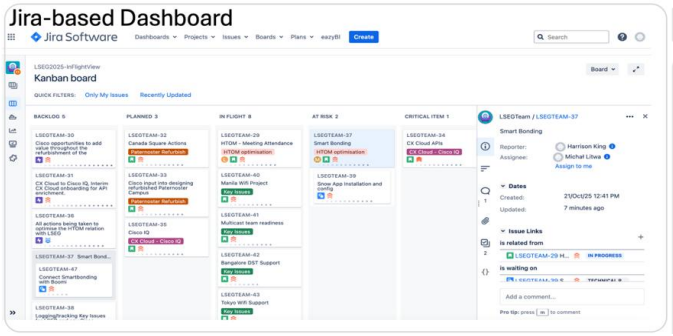
The Challenge: The customer relationship was historically under significant pressure as a result of our siloed data analysis and reactive methods for using the data. The account had experienced several executive-level escalations, and customer sentiment was at an all-time low. The customer did not feel Cisco was operating as a coordinated team, and there was limited confidence that delivery activity was aligned to the customer's most important business priorities.

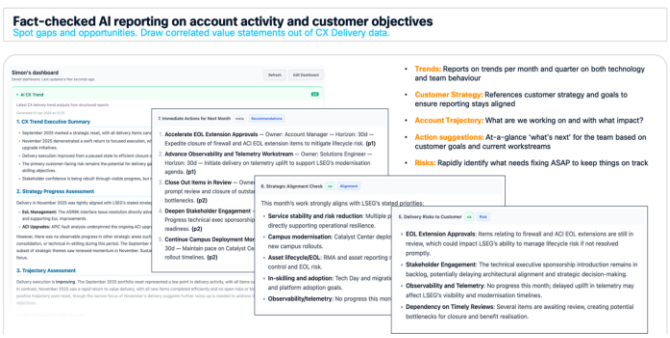
Although Cisco CX was undertaking a significant volume of delivery work, the value of that work was not consistently visible or connected to the customers' outcomes. Key information existed across several sources, including account planning, customer business data, Cisco Technical Assistance Center (TAC) cases, delivery workstreams and direct customer feedback, but it was fragmented and difficult to translate into a clear, executive-level value story.

The Solution: The team developed a consolidated Cisco CX Value Assessment dashboard that brings together key data points from across the customer engagement, including:

- The Cisco annual account plan
- The customer's annual accounts and business priorities
- Reactive TAC cases raised by the customer
- Cisco CX consulting delivery workstack – customers approved engagements
- Cisco CX delivery resource feedback and insights
- Customer feedback captured through email, instant messaging and Webex's

By combining these inputs and using different Large Language Models (LLMs) to compare datasets, assess value, create the dashboard and then the ability to qualify potential next workstreams in a single portal provides a single, structured view of what Cisco CX is delivering and how that delivery aligns to what the customer currently values most. This multi-LLM approach strengthens the quality, relevance, and confidence of the insights being presented**.**





The impact of the team's work has been significant. Through the new portal and the structured assessment of customer, account, TAC, PS delivery and sentiment data, the engagement has moved from escalation-driven and unstable to a more controlled, transparent and value-led partnership.

The customer has stated that Cisco is now working more as one team, reflecting a major improvement in confidence, co-ordination, and trust. Importantly, the customer has now started working with Cisco in domains such as Observability, Campus and Security, creating a pathway for future expansion and deeper strategic engagement.

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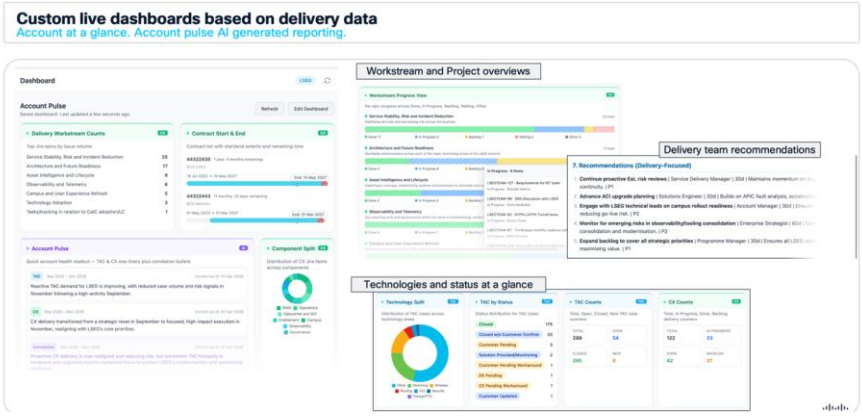
The Customer Value: The improvements delivered through the dashboard have been translated directly into measurable outcomes for the customer and for Cisco:

- **Expanded the Professional Services value:** The PS subscription contract value was $2M and will increase by $770K in the renewal agreement, driven by the increased value the customer now recognises across the engagement.
- **Grew transactional spend:** The new contract introduced a transactional spend stream that increased from $0 to $600K, unlocking an additional revenue channel that had not previously existed within the engagement.
- **Improved install base visibility:** The team's understanding and visibility of the customer's install base has increased from 20% to 90% through the implementation of an API-first enrichment, enabling more accurate, proactive and targeted delivery.

These metrics demonstrate a clear link between the AI-enabled value assessment work and tangible commercial growth, deeper account insight, and a stronger, expansion-ready customer relationship.

Alignment to AI Value Optimization Criteria: The team's work strongly demonstrates the principles of the AI Value Optimization award category:

- **Cost-to-serve optimization**: By identifying recurring TAC themes and aligning delivery effort to priority issues, the CX team can reduce avoidable reactive activity.
- **High-margin retention and expansion:** Improved customer confidence and clearer value reporting have created renewed openness for additional Cisco projects, evidenced by PS' value growing from $2M per annum with a $770K increase committed in the new contract, alongside a newly established transactional spend of $600K over the year.
- **Data-driven consumption management**: The portal enables decisions to be based on live, relevant customer, operational and sentiment data, supported by install base visibility rising from 20% to 90% through API-first enrichment.
- **Value engineering**: Delivery work is prioritized according to what is most valuable to the customer at that point in time.
- Executive-level impact: The tool has supported a turnaround from executive escalations and low sentiment to a stable, collaborative engagement model.
- **Business Review Preparation**: The dashboard now reports on all the major areas that are presented during the monthly and quarterly review sessions. The usage has reduced the hours taken to prepare for these sessions by approx. 70%. Manual data collection is only required for specific subjects that are not yet linked to the dashboard.



Conclusion: The CX Value Assessment Tool has transformed this customer engagement by making the Cisco CX delivery visible, relevant, and reportable. It has helped to move a challenged account from executive escalation and low sentiment to a stable relationship and is now growing with a 38% increase in consulting services where the customer recognizes Cisco as operating as one coordinated team. Since the implementation and use of the portal, there have been no further executive escalations or questions as to the value of CX's delivery.

By combining customer priorities, annual account planning, TAC case intelligence, delivery workstack data and customer sentiment into a single portal, the use of this dashboard has created a practical and impactful example of AI-enabled value optimization. This work has improved trust, sharpened delivery focus, reduced reactive pressure, and opened the door to future growth opportunities with the customer. This portal has helped collate the disparate knowledges areas and allows Cisco to have consistent value-based messaging related to the customers' wants and their usage of Cisco solutions. This framework is now being piloted in three other accounts to track the benefits that can be achieved in other accounts.

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