

Machine Learning algorithms (especially Bayesian and SVM) have been used for a few years at Cisco to derive business insights from transactional data regarding renewals of subscription and contract-based business models, customer usage of product features, cross-sell and upsell opportunities, and other aspects of sales and servicing motions.

What's new and intriguing to our business stakeholders is the prospect of using AI/Cognitive technology to transform the user experience so that sellers, technical support engineers and customers can get answers to complex questions faster, navigate complex business processes quickly with less human assistance, and generally simplify the selling and servicing experience of our business.

Understanding the nature of these new commercial technology offerings, how they integrate with existing CRM systems and business architectures, assessing the risk involved against the real business value has been challenging and at times overwhelming. Cisco IT has been working with its business stakeholders to take an architecture-led approach to determine how we can navigate the cognitive landscape to identify the best near-term opportunities for experimentation, as well as leverage Cisco's own collaboration and customer care products to deliver a cognitive-enabled service experience for our customers in the longer term.