



The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

Status:

Laureate

Year:

2013

Organization Name:

Cisco Systems

Organization URL:

www.cisco.com

Project Name:


WebEx Social is a homegrown technology platform developed by Cisco IT that has now been monetized and is sold to customers as a Cisco collaboration technology product. It was developed with close cooperation and input from all business functions within Cisco including Sales, Marketing, Engineering, Supply Chain, HR, Finance, IT and Corporate Communications. It has additionally been selected by Cisco as the company's Sales enablement platform.

Please select the category in which you are submitting your entry:

Mobile Access

Please provide an overview of the nominated project. Describe the problem it was intended to solve, the technology or approach used, how it was innovative and any technical or other challenges that had to be overcome for successful implementation and adoption. (In 300 words or less.)

Cisco offers IT support for mobile devices (Cisco is entirely BYOD) in a unique way through its WebEx Social collaboration platform. Employees may access or join the IT Mobility Services Community in WebEx Social for all of their support needs: rate plans, and setup and support for all mobile devices (cell phones, smartphones and tablets). The IT Mobility Services team engages with more than 100 carriers in more than 70 countries. The goal of the new support model was to decrease time and complexity to provision services and to reduce caseload by at least 30 percent. The results are significant cost savings and a dramatically improved user experience. Previously Cisco



relied on an 800-page wiki on the corporate intranet that was difficult to use and navigate.

When was this project implemented or last updated? (Please specify month and year.) Has it incorporated new technologies and/or other innovations since its initial deployment? (In 300 words or less.)

The service is fully deployed after launch in August 2011.

Is implementation of the project complete? If no, please describe the project's phases and which phase the project is now in. (In 300 words or less.)

Yes, the service is complete but is updated as needed on a regular basis.

Please provide at least one example of how the technology project has benefited a specific individual or organization. Feel free to include personal quotes from individuals who have directly benefited from the work. (In 300 words or less.)

Since the launch of the IT Mobility Services community in August 2011, we achieved the perfect trifecta: an increase in devices, reduction in cost and increase in employee satisfaction. Enabled 15,000 additional users at marginal per user cost. Lowered gross caseload 22% over two years due to rolling out Social Support on WebEx Social and 11% lower per user cost. Lowered per user caseload 40% over two years. Lowered per device caseload 56% over two years. A 28% increase in employee satisfaction. The IT Mobility Services Community consistently ranks as one of the Top 5 Communities in WebEx Social with over 11,000 members, and 49,628 unique visitors since it launched in August 2011. These metrics added to Cisco's already successful BYOD program: Eliminated \$500K/year device spend by mandating BYOD smartphones and tablets. Prevented \$850K/year in device upgrade spend. Enabled employees to "work their way" with multiple devices. Reduced gross annual service provider spend by 30% by revalidating company paid service. Avoided 75% growth in annual service provider spend by allowing employees to connect devices with employee-paid service.

Would this project be considered an innovation, a best practice or other notable advancement that could be adopted by or tailored for other organizations and uses? If yes, please describe that here. (In 300 words or less.)

Support is customized by geography and by vendor phone, and employees can engage in social dialogue with others to learn about best practices and shared experiences. In summary, Cisco's mobility support offers "self-support that is better than the help desk." Our goal is to make it as easy as possible for users to find the support they need whether it's getting new devices set up or fixing a problem. While this type of support significantly reduces cost, the focus instead is on an improved employee experience. In the past, offering mobility services involved five disparate tools including network and case management systems, the corporate intranet, a wiki and discussion forums. The lack of access to centralized information and processes create more than 10,000 internal helpdesk cases per year. Bottom line: a very poor user experience.