Business Resiliency
Call Guide

CISCO

Purpose

This guide has been designed to help Cisco Partners build a pipeline for Cisco Business Resiliency: Secure Remote Workforce + Trusted Workplace.

This guide is intended for you to use as a customer conversation guide with IT and Executive personas. Please adapt it to your natural communication style and make it as specific to your customer as possible.

Background

In early 2020, organizations were faced with changes that called for transformation in days rather than months or years. In some cases, they saw existing trends suddenly accelerate, like the massive and overnight increase in their remote workforce. And in other cases, they saw new dynamics appear, such as the need to re-examine workplaces and evolve business models to ensure personal safety.

Here's the problem…Without the proper infrastructure and planning, a dramatic and rapid change to employee workspaces more often than not results in an (unintended) negative impact on productivity, customer experience, and security.

This is where you and Cisco can make a difference. Cisco's solutions for business resiliency enable you to reimagine and redesign your customer's workforce and workplaces to provide an adaptable, productive, and trusted experience.

Only Cisco and our partners can deliver a complete solution that both empowers your workforces to collaborate and get work done from anywhere and ensures workplaces are always trusted environments.

Cisco's solutions for Business Resiliency

Secure Remote Workforce:

- Empower workers to be productive anywhere
- Optimize each unique worker experience for performance, cost, and security
- Extend enterprise-class operations to the home

Trusted Workplace:

- Ensure worker safety and wellness
- Evolve to a secure and seamless distributed work model
- Expand operational consistency across environments

Important facts and trends

In early 2020, organizations were faced with changes that According to CFO's surveyed in the fifth PwC COVID-19 CFO Pulse Survey:

81% — 81% of organizations say their focus is on changing safety measures and requirements as they transition back to the workplace.

54% — 54% say their companies will make remote work a permanent option for roles that allow it.

72% — 72% expected greater resilience and agility to be byproducts of the pandemic experience.

49% — 49% say the technology investments they are making during this time will position them better for the long term.

Customer challenges / concerns

When speaking with your customers/ prospects, listen closely for any of these challenges.

- Security (Secure Access, User Authentication, Data, Endpoints, Collaboration, etc.)
- Worker productivity
- Teams can't seamlessly collaborate
- Customer experience concerns
- Application performance
- Supporting unique worker requirements (See personas chart)
- Remote contact centers
- Remote operations
- Workplace safety and wellness
- Building / room capacity monitoring
- Using fragmented non-holistic solutions
- Short term solution, no long-term resilience to adversity and change

Worker requirements by persona

Frontline/task worker – Concentrator

Example job titles: Data/research Analyst, Task Worker, Finance, Legal Analyst, Researcher

Requires:
- Access primarily to cloud-based apps
- Support for mobile working environments
- Basic connectivity
- Limited external interactions

Wants to:
- Connect with more than meetings
- Remove distractions
- Optimize their WFH network
- Protect their network and application access

Knowledge Worker

Example job titles: Engineer, Project Manager, Marketer, Designer, Sales Lead, HR Lead, Scheduler, Dispatch, IT Manager

Requires:
- A high-quality, frictionless experience between the home and office
- Full access to all applications(data center, IaaS, Internet/SaaS)
- Basic communications and a primary voice device

Wants to:
- Easily connect, collaborate with peers
- Eliminating fatigue/hunched neck syndrome
- Seamless hybrid work experience at home/in the office

Executive / Specialist

Example job titles: Executive Leadership Team, Subject Matter Expert, Specialist, Consultant

Requires:
- The highest-quality experience
- An always-on, HW-optimized work environment in the home office
- Full access to all applications(data center, IaaS, Internet/SaaS)

Wants to:
- Interact with immersive video to help build relationships and scale expertise
- Optimize their WFH network for prioritizing work interactions

Call Center

Example job titles: Contact Center Agent, Contact Center Supervisor

Requires:
- The same cognitive, collaborative, and intelligent contact center capabilities and operational support at home to confidently:
  - Engage with subject matter experts and other agents
  - Deliver personalized customer experiences.

Wants to:
- Enhance productivity of remote agents
- Easily connect to peers and subject matter experts
- Improve visibility for supervisors of remote agents and metrics

Prospecting tips

Business leaders make purchases based on potential business outcomes. Lead with prospecting messages that show you understand your prospect's business challenges and offer to share your expertise with examples of outcomes you have helped customers achieve.

Get prospects to expand on topics to uncover pains:

- Can you tell me more about that?
- What's driving this initiative?
- What was the goal?
- How do you feel about that today?
- What are your top priorities now?

Don't forget to ask for what you want: a meeting to discuss their business resiliency needs in more detail. This can be done as soon you identify a valid opportunity for business resiliency solutions.

Conversation starters

IT / Security Personas

- I'm sure you must have been stretched thin over the past year. What were some of the challenges your IT team faced?
- How did you roll out your remote workforce capabilities?
- What went well and what did not go well during the transition to remote work?
- What solutions did you go with?
- Are there any technology gaps for certain job roles? (Contact center agents, knowledge workers, subject matter experts, executives, etc.)
- Have your employees or customers experienced any application performance issues?
- How are you securing endpoint access? What about personal devices employees use to connect to your network?
- Have you assessed the current risk-level and performance of your remote work environment?
- How do you feel now about your company's ability to support a remote workforce?
- Now, what about the workplace. Have certain employees returned to the office?
- Do you have anything in place to monitor room or building capacities?

Executive / BU Personas

- I'm sure you've experienced more adversity in the past year than you've seen in the last decade.
- What were some of the biggest challenges your teams faced?
- What are the top priorities now?
- This massive move to remote work introduced three critical business risks for a lot of companies - security, customer experience, and employee productivity. Are any of those areas a concern today?
- Do you look at this time as a business risk or breakthrough opportunity?
- Security is always a major concern. Have you assessed the current risk-level and performance of your remote work environment?
- How did you handle your customer experience? Any issues? What needs to improve?
- What about employee productivity. Do they have the technology they need to get their jobs done effectively from anywhere?
- How are you teams collaborating today?
- Have you started a transition back to the office? What workplace safety measures have been put in place?
- How do you feel about your long-term resilience to adversity and change?

Qualifying questions

Once you have secured the prospect's commitment for a follow-up meeting, you can use these questions gather additional information and further qualify the opportunity.

- What teams are involved in this project?
- Who is involved in the decision?
- Is there anyone else who should join the next meeting?
- Is funding available to support your plans?
- How many remote workers are you supporting?
- How many office locations do you have?

Closing the call

Ask for follow-up appointment

Would it be worthwhile for you to spend 30 minutes with one of our specialists to talk about your business priorities and introduce you to Cisco's solutions for business resiliency? It's a great opportunity learn more about solutions that address your specific remote worker and workplace challenges.

IF YES

What do you have for availability in the next week or so?

Proceed to qualifying questions if needed.

IF NO

Have you assessed the current risk-level and performance of your remote work environment? That's something we can help you with as well.

IF NO AGAIN
Check to see if there is another team leading this initiative.

Is there another team I should be working with or this not on [Company name's] radar?

Thank the prospect for their time and close the call appropriately based on their answer. (Email follow-up, check back in next month, get a referral, etc.)

Resources to send prospects for follow-up:

- Resource 1
- Resource 2
- Resource 3

Additional resources

- Resource 1
- Resource 2
- Resource 3

Learn more

To learn more about Cisco Business Resiliency solutions, visit:

https://www.cisco.com/c/m/en_us/business-resiliency.html