

Insight Paper Federation vs. Universal Queue: a Business Impact Analysis

What Federation and Universal Queue mean for business: context, agent empowerment, and customer journey...

In most cases, the advantages of using a single, unified desktop product is clear. When it comes down to it, the software saves time and generates efficiency, which in turn generates more revenue and saves money. However, when it comes to identifying the

optimal implementation for Salesforce Omni-Channel and Cisco Contact Center, things are not as crystal clear. This is normally when the IT folks roll up their sleeves and take over—after interviewing their end users and b+s engineers about how best to get things done, of course. Notwithstanding the complexities, it is worthwhile to try to distill what’s at stake in the Blended vs Federation vs. Universal Queue (UQ) debate.

The Situation

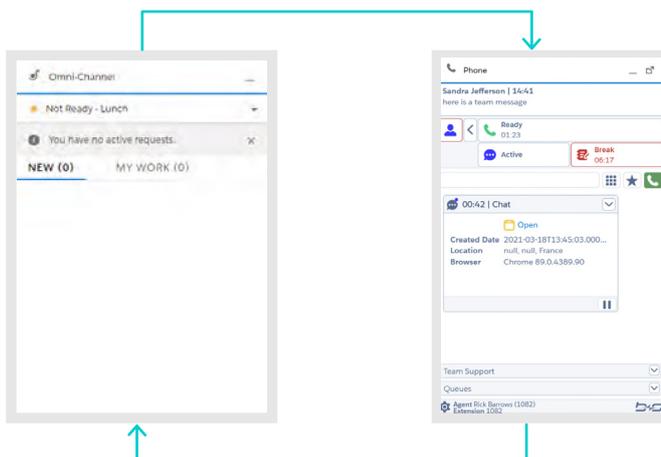
The transformations and optimizations implemented in Contact Centers—which are now the hub of customer experience—have rejuvenated customers and the business workforce. Today, agents and consumers alike not only desire, but expect communication to be convenient, fast, and direct. As developers adapt to the ever-changing ecosystem of use-experience and technology, it’s necessary to ensure agents have all the tools they need, while maintaining context, channel enablement, and back office administration continuity. In part, this means making a decision about routing strategy that may have a major impact on the business growth and IT costs:

First let’s dig into the terms a bit:

BLENDED: Simply means that agents can communicate with and support more than a single channel from a single desktop. It is important to note that an agent may only support one functional channel at a time, but can change channels within a single communication.

FEDERATE: To be formed into a single centralized unit, within which unit keeps some internal autonomy. Federated Omni-channel is a STATE manager, not a ROUTING manager.

UNIVERSAL QUEUE: Integrates multiple communication channels into a single queue in order to standardize and optimize customer contact handling.



Federation vs. UQ

Pros of Blending



- Single desktop
- Agent efficiency



- Simple
- Low cost of entry



- Enhanced CX
- Context and journey

Pros of Omni-Channel Federation

All the benefits of Blending, plus...



- Quick setup
- Less configuration
- No hardware
- Low barrier to entry



- Flexible
- CCX enabled



- Blended desktop
- Single desktop
- Single state manager

Pros & Cons of Universal Queue

All the benefits of Federation & Blending, plus...



- Agent empowerment
- Unified interface
- Channel migration
- Agent satisfaction



- Investment protection
- Cross channel
- Net Promoter Score
- Decreased customer effort



- Advanced and single routing
- Administration
- Agent utilization



- Workforce Staffing
- Quality Assurance
- Reporting
- Analytics
- Real-time graphics

Federation vs. UQ



Take Away

Making the right technology decision about routing setup is not always about cost. Taking into consideration internal and external satisfaction matters too. For businesses that use these products together, and that don't utilize UQ, it is not possible to set up rules such that agents are not interrupted with real-time interactions while they already handling other real-time inter-

actions. For example, an agent might be talking on the phone when they then get a chat. Bucher + Suter solves this problem with its b+s Omnichannel Federation feature, allowing system administrators to set up rules to determine which interaction types an agent can juggle, and under what circumstances.

CONTACT CENTER EXPRESS (CCX)

For CCX customers, the question of whether to go Omni-Channel or UQ is a moot point. There is only one solution here: Salesforce Omni-channel together with b+s Omni-channel Federation to allow admins to decide which interactions agents ought to juggle, and when, all of which is available in a single, convenient, GUI.

CONTACT CENTER ENTERPRISE (CCE)

For CCE customers, the decision comes down to assessing the merits of having a single routing brain and unified reporting, scripting, centralized WFO and skilling across Cisco and Salesforce.

This summary graphic boils down this complex set of product feature differences:

CISCO	FEDERATION	UNIVERSAL QUEUE
Contact Center Enterprise (CCE)	Supported	Supported
Contact Center Express (CCX)	Supported	Not Supported

Summary

True Universal Queue (UQ)

In this deployment model the b+s connector enables Cisco to be the unified routing and reporting engine for all media channels including the CRM's email, chat etc.

Omnichannel Federation

The CRM routes and reports on media interactions (e.g. email and chat), Cisco routes and reports on voice but the agent can manage all interaction types in a single interface.

This is made possible by the b+s connector's ability to give the customer's admin control over Interruptibility rules.

Comparison:

	SFDC Federation	Universal Queue
Bucher + Suter Professional Services	Requires minimal b+s Professional Services	Requires considerably more Bucher + Suter Professional Services
Bucher + Suter hardware requirements	No additional VMs needed	Two VMs (primary & backup) required per Agent PG
Bucher + Suter licensing	No additional b+s licenses required	No additional Bucher + Suter licenses required
Cisco Configuration	No changes to current Cisco Contact Center required, however additional not ready states in the Cisco Contact center may be beneficial	Routing rules for each Media Routing Domain (Email, chat, SMS, etc.) will need to be created
Salesforce Configuration	Omni-Channel configuration required	Omni-Channel configuration required
Routing Engine	Two distinct routing engines: Cisco routes calls Salesforce routes Email to Cases and LiveAgent chats	Cisco's CCE is the single routing engine for all channels
Reporting	Cisco provides full voice reporting Limited voice reporting in SF via Call Tasks Salesforce provides Email to Case and LiveAgent chat reporting	CUIC is the single reporting platform for all channels (Note: voice and Omni-Channel reporting still available in SF)
Workforce Management	Cisco Real Time adherence and WFM is provided only for voice calls	Since the agent state and tasks are managed by Cisco for all channels, WFM receives the required data across all channels
Agent Experience	1 button to change voice availability 1 button to change availability for a single or multiple Omni-Channel interaction types	1 button to change availability for all channels simultaneously 1 button to change availability for voice channel 1 button to change availability for email channel 1 button to change availability for chat channel etc.
Supervisor	Can't view SF Omni-Channel interactions	Supervisors using the Finesse Supervisor Desktop can see Omni-Channel agent state and Omni-Channel interactions in queue
Interruptibility	Admins can set up rules in SF e.g. make the agent not ready for voice if he has x chats, determine the number of interactions an agent can take simultaneously (capacity) etc.	Configure Interruptibility in the CCE Administration Media Routing Domains tool

We'd love to chat. Get in touch with b+s and we can figure out which configuration works best for you!

Get in touch