

# Cisco Webex AI Expert

**Price:** \$3,000 USD

**Prerequisite:** CWCCE (Cisco Webex Contact Center Expert) or equivalent knowledge

CWCCE ensures familiarity with Contact Center fundamentals, agent/elimination flows, IVR, and Cisco Webex control-hub.

## COURSE OBJECTIVES

By the end of this course, learners will be able to design, configure, and deploy both AI Assistants and AI Agents (Scripted and Autonomous) using Webex Connect and Webex Contact Center. They will integrate these solutions across voice and digital channels, size deployments using bundles and ROI tools, manage structured and unstructured knowledge bases, and apply best practices for LLM-driven and rule-based conversational design.

## COURSE OUTLINE

### Module 1: Introduction to AI Agent and AI Assistant

Learning Objectives:

- The value of AI Assistant & Agent
- Discovery of Customer needs
- Familiarization with AI Assistant Bundles, Units, Value Propositions, ROI Calculators and Features
- Familiarization with the AI Agent Bundles, Units, Value Propositions, ROI Calculators and Features
- AI Assistant Use Cases
- AI Agent Use Cases

Understanding AI Assistant

- AI Assistant Overview
- Feature Overview
- Sizing an AI Assistant deployment
  - Bundles
  - Units
  - Licensing Examples
- ROI Calculators

- Understanding AI Agent
- AI Agent Overview
- Feature Overview
- Sizing an AI Agent deployment
  - Bundles
  - Units
  - Licensing Examples
- ROI Calculators

#### The Partner Journey

- Overview of the Partner Journey
- Understanding and Articulating the Value Proposition
- Discovery Phase
- Proof of Concept
- Proof of Value using KPI

#### Hands on Exercise

- Discovery 1-1: Based on a scenario calculate recommend the number of bundles to purchase for AI Assistant and AI Agent.

### Module 2: AI Agent

#### Learning Objectives:

- Understand core concepts: Agents, Knowledge Base (KB), Analytics
- Import & interact with a pre-built AI agent

#### Comparing Scripted vs Autonomous

- When to use Scripted vs. Autonomous
- Use cases for scripted
- Use cases for Autonomous

#### AI Agent Studio

- Requirements and Navigation
- Utilizing the interface

#### Demo: AI Agent

- Scripted
- Autonomous

#### Understanding and Configuring a Knowledge Base

- Knowledge Base overview

#### Analytics & Usage Reports

- Overview of performance metrics and interaction history
- Activity: Explore usage dashboard and identify insights

#### Hands on Exercise

- Discovery 2-1: AI Agent Studio
- Discovery 2-2: Learner's preview and test a prebuilt agent in the interface

- Discovery 2-3: Add new Knowledge Base articles (structured vs unstructured)
- Discovery 2-4: Explore usage dashboard and identify insights

### **Module 3 (Scripted AI Agent): Building a Scripted AI Agent**

#### Learning Objectives:

- Design voice + chat interactions using scripted logic
- Configure intents, entities, fulfillment, and event-based handoff

#### Scripted Agent Overview

- No need for intent/entity training
- More natural interactions
- LLMs, ASR, TTS, dialog orchestration

#### Understanding Entities and Intents

- Storing Data in Entities
- Static and LLM generated utterances

#### Integrating with a Webex Contact Center Voice Flow

- Connect agent to a simple Webex Contact Center voice flow

#### Passing data from AI Agent to a Fulfillment Flow

- Add a Custom Event to handoff to a Webex Contact Center Flow
- Use the captured entity in the handoff

#### Common enhancements

- Generate OTP and validate with user
- Send communication via Email/SMS

#### Hands on Exercise

- Discovery 3-1: Build a simple Scripted AI Agent and integrate with a voice flow
- Discovery 3-2: Collect data from the customer and perform an API call to create dynamic messages
- Discovery 3-3: Chat enable the previous logic
- Discovery 3-4: Add OTP to validate the customer
- Discovery 3-5: Send an email notification/receipt

### **Module 4 (Autonomous AI Agent): Autonomous AI Agent Design**

#### Learning Objectives:

- Create and test LLM-based agents
- Use KB for zero-shot understanding
- Compare scripted vs autonomous agent development

#### Autonomous Agent Overview

- No need for intent/entity training
- More natural interactions
- 15-min primer: LLMs, ASR, TTS, dialog orchestration

### Creating an Autonomous Agent

- Prompting guidelines
- Using Knowledge Bases to enable context-aware answers
- Handoff from AI Agent-1 to AI Agent-2 mid-conversation

### Hands on Exercise

- Discovery 4-1: Build a Simple Autonomous AI Agent
- Discovery 4-2: Connect to the previously configured Knowledge base
- Discovery 4-3: Extend to the Chat Channel
- Discovery 4-4: Configure Fulfillment via Webex Connect (send an email)
- Discovery 4-5: Handoff from one AI Agent to another

## Module 5: AI Assistant

### Learning Objectives:

- Understand features of AI Assistant

### Features of AI Assistant

- Agent Wellness
- Auto CSAT Scores
- Topic Analysis
- Dropped Call Summary
- AI to human transfer summary
- Real-time transcription (when GA)
- Suggested responses (when GA)
- Real-time transcript API

### Hands on Exercise

- Discovery 5-1: Explore AI Assistant features in Webex Contact Center

### Assessment & Wrap-Up

- Certification Process Overview
- Resource handouts: Playbooks, sample flows, KB templates

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