

Webex Contact Center for Salesforce

A unified CCaaS and CRM solution

Webex and Salesforce provide a powerful customer experience solution—where agents manage every interaction, instantly access customer data, and leverage real-time AI assistance to deliver faster, more personalized service from directly inside Salesforce.



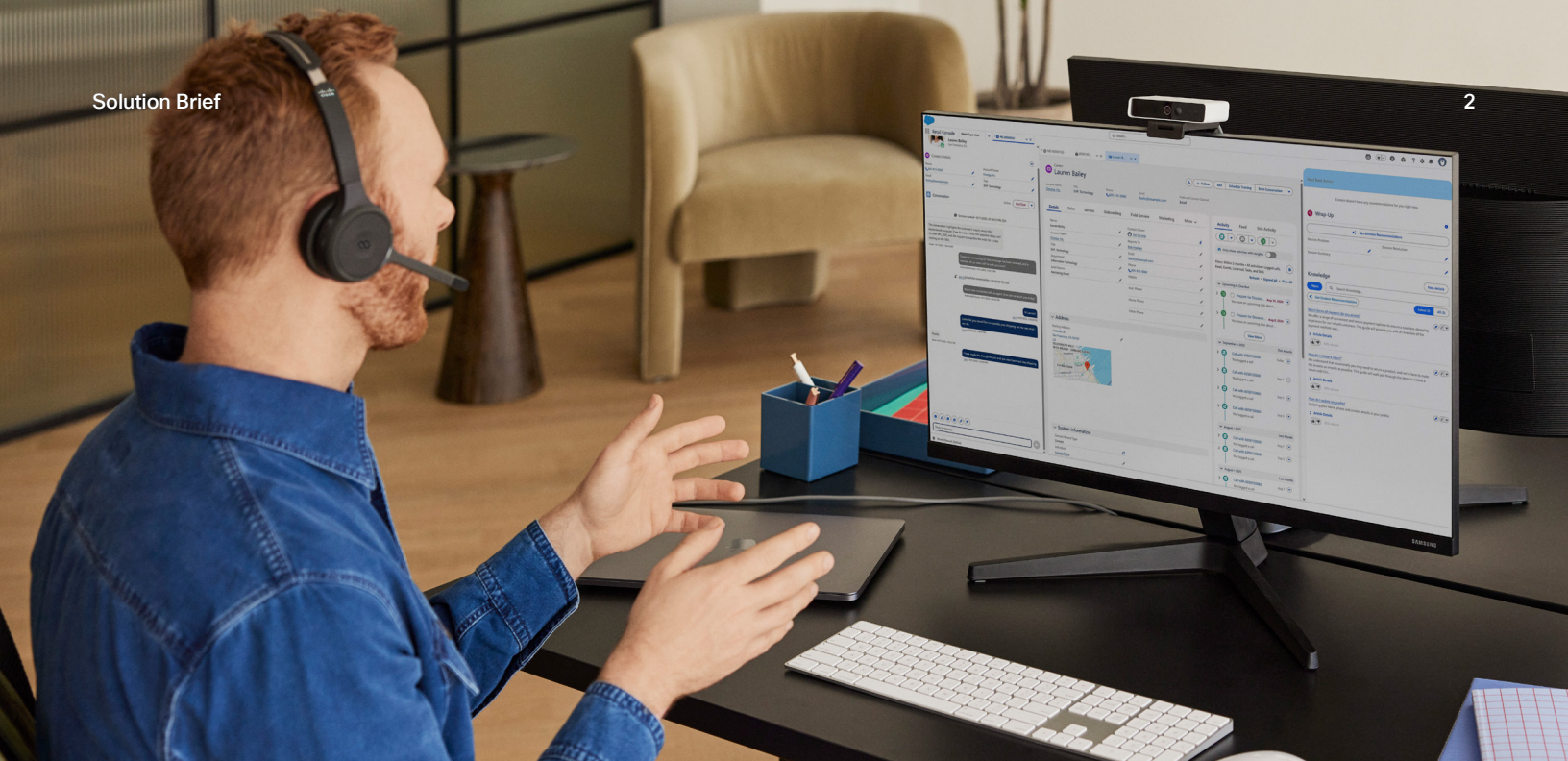
Why contact center integrations matter

Application overload is one of the biggest pain points for today's contact centers. For many organizations, Salesforce is the key system of record where agents spend most of their time accessing customer history, updating cases, and managing service tasks.

When engagement tools sit outside Salesforce, agents are forced to switch constantly between the CRM and separate voice or digital applications just to handle a single interaction. The scale of the problem is clear: 84% of agents report using four to ten applications during a single customer conversation.*

This constant toggling slows resolution, increases customer effort, and fuels agent frustration. It's also a major driver of burnout, with more than 60% of departing agents citing stress caused by inefficient tools and fragmented workflows. Embedding CCaaS technology inside Salesforce – enabling agents to manage customer engagement and access data in one unified workspace – isn't just operationally efficient; it's essential for unlocking faster service, happier agents, and more consistent, scalable CX.

*RingCentral 2024 Decision Makers Guide



Introducing Webex Contact Center for Salesforce

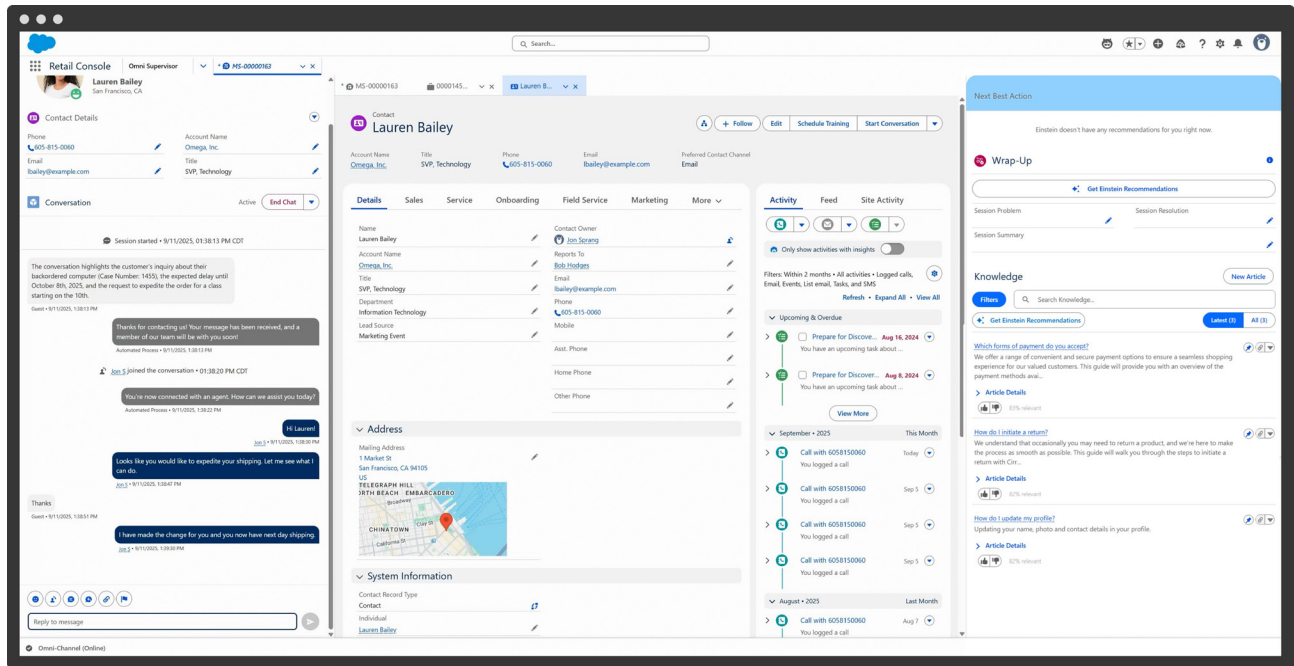
[Watch the introduction video on YouTube](#)

As part of Salesforce's Bring Your Own Channel (BYOC) for CCaaS program – and built on Cisco's long-standing partnership with Salesforce – Webex Contact Center for Salesforce delivers a native CCaaS and CRM solution that brings the power of the Webex Contact Center platform directly into the Salesforce workspace.

With Webex Contact Center embedded natively in the Salesforce console, agents work from a unified workspace that brings together voice, digital channels, customer data, and service tools. They get a complete 360° view of the customer before the interaction begins and can seamlessly access the information they need as the conversation unfolds. Real-time AI assistance – including automated summaries and wrap-up guidance – helps agents meet KPIs for speed and customer satisfaction.

Supervisors gain combined contact center and CRM insights that support smarter scheduling, better decision-making, and improved performance optimization. Together, these capabilities drive faster resolutions, more personalized support, and better CSAT scores.

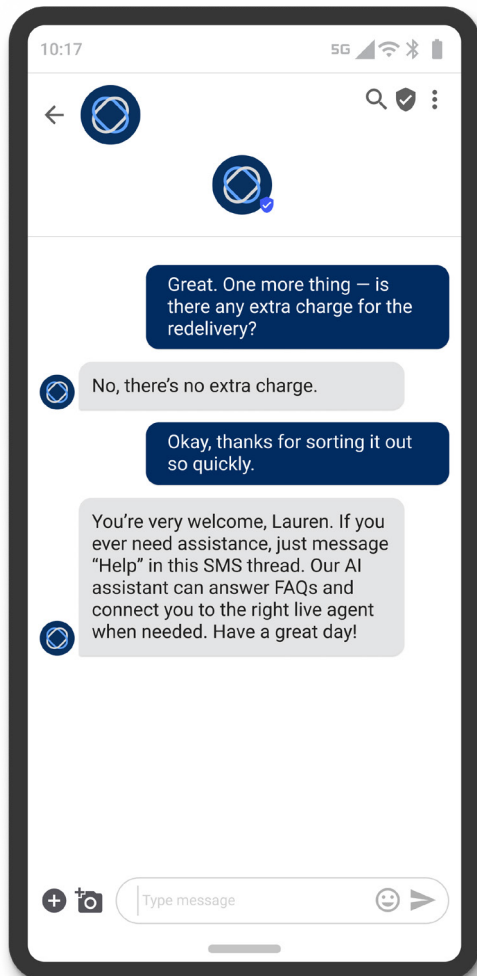
By consolidating customer context, omnichannel interactions, and AI assistance into an intelligent Salesforce workspace, Webex Contact Center for Salesforce dramatically improves agent productivity, elevates service consistency, and strengthens overall contact center efficiency – all within the platform teams already use every day.



One unified agent workspace for managing customer engagement and accessing customer data

- **Native digital and voice channels:** Engage customers on their channel of choice—voice, web chat, and SMS—embedded natively in Salesforce. Meet customers where they are with intelligent self-service powered by Webex AI Agent or Agentforce, with seamless escalation to human agents when needed.
- **Screen pops:** Configurable screen pops (via Salesforce Omniflows) surface the right customer record and context on answer or transfer, tailored to your workflows.
- **Real-time AI assistance:** Empower agents with AI-powered assistance that helps them to meet their KPIs for customer satisfaction and performance, leveraging Cisco AI Assistant and Agentforce.
- **Unified agent workspace:** Agents work inside a single Salesforce environment – no app switching, no lost context. They manage every customer interaction, access relevant customer data, and resolve issues faster.
- **Omnichannel routing:** Webex Contact Center integrates with Salesforce Omni-Channel, using CRM data to route each customer to the best-suited agent for more efficient operations and higher first-contact resolution.
- **Integrated analytics and reporting:** Supervisors can leverage combined CRM and contact center insights for smarter forecasting, scheduling, and performance management—all from within the Salesforce environment.
- **Voice call and custom data logging:** Automatically log voice calls and custom interaction data into Salesforce for complete, accurate customer records.
- **Call recording playback:** Access and replay call recordings directly from Salesforce for faster quality reviews and case resolution.
- **Enterprise-grade security:** Deliver secure and compliant customer engagement, backed by Cisco's Secure Development Lifecycle and "secure by default" architecture.

Webex Contact Center for Salesforce – Two deployment options



Webex Contact Center for Service Cloud Voice: GA Q1CY26

Webex Contact Center for Service Cloud Voice delivers a fully native CCaaS and CRM voice solution directly inside the Salesforce workspace. It allows customers to use their existing Webex Contact Center telephony platform while routing is managed natively through Salesforce Omni-Channel—giving agents a seamless, scalable voice experience within Salesforce. Out of the box, it supports WebRTC calling, call recording, and real-time transcription, creating a streamlined, AI-ready voice channel without switching applications.

Webex Contact Center Bring Your Own Channel for CCaaS (BYOC): GA Q2CY26

For customers who need to manage both voice and digital channels inside Salesforce, the Webex Contact Center for Salesforce BYOC (Bring Your Own Channel) solution provides a unified agent dashboard for effortless omnichannel engagement. Agents can handle voice, web chat, and SMS natively in Salesforce, powered by Webex Contact Center's cloud capabilities behind the scenes.

This solution is currently in early access with some capabilities described in this document available across different release phases. To understand the latest roadmap, feature availability, and how the solution aligns to your business needs, we encourage you to get in touch.

Why Webex?

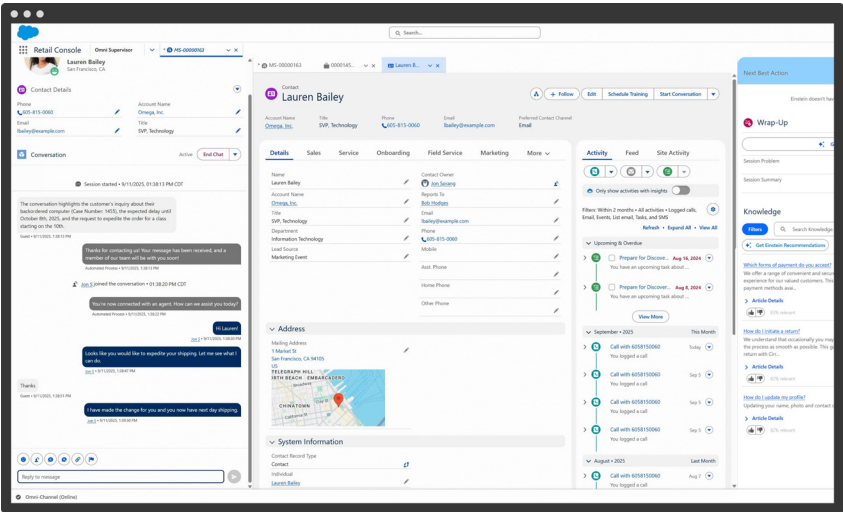
We go further to transform the end-to-end customer experience

Webex Contact Center for Salesforce integrates seamlessly with the broader Webex Customer Experience portfolio, extending the value of Salesforce with intelligent automation and proactive engagement.

Webex enhances Salesforce with Proactive Communications and AI Agents that use customer data to trigger timely outreach, automate routine tasks, and

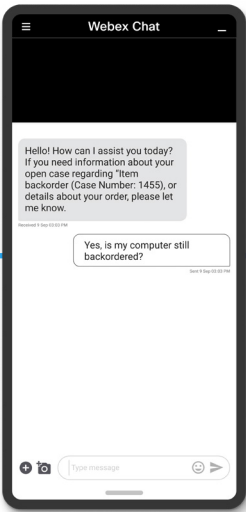
fulfill requests end-to-end without human intervention. Customers receive consistent, personalized experiences across both AI Agents and human agents on the channels they prefer – creating seamless journeys and stronger, more trusted relationships.

WEBEX CONTACT CENTER FOR SALESFORCE



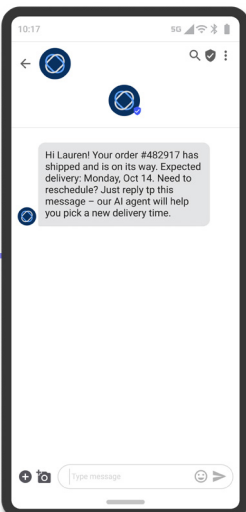
An AI-driven, multi-channel communication platform directly within Salesforce with seamless handover

AI AGENT

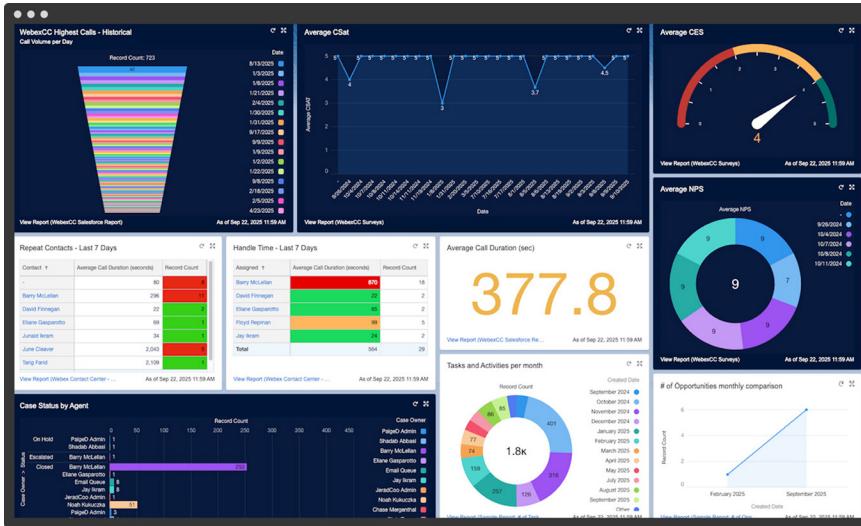


Autonomous + scripted self-service

PROACTIVE COMMUNICATIONS



Data-driven outbound engagement



Leverage integrated CRM and contact center insights for smarter forecasting, scheduling, and performance management—all from within the Salesforce environment

Take the next step

Webex Contact Center for Salesforce gives your teams a truly unified workspace – bringing customer data, engagement channels, AI assistance, and workflow automation together inside the Salesforce environment agents already know. The result is faster resolution, lower effort, and a more connected customer experience.

To learn more about how Webex Contact Center for Salesforce can simplify your agent workspace and elevate your customer engagement strategy, contact your Webex Sales representative, your Cisco account manager, or the certified Webex partner you are working with. Our team can guide you through capabilities, a demo, deployment options, and the best path to maximize value from your Salesforce investment.



**Learn more about Webex Contact Center for Salesforce:
Schedule a personalized demo**