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STAR Awards

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2023 TSIA STAR Awards
Featured Application



Innovation in Customer Portals That Improve Digital Experience

“Cisco.com Reimagined” Powers Better, Faster B2B Experiences

Overview

In 2022, Cisco kicked off “Cisco.com Reimagined,” a three-year initiative to completely rebuild Cisco.com -- its largest digital property. With 50M unique visitors a year, the website has 14M active community members and is published in 59 countries and 27 languages. The new portal unifies and drives personalization across all of Cisco’s customer-facing digital assets (peer-to-peer community, digital journeys, self-serve renewal site, and partner platforms) to create *one* connected experience that anticipates and intersects customer needs across digital channels, together with partners.

“Cisco.com Reimagined” is playing a pivotal role in Cisco’s business transformation towards experience-led growth. In FY2022 alone, it helped grow digital bookings by \$190M, reduce support costs by \$88M through self-service digital tools, and improved customer engagement with 250% faster lifecycle progression with “reimagined” digital journeys.

What have we solved for?

In recent years, Cisco has transitioned from its legacy in networking and infrastructure hardware to become the world’s seventh largest software company by revenue. This massive business model shift is changing how Cisco and its tens of thousands of global channel partners go to market, at a time when [digital experience](#) is becoming the number one determinant of market share in virtually every industry.

The hub of the company’s digital experience, Cisco.com, was developed 15 years ago using a now outdated on-premise solution. The customer experience had become disjointed and difficult to navigate, leaving customers feeling as though they were working with multiple different companies. In many ways, they were: Cisco.com evolved through the years into a patchwork of the company’s 218 diverse acquisitions. The site also reflected the complexities inherent to personalizing customer experience across multiple products and business units, with customers receiving multiple notifications and calls to action with no consistent voice or cadence. Page load times were lagging, and it could take up to four weeks for Cisco to update or publish new content. A complete transformation was needed to make doing business with Cisco easier and more connected.

The re-platformed Cisco.com is powered by customer information previously siloed across 20 websites, seven peer communities and 47 different platforms -- such as product information, purchasing data, telemetry, contact info, web behavior and upcoming renewals. By busting the silos, Cisco can now orchestrate frictionless digital experiences that accelerate the customer’s path to value. “Cisco.com Reimagined” has now become the hub for all digital customer experience (CX) motions. It simplifies Cisco’s business complexity (diverse portfolio, global footprint, and partner led GTM) and creates consistency in how the company and its partners show up in the marketplace. Now, customers can research, try, purchase, adopt, and renew Cisco products and interact with their peers with greater ease and convenience.

To date, Cisco has achieved the following under “Cisco.com Reimagined:”

- **Created new digital standards to present digitally as *one* Cisco** across all products, partners, and digital channels.
- **Personalized digital experiences** using real-time audience management capabilities.
- **Improved agility, speed, and scale** by shifting to the cloud.
- **Modernized how Cisco goes to market and responds to market changes** with distributed authoring and publishing support for 800+ internal contributors (globally distributed business units, content teams,

designers, and developers who quickly build and publish new experiences to Cisco.com using a common studio of design templates and reusable content modules).

- **Created reusable SaaS experiences** that enable off-the-shelf digital experiences like “discover, try and buy.”
- **Increased self-service capabilities** through Cisco Communities, providing customers with more immediate and convenient ways to engage with peers and Cisco experts for online support.
- **Grew revenue** through personalization and connected digital experiences that promote demand-gen opportunities, customer adoption, and drive recurring revenue through good/better/best renewal and expansion experiences.
- **Unlock additional business value for customers** in security and hybrid work across Cisco’s portfolio.
- **Streamlined customer adoption paths** by centralizing guided journeys, webinars, Ask the Expert sessions, and additional resources in one location.
- **Launched experience measurement** to monitor two new CX OKRs (Objectives and Key Results) for Cisco.com; new dashboard displays CX Customer Effort Score (CES) and Customer Satisfaction Score (CSAT) scores by audience and page, and ranks audience journeys by user difficulty to pinpoint and eliminate bottlenecks in CX.

Customer Impact

- Increased customer engagement via “reimagined” digital journeys reaching 4M customers, up from 2M customers in FY22.
- Quicker path to customer value with 27-point higher adoption stage progression for customers on “reimagined” digital journeys.
- Simplified design rooted in simplicity and based on customer research and feedback with 20+ point improvement in readability.
- More targeted digital engagement based on who customers are, what they need and their lifecycle status, with 30% improvement in bounce rates and 6x uptick in personalized offers.
- Easier and faster experiences on Cisco.com with 46% faster page load times and 40% reduction in navigational complexity.
- Unified login and chatbot experiences across all Cisco digital assets (Cisco.com, peer-to-peer community, events, etc.) for faster, easier, and more convenient registration and chat.
- 78% of support/problem resolution using self-serve digital resources and peer-to-peer engagement via community.

Business Impact

- Accelerated time to market by 50% for new product releases and acquisitions brought online on Cisco.com.
- Achieved \$88M support cost savings by nurturing customer adoption of digital self-service help tools vs. inbound support requests.
- Spearheaded innovation, growth, and brand consistency across Cisco’s portfolio with 80% of all acquisitions now migrated to Cisco.com.
- Grew digital growth bookings by \$190M by increasing personalized upsell and cross-sell offers on Cisco.com.
- Improved renewal rates by 29 points for customers on “reimagined” digital journeys.
- Drove a 600% uptick in personalized experiences through targeted personalization and engagement, and enhanced portal speed and efficiency.
- Cut localization time for regional sites in half across 59 countries and 27 languages.
- Delivered a 23% increase in digital CX at scale with partners by boosting enrollment in the “reimagined” digital lifecycle platform for partners from 6,000 to 7,400.
- Achieved 300% Y/Y jump in partner use of shared telemetry and customer data by increasing the number of partners enrolled in Success Program Insights for actionable customer intelligence – from 1,500 to 4,600.

Lessons Learned

- **Manage change:** A company-wide project of this size requires constant communication to bring stakeholders and teams across the enterprise together before, during, and after every step. Change managements needs to be documented, transparent, inclusive, and proactive.
- **Pace and prioritize:** Define milestones, prioritize action items and deliverables, and commit to a regular cadence to regroup (be it daily, monthly and/or quarterly) to assess progress made and adjust as needed.
- **Lean on trusted partners:** Accenture and Adobe are critical to Cisco’s multi-year journey to reimagine Cisco.com, with Adobe consultants onboarded and embedded as part of our internal team. Work collaboratively with strategic partners, trust their expertise, and share accountability for the outcome.



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