



# The Mosaic Messaging Guide



# About this Guide

This Messaging Guide lays the foundation for communications designed to:

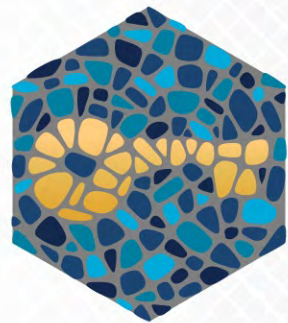
- Raise awareness of The Mosaic, its capabilities, and its value
- Encourage discovery, exploration, and use of The Mosaic
- Change the perception of customer survey data from a mere metric/score to a valuable source of actionable information



# Meet The Mosaic

## WHAT IT IS

A collection point for all customer intelligence that empowers every Cisco employee to take action that enhances the customer experience and positions Cisco as an industry leader in CX.



The  
**MOSAIC**



# Meet The Mosaic

## WHAT IT DOES: TACTICALLY

The Mosaic turns customer listening into action by:

- Creating cohesion across the entire Cisco customer journey
- Unifying customer data into a 360 view
- Providing real-time insights and routing them to the right employee(s)
- Surfacing actionable intelligence across the business
- Building trust in the data by maintaining transparency
- Presenting information in an easy-to-digest way that includes persona-based detailing
- Democratizing the intelligence via on-demand access for every Cisco employee

## WHAT IT DOES: STRATEGICALLY

Helps us focus on what matters.

Closes the gap between what we do and what our customers experience.

Enables collaboration with teams across the entire company.

Is the key to seeing the big picture and the driving force behind change for us and our customers.

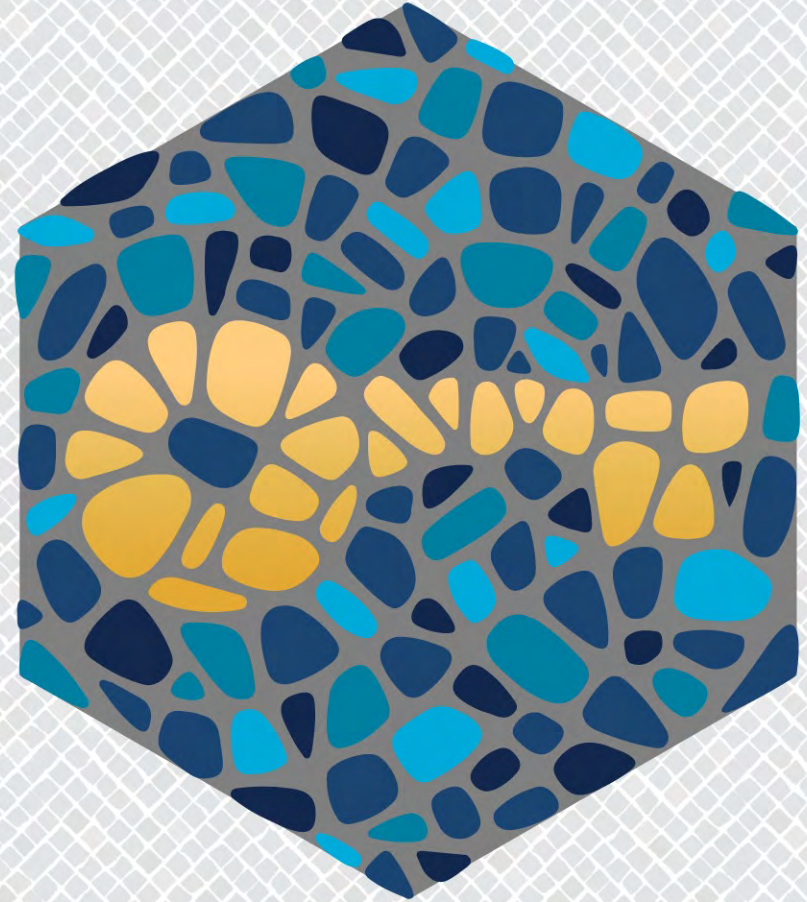
The Mosaic empowers customer voices and unlocks extraordinary experiences.

## The Mosaic:

Delivers feedback from 150+ customers per annum

Spans the most critical customer journey touchpoints

Puts it all in one place so you don't have to manually go from one dashboard or tool to another



## So you can use it to:

Develop holistic, actionable customer intelligence

Help drive end-to-end lifecycle selling via

- Improved account planning
- Enhanced customer interactions

Mitigate churn

Uncover and manage selling opportunities

Deliver QBRs



# Our Audiences



**LEADERS**



**ALL CISCO EMPLOYEES  
(ESPECIALLY CUSTOMER-FACING)**



**OPERATIONS, DATA,  
AND ANALYTICS TEAMS**

We are highly appreciative of the rich, insightful, and productive feedback we've received from all stakeholders. The Mosaic represents our response to the needs and desires these groups have shared with us.



### VALUE PROPS

Get executive-level and deep-dive views of customer feedback data to drive strategic decisions.

Get **real-time** data, metrics, and insights into the hands of your people.

The enhancements to how we collect, view, and analyze data will encourage us all to be more mindful of what we can do to act and improve the customer experience.

Help your people feel **empowered to act** and intentionally create moments that matter with customers.

Improving the customer experience will yield better financial, bottom-line results, which in turn will create increased retention and renewals, cross-sell, and up-sell.

If we do not transform the customer experience, our business will suffer. Thus, the future of the business is in customers' hands.

### YOUR ROLE

Focus on ROI and strategic business growth.

Request specific customer data to drive strategic decisions.

Highlight how The Mosaic aligns with organizational goals.

Drive and cascade messaging through your teams.

Use the data to help shape customer conversations and show them the impact of their feedback.



# Tailored Messaging

ALL CISCO EMPLOYEES (ESPECIALLY CUSTOMER-FACING)



## VALUE PROPS

Determine the health of customer interactions and understand trends in **actionable** customer feedback data to foster strong relationships, ensure customer success, and drive change in your organization.

Get the most out of your customer data.

You are **empowered to act** based on what the data tells you.

Your proactive response to customers' **real-time** feedback will help you:

- Address customers' needs faster
- Drive customer conversations
- Build trust
- Uncover opportunities for upsell/cross-sell
- Deepen customer relationships
- Determine where to focus your energy/time/resources
- Optimize solutions for customers
- Advance your career
- Influence transformation at Cisco in profound, rewarding ways

You are key to helping us implement these transformational changes.

Embracing a customer-first mindset sets you up for your own success, now and in the future.

These improvements on how and when data is delivered will yield more insights on how to prioritize projects, set goals, and build/execute effective plans.

## YOUR ROLE

Illustrate how The Mosaic enhances customer targeting and engagement.

Use customer insights and metrics to create moments that matter and improve the customer experience.

Showcase examples of improved conversion rates and campaign success.

## Tailored Messaging

### OPERATIONS, DATA, AND ANALYTICS TEAMS



#### VALUE PROPS

Get the latest customer experience data.

Get metrics and reporting data that links to your scorecard and V2MOM metrics.

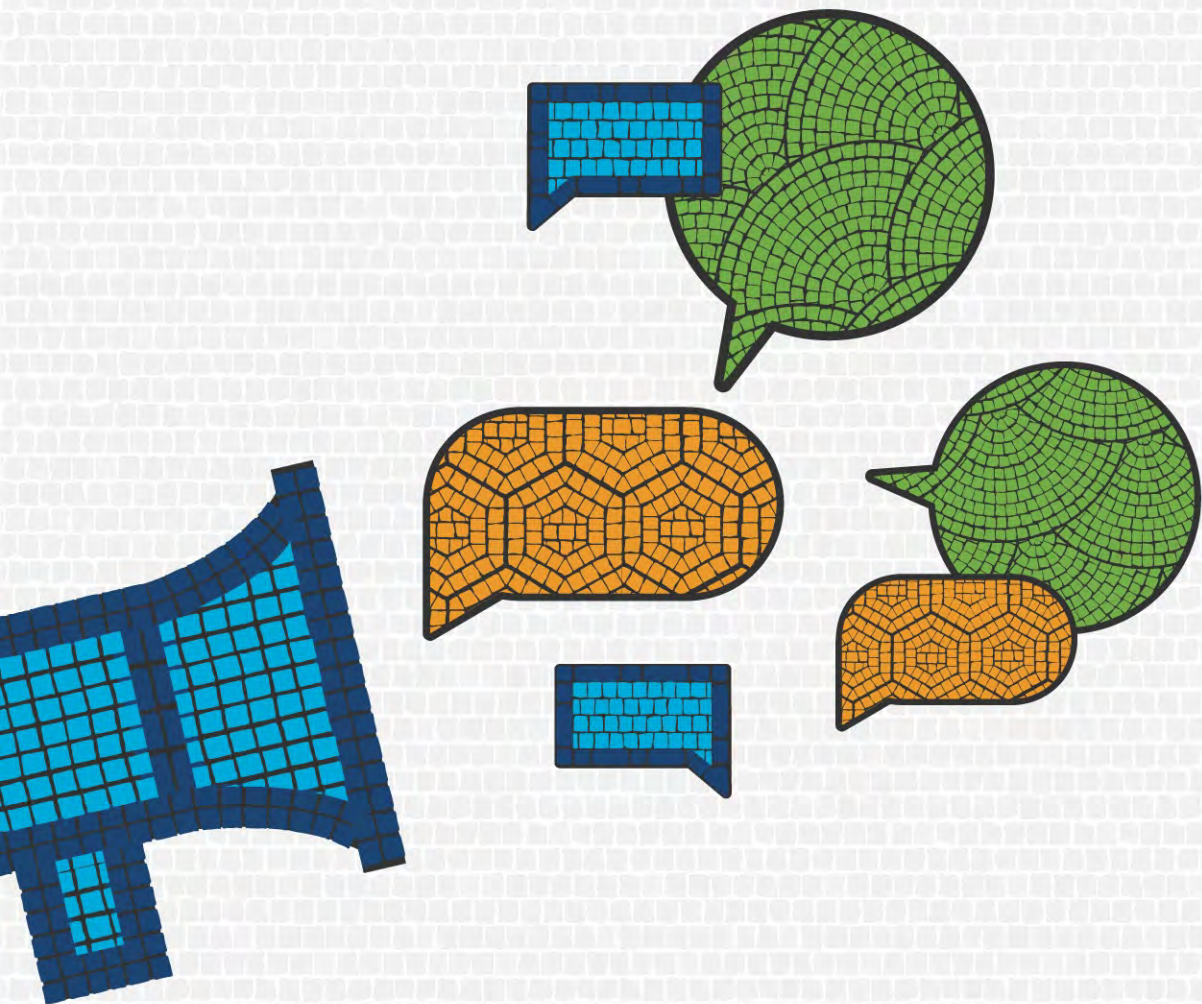
Get resources and facilitate learning for your team.

#### YOUR ROLE

Highlight The Mosaic's advanced analytics capabilities.

Demonstrate how The Mosaic streamlines data management processes.





## Our Tagline

# The MOSAIC

*Empowering customer voices,  
unlocking extraordinary experiences*

## Our Voice

**Human** to reflect the personal aspect of the exchange between customers' voices and Cisco's response.

**Zealous** to convey our enthusiasm for and energy around providing extraordinary customer experiences.

**Lively** to inject vigor and spirit into our messages and make them more accessible/relatable.

**Inspirational** to open minds to the opportunities before us all and to motivate participation.





## Elevator Pitch

### **25-WORD**

The Mosaic is a unified, end-to-end, transparent, real-time listening platform that makes the customer voice simple to access, straightforward to understand, and easy to act upon.



## Elevator Pitch

### 50-WORD

The Mosaic is a unified, transparent, real-time listening platform that makes the customer voice simple to access, straightforward to understand, and easy to act upon. Its curated approach surfaces customer sentiment across the entire Cisco lifecycle and empowers anyone at Cisco to take meaningful action that enhances the customer experience.



## Elevator Pitch

### 100-WORD

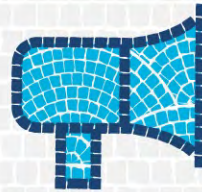
The Mosaic is a unified, transparent, real-time listening platform that makes the customer voice simple to access, straightforward to understand, and easy to act upon. Its curated approach to customer listening surfaces customer sentiment across the entire Cisco lifecycle and serves it up in a digestible format. This empowers anyone at Cisco to take meaningful action that enhances the customer experience. With tools like Account 360 and Closed Loop Follow-Up, actions at the local and enterprise level can resolve problems, drive conversations, build trust, deepen customer relationships, and place Cisco squarely at the forefront of providing an exceptional CX.

# Key Features



## LISTENING PROGRAMS

Listening posts across the racetrack



## REAL-TIME DASHBOARDS AND REPORTING

Conveying The Mosaic's ability to provide real-time performance visibility

**Curated** customer intelligence hub

Emphasizing the power of centralized data for actionable insights



## ADVANCED ANALYTICS AND INSIGHTS

Showcasing predictive and prescriptive analytics features

Illustrating how data-driven insights drive informed decision-making



## CONTINUOUS IMPROVEMENT AND FEEDBACK LOOP

Encouraging ongoing feedback from users and stakeholders

Outlining plans for updates and enhancements based on user input



## Calls to Action

Encourage teams to embrace The Mosaic for improved customer understanding.

Include clear calls to action in all communications that tell people how to participate:

Visit [cs.co/themosaic](https://cs.co/themosaic)

Dedicated email address [here](#)

Slack channel

CEC

Blog







# The MOSAIC

*Empowering customer voices,  
unlocking extraordinary experiences*