

# Cognitive Collaboration

## How to Manage Information Overload

### Is Too Much Information a Bad Thing?

Workers need information and context to do their jobs.



Information overload wastes valuable time, creates ineffective interactions, and hurts productivity.



### Information Without Context Just Adds Confusion.

Not finding the right information leads to a 16% productivity impact.



### So What is Cognitive Collaboration?

The combination of **artificial intelligence (AI)** with cloud communications and multiple enterprise data sources brings people together with more context. This approach:

- removes friction points
- creates greater relevance to achieve higher efficiency
- enhances productivity
- inspires innovation
- creates more engaging customer experiences

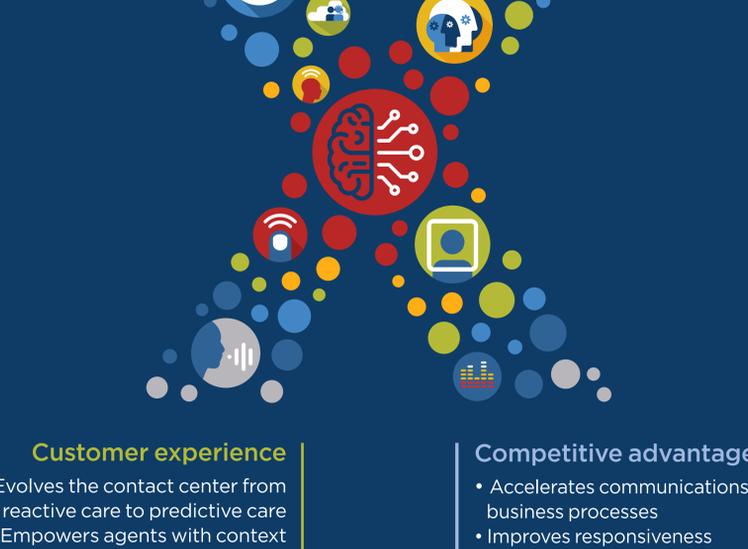
### Key Aspects of Cognitive Collaboration.

<b>1</b>	<p><b>People context</b></p> <ul style="list-style-type: none"> <li>• Delivers relevant information about people profiles and actions</li> <li>• Provides more meaningful customer journeys</li> <li>• Creates stronger relationships</li> </ul>	<b>2</b>	<p><b>Business workflows</b></p> <ul style="list-style-type: none"> <li>• Predicts based on prior behaviors</li> <li>• Recommends, identifies, anticipates</li> <li>• Improves processes, experiences, and outcomes</li> </ul>
<b>3</b>	<p><b>Data insights</b></p> <ul style="list-style-type: none"> <li>• Learns from user profiles, feedback, responses, preferences, and interactions</li> <li>• Delivers relevant information, bridging the productivity gap</li> </ul>	<b>4</b>	<p><b>Workspace intelligence</b></p> <ul style="list-style-type: none"> <li>• Makes collaboration more intuitive</li> <li>• Adapts to different types of user interactions and meetings</li> <li>• Accelerates decision-making</li> </ul>

### Cognitive Collaboration. The X Factor in Improving Business Results.

The X Factor in Improving Business Results.

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| <p><b>Process efficiencies</b></p> <ul style="list-style-type: none"> <li>• Automates tasks and events</li> <li>• Optimizes workflows</li> <li>• Deepens knowledge and eliminates silos</li> </ul> | <p><b>Workforce productivity</b></p> <ul style="list-style-type: none"> <li>• Provides needed context to interactions</li> <li>• Enhances collaboration</li> <li>• Improves worker productivity</li> </ul> |
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| <p><b>Customer experience</b></p> <ul style="list-style-type: none"> <li>• Evolves the contact center from reactive care to predictive care</li> <li>• Empowers agents with context to improve first contact resolution</li> <li>• Improves customer journey and lifetime value</li> </ul> | <p><b>Competitive advantage</b></p> <ul style="list-style-type: none"> <li>• Accelerates communications and business processes</li> <li>• Improves responsiveness</li> <li>• Enhances customer interactions</li> </ul> |
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### Cognitive Collaboration Empowers Result-Oriented Interactions.

Cognitive Collaboration dynamically puts relevant information at workers' fingertips, enhancing their interaction and minimizing information overload.

**75%**  
of business executives say AI will be actively implemented in their companies within the next three years.

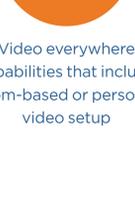
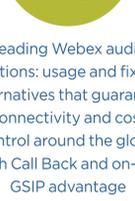


**AI**  
will be an essential element in reducing costs, boosting efficiency, and achieving innovation in the workplace.

### One Partner to Manage It All

How Tata Communications' managed services and network can drive your Cognitive Collaboration success

Cognitive Collaboration demands smarter managed services and networks that can deliver a seamless meeting experience across tools and touchpoints - regardless of technology - so that customers achieve more. Tata Communications managed services' are key to coordinating engaged experiences that leverage Cisco cloud collaboration services through:



### Tata Communications also offers:

- 1 Jitter-free and immersive meetings thanks to Global SIP Connect from the #1 international voice provider
- 2 A high-quality voice network that offers full interoperability with Skype for Business and Webex Teams
- 3 Dependable connectivity to the world's major cloud services via our global Tier 1 and IZO™ SDWAN networks
- 4 Single contract, end-to-end simplicity that avoids the complexity of managing multiple vendors
- 5 Full UC stack coverage including professional and managed services, endpoints, monitoring, migration and integration plus lifecycle management, training and adoption services.

Learn how Cisco creates cognitive advantages for your business: [Cisco.com/go/cognitivecollab](https://www.cisco.com/go/cognitivecollab)



Keen to make your next Webex meeting Webexceptional? [Click here](#) and our collaboration advisors will help you get your X Factor in collaboration.