Workers need information and context to do their jobs. Information without context just adds confusion. So what is Cognitive Collaboration?

Cognitive Collaboration empowers results-oriented interactions. It dynamically puts relevant information at workers’ fingertips, enhancing their interactions and minimizing information overload.

Key aspects of Cognitive Collaboration

- The combination of artificial intelligence (AI) with cloud communications and multiple enterprise data sources brings people together with more context.
- This approach:
  - Improves workforce productivity
  - Automates tasks and events
  - Optimize workflows
  - Deepens knowledge and eliminates silos
  - Evolves the contact center from reactive care to predictive care
  - Empowers agents with context to improve first-contact resolution
  - Improves the customer journey and lifetime value
  - Accelerates communications and business processes
  - Improves responsiveness
  - Enhances customer interactions
  - Removes friction points
  - Creates greater relevance to achieve higher efficiency
  - Enhances productivity
  - Inspires innovation
  - Creates more engaging customer experiences

Is too much information a bad thing? 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.

Cognitive Collaboration: The X factor in improving business results

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For example:

- Julie, what’s your recommendation on how to address the latest alert?
- Raj, the sensor data shows we need to accelerate our response time.

Virtual assistant

- Sonja: Raj, I’ve updated our digital whiteboard to highlight a possible solution.
- Julie, thanks, Sonja. I agree. Let’s get the engineering lead to update the plan.

Distributing notes and action items to the team. Follow-up meeting scheduled for next Tuesday.

- 36% of workers spend more than half of their day in meetings.
- 90% of all digital information is unstructured data in disparate databases.
- 45% of people spend more than half of their day in meetings.
- 56% expect more complexity in omnichannel customer experiences.
- 34 apps in a typical software-as-a-service (SaaS)-based organization.
- Average number of people who workers interact with on a daily basis in and outside their organization.
- 61% of workers need 4+ apps, and 13% access 11+ apps on a daily basis.
- 44% of workers do not find the information they need to do their jobs.
- 16% productivity impact not finding the right information.
- 36% time in a typical day spent searching for or consolidating information.
- 90% of all digital information is unstructured data in disparate databases.
- 45% of people spend more than half of their day in meetings.
- 56% expect more complexity in omnichannel customer experiences.

Cognitive Collaboration: How to manage information overload

- Information overload wastes valuable time, creates ineffective interactions, and hurts productivity.
- Information without context just adds confusion. So, what is Cognitive Collaboration?
- Cognitive Collaboration empowers results-oriented interactions. It dynamically puts relevant information at workers’ fingertips, enhancing their interactions and minimizing information overload.
- Key aspects of Cognitive Collaboration:
  - Workforce productivity
  - Automates tasks and events
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Learn how Cisco creates cognitive advantages for your business: cisco.com/go/cognitivecollab.