



Contact Center: Webex Workforce Optimization Enhancements

AI Transparency Technical Note

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Contents

Feature Overview _____ 4

Model Overview _____ 5

 Introduction _____ 5

 Model Architecture _____ 5

 Usage Guidelines _____ 7

 Model Inputs and Outputs _____ 7

Data Sources for Training and Evaluation _____ 7

Model Evaluation and Performance _____ 7

Safety and Ethical Considerations _____ 8

Fairness _____ 8

Privacy and Security _____ 8

License _____ 8

Updates and Maintenance _____ 9

References _____ 9



At Cisco, we appreciate that Artificial Intelligence (AI) can be leveraged to power an inclusive future for all. We also recognize that by applying this technology, we have a responsibility to mitigate potential harm. That is why Cisco adheres to our [Responsible AI Framework](#) (the “Framework”), which is based on six principles of Transparency, Fairness, Accountability, Privacy, Security and Reliability. Cisco translates these principles into product development requirements, which ultimately form part of the product development lifecycle alongside our Security by Design, Privacy by Design, and Human Rights by Design processes.

Accordingly, Webex by Cisco (Webex) features that leverage AI are built with transparency, fairness, accountability, privacy, security, and reliability at their core. Each feature powered by AI undergoes an AI Impact (AI) Assessment – a best-in-class review of how the technical underpinnings of the functionality measure against the Framework Principles.

The features detailed below have been built with the Framework Principles at the center of how we deliver AI powered technology. This Technical Note describes more information about the platform, and how we responsibly leverage AI to deliver the functionality.

Feature Overview

Webex Workforce Optimization (WFO) offer the following AI based features under the umbrella of Enterprise Analytics. These features are designed to elevate contact centers, evaluate performance, and uncover insights across conversations. These features all support opt-in and opt-out controls at the agent, group, and team levels.

Auto Quality Management (Auto QM): Automatically evaluate 100% of customer interactions against consistent performance criteria. AI driven scoring delivers actionable insights to support agent development and elevate customer experience. Agents can appeal the Auto QM scores.

Trending Topics: AI reviews thousands of customer conversations and highlights the most common reasons for customer inquiries into a manageable list of prioritized topics. Trending Topics helps teams identify root causes faster and respond to emerging customer issues with greater speed and clarity.

Workforce Management (WFM) with Trending Topics: An AI powered feature embedded directly within the Webex WFO WFM module, which analyzes conversations and interactions across channels, identifying emerging themes that impact contact center performance. Managers are allowed to proactively respond to changes in customer behavior, agent performance, or operational bottlenecks. Integrating these insights into Workforce Management allows businesses to gain a deeper understanding of intraday fluctuations and can make smarter staffing and scheduling decisions.

Interaction Summary Powered by Generative AI: Interaction Summary automatically creates concise, consistent summaries of customer interactions across all channels, voice and digital. The need for manual notes is eliminated, and analysis time is dramatically reduced. Interaction Summary facilitates pinpointing key moments in each call, identifies which interactions require evaluation, and spotting patterns like repeat calls which enables faster decision making, better coaching, and more efficient issue resolution across the contact center.

Advanced Sentiment: Webex WFO is introducing enhanced sentiment analysis, offering deeper more focused insights into customer interactions. This upgrade, powered by AI, improves the accuracy and visibility of sentiment tone, bringing greater clarity, stronger coaching, and more effective quality monitoring. Contact Center teams can make faster and smarter decisions.

Model Overview

Introduction

The Webex WFO features are built using both third-party and proprietary models. Webex WFO utilizes AWS Bedrock with Anthropic and [Amazon Nova](#) models, as well as proprietary transformer-based models.

Model Architecture

Large Language Models via AWS Bedrock: Commercial models are pre-trained on large-scale public and licensed datasets by the model providers.

Proprietary Models: Cisco models are trained with custom, manually curated, and vetted datasets. Customer data for these base models is not used, and the models are hosted by Cisco and used in the Analytics processing flow.

Cisco does not utilize customer data in training the generic ML models. AWS Bedrock Large Language Model calls are stateless and do not use or store customer data for model improvement.

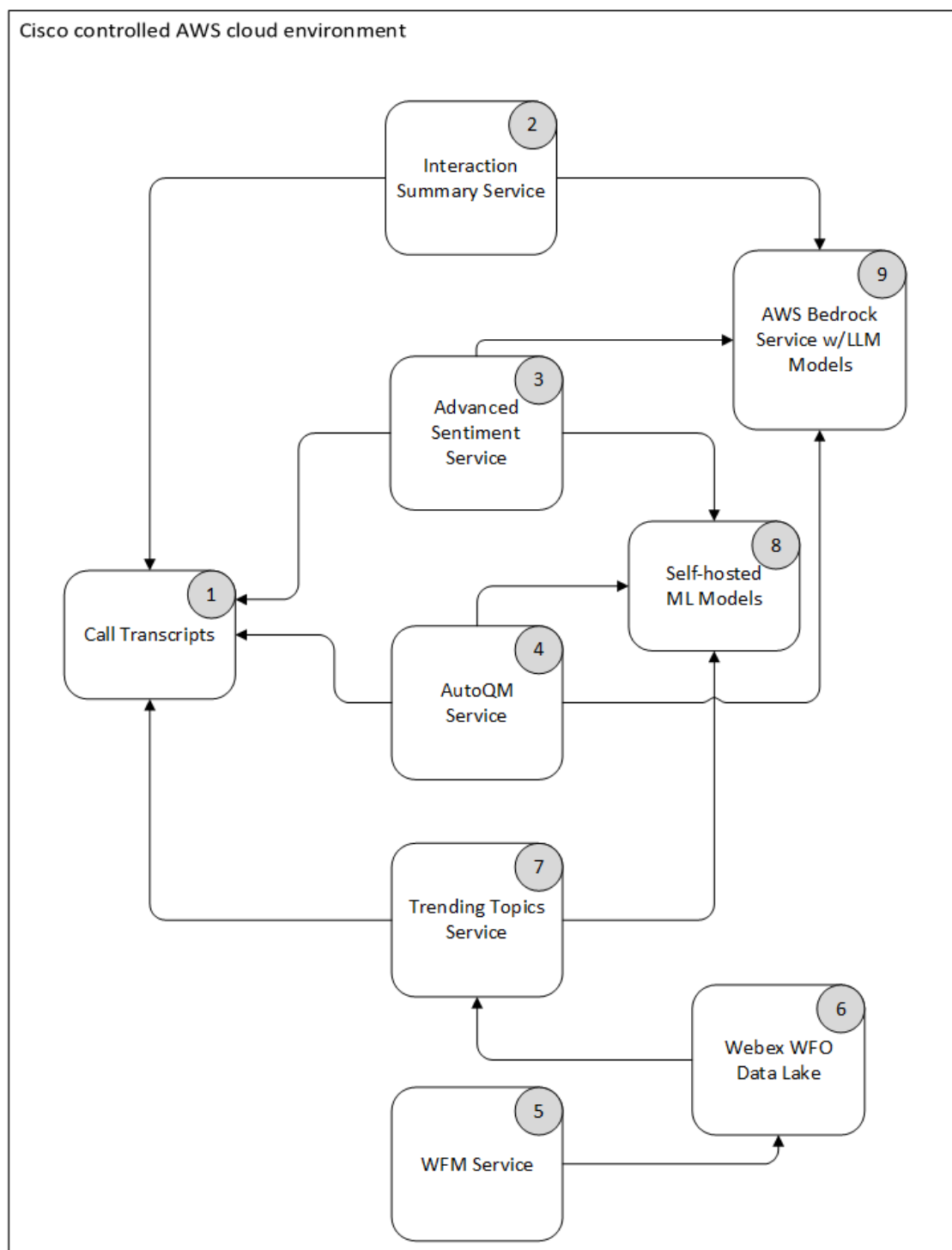


Figure 1: Webex Workforce Optimization

1. Webex WFO enterprise analytics using call transcripts as input.
2. Interaction Summary Service invokes the AWS Bedrock Service LLM to produce a call summary (opt-in only).
3. Advanced Sentiment Service invokes Cisco transformer-based models and the AWS Bedrock Service LLM to produce sentiment data for the call transcript (opt-in only).

4. Auto QM Service invokes Cisco transformer-based models and the AWS Bedrock Service LLM to evaluate customer interactions (opt-in only).
5. Webex WFO WFM gathers Automatic Call Distribution (ACD) / Contact Center as a Service (CCaaS) queue and agent statistics as input.
6. Webex WFO data lake collects and indexes data from WFM.
7. Trending Topics Service processes call transcripts and WFM data in batch using a combination of Cisco transformer-based models and AWS Bedrock Service LLM to product topics (opt-in only).
8. Cisco transformer-based machine learning models are trained with custom, manually curated and verified datasets. Customer data for these base models is not used, and the models are hosted by Cisco and used in the Analytics processing flow.
9. AWS Bedrock Large Language Model calls are stateless and do not use or store customer data for model improvement.

Usage Guidelines

Webex WFO features cannot be used outside of Webex applications and Cisco devices.

Model Inputs and Outputs

Customer interaction transcripts serve as model inputs. The models drive the functionality and outputs described in the Feature Overview section above.

Data Sources for Training and Evaluation

To enable AI-powered features certain data may be securely transmitted to sub-processors that support the infrastructure. These sub-processors act on behalf of Cisco to perform specific tasks and are contractually prohibited from using customer data to train or improve the models. All handling of data is subject to strict confidentiality and security measures, and Cisco maintains oversight to ensure ongoing compliance with data protection obligations.

Model Evaluation and Performance

Cisco frequently assesses and evaluates third-party models to maintain and/or improve both performance and accuracy of output. Humans are involved with the review, testing, and quality assurance associated with the deployment of the underlying models.

AI applications involve the use of LLMs and other types of foundation machine learning models, frameworks, and libraries. Cisco uses a combination of models that are trained

internally and third-party models, frameworks, and libraries that are sourced from leading vendors or are widely accepted in the open-source community. Cisco carefully conducts due diligence on all models, frameworks, and libraries before incorporating them into products. All software follows the Cisco Secure Development Lifecycle process, regardless of the source.

While AI is not perfect and at times can produce inaccurate results (i.e. hallucinations), Cisco constantly evaluates and improves products to reduce errors as much as possible.

Safety and Ethical Considerations

Cisco mitigates safety risks and ensures ethical use when leveraging third-party models. Through that process, Cisco's third-party vendors undergo rigorous vendor reviews, which include security and safety assessments.

Please contact Cisco if you have concerns or feedback about your experience with the Webex WFO features. Cisco considers bias mitigation measures as part of its evaluation process, with a preference for foundational libraries and models that leverage training data reflecting diverse demographics.

Fairness

For more information on how the models underlying Webex WFO are trained for fairness, please reference [Amazon Nova Fairness Note](#) and [Anthropic Trust Center](#).

Privacy and Security

Information Security Program is based on security frameworks: NIST Cyber-Security Framework, the CIS CSC Top 20 control set. The compliance frameworks for SOC2 Type II, ISO 27001, and PCI DSS are incorporated into the Common Control Framework.

License

Webex WFO products are proprietary and are not publicly available without subscription.

Updates and Maintenance

Ongoing Cisco updates and product release documents include product updates and any improvements in user experience. Cisco may also use customer email notifications and Webex Help Center documentation to inform customers of product changes. Webex WFO features are on a continuous delivery schedule with weekly deployments that include updates, bug fixes, and patching.

References

[RAI Principles](#)

[RAI Framework](#)

[Cisco Trust Portal](#)

[Amazon Nova](#)

[Amazon Nova Fairness Note](#)

[Anthropic Trust Center](#)