Contact Center: Call Summaries and Handoff to Agent

AI Transparency Technical Note

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webex by CISCO

Contents

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 (AII) Assessment – a best-in-class review of how the technical underpinnings of the functionality measure against the Framework Principles.

Webex Contact Center summarization features were built with the Framework Principles at the center of how we deliver the AI-powered technology. This Technical Note describes more information about the features and how Cisco responsibly leverages AI deliver the functionality. These features are optional; organization administrators can disable or allow individual users to choose whether and to what extent they use the features.

Feature Overview

Webex Contact Center summarization features include call drop summary, virtual agent to human agent handoff summary, mid-call summary, and wrap-up summary. Call drop summary generates and displays a summary of any call that dropped before resolution, so that when the caller calls into the contact center again, the next agent has the previous call summary available, and the end user does not have to repeat information. Virtual agent to human agent handoff summary generates a summary of an end users' previous interactions with a virtual agent and why the customer interaction was escalated to a human agent. Mid-call summary summarizes agent to agent handoff for topic expertise or escalation. Wrap-up summary summarizes the content of the entire customer call upon its completion and provides the summary to the support agent.

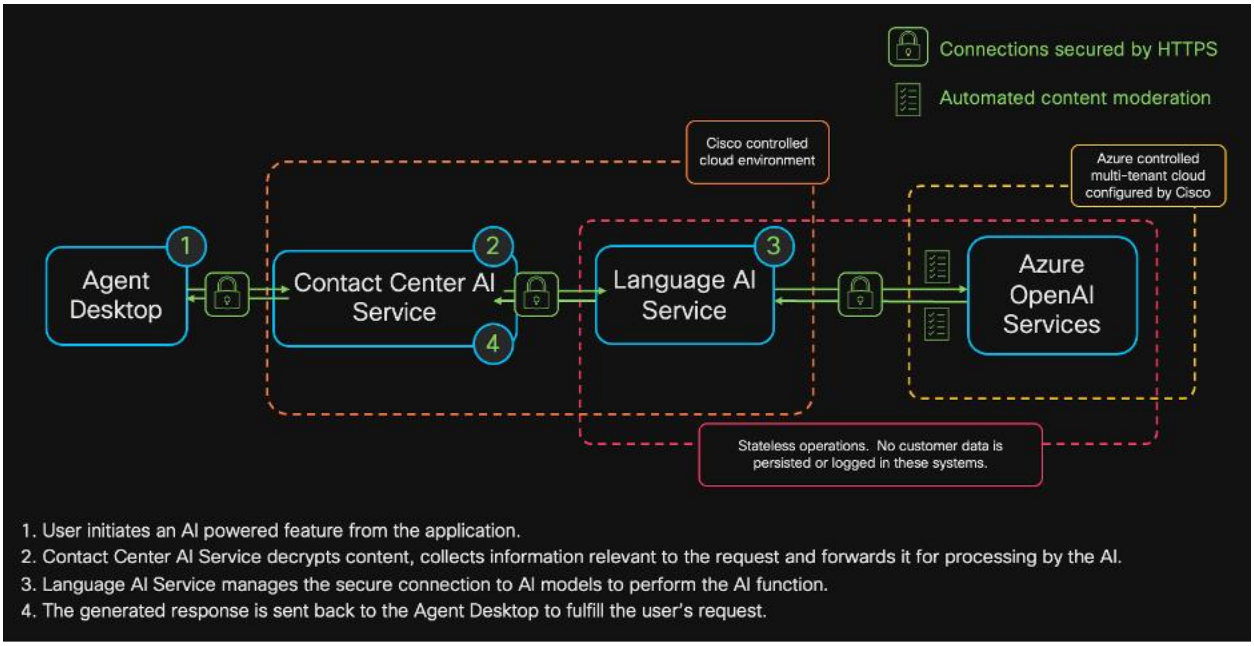

Figure 1: Webex Contact Center Summarization

Model Overview

Introduction

Webex Contact Center summarization features are currently powered by Cisco AI technologies and third-party large language models (LLM) provided by the Microsoft Azure OpenAI Service. The underlying LLM functionality utilizes Microsoft's shared infrastructure, with certain configuration and enablement by Cisco. For more information about the Microsoft Azure OpenAI Service see Transparency Note for Azure OpenAI Service.

These features are deployed on the Webex Contact Center agent desktop interface.

Model Architecture

To generate summaries, Webex Contact Center summarization features specifically leverage GPT-3.5 Turbo and GPT-4o Mini via the Microsoft Azure OpenAI Service API.

Usage Guidelines

Webex Contact Center summarization features cannot be used outside of Webex applications, Cisco devices, or Webex developer SDKs

Model Inputs and Outputs

A typical input to Webex Contact Center summarization model is a transcript of a recently concluded customer conversation with the agent. A typical output is a summary of that transcript, which may include items such as general topics, decisions taken, and open questions.

Data Sources for Training and Evaluation

Cisco does not use customer content to fine tune or train the models used to deliver Webex Contact Center summarization features. Microsoft represents that it does not use customer data to improve Azure OpenAI models. Microsoft also represents that it does not store or retain Cisco customer data in the Azure infrastructure. For more information about Microsoft's data, privacy, and security practices associated with the Azure OpenAI Service, see Data, privacy, and security for Azure OpenAI Service.

The Microsoft Azure OpenAI models are trained on a large dataset compiled from various sources. This dataset consists of a wide range of text, including books, articles, websites, and other publicly available written material. The training data encompasses a diverse array of topics and writing styles to help the model develop a broad understanding of language and its contexts. For further information, see OpenAI GPT Models.

Model Evaluation and Performance

Cisco frequently assesses contact center summarization features to maintain and improve both performance and accuracy of generated output. Humans are involved with the review, testing, and quality assurance associated with the deployment of the underlying model.

Safety and Ethical Considerations

The contact center summarization model may output toxic, harmful or unsafe content if such content is present in the transcript being summarized. However, the Azure OpenAI Service includes content filtering, which is enabled by Cisco and can help mitigate that issue. Microsoft also attempts to improve mathematical reasoning with process supervision.

In addition to leveraging these technical mitigations, Webex has also taken additional steps to mitigate safety risks and ensure ethical use. For example, Webex third-party vendors, including Microsoft, undergo rigorous vendor reviews, which include security and safety assessments. The summary generated by Webex Contact Center summarization features is visible only to the user of the feature unless that user voluntarily.

Please contact Cisco if you have concerns or feedback about your experience with Webex Contact Center summarization features.

Fairness

For more information on how the model underlying contact center summarization is trained for fairness, please reference Transparency Note for Azure OpenAI Service.

Privacy and Security

Webex addresses processing of and security around personal data, including retention periods for that data, in its Privacy Data Sheets, found on the Cisco Trust Portal.

Cisco does not retain the input data after the inference process but does store the outcome of the inference until the user makes a new summary request.

Microsoft represents that it does not access, monitor, or store Cisco customer data. Regarding Cisco access to customer personal data, access rights are limited, and encryption is standard, as indicated in the relevant Privacy Data Sheet.

Updates and Maintenance

Ongoing Webex updates and product release documents include product updates and any improvements in user experience. Webex may also use customer email notifications and Webex Help Center documentation to inform customers of product changes, as well as communicate product updates in blogs and videos.

References

RAI Principles

RAI Framework

Cisco Trust Portal

Content Filtering

OpenAI Process Supervision

Transparency Note for Azure OpenAI Service

Data, Privacy, and Security for Azure OpenAI Service

OpenAI GPT Models