Productivity and Efficiency Leveraging AI

Brian Atkinson

Vice President and General Manager of Five9 EMEA

Five9®

The Intelligent Cloud Contact Center

© 2021 Five9, Inc. All rights Reserved. Proprietary and Confidential to Five9 Inc.

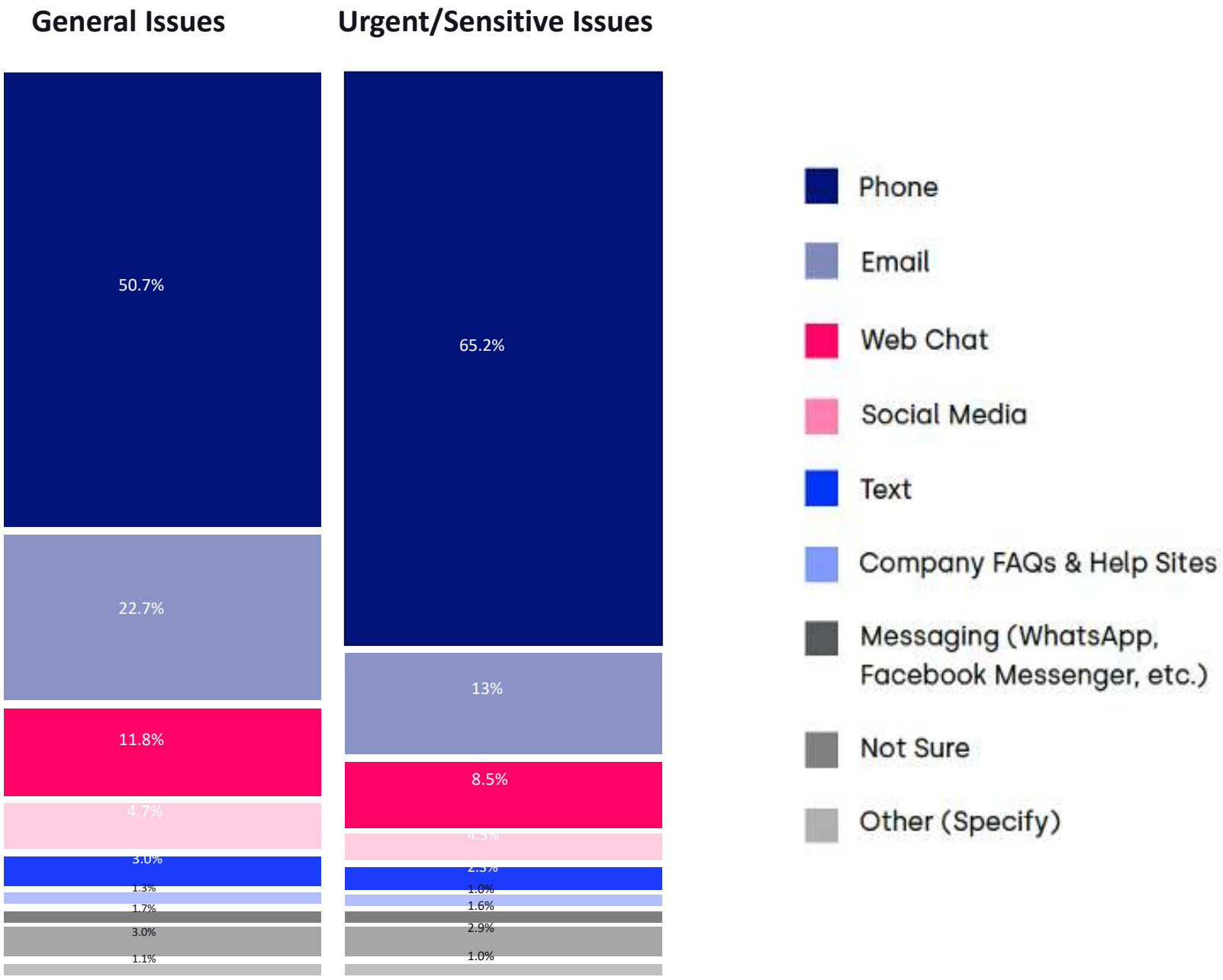
Leveraging AI in the Contact Centre

Increased **CSAT**	*3.5x*
Customer Retention	*3.2x*
Improved **service costs**	*11.5x*
Improved **agent productivity**	*2.4x*
Better **FCR rate**	*2.3x*

Source: ABERDEEN Strategy and Research

© 2021 Five9, Inc. All rights Reserved. Proprietary and Confidential to Five9 Inc.

Five9 Customer Service Index, 2021



Self Service Adoption is rising

55%

of respondents currently use AI tools such as machine learning and chatbots in their contact center, which is a significant increase from the previous year (only 19%). [5]

31%

of enterprise CIOs have deployed conversational platforms. [6]

85%

of customer interactions will start with self-service by 2022. [7]

By 2023, customers will prefer to use speech interfaces to initiate

70%

of self-service interactions.[8]

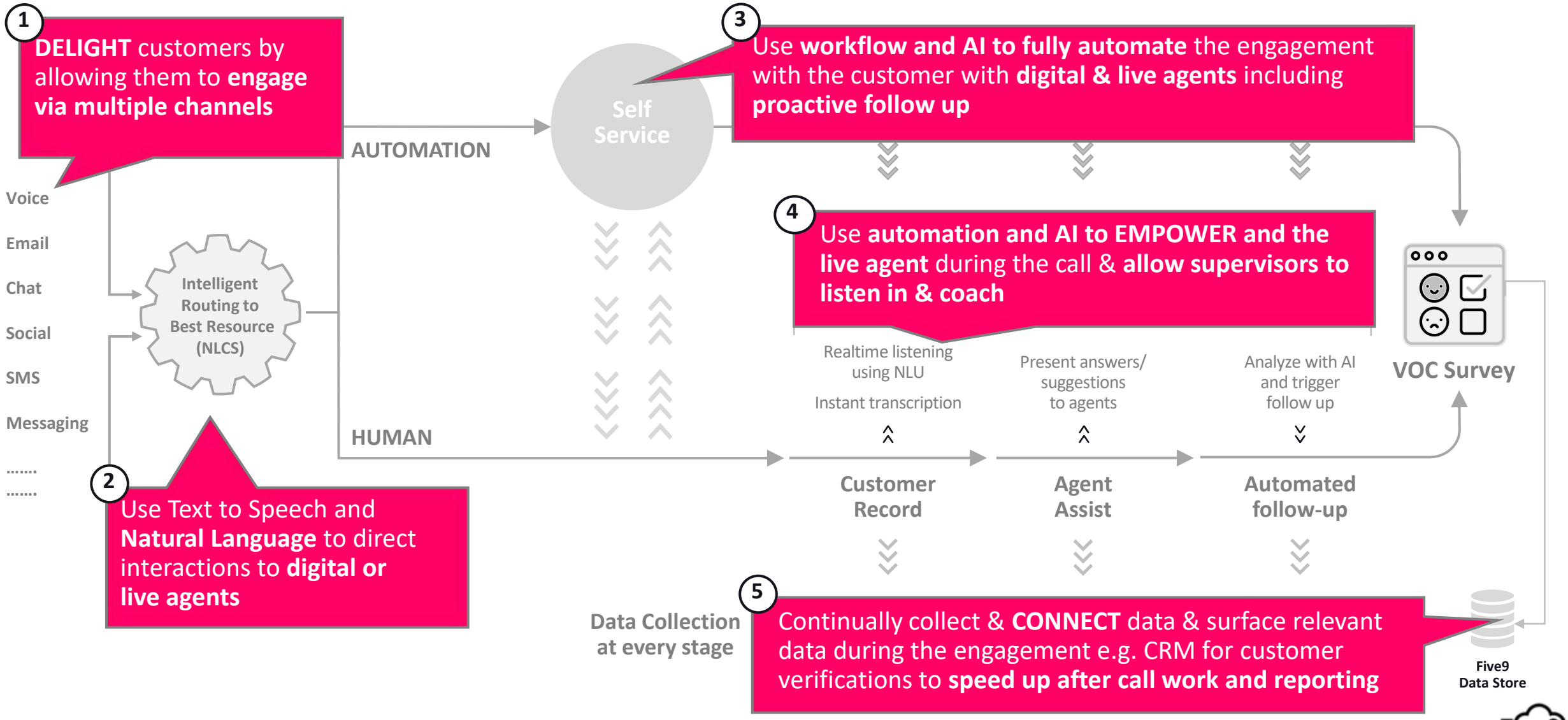
25%

of customer service operations will use IVAs by 2020.[9]

© 2021 Five9, Inc. All rights Reserved. Proprietary and Confidential to Five9 Inc.

The Voice Experience is BAD

Powering a modern CX



© 2021 Five9, Inc. All rights Reserved. Proprietary and Confidential to Five9 Inc.

Intelligent Virtual Agents are Like Human Agents

They have skills

They can:

- Engage with customers over the phone, through webchat, SMS or WebApp
- Understand & respond in hundreds of languages

They *do* things

They automate tasks:

- Make appointments
- Reset passwords
- Lookup orders
- Process payments
- And more

You pay for them like human agents

The price is based on their skills

<10% of what a human agent would cost

Virtual agents work 24/7

© 2021 Five9, Inc. All rights Reserved. Proprietary and Confidential to Five9 Inc.

RETAIL CASE STUDY

Pizza Hut

Pizza Hut operates approximately 270 restaurants in Australia, all linked via a single phone number that fields more than 3,000 calls each day.

CHALLENGES	• Phone-based orders were costly; needed to automate and streamline orders • Basic reporting couldn't identify why customers abandoned orders • Lacked integration between voice and web systems • Costly to support with external vendors
SOLUTIONS	• Intelligent Virtual Agent
RESULTS	• Created cost efficiencies in contact center, call costs, and lead generation • Streamlined customer interactions and routes calls to caller's preferred restaurant • Delivered robust, on-demand reporting that aggregates data and identifies trouble spots • Ease of management allows in-house teams to maintain and update IVAs

" The Five9 IVA solution was easy to implement and actually wrapped up ahead of schedule, which is unheard of with a project of this magnitude."

Patrick Branley
Director of Technology

© 2021 Five9, Inc. All rights reserved. Proprietary and Confidential to Five9 Inc.

A Digital Workforce drives Productivity & Efficiency

Intelligent Virtual Agent Attributes

- Conversational AI
- Natural Language Processing
- Advanced Speech Recognition
- Intent Mapping
- Dialogflow
- Voice Biometrics
- Sentiment Analysis

Operational Benefits

- Reduces abandons
- Reduces ‘Press 0’ escalations
- Reduces Average Handle Time
- Reduces time to authenticate
- Improves self service containment

Business Outcomes

- Increases new customer acquisition rates
- Decreases customer churn
- Decreases cost-to-serve
- Decreases agent churn
- Strengthens PCI Compliance

Business Value

- Increases top line revenue
- Preserves at-risk revenue
- Decreases OpEx
- Improves CSAT
- Avoids needles hiring/training expenses
- Protects against non-compliance penalties

© 2021 Five9, Inc. All rights Reserved. Proprietary and Confidential to Five9 Inc.

The Contact Centre is the new front door to your business…

Are you prepared?

© 2021 Five9, Inc. All rights Reserved. Proprietary and Confidential to Five9 Inc.

© 2021 Five9, Inc. All rights Reserved. Proprietary and Confidential to Five9 Inc.