Productivity and Efficiency Leveraging AI

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The Intelligent Cloud Contact Center

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

Five9 Customer Service Index, 2021

General Issues

Channel	Percentage
Phone	50.7%
Email	22.7%
Web Chat	11.8%
Social Media	4.7%
Text	3.0%
Company FAQs & Help Sites	1.3%
Messaging	1.7%
Not Sure	3.0%
Other	1.1%

Urgent/Sensitive Issues

Channel	Percentage
Phone	65.2%
Email	13%
Web Chat	8.5%
Social Media	4.3%
Text	2.3%
Company FAQs & Help Sites	1.0%
Messaging	1.6%
Not Sure	2.9%
Other	1.0%

Legend:
- Phone
- Email
- Web Chat
- Social Media
- Text
- Company FAQs & Help Sites
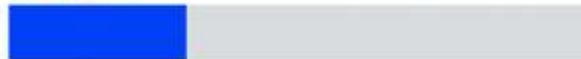- Messaging (WhatsApp, Facebook Messenger, etc.)
- Not Sure
- Other (Specify)

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
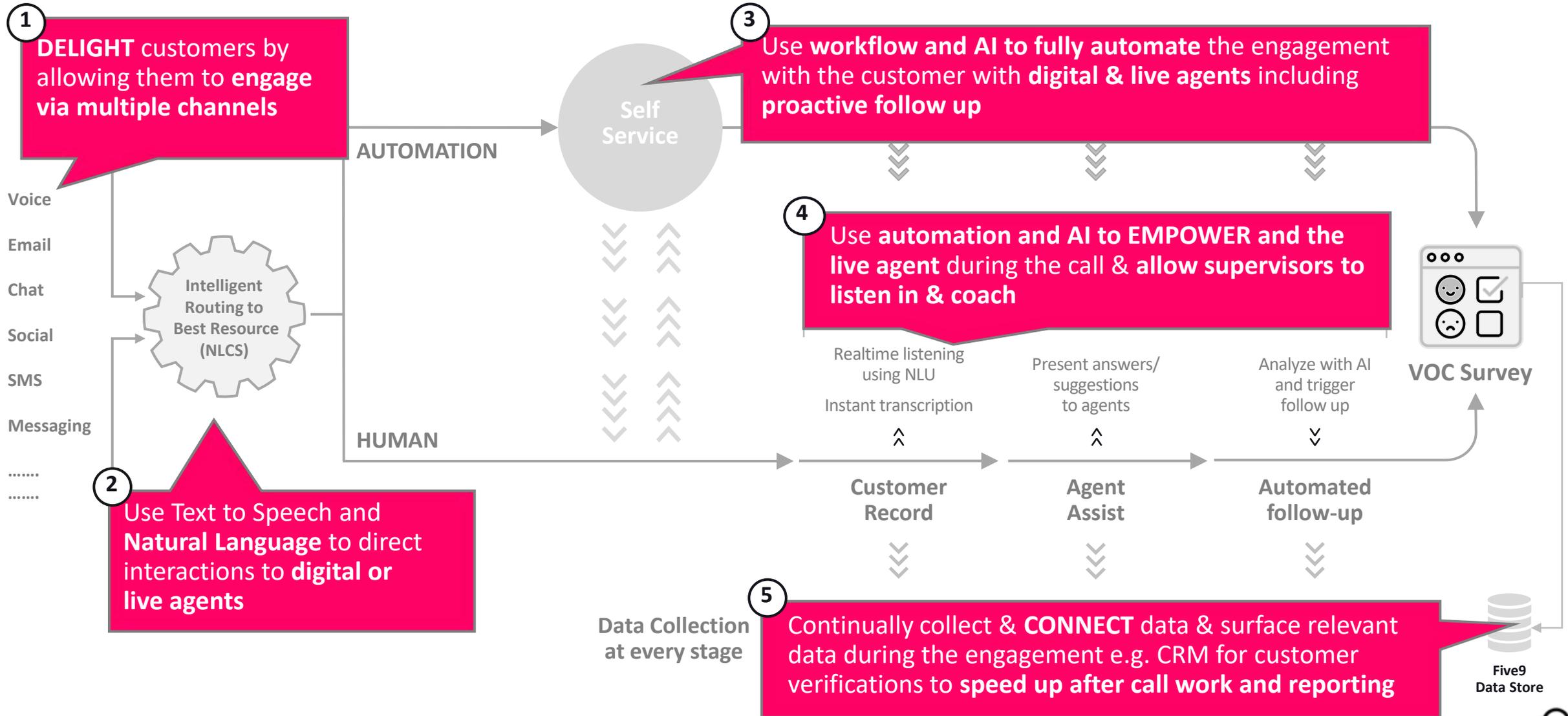
70%

of self-service interactions. [8]

25%

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

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The Voice Experience is BAD

Powering a modern CX

1 **DELIGHT** customers by allowing them to **engage via multiple channels**

Voice

Email

Chat

Social

SMS

Messaging

....

....

AUTOMATION

Self Service

Intelligent Routing to Best Resource (NLCS)

HUMAN

2 Use Text to Speech and **Natural Language** to direct interactions to **digital or live agents**

3 Use **workflow and AI to fully automate** the engagement with the customer with **digital & live agents** including **proactive follow up**

4 Use **automation and AI to EMPOWER and the live agent** during the call & **allow supervisors to listen in & coach**

Realtime listening using NLU

Instant transcription

Present answers/ suggestions to agents

Analyze with AI and trigger follow up

Customer Record

Agent Assist

Automated follow-up

VOC Survey

Data Collection at every stage

5 Continually collect & **CONNECT** data & surface relevant data during the engagement e.g. CRM for customer verifications to **speed up after call work and reporting**

Five9 Data Store

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Intelligent Virtual Agents are Like Human Agents

They have skills	They *do* things	You pay for them like human agents

They can:

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

They automate tasks:

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

The price is based on their skills

<10% of what a human agent would cost

Virtual agents work 24/7

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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

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

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

Are you prepared?

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