CX & EX right?

Five9

The Strategy – How Automation should work

Low volume but high value

Use human agents

High volume of repetitive tasks

Use virtual agents

CONTACT CENTRE AGENT TASKS

Five9

What Is the Future of AI in CX?
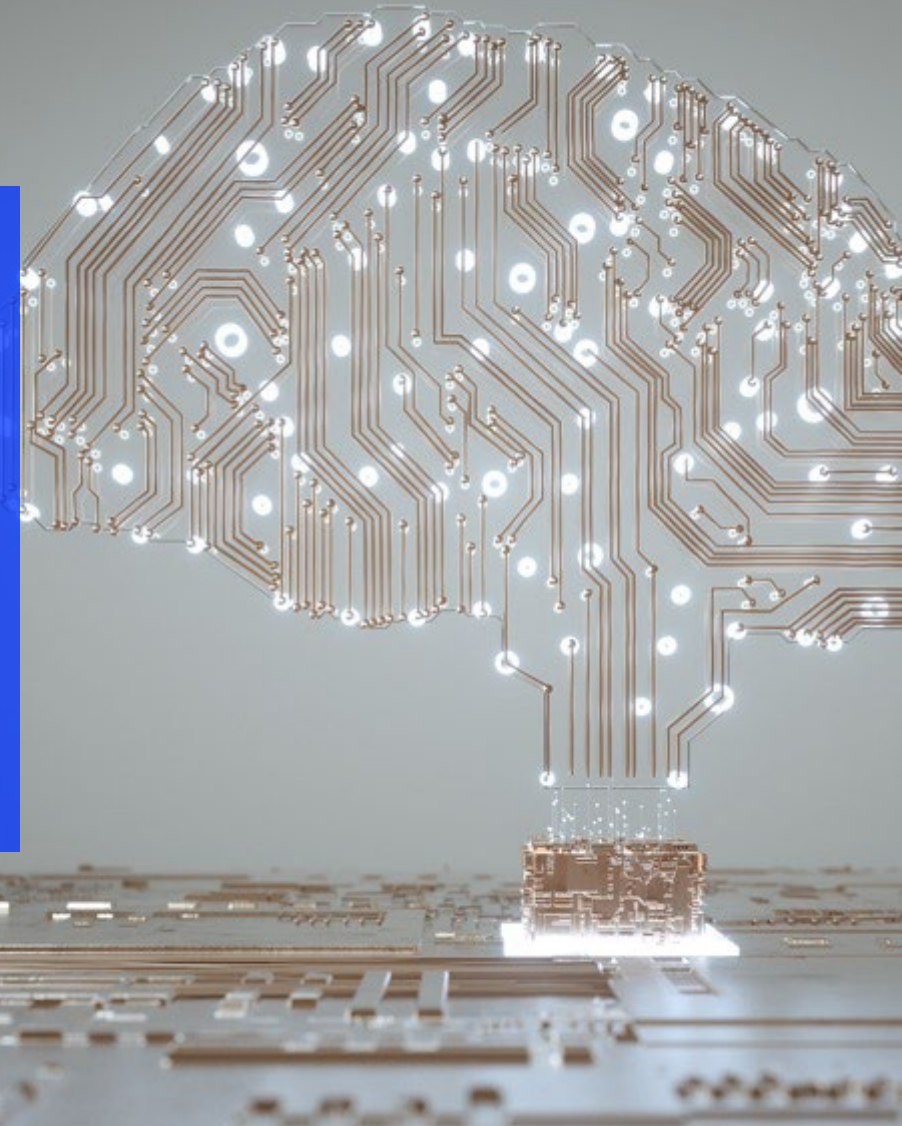
Humans

Creative
Empathetic
Judgement
Leadership

Low Volume
High Value
Relational

Machines

Computational
Fast
Scalable
Accurate

High Volume
Repetitive
Transactional

Automation Means Your Agents' Jobs Will Also Change

- The role of humans will shift in the contact centre as AI becomes more prevalent.

- AI will automate as humans focus on higher-value, empathic work.

- Humans and AI will work together to create exceptional experiences through **"Collaborative Intelligence with Contextual Continuation"**
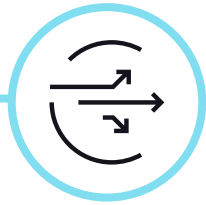
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A Great CX is delivered by Empowered Agents

Efficient tools

Engaging work

Flexible environment

Advancement opportunities

Ability to make a difference

32.8%
projected agent turnover rate for 2023.

#1
reason for higher turnover is increased workloads.

$1T
is the amount businesses lose every year due to voluntary workforce turnover.

Five9

The Impact – Effect of Automation

"Although 86% of customers are willing to self-serve for some or all issues, only 15% have confidence in modern self-service tools like chatbots."

Source - CCW 2022 November Market Study: Future of the Contact Center

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User Adoption

Self-service solutions are only effective if customers are willing and able to use them. Businesses must design self-service solutions that are intuitive and easy to use, and must also provide adequate training and support to customers who may be unfamiliar with the new tools.

A big mistake businesses make is to push the customer down the self-service option constantly without allowing the customer to leave that cycle, adding frustration.
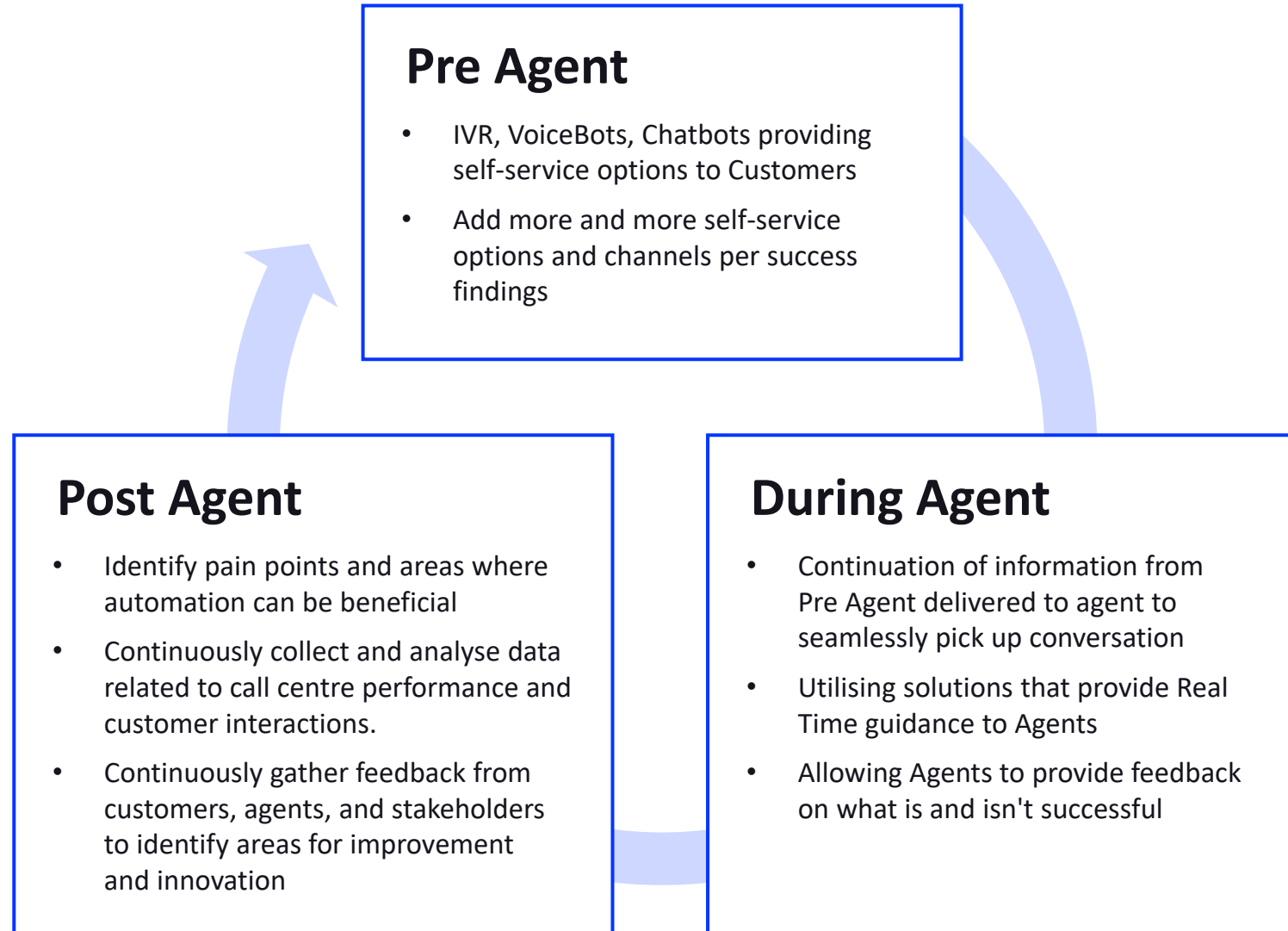
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Possible Evolution Path

IVR Self-Service

FAQs, Forums & SMS Links

AI, IA & Chatbots

Five9
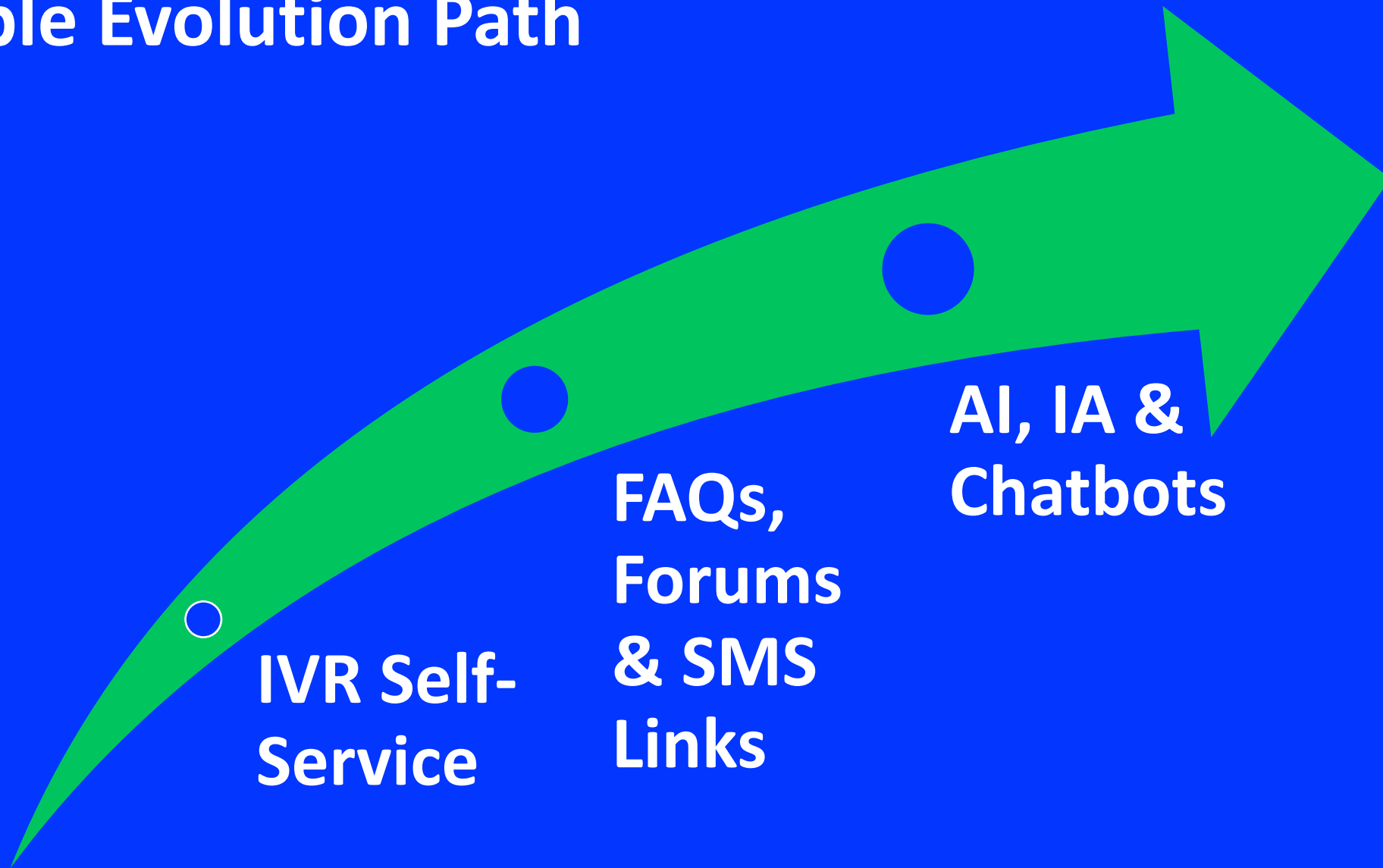
The Beginning - Where to start with simplification?

WALK A MILE
IN THEIR SHOES

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The Lifecycle - Continual improvement

Pre Agent

- IVR, VoiceBots, Chatbots providing self-service options to Customers

- Add more and more self-service options and channels per success findings

During Agent

- Continuation of information from Pre Agent delivered to agent to seamlessly pick up conversation

- Utilising solutions that provide Real Time guidance to Agents

- Allowing Agents to provide feedback on what is and isn't successful

Post Agent

- Identify pain points and areas where automation can be beneficial

- Continuously collect and analyse data related to call centre performance and customer interactions.

- Continuously gather feedback from customers, agents, and stakeholders to identify areas for improvement and innovation

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Key Takeaways

- CX & EX are equally as important

- Allow automation to handle repetitive tasks

- Agents & machines need to work together for happy agents = better CX

- Bring back Mystery Shoppers – Walk a mile in your customers shoes

- Don't Overwhelm

- AI & Automation is a continually self-improving solution

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Thank you

Five9