

Key Takeaways

Transition to the Cloud

Leveraging AI to Optimise CX

A seamless Omnichannel
Experience

Customer Personalisation &
Continual Improvement



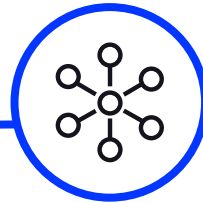
What is most important to improve in a contact centre?

CX Challenges



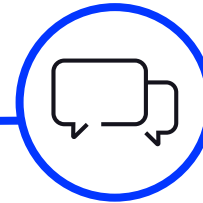
Transition to the Cloud

60% of customers facing staff now working from home



Leveraging AI to optimise CX

67% of users prefer self-service support



Failure to deliver seamless omnichannel experience

70% of customers expect anyone they interact with to have full context



Siloed Customer Data

77% of leaders say deeper personalisation boosts retention and cuts costs

What Companies and Agents expect

Scalable

Better work life balance

Wider recruitment radius

All communication channels



The Strategy – How Automation should work



What Is the Future of AI in CX?



Humans

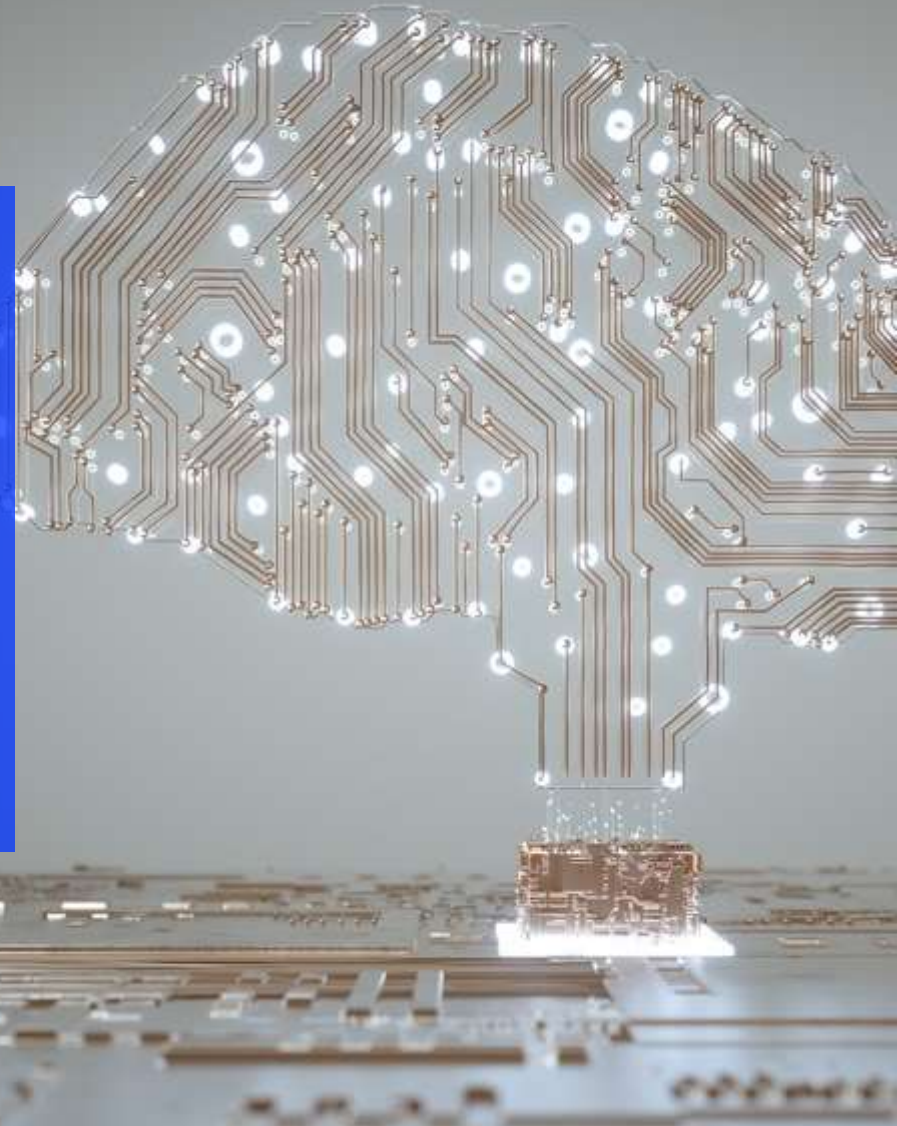
Creative
Empathetic
Judgement
Leadership

Low Volume
High Value
Relational

Machines

Computational
Fast
Scalable
Accurate

High Volume
Repetitive
Transactional



The Pre Agent 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](#)

Automation Means Your Agents' Jobs Will Also Change

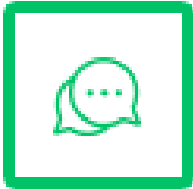
- The role of humans will shift in the contact centre as AI becomes more prevalent.
- AI will automate as humans focus on higher-value, empathic work.
- Humans and AI will work together to create exceptional experiences through **“Collaborative Intelligence with Contextual Continuation”**

The During Agent Impact - Guidance

Features for Agents



Real-time Agent Guidance



Real-time Call Transcription



AI Checklist



AI Summaries

The Beginning - Where to start with simplification?



WALK A MILE
IN THEIR SHOES

Imagine if

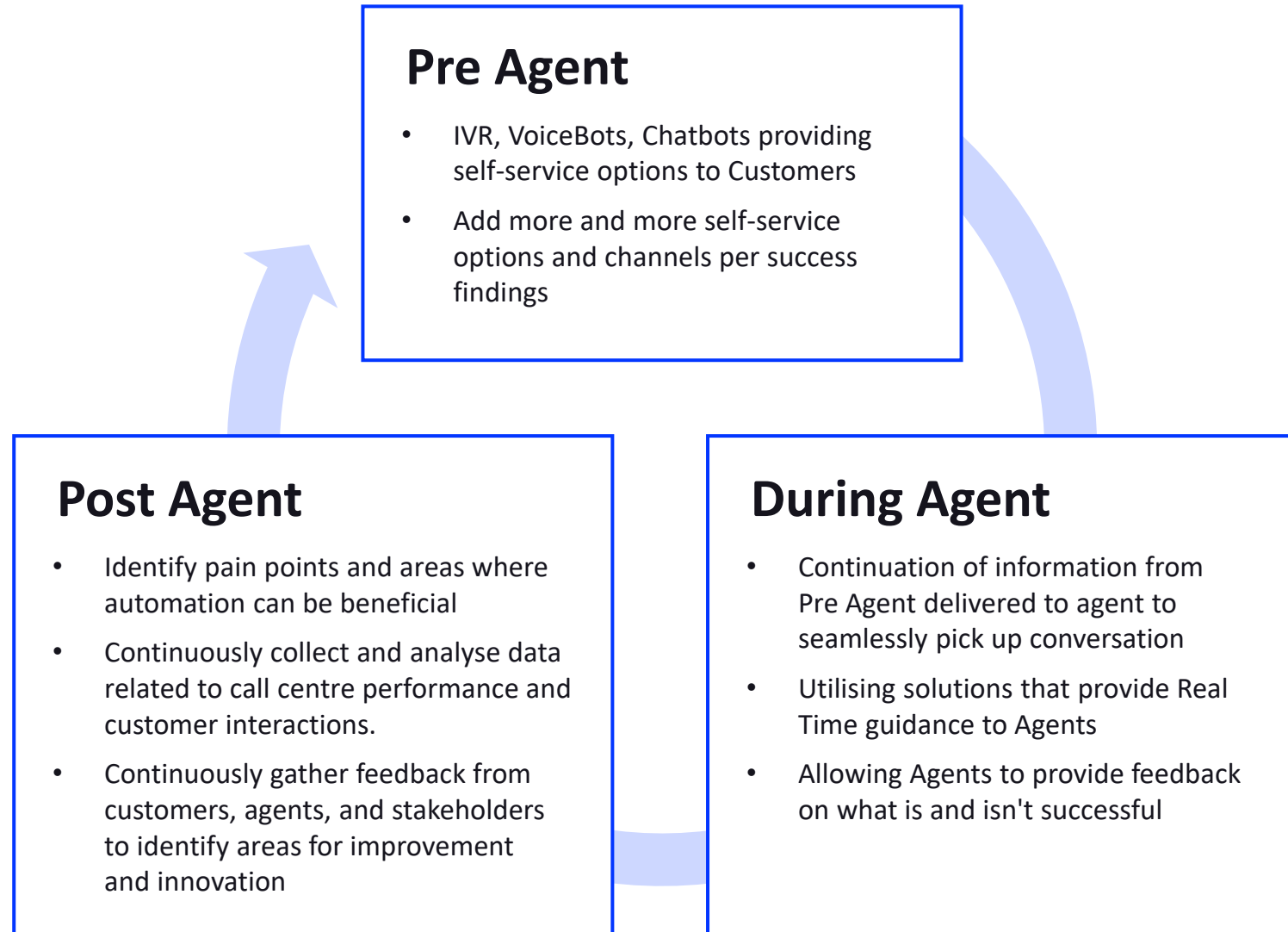


Proactively-Understand and
Act on your Customer Insights
in real-time

The Post Agent Impact – Understanding & Personalisation

- What are the **top reasons** for our customers reaching out?
- How can I proactively **react to a sudden uptick** in a particular type of interactions?
- How can I **minimise** the type of interactions driving **poor outcomes**?
- How can I **uncover the topics** driving the **most negative sentiment**?
- How can I **act on what to improve or automate** next?

The Evolution Lifecycle - Continual improvement



THE NEW CX

TRANSFORMED BY AI, POWERED BY FIVE9

FIVE9CX
Summit

12-14 NOVEMBER 2024 | BARCELONA



Thank you