

Clever Ways to Improve your Service Levels

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The Intelligent CX Platform

Introduction – The Theme for Today’s Presentation

The Evolution of Contact Centre, driven today by **AI** and **Automation**, is offering unprecedented opportunities to simultaneously improve **customer & agent** satisfaction and drive business **performance**



**CUSTOMER
EXPERIENCE**

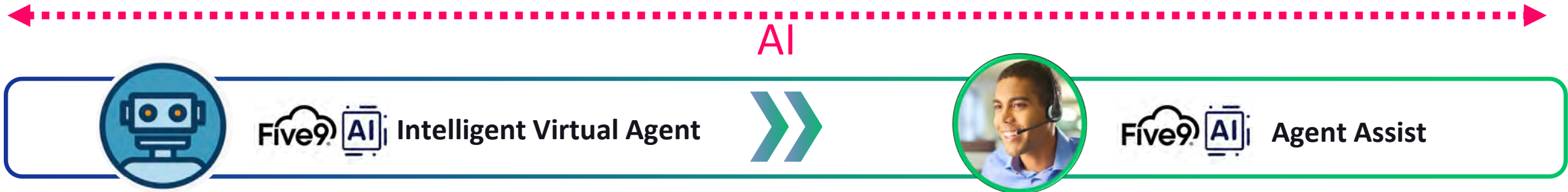


**AGENT
EXPERIENCE**



**BUSINESS
PERFORMANCE**

AI Is Enabling Smart Customer Experience



First Impressions Count	Personalisation Matters	Intelligent Automation	Connected Journeys	Empowered Employees	Close the Loop
ENGAGE 	PREDICT 	AUTOMATE FAQ	ESCALATE 	ASSIST 	UPDATE
Consistent, branded welcome on any touchpoint	Personalised experiences every time	Fast access to simplified Self-Service	Human touchpoint whenever needed	Exceed customer Expectations	Updates and reminders

Real Time Agent Support – Embedded AI

The screenshot displays a Five9 agent console interface for a live call with Phillip Files. The interface is divided into several sections:

- Top Bar:** Shows the agent's status as 'Ready (Voice, VM, Text)' and the time as 3:43. The Five9 logo is visible.
- Left Sidebar:** Contains navigation icons for Home, Call, Voicemail, Contacts, and My Activity.
- Call Area:** Displays the current call details, including the phone number (123) 456-7890 and the customer name Phillip Files. It includes media controls (Hold, Transfer, Mute, Park, Conference, Keypad) and a Record Call button.
- AGENT ASSIST Panel:** This panel is divided into four sub-sections:
 - 1 Conversation Transcript:** Shows the call history with messages from the customer and agent. The customer asks for help with a cabinet assembly, and the agent provides instructions and offers to help with the return process.
 - 2 Tasks:** A list of tasks to be completed, such as 'Confirm customer name', 'Confirm customer address', 'Confirm phone number', and 'Confirm date of birth'. The first two are marked as completed.
 - 3 Guidance:** Provides detailed instructions on 'How to start the return process', including a checklist and a note to 'Clearly communicate with empathy'.
 - 4 AI Knowledge Distiller:** Summarizes the answer and provides associated articles, such as 'How to assemble a cabinet' and 'cabinet user manual'. It also includes a 'Summary' section at the bottom.
- Bottom Bar:** Shows the ACD Status, My Skills, Calls, Callbacks, Longest Wait, and Details.

1 Real Time Transcripts

2 Task Lists

3 Dynamic Guidance

4 Automated Summaries

5 Knowledge Distiller

Measured Improvements through Customer and Agent Experience

First Impressions Count

Personalisation Matters

Intelligent Automation

Connected Journeys

Empowered Employees

Close the Loop



Five9 AI Intelligent Virtual Agent



Five9 AI Agent Assist

5

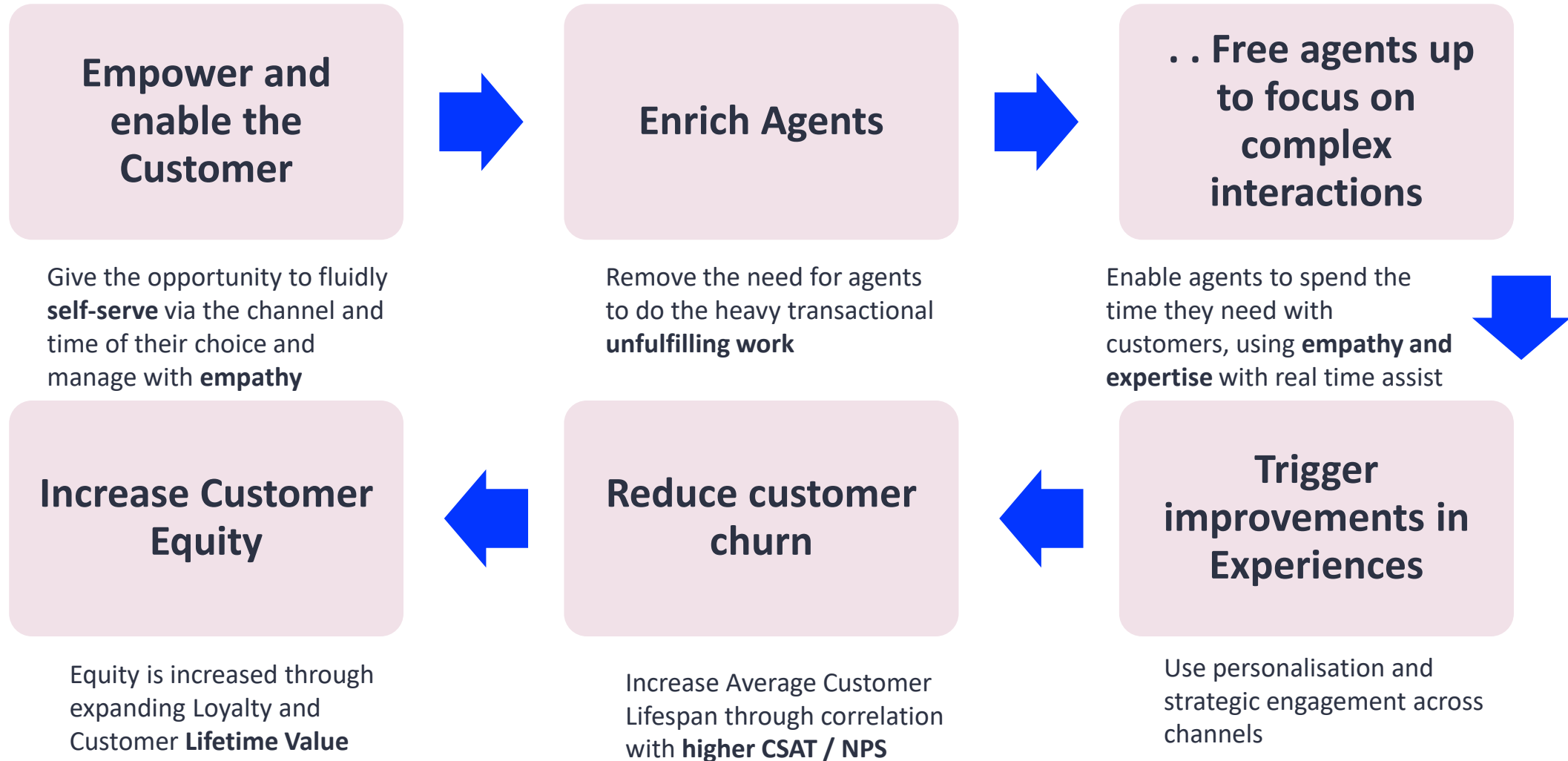
- Speed to Answer Increases
- Self-Service Containment Increase
- Service Levels Improve

- Customer Effort Reduces
- Customer Satisfaction Improves
- Customer Lifetime Value Increases

- Average Handle Time Reduces
- First Contact Resolution Increases
- Agent Productivity Increases

- Employee Wellbeing Improves
- Agent Satisfaction Improves
- Agent Retention Improves

The Pathway to Business Performance & Smarter Metrics



Correlation Proof Points from Industry Experts

There is a clear correlation between customer experience and retention. Customers who have a high-quality experience are 2.7 times more likely to keep doing business with a brand than customers who have a low-quality experience.

– Forrester Research

FCR and CSAT have a 1:1 relationship; **for every 1% increase in FCR, companies can anticipate a 1% increase in CSAT.**

– SQM Group

Customer effort is the strongest driver of customer loyalty — or disloyalty. **Customer effort is 40% more accurate at predicting customer loyalty as opposed to customer satisfaction.**

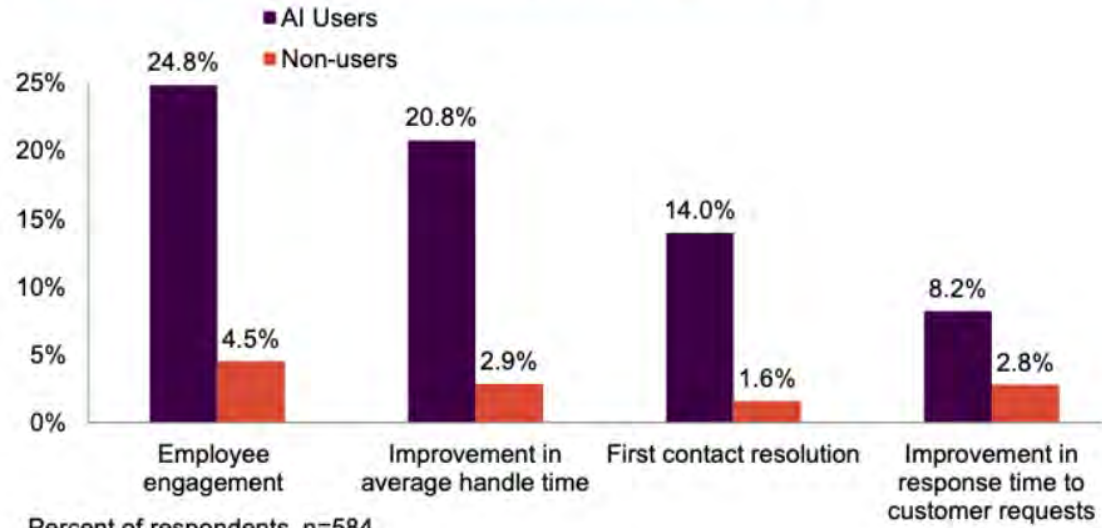
– Gartner Group

A 10+ increase in NPS correlates with a 3.2% increase in upsell revenue. A 7% increase in NPS equates with a 1% increase in revenue overall.

– London School of Economics

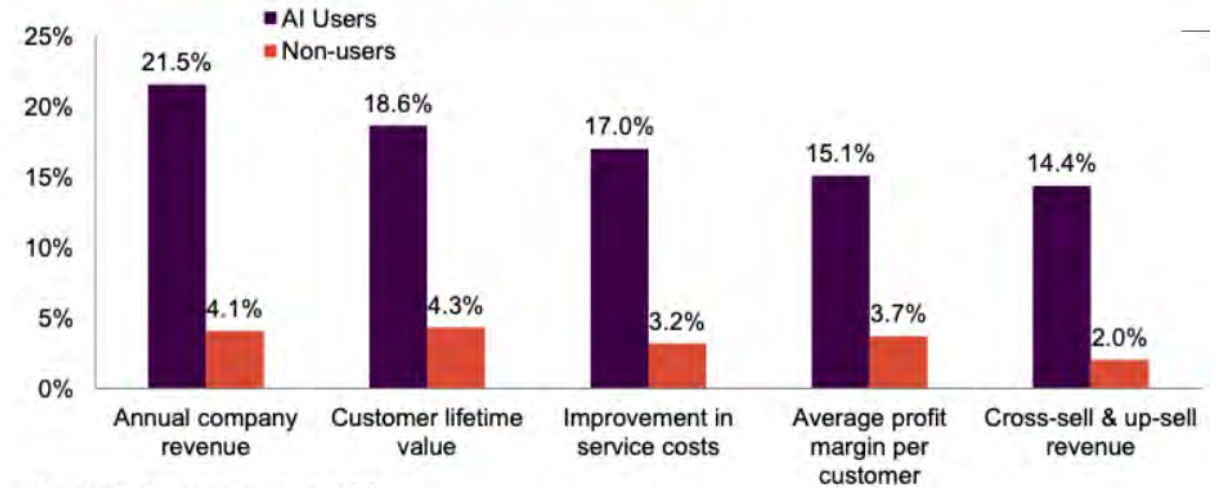
Further Industry insights...

Figure 1: AI Improves Contact Center Operational Efficiency



Percent of respondents, n=584
Source: Aberdeen, April 2023

Figure 2: AI Decreases Costs While Growing Revenue



Percent of respondents, n=584
Source: Aberdeen, April 2023

In Conclusion

- Transforming static metrics into **smarter**, more dynamic, and more accurate KPIs
- Previously unattainable levels of data-driven, organisational dynamism. This is not hype; **this is what AI now makes possible** and what we heard from executives who are already investing in smart KPIs



Thank you for your time



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