



Responsible AI – not Just Compliance

Because you should, not because you're being told to

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OCTOBER 2025

Challenges to Enterprise AI Deployment

LLMs and GenAI applications demand new governance frameworks

60%

of respondents believe it will take >12 months to overcome barriers to AI.

*



52%

Say it will take at least 1-2 years to establish an AI Governance strategy

49%

Say it will take at least 1-2 years to establish trust with their employees and customers.

*

Why?



Brand Reputation



Privacy & Security



LLM Autonomy



Lack of Oversight

The Three Pillars



The diagram consists of three blue circles arranged horizontally. Each circle contains white text representing a pillar. The first circle on the left contains the text 'Handle Customer Data with Care'. The middle circle contains the text 'Respect for the Role of People'. The third circle on the right contains the text 'Trust and Governance Controls'.

**Handle
Customer
Data with
Care**

**Respect for
the Role of
People**

**Trust and
Governance
Controls**

Handle Customer Data with Care



**Document your
Policy and
Practices**



**Secure Data in a
Walled Garden**

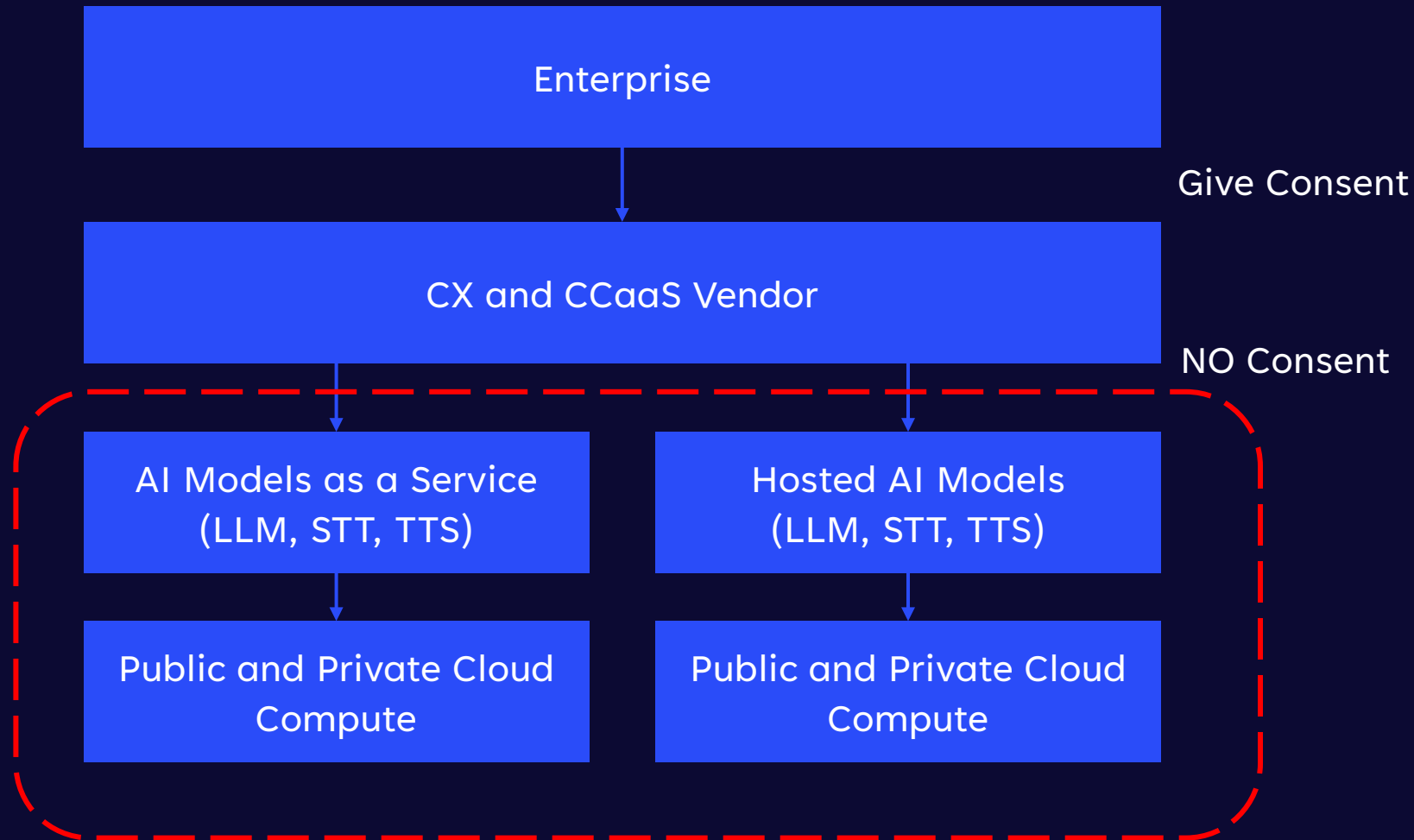


**Obtain Consent for
Using Data for
Product Improvement**



**Manage the AI
Supply Chain**

The AI Supply Chain: The One Hop Principle



Respect for the Role of People



**Provide a Human Agent
when a Customer Asks**



**Human Oversight
of AI Decisions**



**Dispute Capability for
Quality Management –
AI or Human**

Trust and Governance



Dial of Trust



AI Monitoring



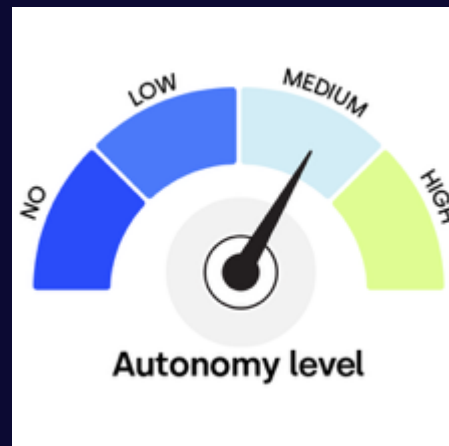
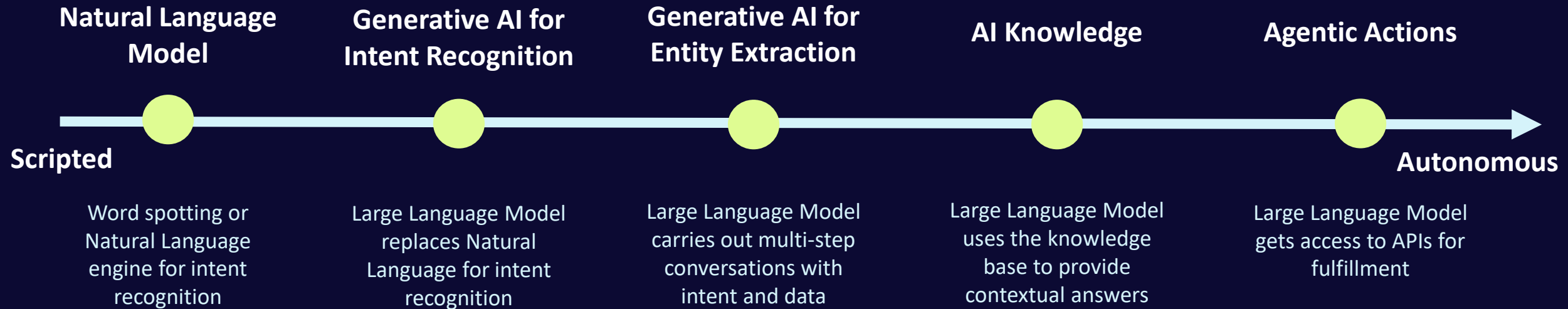
Guardrail Prompt & Test

The Dial of Trust



From Scripted to Agentic Conversations

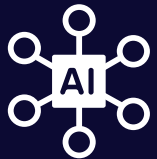
Increase Autonomy with Your Trust Level





AI Trust & Governance

Higher Trust, Better Observability, Stronger Guardrails, for Enterprise Ready AI



Granular Guardrails

Design your CX with *your* AI models, guardrails, contextual data, & redaction policies.



Prompt Monitoring

Surface insights on prompts & knowledge performance to ensure response completeness.



Hallucination Detection

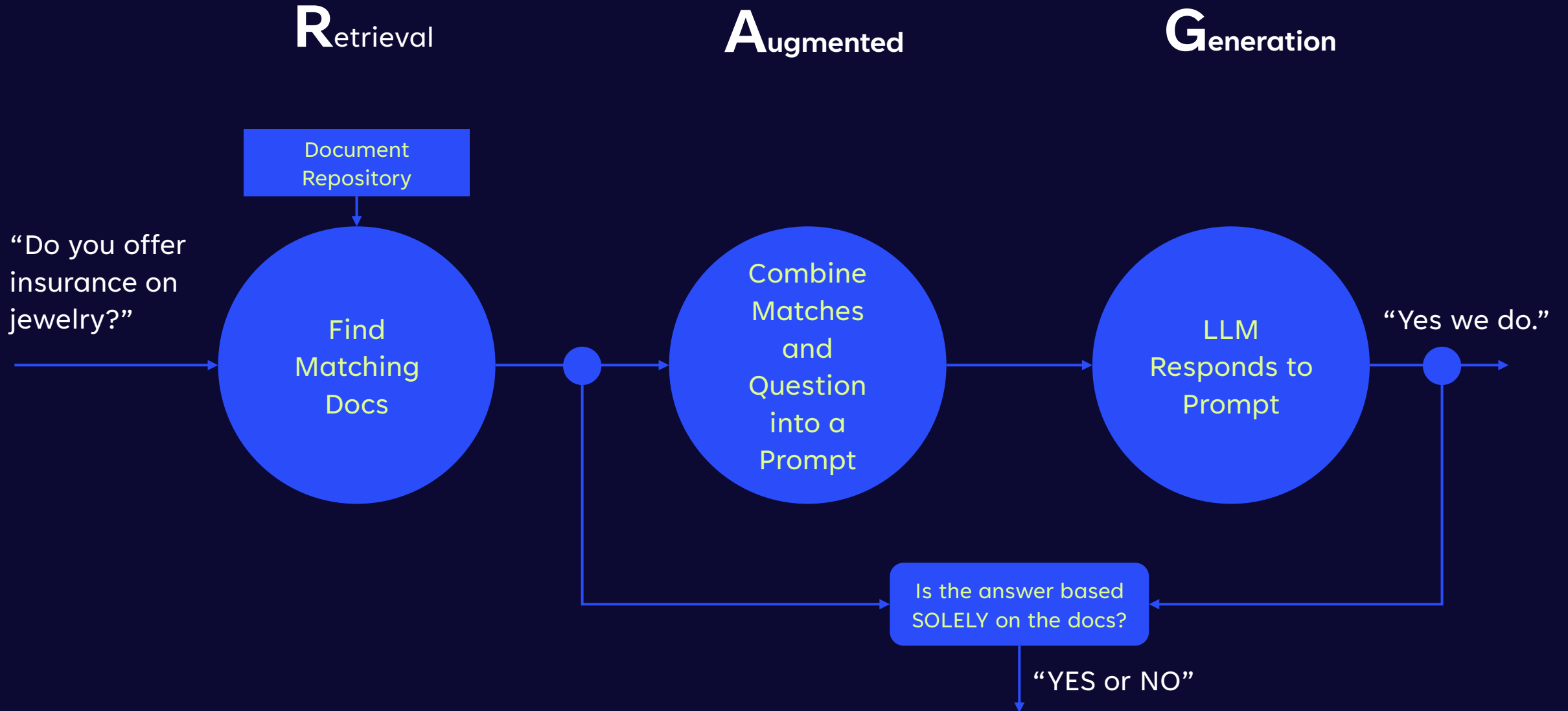
Track closed domain hallucinations for context adherence and to prevent misleading responses.



Threat Mitigation

Monitoring for prompt injection attacks, preventing deviation from tasks and harmful instructions.

Hallucination Detection – Watching Between the R and G of RAG



Five9 GenAI Studio Reporting for AI Governance

FEATURES

- 1 Usage Reporting
- 2 Prompt Latency
- 3 Context Adherence
- 4 Prompt Injection
- 5 Response Completeness





Lumexa Imaging Unlocks \$4M in Untapped Revenue with Five9 AI

Lumexa Imaging is one of the country's premier providers of diagnostic imaging services. With over 5,000 team members and more than 175 outpatient imaging centers across 13 states, their team conducts more than 7 million studies annually.

Key Challenges

- Inefficient routing. Misrouting 6,500 calls monthly, causing delays and frustration
- High wait times: Increasing AHT and hold times

Solutions – Five9 AI Agents

- Call Routing
- Call automation
- Faster resolution across channels

“We saw ROI within 30 days and full ROI in three months.”

“We believe it’s about using the right AI tools in the right place for the right part of the workflow.”

25%

Increase in call volume handled

-22

Seconds off AHT

<4%

Call Abandonment Rate

Recap: The Three Pillars



Handle Customer Data with Care

- Document policy & obtain consent
- Secure data in a walled garden
- Manage AI supply change



Respect the Role of People

- Human agent on request
- Human oversight of AI
- Dispute Capability for QM:
AI or Human



Trust & Governance Controls

- AI Monitoring
- Dial of trust
- Guardrail Prompt and Test

Five9®