



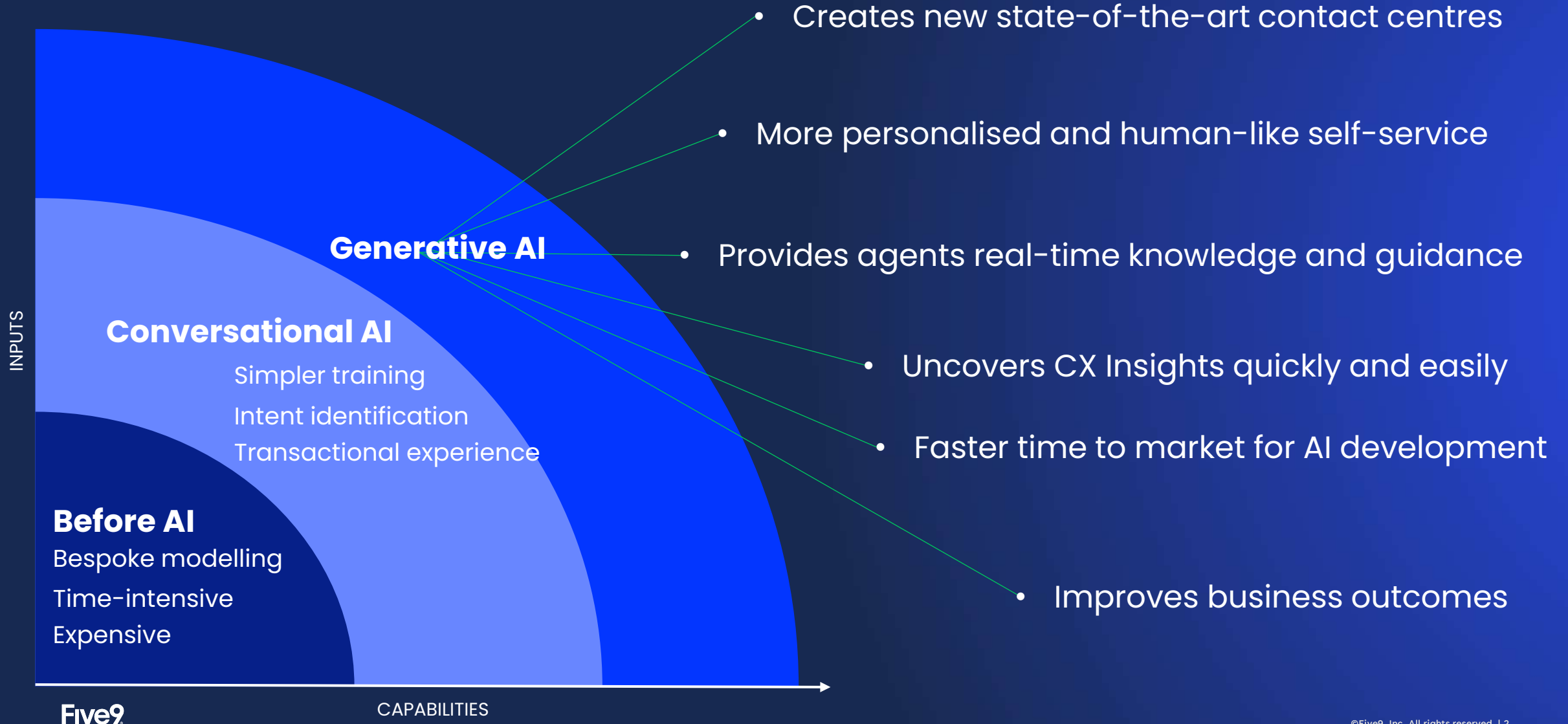
# How AI Maximises Contact Centre Performance and Drives Business Results

---

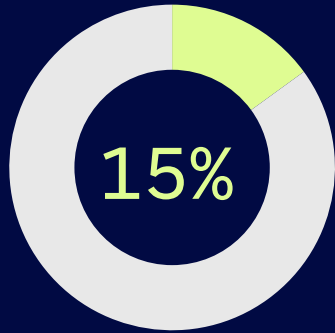
Martin Morris – Enterprise Sales Director, Five9

MAY 2025

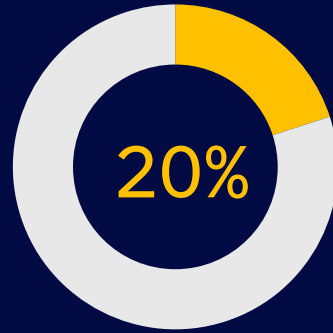
# Generative AI has Propelled Us into a New Era



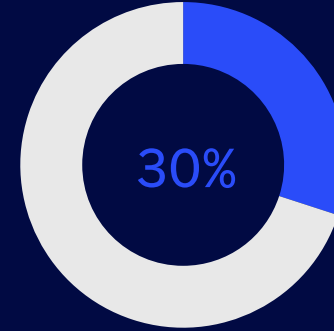
# CX Leaders Prioritise AI Investments to Drive Business Impact



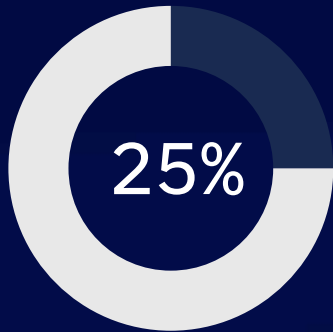
Reduced Customer Churn  
(Source: McKinsey)



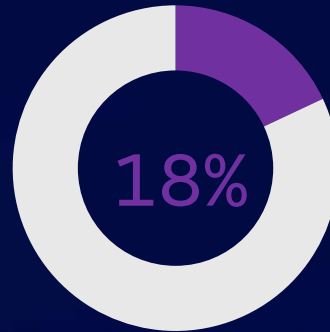
Revenue Increase  
(Source: Metrigy Report '24)



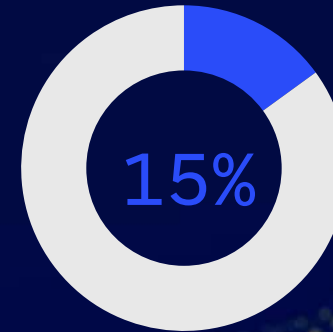
Productivity Gain  
(Source: Five9)



Conversion Boost  
(Source: Accenture AI in Retail)



Op. Cost Reduction  
(Source: Metrigy Report '24)



Employee Retention  
(Source: HBR, CCW)

Self-Service

Management Insights

Agent Assistance



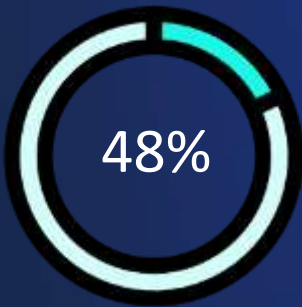
# GenAI Requires Preparation

23%

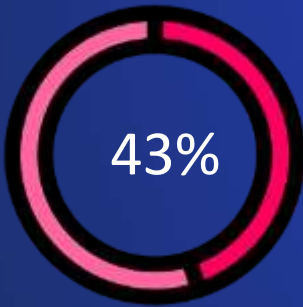
of organisations report that their organisation is prepared to deploy GenAI tools



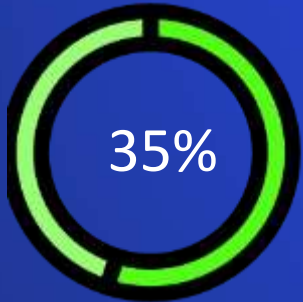
## What have successful companies done?



Improved Data Quality Practices



Collaborated with IT partner



Have human oversight on AI-curated content

# FIVE9 AI STRATEGY



## EMBEDDED AI

AI across every contact centre application



## PRACTICAL AI

Make accessible, useful, and easy to manage



## ENGINE AGNOSTIC AI

Rapidly adapt to the latest innovations



## RESPONSIBLE AI

Rely on delivering secure and trusted AI

# Pain Points for CX Leaders

AI can help address these CX challenges

## Customers



Impersonal self-service  
Limited self-service options  
Long hold times  
Long wait times

## Agents



Low productivity  
High turnover  
High AHT and ACW  
Compliance adherence  
Repetitive workload

## Business



Visibility into CX trends  
Reduce costs  
Increase revenue  
Reduce outreach

## Deployment



Costs of implementing AI  
Reliance on data scientists  
Long time to value  
Trust and security in AI

# AI Improves Customer Experience

## Challenges

### Customers



Impersonal self-service  
Limited self-service options  
Long hold times  
Long wait times

## Solutions

Automate tasks with contextual data

- Password resets
- Status inquiries
- Bookings
- Payments
- Order lookup
- Authentication/verification
- FAQs

## Outcomes

- Increase self-service automation rate
- Improve CSAT scores
- Decrease customer effort score (CES)
- Deflect Calls to Digital Channels
- Lower call abandonment rates

Customer Self-Service  
**GeniusAI**  
by Five9  
Five9



Voice  
IVAs



Digital  
IVAs



AI  
Knowledge



AI  
Authentication



# AI Improves **Agent Experience**

## Challenges

### Agents



Low productivity  
High turnover  
High AHT and ACW  
Compliance adherence  
Repetitive workload

## Solutions

- Automate transcriptions
- Provide real-time reminders & guidance
- AI Checklist
- Relevant knowledge-based answers
- Automate after-call work
- Objection handling tips

## Outcomes

- Increase upselling and cross-selling
- Accelerate new agent onboarding
- Improve regulatory compliance
- Reduce AHT and ACW
- Improve call summary consistency
- Improve agent experience

Agent Assistance

GeniusAI  
by Five9

Five9



AI  
Knowledge



AI  
Agent Assist



AI  
Transcription

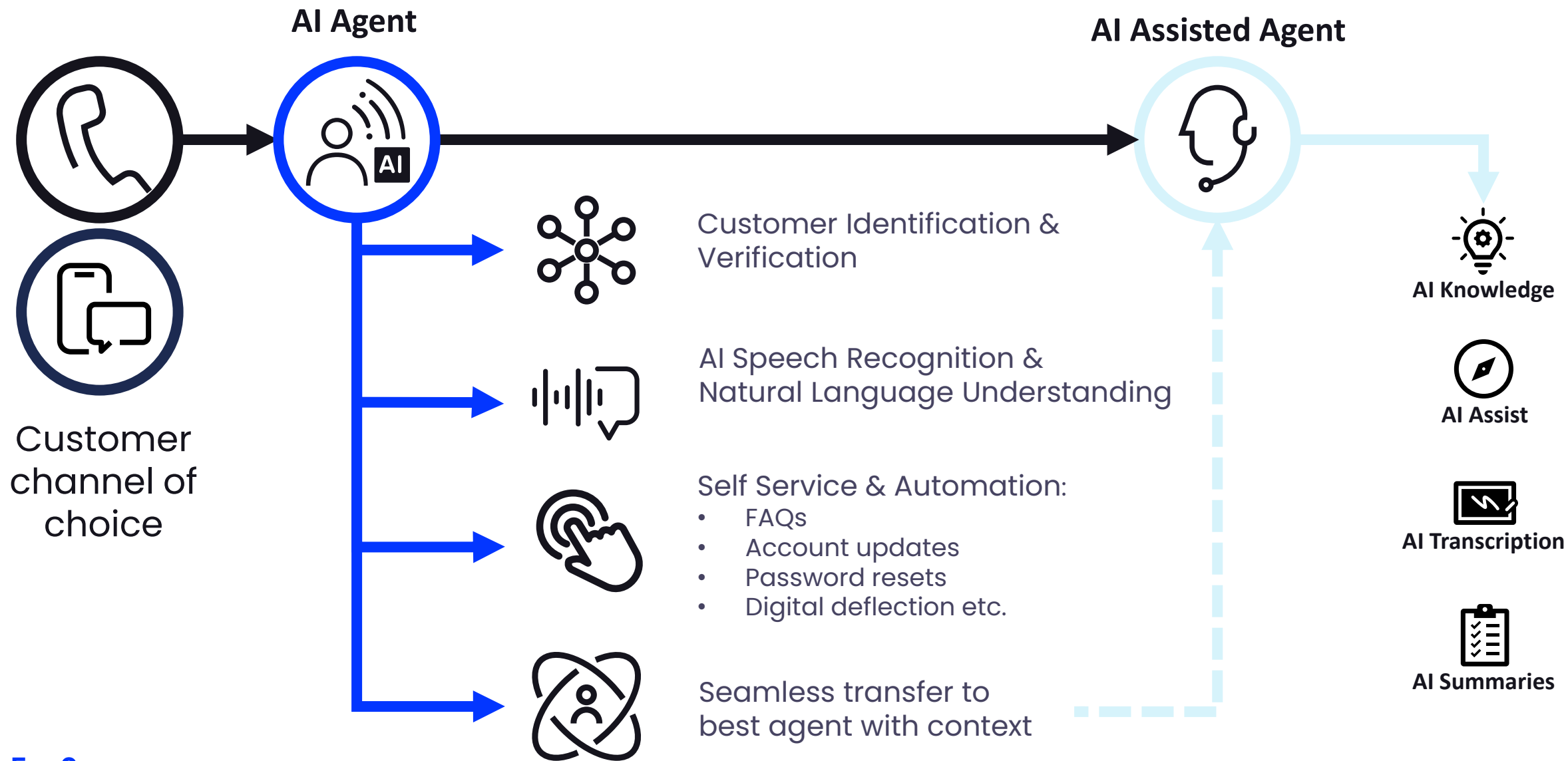


AI  
Summaries





# IVA Self-Serve Journeys + Agent Assistance



# AI Improves **Business Intelligence**

## Challenges

### Business



Visibility into CX trends

Reduce costs

Increase revenue

Reduce outreach

## Solutions

- Analyse transcripts at scale
- View data in a single comprehensive dashboard
- Real-time and post-contact analytics
- Identify trends, patterns, and themes among customer interactions

## Outcomes

- Improve automation rates
- Improve service quality
- Improve efficiencies
- Improve CX agility
- Increased customer retention
- Increase Net Promoter Score (NPS)

Management Insights  
**GeniusAI**  
by Five9  
**Five9**



**AI  
Transcription**



**AI  
Summaries**



**AI  
Insights**



**Workflow  
Automation**



# AI Insights Unlocks The Power Of Your Voice of Customer

1. Real-time topics surfacing
2. Automatic impact scoring
3. Emerging trends
4. CX, CSAT, Sentiment Insights
5. Automatic agent scoring

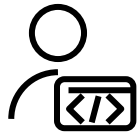
*“ Like your CX analyst that never sleeps”*



# AI Delivers **Faster Time to Value**

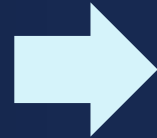
## Challenges

### Deployment

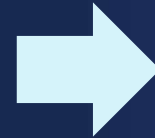


Costs of implementing AI  
Reliance on data scientists  
Long time to value  
Trust and security in AI

## Solutions



- Easily build, manage, and deploy Five9 IVAs across channels
- Create, test and monitor GenAI prompts for all Five9 AI applications
- Connect and act on customer data in real-time and trigger cross-platform workflows



## Outcomes

- Speed up time to value for AI deployments
- Ground AI models in data and knowledge
- Ensure responsible AI
- Customise agent experiences
- Define how customers get answers to questions
- Automate processes and workflows with ease

AI Design Experiences

GeniusAI  
by Five9

Five9



IVA  
Studio



GenAI  
Studio



Knowledge  
Studio



Workflow  
Studio





# AI EMBEDDED THROUGHOUT THE CUSTOMER JOURNEY

## Engage



Powerful, personalised IVA  
and DVA journeys

## Automate



Intelligent and engaging  
self-service experiences

## Assist



Empower agents with context,  
data and AI assistance

## Inform



Analyse interaction data and  
provide actionable insight

GeniusAI  
by Five9



Voice IVAs



Digital IVAs



AI Authentication



AI Knowledge



AI Agent Assist



AI Transcription

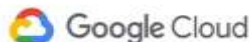


AI Summaries



AI Insights

IVA Studio | Agent Assist Studio | GenAI Studio | AI Knowledge | Workflow Automation



LumenVox®



Dialogflow



IBM Watson®



WELLSAID

AURAYA

Deepgram



Five9

# Five9 AI Case Studies

## Use Cases

## Business Impact



- Call automation
- Reservation reminders
- Expanded channels

- **20% calls automated**
- 3% Reduction in no-shows
- 3-point improvement in conversion rates



- Routine inquiry and order status
- Five9 GenAI Studio Customizes Post-Call Summaries for Each Business Unit

- Reduced call volume by 15%
- Increased self-service options
- **Decreased average handle times**
- Automated after-call work



- Self-service powered by advanced conversational AI (NLP, speech recognition, text-to-speech) and generative AI

- **Saved millions by owning IVA management.**
- Delivered self-service to 12M customers with Five9 AI
- The company reduced support costs by two FTEs.



- Automatically schedule a carrier pickup

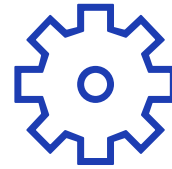
- **45% containment rate**
- 20% call deflection overall
- 60% time savings for customers
- Automated, scalable self-service

# What makes an AI-ready company, ready?



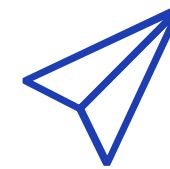
## Technology Partner

Partner with the right technology and experts that meet you where you are.



## Process

Developing a strategic process to migrate, innovate, and maintain AI tools and customer journey.



## People & Culture

Employee upskilling and change management are critical to development

# GeniusAI

by Five9

A 4-step strategic process for  
delivering AI business value





---

# Thank You

Five9®

# FROM SCRIPTED TO AGENTIC:

