



FIVE9 WHITE PAPER

The Intelligent CX Platform

**We Keep Our
CX Promise, So You
Can Keep Yours**

Five9.com

State of the Contact Center Experience Today

Contact centers have had a tumultuous ride over the last few years. Understaffed shifts, pandemic restrictions, urgent and often messy digital transformations to the cloud, frustrated customers weary of supply chain and service disruptions, overworked agents saddled with handling sales and revenue generation — contact centers have been stretched to the max. Some have suffered long wait and call handle times, some have implemented partial automation solutions, and some have seen agents burn out faster than they can be replaced.

But many have risen to the challenge.

Contact centers that put people first hold strong when times get tough. Because people, empowered with technology, create strength and resilience.

These contact centers have faced the same economic and pandemic constraints, yet they've still delivered customer experiences that continue to build and maintain loyalty among their customers and employees.

What makes these contact centers different? They:

- Embraced a digital roadmap before the pandemic forced it upon them
- Implemented cloud technology that integrates with other systems
- Empathized with the frustrations customers were experiencing
- Deployed automation strategically to lift the burden off of employees
- Kept customer experience front and center
- Offered their customers choice of channels vs. applying a "one size fits all" mentality

But perhaps more than anything else, these contact centers remained resolute in one thing: They value their customers and employees.

They understand that while technology and automation promise efficiency, streamlined workflows, connected interactions, and reduced costs — none of it is possible without the people who make it happen, and none of it matters if it doesn't improve the experience of those it impacts.

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Our observations got us thinking: With the push to AI and automation (both necessary to deliver omnichannel CX today), are we as an industry missing something crucial?

Could it be that in the rush to adopt the latest innovations in AI, we've over-indexed on it and overlooked what must never be forgotten?

We bring the experience and commitment of Five9 people and partners to support customer needs from Day 1 to forever so that our customers are always optimizing and staying ahead of the game.

AI Is Awesome; You Need People, Too

No one would argue that AI and automation are driving forces in contact center innovation today. And necessary ones. The technology is essential to deliver omnichannel experiences that meet customer expectations for a seamless, integrated experience. Humans alone cannot achieve the scale, speed, and efficiency that AI-powered tools and applications can. There's no debate that AI and automation are fundamental to delivering a modern contact center experience.

But so are people. And, for that matter, so are partners (more about that in a bit).

Few take the approach that AI will replace humans in job roles, though there are some positions that eventually will be eliminated due to the nature of AI and automation. We would argue that those jobs don't fulfill or leverage the wisdom, empathy, intuition, and judgment that only humans can provide in the first place — especially in interactions with other humans.



AI and automation
are intended to
support humans.



Behind that
spotlight
are people.



Connecting
those people
are partners.

It's time we remember that customer experience is created and curated by people; people supported by technology rather than technology supported by people.

Collaborative Intelligence: People, Platform, Partners

We call a combination of people, platform, and partners **collaborative intelligence**. This enables contact centers to deliver on their CX promise to their customers of a frictionless, value-added engagement. It's the sum of all three that make up the whole.

By leveraging collaborative intelligence, Five9 keeps our CX promise to our customers. We bring together the value of people and technology to provide AI and automation where it will matter most: helping customers deliver "fluid" multichannel experiences to their consumers. And we bring the experience and commitment of Five9 people and partners to support customer needs from Day 1 to forever so that our customers are always optimizing and staying ahead of the game. That's why Five9 makes a Customer Commitment that says: We keep our CX Promise, so you can keep yours.

People

The heart of why we exist — and why your company does, too — is people. Collaborative intelligence relies on the intrinsic qualities that only humans can bring to experiences: insight, empathy, curiosity, ingenuity, compassion, understanding, holistic thinking, and cultural and local context.

People bring ideas and innovation to life. People create technology. People create and train AI. People create automation. People develop relationships and bonds that form teams, inspire loyalty, and go the extra mile for customers and each other. Why? Because they see customers as people, too. And because caring people help others to succeed.

The power of people can also help businesses understand what to automate. In contact centers, conversational AI focuses on automating call flows. According to a Gartner® report, “while people may call in for hundreds of different reasons, frequently there are a base of common call flows (perhaps ranging from five to 15) that represent more than 80% of demand.” The report further states, “By 2026, 15% of contact center end-user deployments will have active professional services engagements (associated with conversational AI) in place.”¹

Platform

An intelligent contact center platform that harnesses the power of AI and automation to help humans be more human in their engagements with others (less time spent on rote work, more time on relating to customers) is essential to collaborative intelligence. The platform brings scalability, integrations, connections to other data, and workflows that let people solve other people’s problems and issues. An AI-powered cloud solution like the Five9 Intelligent CX Platform gives people the tools to achieve customer objectives and deliver connected customer experiences.

Thanks to the power of our platform, Five9 customers benefit from a sizable return on investment. Our customers reap a 213% ROI within three years.²

Our platform leans on the power of technology by embracing current and expected trends. According to a Gartner report, “In 2031, conversational AI chatbots and virtual assistants will handle 30% of interactions that would have otherwise been handled by a human agent, up from 2% in 2022.”³

Partners

Partners are people in other companies that provide supportive services, additional technology, and alliances toward common goals. No contact center platform provider can truly stand alone in today’s collaborative world — and no one should. Technology solutions are woven together by partners who bring unique perspectives, new innovations, and areas of expertise that enable us all to do more together than we can ever do on our own. Partners are essential to collaborative intelligence.

Collaborative intelligence harnesses the power of people, platform, and partners for one purpose: to support companies in delivering a great experience to their customers and employees.

We believe every customer deserves to be relational. Where our people bring your people the tools, training, tips, and supportive relationships to achieve mutual success. Together.

Why Your Contact Center Needs Collaborative Support

Collaborative intelligence harnesses the power of people, platform, and partners for one purpose: to support companies in delivering a great experience to their customers and employees.

You need all three parts to make up the whole of your customer experience. Overemphasizing one aspect will create imbalance and damage CX. You need balanced collaborative intelligence within your contact center. Only 25% of contact centers use AI for open-ended comments when gathering customer feedback.⁴

You also need collaborative intelligence from your CX partners, including your contact center platform provider.

Why?

Contact center platform providers all promise great technology, and most can live up to it. Sure, some have better, more advanced features than others, but overall, technology innovations in cloud solutions tend to keep pace fairly on par with each other.

Choosing a new contact center platform isn't just about choosing technology, though. It's a collaborative effort to:

- Migrate off legacy systems.
- Map out a plan for implementation.
- Customize the solution to meet unique or specific requirements.
- Understand the business impact and unique context for a company's use cases.
- Roll it out and stay present to address the learning curve and provide support — forever.

Too many contact center providers focus on equipping customers with technology, setting them up for success, then assume the service desk will handle any future issues. It's transactional.

We believe every customer deserves to be relational. Where our people bring your people the tools, training, tips, and supportive relationships to achieve mutual success. Together. Our people + our partners + your people = on the same team, working toward the same goal. For the long haul.

We are all in the business of human relationships. And at the end of the day, it's the people we are and the relationships we cultivate that matter.

After all, without people, there is no CX.

We Keep Our CX Promise, So You Can Keep Yours

The ways people use technology create customer experiences. It starts with us embodying collaborative intelligence within our own company, then bringing that to each one of our customers.

We've built Five9 on the belief that our people are the reason for our success. It's our people and the relationships they bring to our customer engagements that create our true CX difference. We have developed a leading platform that empowers agents to do more than ever before, and with less effort and more agility. Moving forward, we'll keep innovating on this platform with our partners as we continue to lead the contact center industry.

Our Intelligent CX Platform enables us to keep our CX Promise, so you can keep yours.

And that is what matters.

It's how the work we do, and the way we work with others, feels to people.

That **is** customer experience.

References

1. Gartner, "Market Trend: Conversational AI for Agent Automation Delivers an Efficient Customer Contact Center Experience," Daniel O'Connell, Megan Fernandez, 14 June 2022. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.
2. "The Total Economic Impact™ Of Five9," Five9, 2022.
3. Gartner, "Market Trend: Conversational AI for Agent Automation Delivers an Efficient Customer Contact Center Experience," Daniel O'Connell, Megan Fernandez, 14 June 2022.
4. "Customer Insights and Analytics: 2023-24," Metrigy, February 2023.

About Five9

Five9 is an industry-leading provider of cloud contact center solutions, bringing the power of cloud innovation to more than 2,500 customers worldwide and facilitating billions of customer engagements annually. Five9 provides end-to-end solutions with digital engagement, analytics, workforce optimization, and AI to increase agent productivity and deliver tangible business results. The Five9 platform is reliable, secure, compliant, and scalable. Designed to help customers reimagine their customer experience, the Five9 platform connects the contact center to the business while delivering exceptional customer experiences that build loyalty and trust.

For more information visit www.five9.com or call **1-800-553-8159**.

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