Five9

Five9 Spring Release '18

Practical AI to Improve Every Contact Center Experience

The Spring Release 2018 introduces a new artificial intelligence (AI) foundation that facilitates practical AI in the contact center along with enhancements across the Five9 portfolio.

AI-Driven Workflow
- AI Foundation
- Engagement Workflow
- Omnichannel

Open Platform
- Integrations
- Security

Enhanced Insight
- Supervisor Plus
- Performance Dashboard

The Five9 Spring Release 2018 includes a number of significant additions to the Five9 service capabilities. Existing customers will find a number of ways to take advantage of these capabilities to improve every contact center experience. The spring release enhancements fall mostly into three areas.

- AI-Driven Workflow
- Open Platform
- Enhanced Insight

Delivering Personalized Experiences

At Five9, our goal is to provide personalized experiences to each and every customer who connects with your company via your contact center. Based on the diverse nature of your customer base this is no small task, but with the Five9 service we make it easy.

In the Spring Release 2018, we have incorporated the power of artificial intelligence (AI) to create personalized experiences. We have also added new capabilities around our open platform and new products for prescriptive insight.

Five9 Genius™

New for the Spring Release 2018 is Five9 Genius. Genius brings the power of AI to the contact center to create easier and smarter customer experiences. This is achieved through contextual and personalized routing and by delivering richer insights and guidance to the agent. Genius includes capabilities designed to help organizations personalize the customer experience at scale in two main areas:

Intelligent Routing: Using customer intent, derived through NLP from unstructured data such as information entered into a search bar, along with information from the CRM system and other data sources, Five9 can determine the issue, and take

the next best, appropriate action. For example, if this is an account overcharge issue, there is a real possibility the customer could be upset and may be a churn risk. Immediate identification and routing to an appropriately skilled, empowered, and available agent is desirable. Using Genius, Five9 can make that determination and provide a better customer experience that is also aligned with your company's objectives – heading off potential customer churn.

Agent Guidance: Prior to engaging directly with the customer, the agent is provided with information about the customer including the overcharge, a summary of past interactions, and the customer value, as well as specific guidance on the next best action. The agent is given authorization to resolve the customer's problem resulting in a quick and pleasant interaction for the customer and the agent.

Five9 Genius brings practical AI to the contact center helping to minimize customer frustration on simple tasks that are often at the root of poor customer experiences.

AI-Driven Workflow for the Digital Enterprise

Five9 Genius uses unstructured data to derive customer intent. Genius includes business rules, natural language processing, and AI open connectors that let the routing strategy and agent guidance use AI investments in other parts of the business.

Engagement Workflow

Underlying the Genius foundation is Five9 Engagement Workflow, a powerful single workflow engine for AI-driven intelligent omnichannel routing of Five9 voice and digital channels, external channels and objects.

Engagement Workflow incorporates machine learning technologies from both Five9 Natural Language Processing (NLP) and third-party engines, such as

Five9 Genius brings the power of AI to the Contact Center

Five9 Genius, a new AI foundation that facilitates practical AI in the contact center, brings the power of AI to create better experiences through contextual and personalized routing enhancing the customer and agent experience by delivering richer insights and guidance.
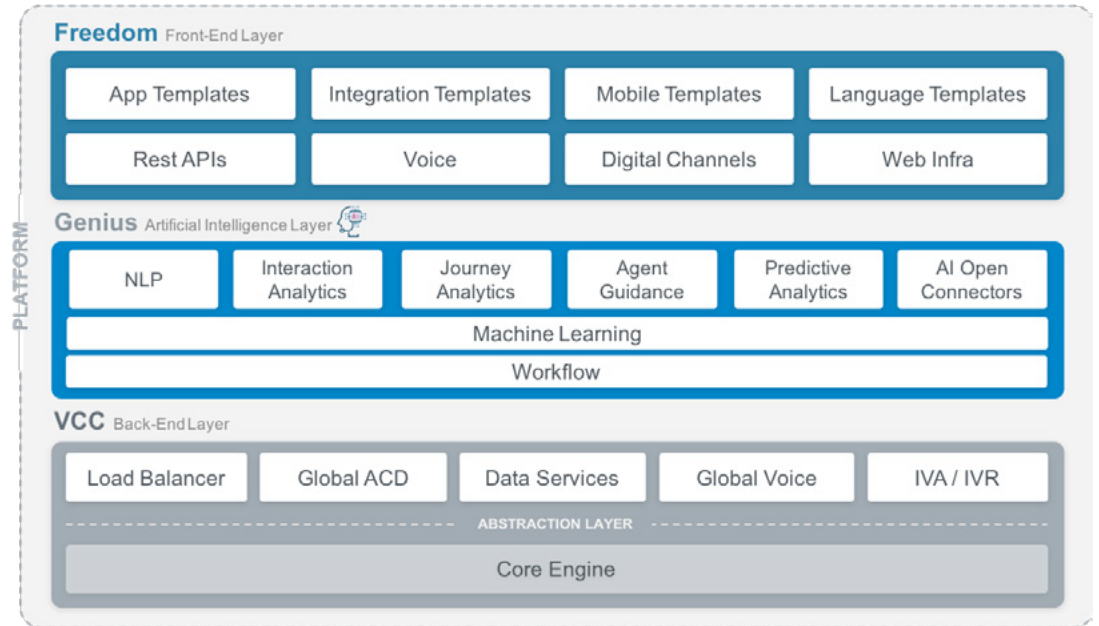
Salesforce, to process structured and unstructured data, derive intent, determine sentiment and ultimately guide the interaction to a personalized experience.

Five9 supports the ability to externally route objects including cases from Salesforce. This open approach makes it easy for organizations to define optimized customer journeys, using data and insights from a variety of sources to efficiently direct customers to the right resources to address their needs – regardless of the channel of interaction.

Omnichannel
The Spring Release 2018 includes a number of enhancements designed to make it easier for businesses to deliver and manage omnichannel engagements. Key enhancements were made across email and chat and the platform in general. Following are the highlights:

Email: Email routing is enhanced by incorporating real-time NLP and Engagement Workflow to quickly ascertain why the customer is reaching out to your company and get them to the right resource to help them. Included in this release is the ability to route emails by sender or subject; add pictures and modified fonts for more effective answers; add dispositions on manual outbound emails.

Chat: Important for chat in this release is the ability to adjust fonts and contrast controls on the chat console for visually impaired web users during a chat interaction. Web users can also print chat transcripts directly from the chat console form. Auto-chat drafts can be saved for agent chat interactions in case they move to another interaction.

General: There are a number of general platform updates for this release. Key among them are data redaction features for social security numbers and all major US credit cards to keep sensitive information secure. In addition, this release includes: a chat and email console configurator that automatically generates JavaScript for quick deployment on a web page; agent max limit considered for Transfer/Conference which allows supervisors to set a limit for the number of emails an agent can handle at a time. If an agent is at their configured maximum interactions, they can not be transferred an email or be conferenced in to assist; and Search and Preview suggested replys for chat and email interactions allows agents to search through the list and preview a selected one before using it in an email or chat interaction.

Open Platform for Deeper Customizations
GDPR Compliance, SDKs and APIs
With the Spring Release 2018, Five9 continues to add to our leading open platform to enhance scalability, reliability and security, including GDPR compliance. Five9 extends the open contact center platform to address more complex enterprise needs by enabling deeper customizations with SDKs and APIs. With this release, Five9 has added over 120 new REST APIs to more than 300 APIs already available.

CRM and WebRTC
Five9 is also expanding capabilities with major CRM players including Salesforce, Oracle and ServiceNow.

Five9 expands the platform with new technologies like WebRTC to meet today's needs for customer collaboration by supporting agents on Chromebook

and Ubuntu devices. Companies can now support remote worker environments with a need for low cost or closed computers. (coming soon)

AI Connectors
Salesforce Einstein: This connector makes it simple to use information from Salesforce Einstein to make intelligent routing decisions and give agents guidance on customer interactions.

IBM Watson: For businesses already using Watson, this connector empowers agents to use AI information to enhance their interactions with customers. For example, if a business has already implemented Watson to identify cross sell offers on a website, agents could leverage Watson AI to help cross sell within the engagement workflow. This functionality is available today within a query module and in the future in a dedicated connector.

Unified Communications and WFO
In the Spring Release, Five9 introduces a UC Connector for Avaya to enable consultation between contact center agents and subject matter experts that may reside elsewhere in the organization where they are using Avaya phones. The connector monitors the telephone usage activity of the expert with simple configuration settings to define their presence state. The agent can easily reach out to the most appropriate expert from their expert list. (coming soon)

WFO capabilities have been expanded for Verint and Calabrio. For Verint, this release adds new agent-level synch to provide customers with greater flexibility and control of licensing. For Calabrio, we have added recording integration for specific customer scenarios as well as support for PSTN and Gateway stations, Mac OS and Chromebooks, and Five9 Global Voice.

Real-time Data Services
Five9 Data Services is a new data architecture that addresses the growing need from applications for access to real-time data. This includes Supervisor Plus, Performance Dashboard and AI. For AI, accessing and acting on real-time data events from external AI requires an efficient way to move data only to where it is needed. Five9 Data Services is a state-of-the-art data infrastructure that increases scalability while minimizing data latency.

Enhanced Analytics for Prescriptive Insight
At the heart of every contact center is the ability to measure and monitor the performance of the business. The need for personalization and the introduction of self-learning systems will demand greater real-time visibility and monitoring.

Supervisor Plus and Performance Dashboard
In Spring Release 2018, Five9 delivers a completely new supervisor console and multi-role dashboard and wallboard offering.

Five9 Supervisor Plus provides a state-of-the-art, user-centered design for supervisors placing real-time omnichannel statistics at their fingertips, enabling rapid response to changing business needs.

Five9 Performance Dashboard complements Supervisor Plus by providing real-time business performance metrics in a role-based, visually dynamic medium that can target agents, supervisors and executives with the accurate, critical data from disparate systems like CRM, WFO, contact center and other technologies.

Five9
To learnFive9 is the leading provider of cloud contact center solutions, bringing the power of the cloud to more than 2,000 customers worldwide and facilitating more than three billion customer interactions annually.

Five9 helps contact centers create amazing customer experiences, increase productivity and boost revenue. If you want to learn more about how Five9 can digitally transform your contact center give us a call at **1-800-553-8159** and we'll schedule an in-depth demo just for you.