The Intelligent Cloud Contact Center

Five9 Engagement Workflow

Deliver a More Human Experience with Customer Insights

What is It?

Five9 Engagement Workflow is the Five9 tool to create and execute a cohesive customer engagement strategy across self-service, agent engagement, and agent workflow on the Five9 Intelligent Cloud Contact Center. Tools to interpret unstructured data (such as an email), customer data (from CRM), and context (from self-service) let you understand customer intent and deliver service tailored to customers' needs. Five9 Engagement Workflow makes it simple to collect and leverage customer data and interaction context. Self-service applications can increase customer resolution, and when assistance is needed, connect customers to agents with the right skills to help.

Engagement Workflow lets you collect data from a broad set of customer information systems and learn customer intent to improve self-service, customer engagement, and agent productivity.

Build Powerful Self-Service Solutions

It's easy to build self-service applications with Five9 Engagement Workflow. Seamless access to customer information makes it easier to help customers help themselves. Adding AI capabilities like natural language understanding takes your self-service to another level that's effortless and enjoyable for your customers to use.

Route Customer Interactions to the Right Resource – Anywhere in the World

Five9 Omnichannel gives your service and sales organizations the ability to interact with customers across all channels from a single environment. Agents no longer have to switch between applications or ask customers to repeat themselves to solve their issue. Five9 Engagement Workflow uses intelligent workflow capabilities to deliver customers to the right agents based on their intent – the first time. Once engaged with customers, empower your agents to deliver personalized experiences each and every time with essential information.

Omnichannel

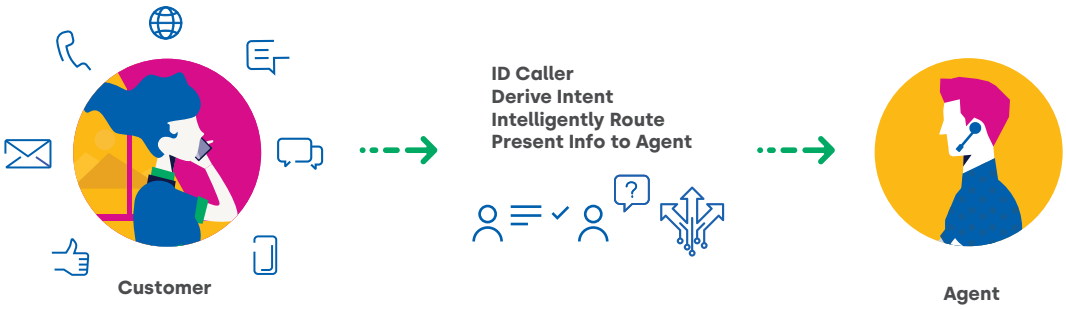
Engagement Workflow delivers interactions to your agents, regardless of the customer communication channel, along with a "screen pop" that provides them with a complete picture of each problem before they engage customers. Agents also have the customer's

Engagement Workflow Features

- Create self-service applications and gather customer intent for:
  - Voice
  - Email
  - Messaging (chat, SMS, social)
  - Mobile
- Intelligently route interactions based on channel, customer need, and agent skill
- Agent guidance
  - Gather data from a broad set of customer information systems
  - Collect and utilize customer intent from self-service interactions
  - Build automated workflows to automate tasks with Five9 Whendu
- Supports the Five9 desktop and CRM desktops from Salesforce, Microsoft, ServiceNow, Oracle, and Zendesk as well as homegrown customer systems
- Support for multilingual audio and visual prompts
- Seamless integration with virtual assistance and speech biometric applications

Engagement Workflow Benefits

- Make customer service a more human experience
- Solve customer issues quickly with:
  - Intelligent routing
  - Agent guidance
  - Automated workflow



> "I've leveraged Five9 as the backbone of a call center across two companies and have had an excellent experience working with both the software itself and Five9's implementation and support staff."

Alissa Stanley Executive Operations Analyst
HomeWorks Energy

entire contact history at their fingertips, so they understand the customer's journey and are better equipped to fulfill the customer's expectations.

Leverage Artificial Intelligence

Engagement Workflow makes the usage of AI technology a snap. Interactive virtual agents (IVAs) or third party IVRs can be called by Engagement Workflow to pass and collect data about the customer and the reason they are contacting you.

Next-generation speech recognition based on machine learning from companies such as Google, IBM, Salesforce, and others can be leveraged to communicate with your customer to create powerful service front ends including self-service applications. Five9 natural language processing (NLP) can be used to filter and categorize text-based interactions, eliminate spam, and determine sentiment.

Five9 Engagement Workflow lets agents take advantage of the digital transformation of the entire enterprise to understand the customer journey and successfully help customers take the next steps in their purchase or issue resolution.

Elevate Customer Experience with Agent Guidance

It's no secret that great customer experiences lead to customer advocates and higher revenues.

With Five9 you can immediately deploy powerful tools for agents to solve customer issues quickly, sell more effectively, and empower agents with the relevant information exactly when it's needed.

Agent guidance creates more meaningful interactions by letting agents focus on communicating and helping the customer, instead of asking questions to understand the problem. Relevant customer information at the moment of contact gives your agents a complete picture of each customer situation before they start interacting. Five9 also places your customer's entire contact history at the agent's fingertips so your agent can better understand customers' needs and fulfill their expectations.

Better Insights

With Five9 Reporting and Analytics contact center managers can create customized reports at regular intervals, or on an ad hoc basis, in real time.

Powerful analytics keep everybody on the same page. Agents can understand business expectations and their performance. Supervisors can use real-time data to adjust queues and make smarter, more informed decisions.

Learn More

To schedule a live demo or find out more information, visit **www.five9.com** or call **1-800-553-8159.**

Benefits

- Improved first contact resolution (FCR)
- Improved customer experience
- Improved agent productivity
- Better customer value segmentation
- Increased consistency of service
- Optimized agent skill matching
- Self-service for straightforward inquiries

About Five9

Five9 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 five billion call minutes annually. Five9 helps contact centers increase productivity, boost revenue, and create customer loyalty and trust.

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

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