Data Sheet

The Intelligent Cloud Contact Center

Five9 Social Engagement

Respond Proactively to Social Media Mentions

Timely follow-up to mentions of your business' brands or products in social media can make the difference between creating loyal customers and viral disasters. Five9 Social Engagement automates the process of interacting with your socially engaged customers to ensure prompt and consistent responses.

Engage Proactively

Engage proactively to social media mentions to drive better business outcomes. Five9 Social Engagement continuously monitors social media channels and initiates action when a mention is detected. Automatically send replies to posters, either public or private, letting them know you've heard them, and if necessary, that you will be reaching out to them for follow-up.

Respond Intelligently

Intelligent event handling lets you tailor outreach according to business priority, issue urgency, and other key factors. You can even use alternative channels to social media to reach out including voice, email, and SMS. Five9 Social Engagement can query CRM or other customer information systems to determine customer contact preference, permission, value, and other vital details to determine which communication channel is best for outreach. Customer information systems are also automatically updated with information about the incidents and responses.

Service Customers Socially

Five9 Social Engagement brings together social media and the contact center to make social customer service more consistent and engaging. It automatically detects when customers reach out to your company in social media for service, questions, or other issues and delivers those queries to the person best able to handle them. Alerts can also be sent to supervisors and managers, even those working in other departments, to make them aware of what is happening with customers.

Learn More

Five9 Social Engagement, powered by Whendu, helps your business respond intelligently to social media mentions to create positive business outcomes and exceptional experiences. To get started, visit **www.five9.com** or call **1-800-553-8159.**

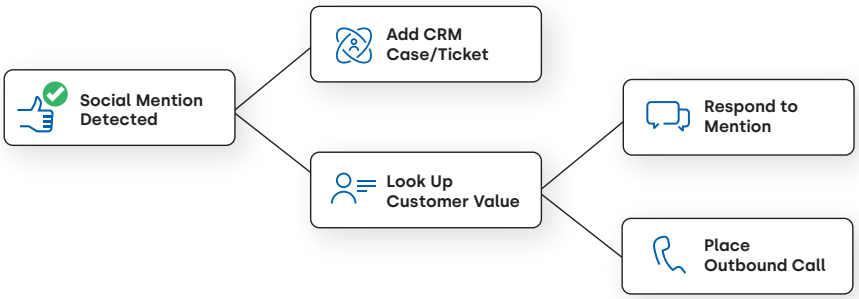
Features

- Voice, email, SMS, or social channel options
- Private and public response options
- Alerts for multiple people and roles
- Customer information system updates

Benefits

- Respond promptly and consistently to social media mentions
- Prevent social incidents from escalating out of control
- Improve the social customer service experience
- Collect customer feedback and opinion
- Gain competitive insights

Social Engagement Process Flow



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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