Five9

Omnichannel Powered by Five9 Digital Engagement

Deliver consistent and personalized customer experiences with digital-first omnichannel customer journeys

What is Omnichannel and Why is it Important?

A digital-first omnichannel experience supported by Five9 Digital Engagement is one where a customer of your company uses one or more channels to complete a purchase or customer service journey. Throughout the customer journey content and context of each interaction is captured, regardless of the channel chosen. Then, at the moment of truth when they reach out to your contact center, the agent understands who they are and has a good idea why they are calling based on their journey.

Let's look at a purchase example. A customer, let's call her Sarah, logs into your website and is browsing your selection of mountain bikes. A chatbot pops up offering her help with some basic questions about wheel sizes. Sarah uses your website to build her bike and places the order. The bike is delivered and Sarah has some questions about the warranty. She looks on the website and can't find any information so she calls your company. The agent answers the call and says, "Hi Sarah, are you calling about the recent purchase of a Premier mountain bike last week? I see it was delivered today. Are you calling about warranty information?" "Yes, I am," Sarah says, surprised that they know her.

Customers want to be known and an omnichannel customer experience not only helps you know your customers; it also helps you understand why they are reaching out to you.

Five9 Approach for Omnichannel

Five9 Omnichannel gives you all the tools you need to communicate with customers across all channels, escalate between channels, and have visibility and insight into previous interactions with agents or via self-service. Supporting our omnichannel technology is Five9 Engagement Workflow for omnichannel

applications. Engagement Workflow is powered by a set of intelligent technologies that includes a natural language processing (NLP) engine and a rules engine, as well as the ability to reach out to artificial intelligence (AI) applications that may have relevant customer information. NLP can be used to filter and categorize interactions, eliminate spam, and determine sentiment. Business rules can be used to determine the right path for a customer in that moment. The business rules system takes in data and context about the customer and provides routing and agent guidance personalized for that customer as an output.

With Five9, agents can take advantage of the digital transformation of the entire enterprise to understand the customer journey and help customers take the next steps in their purchase or issue resolution.

In addition to getting the right customer interactions for their skill set, agents have access to all the channels and can easily move between channels with the customer in order to communicate effectively. Context from previous interactions is available as is customer behavior in self-service channels such as IVR and web, allowing agents to pick up where the customer left off in their customer service journey.

Deliver Digital-First Omnichannel Customer Experiences

The Five9 solution enables you to provide customer service that connects consumer touchpoints to create a seamless customer journey.

Five9 Omnichannel includes:

- Multichannel
  - Voice
  - Email
  - Chat
  - Social
- Contextual information from previous agent interactions and self-service channels
- Customer journey information
- Escalation of communication between channels
- Business rules
- Natural language processing
- Data connection APIs

Communication is Everything

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Regardless of the contact channel, the Five9 Omnichannel solution helps you keep track of the customer journey and arm agents with the information they need to provide amazing customer experiences.
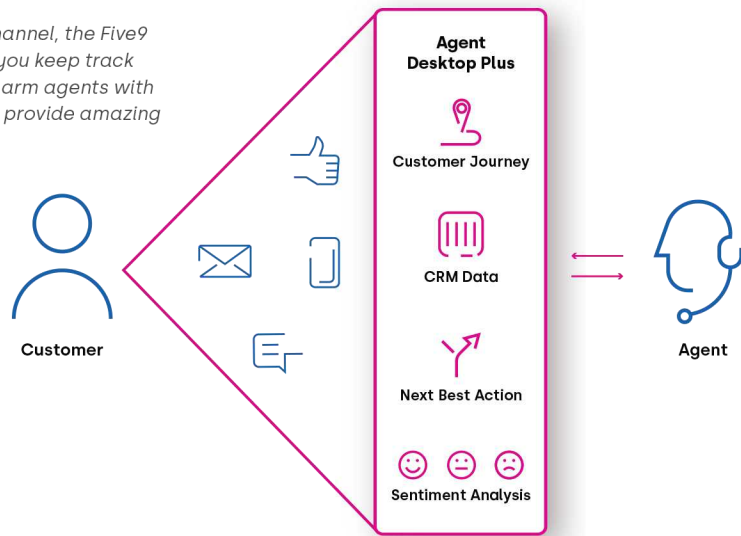
The Five9 Intelligent Cloud Contact Center makes it easy to leverage information including:

- Customer name, address, products purchased, and other customer information through integration to your CRM(s)
- Customer interaction data from emails, chat, voice, or social messages

In addition, the system lets you interpret customer information and categorize it, determine customer intent, and determine customer mood so that when a live person is required they can take the right next steps for the customer.

Empowered Agents

Five9 Omnichannel gives businesses and contact center agents all the tools they need to help customers move seamlessly through their service or sales journey while also providing a high level of personalization. Five9 ensures that routing decisions are optimized to connect the customer with the right agent at the moment of need.

Immersive CRM

With Five9 prebuilt CRM integration and agent toolkit, agents have access to customer information including customer name, contact information, products or services purchased, contact history, and more depending on the CRM.

Customer Persona

Customer persona provides agents with a quick snapshot of who a customer is based on predefined customer attributes. This could be as simple as customer value or could be more complex personas based on product association or business tier.

Outcomes

Outcomes help agents get an idea of how a customer is progressing along a defined customer journey and how much farther they have to go in that journey to achieve their desired outcome.

Sentiment Analysis

Sentiment analysis helps the agent understand where the customer is coming from so they can be ready to handle the customer appropriately. Whether the customer had a great interaction that might lead to an upsell or customer advocacy moment, or a not so great interaction that might require the agent to display empathy and understanding to set things right with the customer, sentiment analysis helps determine the best way to engage a customer.

Next Best Action

Next best action suggests the next step an agent should take with the customer to help them along their journey. This information helps the agent guide the customer while strengthening their relationship with your company.

PCI Compliance

Five9 data redaction capabilities align with the Payment Card Industry Data Security Standard (PCI DSS) standard, which restricts transmission of PCI data across text channels. For our omnichannel applications this enables the redaction of Payment Card Industry (PCI) card data including the Primary Account Number (PAN) to keep customer credit card information secure.

Omnichannel for Empowered Agents:

Run Five9 from within your CRM. With Five9 your agents get access to the following omnichannel features:

- Customer journey information
- Customer persona
- Outcomes
- Sentiment analysis
- Next best action

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