

# Five9 Digital Engagement

Connect with your customers through digital-first omnichannel experiences

## Customers Expect Contact Options

Customers expect options when they contact your company, and they increasingly look to digital channels as a first choice. It's important to the success of your business that you meet those expectations, and it takes more than just providing contact channel options. Customers are placing increased importance on the experience they receive when they contact your business. Whether it's placing a call, texting from a smartphone, or using self-service, customers want a satisfying and seamless experience.

## Create Exceptional Digital-first Omnichannel Experiences

Five9 Digital Engagement is fully integrated with Five9 inbound and outbound voice to create connected customer journeys across voice, email, SMS, webchat, video, and social messaging apps like Facebook Messenger, Twitter DM, WhatsApp, and others. Transition customers seamlessly between channels to guide them towards the channels best suited to resolve their issues, such as moving a conversation from SMS to voice to handle a more complex interaction. Agents can also engage customers in multiple channels

during a single interaction, such as sending an outbound SMS appointment confirmation. Five9 Digital Engagement gives your agents a rich set of tools to create exceptional digital-first omnichannel experiences.

## Improve Agent Productivity and Engagement

Five9 makes agents' jobs easier by streamlining omnichannel interaction handling and reducing training requirements with a single interface to handle all interactions, including a unified messaging interface across webchat, text, and social. Ready access to past interaction history and CRM information lets your agents understand the customer's journey and deliver a personalized service experience. Next-best-action recommendations and assisted responses can be used to improve conversion rates, speed up responses, and improve consistency across channels.

## Five9 Digital Engagement Interaction Channels

**Voice** – Although customers increasingly look to digital channels as a first choice of contact, seamless integration between



## Features and Benefits

- Deliver extraordinary digital-first omnichannel customer journeys across voice and digital channels:
  - Voice (inbound/outbound)
  - Self-Service (IVR/IVA)
  - Messaging (Chat, SMS, Social messaging)
  - Email
  - Video
  - Mobile
- Deliver interactions to agents the way your business wants with ACD routing or "cherry-picking" options
- Improve agent productivity and service consistency with assisted responses and next-best-action recommendations
- Connect customers with the best agent to handle their issue with natural language processing (NLP) routing
- Get actionable insights to improve your omnichannel service with unified reporting across all channels
- Easily add new channels as customers' preferences change or a new channel comes to market and streamline management with unified administration

"Omnichannel is very important to us because it allows our students to contact us on whichever channel they choose. They can switch between channels and it goes to the same team of agents. Since agents are more efficient using Five9, they are able to connect with students on a personal level."

Jonathan Harrell, Assistant Vice President of IT, Regent University



# Exceptional Digital-first Omnichannel Experiences

Five9 delivers customer intent and journey context with the customer interaction to give agents the insights they need to personalize service and the tools they need to create exceptional digital-first omnichannel experiences.



voice and digital channels is more crucial than ever. Five9 Digital Engagement is fully integrated with Five9 inbound and outbound voice. Agents can transition customers smoothly from digital to voice for quick resolution of more complex issues, while maintaining the original digital interaction to send confirmations or follow-up information.

**Self-Service** – Customers often turn to self-service options to resolve issues or get answers. Five9 Digital Engagement integrates with the full range of Five9 Self-Service options including traditional and voice-enabled interactive voice response (IVR) and voice and chat intelligent virtual assistants (IVAs). Customers can seamlessly move from self-service to interacting with live agents. When transferring, a full transcript of the self-service interaction is shown to the agent to understand what the customer was trying to do.

**Messaging (Chat, SMS, Social)** – Five9 Messaging supports chat interactions across a variety of sources including websites, SMS/text, and social messaging applications. Agents engage with customers using a single, unified messaging interface regardless of the source of the interaction, which increases agent productivity and reduces training time for new agents. Intelligent omnichannel routing delivers customer messaging sessions to the best agent to handle them, or agents can “cherry-pick” interactions to handle. Supervisors can even monitor messaging interactions in real time and assist if needed.

**Email** – Five9 Email enables exceptional email customer service with actionable insights and better control. A natural language processing (NLP) engine analyzes email content to determine topics, eliminate spam, and uncover customer sentiment. Combined with insights on past interactions or CRM information, this lets you intelligently route emails for

quicker response and improved service. Our engagement workflow can also send auto-replies to emails so agents don't have to handle mundane requests. If it works better for your operation, however, you can let agents “cherry-pick” which emails to handle. Supervisors can even monitor email handling in real time and be ready to assist if needed.

**Video** – Engage your customers in a whole new way with Five9 Video. Video can be a powerful addition to your customer contact options by bringing what your customers see directly to your agents. Shorten resolution times and create better experiences by letting your customers show and share their problems with agents in real time. Instead of painstakingly having to explain their issues and conduct tedious resolution processes without assistance, Five9 Video helps agents quickly pinpoint the issue and provide a solution. With Five9 it's easy to escalate customer interactions to video when that makes sense.

**Mobile** – Five9 Mobile lets you create exceptional experiences for your on-the-go customers. Designing for the mobile customer means delivering a smartphone-optimized user experience. Five9 Mobile lets you turn existing IVR flows, forms, and surveys into a visual engagement with customers. When necessary, connect your mobile customers directly to agents without forcing them to place a call or start a chat.

## Learn More

Want to learn more about how Five9 Digital Engagement can help you provide a more human customer service experience? To get started, visit [www.five9.com](http://www.five9.com) or call **1-800-553-8159**.



Learn More



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## About Five9

Five9 is an industry-leading provider of cloud contact center solutions, bringing the power of cloud innovation to more than 2,000 customers worldwide and facilitating more than six billion call minutes annually. The Five9 Intelligent Cloud Contact Center provides digital engagement, analytics, workflow automation, workforce optimization, and practical AI to create more human customer experiences, to engage and empower agents, and deliver tangible business results. Designed to be reliable, secure, compliant, and scalable, the Five9 platform helps contact centers increase productivity, be agile, boost revenue, and create customer trust and loyalty.

For more information visit [www.five9.com](http://www.five9.com) or call **1-800-553-8159**.

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