

A large, stylized blue outline of a cloud shape, positioned on the right side of the page, partially overlapping the main text area.

## **Drive Higher Value Customer Interactions With Agent Assistance Technology**

Free up agents to focus on the customer with real-time call transcripts and summaries, guidance and reminders, and knowledge base integration – all powered by AI.

## Introduction

The contact center is a delicate mix of providing great customer experiences and managing costs. Your agents are simultaneously your most valuable and expensive asset. Since time speaking to an agent is so costly, it is important to make that time as valuable and efficient as possible while ensuring that the customer experience is seamless, connected, and positive.

Armed with the proper tools, contact centers can reinforce a strong branded experience in the rest of the business or even change the trajectory of a company by providing the best possible customer experiences.

There are a host of new solutions that are improving customer experiences and enhancing customer loyalty while at the same time reducing costs.

What if, for example, you could save 10 or even 20 percent on average handle time (AHT) and after call work (ACW) across your entire pool of agents, and at the same time improve agent efficiency and effectiveness while seeing customer satisfaction and loyalty improve?

**According to Forrester, companies that have combined AI with human agents have reported a 61% improvement in customer satisfaction and a 69% improvement in agent satisfaction.<sup>1</sup>**

While this may sound like a tall order, there are technologies in the marketplace today that can help make this a reality. Advances in artificial intelligence (AI), machine learning (ML), and natural language processing (NLP) are enabling businesses to take the customer experience to new heights.

What's required to achieve this is practical AI. Not pie in the sky AI. Just real, down to earth solutions that are easy to implement and use, and that deliver incredible ROI regardless of the business or industry you're in.

In this white paper, we explore practical AI, what it can do for your business, and how it can help you make the most of every customer interaction in your contact center. You'll also learn how practical AI enables you to lower costs, improve efficiency, and deliver exceptional customer experiences that inspire customer loyalty.

## Practical AI

AI is a hot topic that captures the imagination as new possibilities emerge on the horizon. But in the contact center, you need AI solutions that can be impactful on day-one. While AI has the potential to revolutionize every aspect of how we live and work, for our purposes here, we're focusing on AI that addresses the business problems you are facing today – reducing contact center costs while improving CSAT, increasing revenue and maintaining a loyal customer base.

Practical AI means three things to us:

- 1. It delivers tangible business outcomes that you can measure.** We emphasize tangible, because AI needs to be more than just a neat feature. You need to be able to clearly understand the outcome or objective the product is trying to deliver, and you need to be able to measure the benefit to your business. For example, we previously mentioned cutting the AHT and ACW time by 10% across your entire pool of agents. Since time is money, this could be a significant savings that could be used to help more customers, enhance their experiences, and improve their loyalty. The bottom line? AI you can rely on must be able to deliver measurable outcomes.
- 2. It effectively handles mistakes.** It is important to understand that AI technologies, while powerful and useful, are not perfect. The algorithms do make mistakes. That means AI solutions need to be built – from the ground up – to handle those mistakes. With machine learning, AI learns as it goes. It's not infallible and it does need training. AI you can use today needs to be easily trainable and use automated feedback to reduce common mistakes. If you are searching for a photo of an apple and AI thinks a picture of a pear is an apple and presents it to you, it's not a big deal; you will just ignore the result. But if you say, "I want to remove that order" and the AI interprets it as "I approve that order," this could become very consequential for the business. Practical AI needs to be able to handle complex use cases with precision and accuracy and be relevant in fields like healthcare and financial services, where there is no room for error.
- 3. It's accessible to any size business.** Your budget or company size shouldn't inhibit you from implementing AI solutions. To be practical, the implementation and ongoing costs should be reasonable to accommodate any size business without the need to hire more expensive talent, AI engineers, or consultants.

At Five9, we believe that practical AI means no hype, no buzzwords, no jargon, and no false promises. Just tangible, accurate business results for companies of any size or scale. And we have recently introduced two products under the practical AI moniker, Five9 Agent Assist and Five9 Intelligent Virtual Agent (IVA). This white paper focuses on Agent Assist. To learn more about Five9 IVA, read the white paper [here](#).

**According to Gartner, AI augmentation will generate \$2.9 trillion in business value and recover 6.2 billion hours of worker productivity in 2021.<sup>2</sup>**

## How Agent Assist Creates Impact

**Five9 Agent Assist** is a conversational AI solution that immediately improves agent performance, helps reduce costs, and empowers you to deliver great customer experiences. It uses AI and ML technology to assist human agents during calls by performing several tasks in the background. Unlike an intelligent virtual agent, where a customer talks to a bot (voice/chat bot), with Agent Assist, the customer is always talking to a human agent. By doing so, Agent Assist helps agents in real-time during and after the call so they can deliver better customer experiences faster and more accurately.



This support translates to a more efficient, more productive, lower cost contact center that is capable of keeping pace with the surge in customer contacts (like during the pandemic) as well as resolving customer sales or service issues on the first contact.

Agent Assist offers many business benefits, including:

- Reduced during and after call work for agents
- Lower contact center costs
- Improved accuracy of call transcripts and summaries
- Consistent call notes across agents
- Added visibility for supervisor and QA management using AI reports such as top 10 call topics
- Improved customer service
- Increased customer satisfaction and loyalty

Agent Assist is designed to work in the background to automatically transcribe calls, summarize them in real time, and deliver them to agents during calls to assist them as they handle customer inquiries. It doesn't require any effort by the agent or alter the agent's normal workflow other than making it simpler and quicker. Agent Assist also automatically adds call summaries to the CRM or your database of record, which reduces after call work for agents. It can deliver real-time guidance and knowledge base integration as well.

Your business can realize tangible ROI and immediate cost savings by minimizing the time agents spend taking notes, creating summaries, and adding them to the CRM. Saving agents time saves your customers time, which translates into happier, more loyal customers who will provide greater lifetime value for your business. It also creates a better agent experience which can assist in agent satisfaction and retention.

## Benefits of Agent Assist

### **Know Exactly What Was Said With Real-Time Call Transcription**

Agent Assist automatically transcribes conversations between agents and customers and provides this information directly to agents. It frees agents from time-consuming and potentially error-prone notetaking so they can focus on the needs of the customer. It also provides a "second pair of ears" on each call, as agents can scroll through the transcript to understand what the customer has said without having to ask them to repeat it. Additionally, when transcripts are stored in a customer record in the CRM, it can be easily searched and help find key topics discussed in a call without having to listen to call recordings.

### **Get the Complete Picture With Real-Time Call Summaries**

Traditionally, understanding what happened on a call has been left to manually written summaries that depend on the agent's attention to detail and memory, as well as a list of dispositions (reasons for the call) for agents to choose from. Agents spend considerable time on these activities, which reduces their availability and can inadvertently pressure agents to skim on call details. The customer's next interaction with the contact center then relies on the last agent's summary or call notes, and this information may or may not be accurate in the customer's eyes. Too often, customers then have to repeat or further explain their story which is frustrating and negatively impacts the customer experience.

Agent Assist removes this task from agents almost completely. As the agent speaks with the customer, Agent Assist transcribes the conversation in real time and creates a call summary outlining key highlights and each step that takes place during the interaction. Once the interaction is done, Agent Assist automatically adds that data to the CRM or offers the summary to the agent to review for accuracy. The agent interaction is reduced to a quick review and a click to add it to the CRM.

### **Improve Agent Performance With Real-Time Guidance and Reminders**


Based on the conversation between an agent and customer, Agent Assist provides real-time guidance and reminders automatically during calls. Companies often use this feature to remind agents to read HIPAA compliance or specific disclosure statements during interactions. Real-time guidance can also be used to help agents know how to respond to objections or suggest upselling opportunities – something more contact centers are doing as they turn contact centers into profit centers by upskilling agents to both serve and sell. Agent Assist real-time guidance can also automate certain tasks like creating support tickets or alerting sales to follow up with customers that mention a new product during their service interaction.

### **Automatically Recommend Knowledge Base Support to Agents**

Agent Assist uses knowledge base integration to identify and recommend knowledge base articles relevant to the customer's issue in order to support the agent. This provides the agent with information and technical knowledge, and delivers it to them in real-time so the customer does not experience delays in getting resolution or have to wait for the agent to find the right answers.

### **Gain Valuable Insights with Out-of-the-box Reports**

Agent Assist comes with a number of valuable reports that help supervisors, managers and even the company overall gain immediate visibility into trends in the contact center. These AI-based reports analyze conversations and can report on things like the top reasons for calls, handle-time improvements, and sentiments amongst other things. Using this information managers and supervisors can adjust staffing, create or update guidance and reminders during a call and even improve their own products and services based on the topics and issues uncovered during these calls.

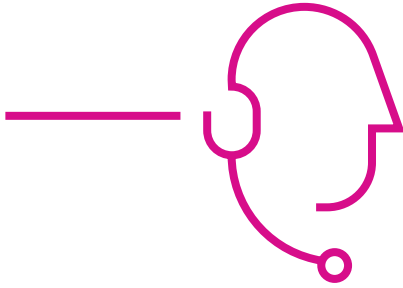


**By 2025, customer service organizations that embed AI in their customer engagement center platforms will increase their operational efficiency by 25%.<sup>3</sup>**

## **Agent Assist Enables a More Human Experience**

In order for agents to truly focus on the customer to deliver an empathetic, personalized, and caring human experience, you need to remove the busy work during calls and offer a them a hand serving the customer.

This is where Agent Assist can help. There's no more need for note-taking and creating call summaries. Real-time guidance offers reminders based on the conversation to move the call along briskly with consistency and accuracy. And finally, agents no longer have to spend time looking for the information the customer requested; knowledge base integration offers that information up in real time.



Agent Assist is doing a ton of work in the background and offers agent information in real time to help the agent focus on the customer and provide the best possible customer experience.

## Put Five9 Agent Assist to Work for Your Agents

Five9 Agent Assist provides all the features outlined in this white paper. It is powered by Google Cloud and Google CCAI technology, which provides best-in-class speech recognition and natural language understanding capabilities. On top of this foundation, Five9 has added our own technologies, including our proprietary AI model generation methodology and assisted summary ML algorithms.

These additions include industry and business nomenclature and recognition, making the adoption of AI cost effective for all size businesses in all industries. With its industry-pioneering call transcription and summarization capabilities, real-time guidance and reminders, and knowledge base integration, Five9 Agent Assist frees agents from tedious note-taking and enables them to focus on the customer and provide a more human, connected customer experience every time.

## Take the Next Step With Five9

Regardless of what industry you are in, AI has arrived for your business in a practical way. Learn more and see how you can get started with [Five9 Agent Assist](#) to help your agents provide a better customer experience and save your contact center money at [www.five9.com](http://www.five9.com) or by calling **1-800-553-8159**.

### References

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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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