



How to Deliver Exceptional, Digital-First Omnichannel Experiences in the Cloud

Today's customers expect technology to deliver seamless, connected experiences across channels.



It's All About Options

Today's customers expect to be able to contact your company on the channels that best fit their needs at the time – and their channel preferences change circumstantially. Customers appreciate not having to repeat their issue or story when they begin an interaction with customer support on one channel, and if necessary have to continue it on another with different a agent assigned to help them.

All too often though, customers end up having to repeat their story multiple times as they get rerouted or begin again on a new channel. This has a negative impact on customer experience. In fact, getting passed from person to person to resolve an issue is the number one complaint of customers.¹

Today's customers expect your brand to have the technology to deliver seamless, connected experiences across channels that save them time and provides accurate, timely resolutions to sales or service inquiries.

Phone, email, webchat, SMS, social media, video – savvy brands recognize that providing these options empowers customers to choose which channel best meets their needs. And, since customers want choices, many brands believe that offering diverse channels meets their customers' expectations.

As it turns out, that's not the case.

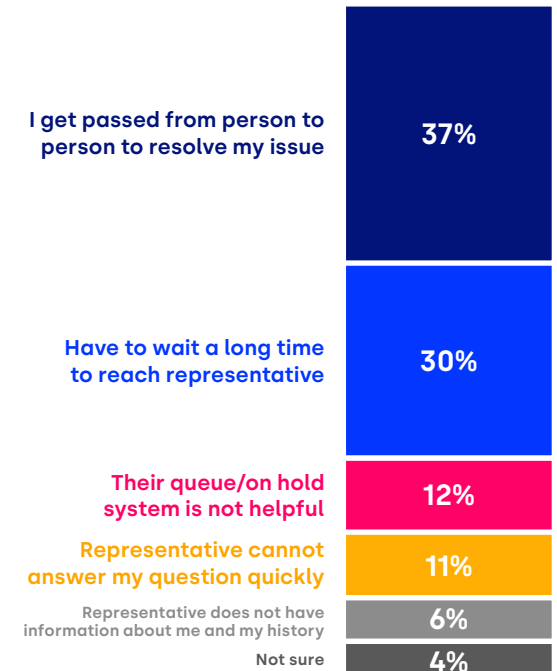


Chart 1: **Bad Customer Service Experience**

Today's customers expect your brand to have the technology to deliver seamless, connected experiences across channels that save them time and provides accurate, timely resolutions to sales or service inquiries.

Multichannel is Not Enough

Customers don't just want options. They want a seamless experience. They want it to be easy.

It wasn't long ago that digital transformation in the contact center meant adding new channels, as well as cross-training agents or dedicating teams to certain channels. But today, it's not just about channels; it's about how these channels facilitate a connected experience.

It's the experience that counts. For customers, which channel they choose is irrelevant to their experience, although there is some expectation that, for example, webchat will let them avoid having to wait on the phone and let them multitask on their device while the conversation unfolds. The phone is best for getting through to a live agent who hopefully will be able to solve a problem that feels too complex to type out in text or entrust to a bot.

But aside from choosing which channel best fits their purpose, customers really want to connect to customer service quickly and get their resolution as fast as possible. The channels are all just ways to talk to the brand – and all the channels represent the brand.

What happens with multichannel is that each channel exists in a silo. A customer emails support and then decides to use webchat to find out why they haven't received a response yet and the webchat has no record or context of the email. Or, a customer is communicating with a chatbot and needs to speak to an agent and the agent does not have the history of the communication.

Ultimately, the real problem with multichannel is customers having to repeat their issues or stories, which leads to frustration, impatience, and annoyance with the brand. It doesn't take much to convince customers to abandon a brand and go to a competitor. In fact, 61% of consumers are somewhat or very unlikely to continue doing business with a brand after a poor customer service experience.²

Anywhere a brand can reduce friction and make the customer experience seamless helps to reduce churn and improve loyalty. Customers will stay with brands that know them, make them feel cared for, and make it easy to do business. This level of loyalty is evident in the research that shows 98% of business leaders agree that customer service experience is important for retaining customers.³

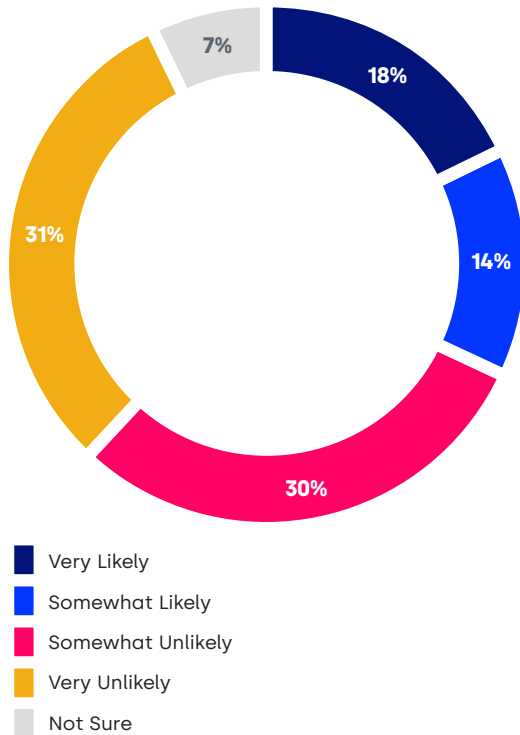


Chart 2: How likely are consumers willing to continue doing business with a firm based on poor customer service?

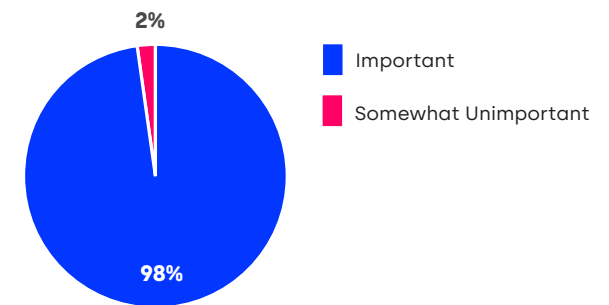


Chart 3: How important customer service experience is for retaining customers.

What Makes an Omnichannel Experience Feel Good



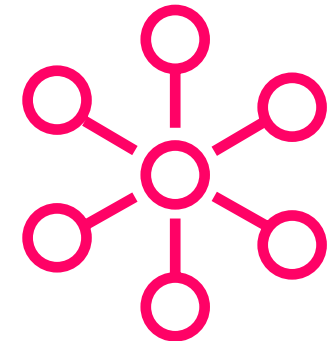
Omnichannel is the approach of using all of your channels to create one unified, integrated experience for your customers. This includes traditional and digital channels, point-of-sale, and physical and online strategies to improve the customer experience and drive better relationships across all possible channels and touchpoints.

Omnichannel is an all-encompassing experience. It means a customer can begin an engagement on one channel and switch to others without anything getting lost or having to repeat themselves. It's all about connection and flow. It makes customers feel as if they are consistently interacting with one brand regardless of channels, instead of many different support channels and agents.

Delivering this kind of experience is what delights customers and it's what every customer is hoping for when they contact support. It's also what many modern contact centers are striving to create, often manually integrating channels into their contact center solution with great effort to get as close to "omnichannel" as they can.

But there's an easier way.

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How to Deliver Digital-First Omnichannel Experience

Move to the Cloud

The first step is to move to the cloud. The Five9 Intelligent Cloud Contact Center has multiple channels already tied into the core platform. This removes the burden from IT and ensures that all channels are automatically kept updated and operating smoothly. This eliminates the responsibility of creating and maintaining multiple connection points for each channel into other systems within the contact center such as customer relationship management (CRM) systems, customer information systems, workforce optimization (WFO), text and voice self-service, and others.

From an agent's perspective, multiple channels are in a single interface so they can easily see customers' entire history and journey and can pick up where the last support channel left off. Five9 CRM integrations support multiple channels as well so agents can work within the CRM natively and across channels as needed.

Supervisors have all the tools they need to support and coach agents across channels with visibility into what agents are doing within calls, emails, chats, and SMS. Administrators can control the entire customer service experience across channels, and reporting and analytics give visibility into the customer experience.

All of these capabilities are in use by existing Five9 customers and are ready to turn on for your organization. No building of integrations is required.

Deploy Five9 Digital Engagement

[Five9 Digital Engagement](#) provides digital-first, omnichannel experiences that route customers to the resource best equipped to meet their needs regardless of the channel they choose or whether it is self-service

or assisted service. It also provides benefits in team productivity and efficiency with omnichannel-enabled management applications for real-time and historical reporting, recording, workforce management, quality management, and CRM integrations.

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. Customer service can easily transition customers seamlessly between channels to guide them towards the channels best suited to resolve their issues. Agents can also engage customers in multiple channels during a single interaction, such as sending an outbound SMS appointment confirmation.

Five9 Digital Engagement supports contact centers in delivering exceptional omnichannel experiences through the following:

Voice. Seamless integration between 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 messaging [intelligent virtual agents \(IVAs\)](#). 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 facilitate a seamless customer journey.



Ready access to past interaction history and CRM information lets agents understand the customer's journey and deliver a personalized service experience.

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 be allowed to “cherry-pick” interactions. Supervisors can 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, contact centers can intelligently route emails for quicker response and improved service. The engagement workflow can also send auto replies to emails so agents don't have to handle mundane requests, agents can be allowed to “cherry-pick” emails, and supervisors have real-time visibility.

Video. Engaging by video can be a powerful addition to customer contact options as customers can show agents what they see. 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.

Mobile. Designing for the mobile customer means delivering a smartphone-optimized user experience. [Five9 Mobile](#) lets contact centers turn existing IVR flows, forms, and surveys into a visual engagement with customers. When necessary, connect mobile customers directly to agents without forcing them to place a call or start a chat.

Equip Agents to Deliver the Same Experience Everywhere

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 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. This ultimately improves agent productivity, efficiency, and effectiveness, and delivers an exceptional digital omnichannel experience for customers.





Omnichannel in Action

RoundPoint Mortgage

Receiving over 570,000 calls a month, RoundPoint Mortgage is one of the nation's largest, fully integrated, non-bank mortgage servicing companies with offices located in Fort Mill, SC and Dallas, TX. RoundPoint moved to the cloud from its on premises contact center solution to provide "white glove services" to customers.

RoundPoint had an on premises telephony solution with a plug-in that lacked features and capabilities. This resulted in poor reporting functionality, no real-time statistics, an inability to scale, and no predictive dialer. RoundPoint was rapidly growing and needed a contact center solution that could scale and grow with the company, enabling its blended contact center to build upon its reputation for providing exceptional service to customers. RoundPoint moved to Five9 and was able to:

- Improve customer experience by allowing customers to be serviced via chat, email, and voice
- Handle off-hour inquiries and leads through email or scheduled callbacks
- Improve agent efficiency with assisted response templates that eliminated the typing needed for common questions and inquiries
- Save an average of 2-3 minutes per chat and email interaction

[Read the case study](#) for the full RoundPoint Mortgage story.

[Case study →](#)

Regent University

Regent University is a faith-based institution for higher education located in Virginia Beach. The university has on-campus and online programs available worldwide and 70% of its students attend online. Regent's contact center consists of admissions, financial aid, and student advisory services and handles mostly outbound calls with students.

The university was using an on premises solution that had no dialer functionality and no integration with Microsoft Dynamics 365, which reduced productivity. Regent wanted to improve its communications channels and scale to meet growth goals. The institution switched to Five9 and was able to:

- Move to the cloud with ease and scale on demand
- Enable an omnichannel experience so students could interact on their channel of choice
- Leverage workforce management and workforce optimization to improve agent scheduling and efficiency

[Watch](#) the Regent University customer video or [read the case study](#) for the full story.

[Watch Video →](#)

[Case study →](#)



Get Started with Five9 Today

Now is the time to be confident that your contact center is delivering a true omnichannel experience that delights customers, inspires loyalty, and drives retention.

Want to see how easy it is to get started with Five9? With over two decades of experience moving contact centers to the cloud, we can ensure that you meet your customers' expectations by providing exceptional service and support on their channel of choice.

**Get started today by visiting
www.five9.com or calling
1-800-553.8159.**

References

- 1 Five9 2020 Customer Service Index: Consumer Report, Five9. 2020. <https://www.five9.com/resources/five9-customer-service-index-2020>
- 2 ibid
- 3 Five9 2020 Customer Service Index: Business Decision Makers, Five9. 2020. <https://www.five9.com/resources/report-five9-customer-service-index-2020-bdm>



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