Five9®

Meeting Employee Expectations as Contact Centers Evolve

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Employee Expectations Are Changing Rapidly

No matter the industry or size of the organization, it's impossible to ignore the massive shifts in employee expectations over just the last two years. Employees are no longer satisfied with the status quo, especially when it comes to typical career trajectories, inflexible work environments, and outdated technology.

The pandemic has changed what employees consider when deciding to stay in their current role or set out to find a new job. And the rise in remote and hybrid work means that companies need to look more closely at how they're meeting employee needs.

Now more than ever, employees expect rewarding careers that engage rather than frustrate. They seek roles that offer flexibility and work-life balance. They're eager to seize opportunities for advancement and roles that help them feel that they're making a difference. They also look for roles that expand options for growth as AI and automation become more common in the contact center.
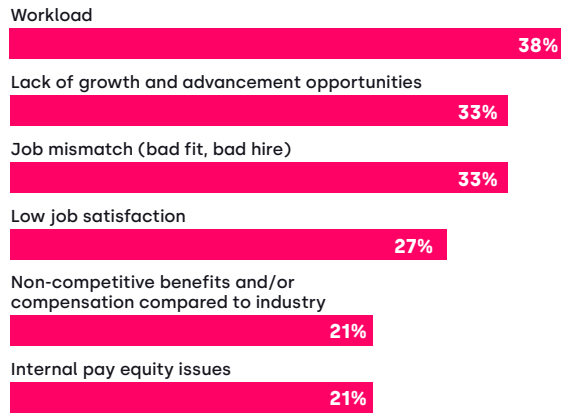
74% of full-time employees and 51% of part-time employees report they are planning to quit their jobs in 2022.[1]

U.S. businesses lose $1 trillion dollars every year due to voluntary turnover.[2]

Rising Employee Expectations Matter

What are the causes of agent attrition in your contact center?[3]

Workload
38%

Lack of growth and advancement opportunities
33%

Job mismatch (bad fit, bad hire)
33%

Low job satisfaction
27%

Non-competitive benefits and/or compensation compared to industry
**21%**

Internal pay equity issues
21%

When it comes to the contact center, your 2019 playbook won't work any longer, especially as customers are also demanding more. Contact centers must evolve to meet shifting employee needs if they want to attract and retain top talent – and maintain high levels of customer satisfaction.

Ignoring these rising expectations comes with a significant cost. Staffing has always been the major expense for contact centers, and employee turnover has long been an issue, even before the pandemic and the Great Resignation. Agent attrition accounts for trillions of dollars lost, and it's far more expensive to replace and onboard new employees than it is to keep the ones you have.

Overwhelming workload and lack of career opportunities are two of the top reasons agents leave. And they're both preventable. Make sure you're using the right tools to reduce agent workloads and provide opportunities for advancement.
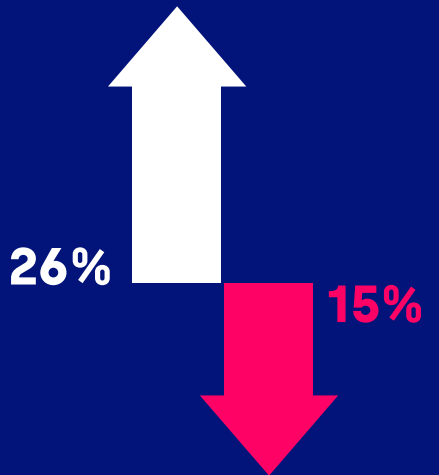
As contact volume increases, so do the challenges in delivering great customer experiences. Legacy technology won't meet the challenge. Leaders must proactively provide agents with exceptional training, opportunities to progress – and the technology to get them there.

- Increased — 55%
- Stayed the same — 29%
- Decreased — 16%
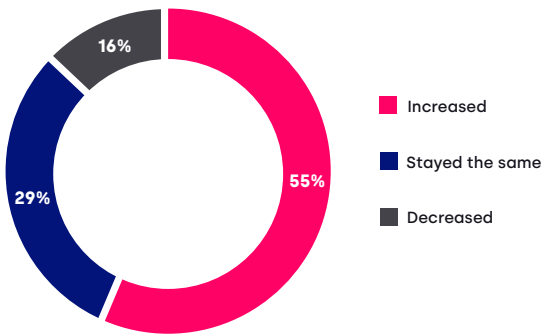
Over the past 12 months, how has your contact center's volume of customer contacts/interactions changed?[3]

Improved Agent Engagement Leads to Increased Customer Satisfaction

26%

15%

Customer satisfaction increases by 26% when agent turnover rates are less than 15% per year.[4]

Although there are many challenges contact centers face, there are platforms, tools, and solutions that are specifically designed to avoid these costly mistakes and as a result, increase the level of customer satisfaction they provide. Those organizations who have successfully combatted the effects of the Great Resignation have dedicated time and effort to keep their agents engaged, and in turn, have continued to deliver better customer experiences. They enable agents to feel empowered by providing flexible work options, access to great coaching, innovative technology to reduce their stress, and opportunities to advance. Let's dive into how Five9 technology can help retain and attract agents who will continually drive positive customer experiences.

On average, a 1% improvement in first call resolution (FCR) results in a $286,000 reduction in annual operational costs.[5]

60%
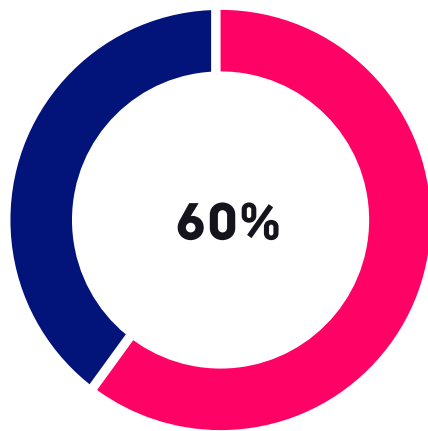
60% of failed attempts at first call resolution (FCR) are due to an agent's inability to access the right data.[6]

How Can Technology Help?

Technology plays a significant role in attracting and retaining agents. Providing cloud-first technology gives agents the freedom to work from anywhere. (And it gives companies the opportunity to hire the best agents, regardless of location.)

Best-in-class contact centers also provide tools to simplify work for agents, including apps that show the full customer journey from one interface. And technology that allows supervisors to coach agents in real-time also helps them stay connected with their teams and can reduce agent stress.

When agents have the right tools – especially AI-assisted technology to handle routine tasks – they're more productive and able to spend more time on complex interactions. AI can help agents develop product or service expertise by helping them answers quickly, streamline workflows, and route simple requests to self-service or virtual agents. And agents with strong knowledge of your organization's offerings deliver positive customer experiences time and time again.

Start with Enabling a Remote Workforce

The best place to start improving agent experience is to enable them to work from anywhere. Cloud-first technology creates more flexibility to make location less relevant and allows you to attract and retain more agents working on a reliable and secure platform.

Enterprise-Ready Global Voice

Deliver reliable, scalable global voice that supports more agents and use case variations such as rapid calls in short bursts. Enterprise-ready global voice allows agents to deliver exceptional customer experiences reliably, no matter the size of your organization or the use case. Carrier-grade voice quality ensures that agents and customers can enjoy clean connections free from jitter, voice gaps, delay, or line noise. Your customers will think your agents are in the next room, even if they're scattered around the globe.

Five9 UC Integrations

Five9 combines the power of contact center and unified communications (UC) at the fingertips of your agents. Five9 UC integrations with Microsoft Teams, RingCentral, and Zoom Phone break

down organizational barriers by connecting agents to subject matter experts as needed without incurring additional toll charges. By utilizing the combined solution, you're better equipped to increase first contact resolution and deliver a delightful, continuous experience as agents instantly see experts' availability and connect everyone together in real-time – without searching, waiting, or losing the customer.

Intelligent Routing

Provide intelligent routing capabilities to allow agents control over inbound interactions including chat, social, and email. Skills-based routing can help agents connect customers with the right contact automatically, no matter where that resource happens to be. And improving routing helps to increase first contact resolution with less stress.

### Global Agent and Customer Support

Deploy cloud contact centers that can manage multiple physical contact centers and agents around the globe. Web-based administration means supervisors can take advantage of global agent resources and find the best possible match based on the customer's needs at that time of day, in that part of the world.

Cloud-first technology creates more flexibility to make location less relevant.
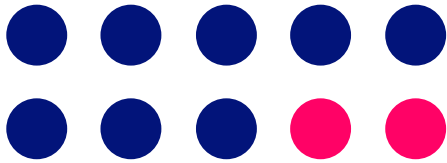
8 of 10 businesses have already implemented or are planning to adopt AI as a customer service solution.[9]

55%
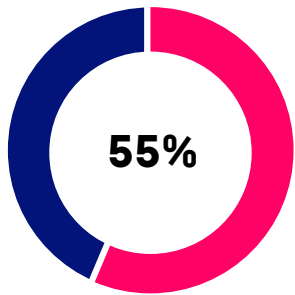
55% of companies reported they accelerated their AI strategy in 2020 due to Covid.[8]

67%
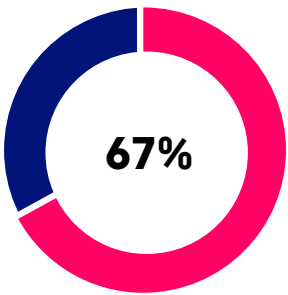
67% of companies expect to further accelerate their AI strategy.[8]

Introduce AI as an Agent's Best Friend

It's a misconception that AI systems, including advanced robotics and digital bots, will gradually replace people. That may be true for certain jobs or tasks, but AI's greater power is in complementing and augmenting human capabilities.

Machines do what they do best: perform repetitive tasks, analyze huge data sets, and handle routine cases. That frees people to do what they do best: resolve ambiguous information, exercise judgment, and communicate with dissatisfied customers.

The global call center AI market generated $959.8 million in 2020 and is expected to reach $9.94 billion by 2030.[7]
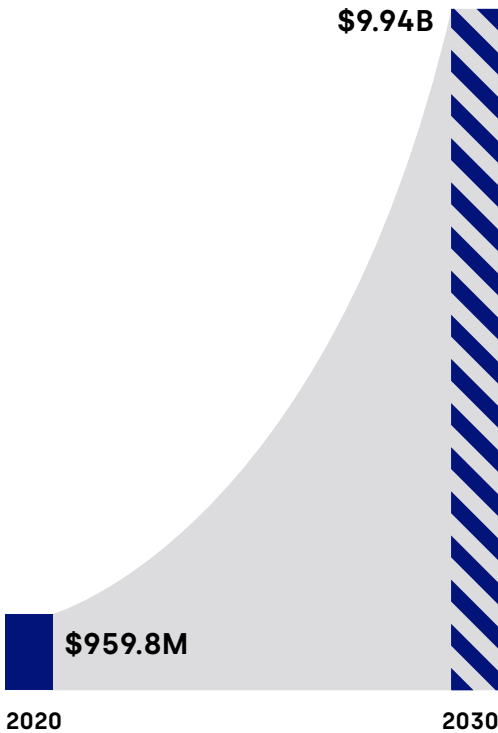
$9.94B

$959.8M

2020   2030

Five9 Workflow Automation lets agents spend less time focusing on software and more time on customer interactions.

Reduce Agent Workload

Reduce agent workload – and stress – by implementing AI to automate simple interactions and streamline workflows.

Intelligent Virtual Agents

Free up agent time by creating self-service automations for voice, webchat, SMS, and social channels. Give agents more time to focus on more complex interactions, while providing customers with exceptional self-service experiences. If an interaction requires a live agent, Five9 IVA automatically routes the customer along with their full history – which can include attachments and rich controls within a digital channel. Five9 IVA speech recognition can respond to common questions in 125 languages.

Workflow Automation

Boost agent productivity and reduce stress. By eliminating repetitive tasks and automating complex processes, Five9 Workflow Automation lets agents spend less time focusing on software and more time on customer interactions. Five9 Workflow Automation lets you connect your Five9 Intelligent Cloud Contact Center with other business systems to consistently create exceptional customer experiences by aggregating information, providing comprehensive views of data and performance, and automating sophisticated, cross-platform workflows. Pre-built data and functional integrations to external systems mean agents have repeatable processes that deliver consistent positive outcomes.

"**Five9 Intelligent Virtual Agent was easy to set up quickly and handled 87% of the calls without an agent being involved. In one week, it scheduled over 65,000 callbacks.**"

Thomas Kulp, Staff Operational Services Manager**, Colorado Department of Labor and Employment**

> "With Five9 Agent Assist, agents had an easier time dealing with customers, which resulted in shorter call times."
>
> **Steele Anderson**, Senior Manager Sales Operations, **Womply**

Build Agent Expertise

AI and CRM integrations can not only reduce agent stress but serve as complementary tools to help agents develop product expertise. Providing agents with the information they need in an intuitive manner also supports consistent, positive customer experiences.

Agent Assist

Five9 Agent Assist is a practical application of AI that can lead to improved customer satisfaction scores by immediately improving agent performance; increasing first contact resolution (FCR); and reducing average handle time (AHT), escalations, and onboarding time. Agent Assist empowers your teams to deliver exceptional customer experiences with features including real-time transcripts and guidance, AI checklists, call recordings, and a transcript viewer.

CRM Integrations

Five9 offers out-of-the-box integrations with leading CRM solutions including Microsoft, Oracle, Salesforce, ServiceNow, and Zendesk, as well as custom-built solutions. Agents can click-to-dial from the CRM interface while automatically capturing the most important call details from Five9. Agents can leverage powerful telephony capabilities and CRM to gather customer history and information with every inbound or outbound interaction.

Attract, Empower, and Retain Agents

Agents who can work from anywhere and have more control over their schedule are more engaged and more likely to stay with your company. By offering flexible work options, you'll also attract more talent.

Workforce Management

Five9 Enterprise Workforce Management (WFM) addresses factors that affect service levels to optimize scheduling to account for staffing needs, agent availability, and skills required. Agents have more options to view and easily control their schedules, including the ability to request exceptions, view their adherence, and post a schedule swap request, all with a keystroke.

Performance Management

Five9 Performance Dashboard gives agents access to real-time performance goals no matter where they work. It also increases performance transparency, which simplifies identifying top agents. Managers can use the data to offer high-performing agents the option to bid for preferable shifts, which can lead to better work-life balance and job satisfaction.

73%
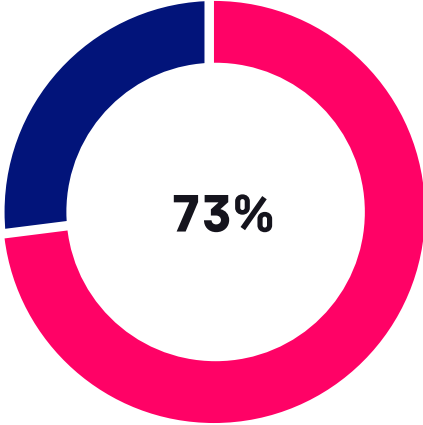
73% of employees want flexible remote work options to stay.[10]

Companies with a strong learning culture have engagement and retention rates 30%–50% higher than those that don't.[11]

30–50%
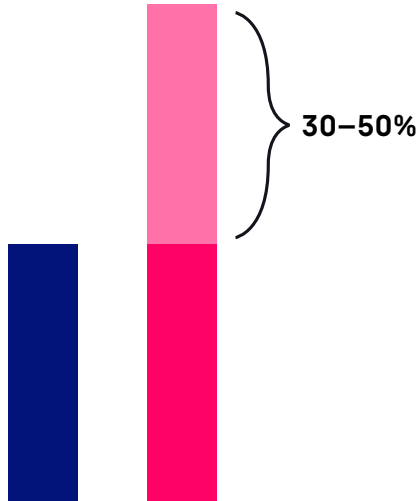
Simplify the Job with Proactive Coaching

With the rise of remote work, it's easy for agents to feel like they're working on an island. It's crucial that contact center supervisors proactively train agents, especially newly onboarded agents, no matter where they're working.

Five9 Supervisor Plus with Live Desktop enables supervisors to offer help to agents when walking the floor is no longer an option. Supervisors can leverage Five9 Quality Management within the Supervisor Plus environment to monitor both voice and screen interactions and intervene before issues escalate. Five9 automated quality management also allows supervisors to coach more fairly and objectively, with the ability to automatically score 100% of recorded interactions without bias.

72% of employees said that gamification motivates them to work harder.[12]

Reward and Motivate Performance

Regardless of industry, most employees want more than just a job. They seek roles that energize them and where they can develop their skills into a career. Contact center agents are no different. A powerful way to attract and retain agents is by fostering a culture of continuous learning and improvement. When contact center leaders create an environment that fuels healthy competition and rewards top performers, their agents feel more engaged and companies can hit their critical KPIs.

Gamification is a good example of a motivational approach. Five9 Gamification provides agents with engaging games and challenges, helping to create a culture of healthy competition. Agents can choose from a variety of rewards based on earned points or digital currency. Contact center leaders can even motivate agents with non-monetary rewards like a LinkedIn recommendation from an executive.

89%
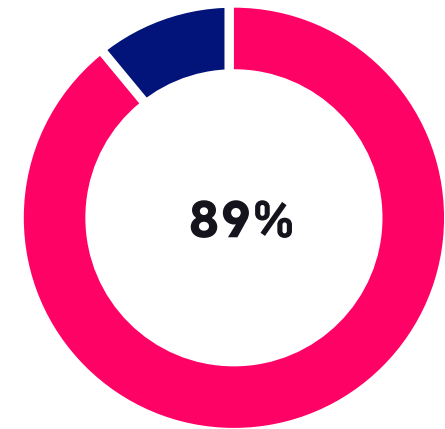
**89% of employees believe they'd be more productive if their work was more gamified.[13]**

> **Analytics can provide key insight into performance trends with your top agents – as well as those who are leaving.**

Identify Top Agents and What Makes Them Excel

If you're a contact center leader, you want to know who your top performers are and how you can replicate their success. Analytics can provide key insight into performance trends with your top agents – as well as those who are leaving. Data is crucial to identify top performers worthy of promotion and can also help you identify work experience or previous knowledge useful for recruiting.

Five9 Interaction Analytics enables you to analyze all your captured customer interactions, both voice and digital. You'll be able to see where breakdowns occur, discover trends, and pinpoint opportunities to enhance agent performance. Dig into the interactions of your top agents to help replicate their processes. Conversely, you can analyze interactions of agents who have left and see if there are common trends you can resolve with better onboarding, training, or real-time coaching to better set agents up for success in the future.
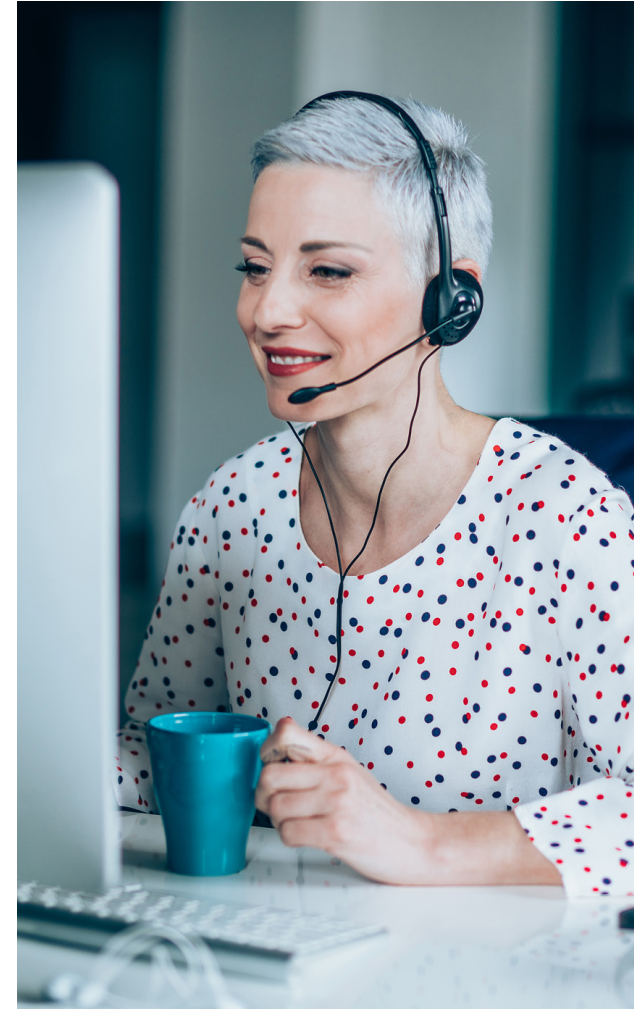
As AI becomes an agent's best friend, it will also create new and exciting roles for agents.

New Roles in the Contact Center

Learn more about optimizing a digital workforce in the ICMI toolkit, **Digital Workforce Optimization: Evolving the Live-Agent Model Using Intelligent Virtual Agents.**

An individual who advances in a contact center doesn't necessarily have to follow a traditional contact center management path. As AI becomes an agent's best friend, it will also create new and exciting roles for agents. For example, agents can become:

Trainers: New roles are emerging for people who will design, deploy, and train contact center AI systems. New tools will become available for these roles that no longer require deep technical expertise. This means people with a business-level understanding of customer challenges can easily create automated solutions.

Planners: Contact center managers forecast how many agents they need during periods of varying demand. With the introduction of virtual agents, managers will need to plan for how many human and virtual agents they'll need.

Sustainers: People will need to continuously work to optimize AI performance and invest in solutions that provide positive results.

The future of work for contact center agents remains bright. As organizations strive to exceed employee expectations and implement new AI tools to support their teams, there's no limit to what they can achieve.

Case Study: Teladoc Health Improves Efficiency and Call Quality

Teladoc Health uses telephone and video conferencing technology to provide on-demand remote medical care via mobile devices, the Internet, video, and phone. More than 50 million members connect within minutes to Teladoc's network. Teladoc has multiple service centers in various countries with contact center employees operating 24 hours a day, seven days a week to handle more than 2M calls annually.

Challenges with Previous Vendor

- Needed a reliable contact center solution that could scale on demand
- Lacked administrator features and capabilities
- Sought consistent post-call summary notes

Five9 Benefits for Teladoc

- Increased agent engagement and productivity
- Enabled call transcripts for 100% of calls in real time
- Provided campaign-specific AI call guidance for every call
- Delivered on-demand scalability
- Enabled a 100% remote workforce

Five9 Solutions

- Agent Desktop Plus
- Inbound
- Outbound
- Agent Assist
- Agent Desktop Plus
- IVR
- Global Voice
- Quality Management

RESOURCES

🌐 teladochealth.com   🔍 Case Study

▷ CX Summit OnDemand

"Agent Assist allowed agents to view call transcripts in real time, helped them validate HIPAA compliance, and assisted agents in providing better experience using AI-powered call guidance in real time."

Andrea Brown, Director of Workforce and Program Management

Case Study: Bakkt Raises the Bar for Customer Experience

Bakkt enables consumers and institutions to buy, sell, store, and spend digital assets on a seamless global network. The company receives over 17,000 calls a month at its two US contact centers. Bakkt knew it needed a reliable solution that would enable the company to streamline the scheduling and quality assurance processes.

Challenges with Previous Vendor

- Inability to work remotely
- Needed better reporting capabilities
- Inability to scale easily

Five9 Benefits for Bakkt

- Improved customer experience by voice, chat, and/or email service options
- Delivered and maintained consistent service levels without disruption to clients
- Enhanced agent performance by identifying best-practice customer interactions and using them to train agents
- Enabled the ability to shift and maintain a remote workforce

Five9 Solutions

- Inbound
- Digital Engagement Chat
- Advanced Data Protection
- Speech Analytics
- Workforce Management
- Quality Management
- Technical Account Manager

RESOURCES

🌐 bakkt.com   🔍 Case Study

"We let clients access calls in their domain. They can pull calls at random and check that scorecards are consistent. Our clients have not had that before, and they appreciate that we provide this level of transparency."

Case Study: Guardian Creates a Connected Ecosystem of Customer Data

Guardian Protection Products is a leader in the furniture protection industry. The company provides a broad range of high-quality furniture protection products, plans, and repair services. Guardian needed a reliable cloud contact center provider that could help empower the company to optimize its customer service operations while shifting agents to work from home.

Five9 Solutions

- Inbound
- Agent Desktop Toolkit Plus
- Supervisor Plus
- Workforce Management

Challenges with Previous Vendor

- Unreliable technology that resulted in excess downtime
- Providing real-time service across channels
- Inability to shift and manage a remote workforce

RESOURCES

🌐 guardianproducts.com   🔍 Case Study

Five9 Benefits for Guardian

- Enabled positive customer service by moving to a cloud-based solution
- Reduced average call handle times by 60 seconds
- Integrated with multiple systems
- Enabled agents to work remotely

"We moved our contact center to be permanently remote because we experienced the customer satisfaction benefits while maintaining control over quality assurance."

Kevin Gaylord, VP of Operations

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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 2,500 customers worldwide and facilitating billions of customer engagements annually. Five9 provides end-to-end solutions with digital engagement, analytics, workforce optimization and AI to increase agent productivity and deliver tangible business results. The Five9 platform is reliable, secure, compliant and scalable. Designed to help customers reimagine their customer experience, the Five9 platform connects the contact center to the business while delivering exceptional customer experiences that build loyalty and trust.

For more information visit **www.five9.com** or call **1-800-553-8159.**