

# Navigating the Fast-Paced World of Contact Centers: Discovering the Keys to Exceptional Customer Experiences

Jenni Palocsik, VP, Marketing Insights, Experience & Enablement, Verint

Andrew Siciliano, VP, Product Management, Five9

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# Welcome and Introductions



**Sheri Greenhaus**

Host & Moderator

Managing Partner & Owner  
CrmXchange

[Sheri.Greenhaus@crmchange.com](mailto:Sheri.Greenhaus@crmchange.com)



**Andrew Siciliano**

Speaker

VP, Product Management, Five9

[Andrew.Siciliano@five9.com](mailto:Andrew.Siciliano@five9.com)



**Jenni Palocsik**

Speaker

VP, Marketing Insights, Experience  
& Enablement, Verint

[Jenni.Palocsik@verint.com](mailto:Jenni.Palocsik@verint.com)



# Verint-Five9 Partnership

Add/revise text highlights

With its open cloud platform, Verint enables Five9 to offer complete contact center solutions. Together, Five9 and Verint provide a best-in-class, comprehensive contact center and Workforce Optimization solution in the cloud. Five9 WFO includes Call Recording, Quality Management, Workforce Management (WFM), Performance Management, Speech and Text Analytics, and Desktop and Process Analytics — that transforms the contact center into a customer engagement center and a valuable source of customer insight.



**VERINT**®

# About the Research

**Verint & Five9 partnered to conduct this study around the evolving role of the contact center.**

- 250 telephone surveys were conducted in the US using CATI software
- Participants' main job responsibilities were contact-center related, at companies with at least 500 contact center employees
- Roles include: director, vice president, senior or executive vice president or C-level executive



<https://www.verint.com/resources/evolving-role-of-the-contact-center/>

# Question for the Audience:

What are the top business challenges your company faces related to customer engagement?

Share your responses  
in the chat.



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What are the top business challenges your company faces related to customer engagement?

- Limited budget
- Personalizing customer interactions
- Managing an increasing volume of customer interactions
- Hiring qualified contact center employees
- Providing a consistent experience as customers change channels during interactions
- Customer resistance to using self-service automation

Share your responses  
in the chat.



# Market Landscape: Setting the Stage

## What are the top business challenges your company currently faces related to customer engagement?

(Up to three challenges could be selected)



# The Rise of Self-Service

**What do we mean by self-service?  
Or self-service automation?**



# The Rise of Self-Service

88% of respondents have implemented conversational AI to enable customers to self-serve.



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## **Question for the audience:**

Is the addition of self-service making the contact center agent's job easier or harder?

# The Rise of Self-Service

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As the chatbot handles the easy questions, the more complex and emotional issues go to contact center agents for resolution.



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26% of respondents indicated that one of their top three business challenges was customer resistance to using self-service automation.

## Question for the audience:

Why do you think some customers are resistant to using self-service automation?

# The Power of AI and Advanced Analytics

**What are some examples of solutions you'd describe as AI and Advanced Analytics?**



# The Power of AI and Advanced Analytics

## **Question for the audience:**

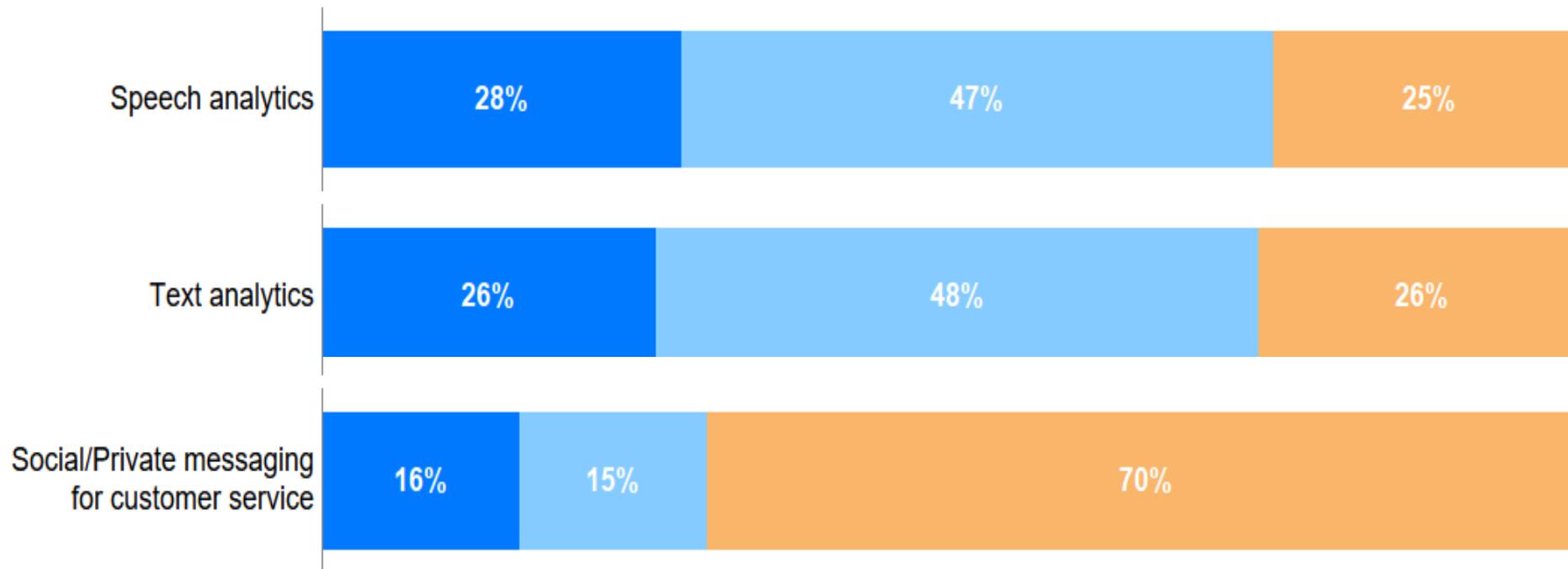
Are you using Text Analytics, Speech Analytics and/or Social/Private Messaging for Customer Service?



# The Power of AI and Advanced Analytics

## Status of Solutions to Address Business Challenges and Provide an Effective Customer Experience

■ Have implemented    ■ Plan to implement    ■ No plans to implement



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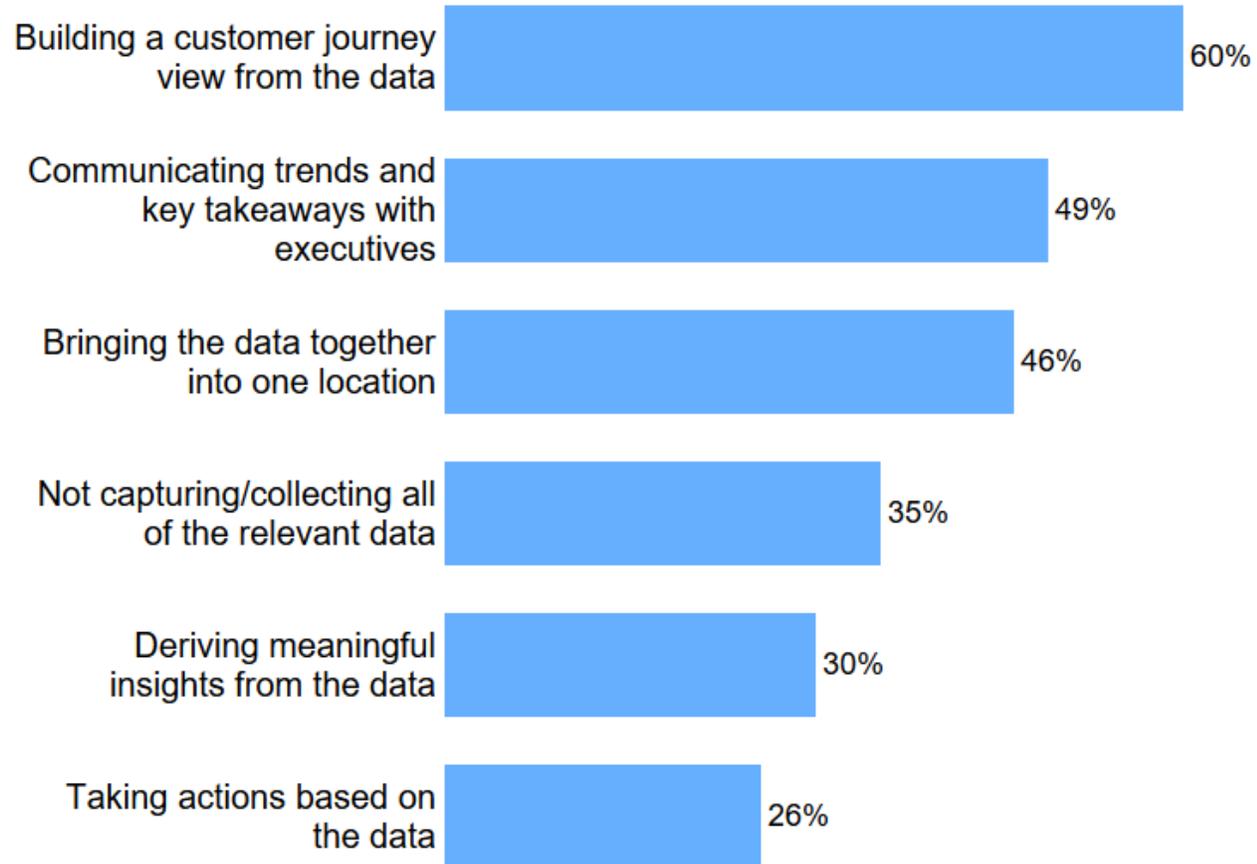
- Not capturing/collecting all of the relevant data
- Bringing the data together into one location
- Building a customer journey view from the data
- Taking actions from the data
- Communicating trends and key takeaways with executives
- Deriving meaningful insights from the data

Share your responses  
in the chat.



# Getting to the Data & Mining for Insights

**What are your biggest challenges regarding customer engagement data?**  
(Multiple responses allowed)



# Question for the Audience:

What types of actions or decisions does your company make/take based on the customer engagement data you collect?

Share your responses in the chat.



# Getting to the Data & Mining for Insights

What types of actions or decisions does your company make/take based on the customer engagement data you collect?

## Common Themes We Saw from Respondents:

- Better understand customers (preferences, demographics, behaviors, journeys etc.) and identify ways to improve their experiences/journeys, increase satisfaction and/or decrease churn
- Create targeted marketing activities and initiatives
- Forecast and predict future customer behavior and/or market trends
- Use customer engagement data to help guide product testing, development and innovation

# Q & A and Discussion



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# Thank You

