

# Announcing the Five9 Summer Release for 2016

## The Simply Smart Cloud Contact Center

### Five9 Summer Release '16 includes:

- Omnichannel capabilities, i.e. web, SMS, video & mobile
- Channel blending & escalation features
- Proactive engagement & predictive web analytics
- Full customer context, history & journey insights
- Integrations to Salesforce, Microsoft, & Zendesk

## Introducing the enhanced Five9 agent desktop— engineered to create a seamless and personalized experience for the end customer.



### Omnichannel Experiences

A true omnichannel experience removes the information silos and enables a seamless customer conversation with your brand. The Five9 Summer Release '16 empowers customers to engage using the channel of their choice, whether it's an email, a phone call, or a video chat, customers can easily connect based on their preferences and get the type of service they expect—all in a single conversation with an agent that understands them better and knows their full history and context. Five9 Summer Release '16 includes powerful web and video capabilities leveraging WebRTC in addition to new SMS and mobile capabilities. Along with new channel blending and escalation features, businesses are empowered to create true consumer-centric omnichannel experiences.



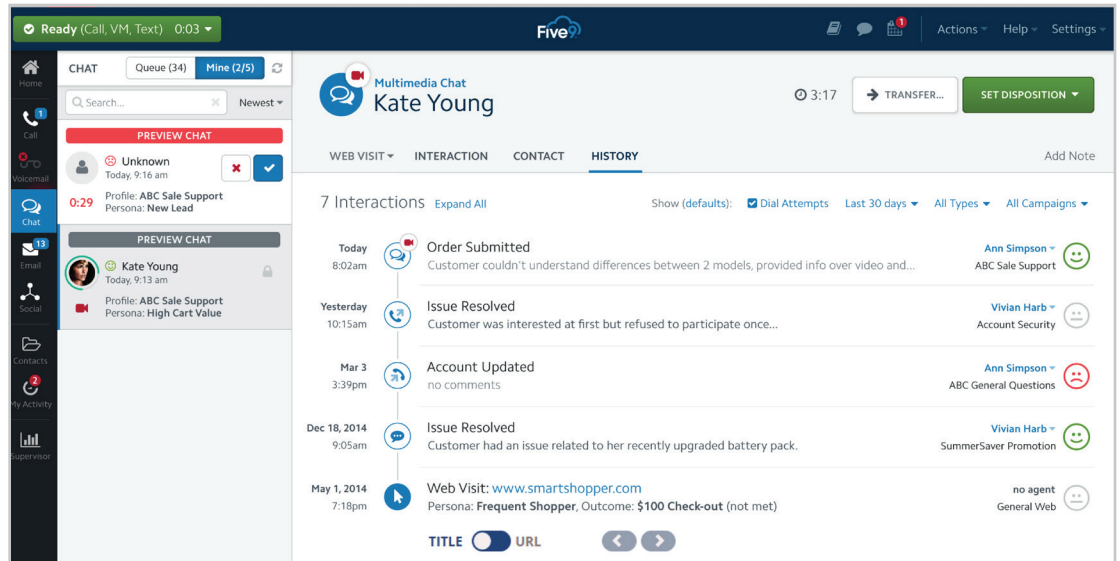
### Personalized Service

Delivering the experience today's consumer expects requires providers to be proactive, predictive and fully aware of the entire customer journey. With the Five9 Summer Release '16, businesses can leverage the power of predictive analytics to shape the journey and proactively engage with customers at crucial moments. Using analytics, agents are guided through issue resolution with next best action recommendations enabling a fast and personalized experience. Five9 empowers agents with the full context, history and journey for the customer, across all channels. By leveraging seamless integration with essential systems like CRM, UC, and other data sources including proprietary systems, businesses are able to take advantage of their ability to engage proactively and work in concert with other systems in real time to deliver a truly personalized experience. Five9 Summer Release '16 includes new and deeper integrations with Salesforce, Microsoft, and Zendesk, as well as enhanced context and history features to empower agents with all the information they need.



### Customer Journey Analytics

Five9 Summer Release '16 includes a new predictive web analytics platform that enables businesses to be proactive and predictive about how and when to engage with customers in real-time. Businesses are now able to shape the customer journey and employ data to quickly match the customer with the best agent across all channels. The Summer Release '16 enables dynamic insight and perspective into your customer's interests and pain points so the agent is ready with the right information at the moment of engagement. By leveraging customer journey visualization & analytics agents are provided rich customer context and unprecedented situational awareness at a glance.



Five9 Agent Desktop highlighting the visualization of customer context, history and journey



#### Salesforce Adapter

Our improved integration is designed to leverage your investment in Salesforce and drive the omnichannel customer experience. Purpose-built for both Sales Cloud and Service Cloud, your agents can work in the familiar Salesforce desktop, while leveraging the power of Five9 to enrich omnichannel interactions. Five9 fully complements Lightning CTI to provide a modern omnichannel service solution.



#### Zendesk Adapter

The Five9 Adapter for Zendesk creates a single, simple, powerful solution for Zendesk agents to serve their customers. Agents manage tickets and enjoy the powerful features of the Five9 Virtual Contact Center—all from the Zendesk workspace.



#### Microsoft Dynamics CRM Adapter

The Five9 Adapter for Microsoft Dynamics CRM provides computer telephony integration (CTI) directly in the Microsoft Dynamics CRM desktop, giving service and sales organizations the ability to engage with their customers via blended (inbound/outbound) channels.



#### Microsoft Skype for Business Integration

The Microsoft Skype for Business Integration allows agents to leverage subject matter experts across the organization for help in resolving customer issues in real-time utilizing voice, chat or video. With the enhanced Five9 address book, agents can now view presence of Microsoft Skype for Business contacts and quickly bring the right expert into the conversation.

### The Rise of Consumer Power

Every day consumers are exposed to examples of how technology can improve their everyday life, and they don't want to suffocate under sluggish customer service processes when engaging with a business. With all the broken brand promises and frustrating interactions, it's no wonder consumers have risen up in demand of better experiences from the companies they do business with. Customers interact with brands, not channels and the modern customer will no longer tolerate the legacy siloed service approach. True service differentiation requires businesses to recognize the demands of

today's omnichannel consumer and requires a fully integrated approach across the entire customer journey.

### Modernizing The Contact Center

The Five9 Summer Release '16 is leading the charge to modernize contact centers and harness the true power of today's omnichannel approach to engage with businesses. Consumers are no longer willing to submit to the arbitrary business processes that drive customer interaction. With the Five9 Summer Release '16, businesses can now create powerful and personalized experiences for the end consumer.

