

# SOLVING COMMUNICATION COMPLEXITY

MAKING COMPLEX SIMPLE WITH ZOOM AND FIVE9

EBOOK



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# FOREWORD



Communication is becoming an increasingly complex topic for today's business owners. Not so long ago, if you wanted to communicate with a customer, business, or colleague, you'd either pick up the phone or send an email. Now, people are interacting through many different platforms, and they expect the discussions they have to be better than ever.

According to reports from Microsoft, **66% of customers** use at least three or more communication channels when interacting with brands. What's more, these consumers have higher expectations than ever before. Your customers demand fast, personalised, and efficient interactions capable of quickly rectifying all kinds of complex problems.

Internal communications are evolving too. As remote and hybrid work strategies grow in popularity, today's team members need a quick and effective way to connect with colleagues. Staff need to determine who might be available to answer their questions rapidly before launching chat-based, video, and audio conversations on the move. In this evolving environment, best-in-class solution providers like Zoom and Five9 are working together to provide companies with the simple, frictionless communication stack they need. Here's your insight into how Five9 and Zoom are turning complexity into simplicity.

# THE BENEFITS OF CONNECTING UC AND CONTACT CENTRE



The evolution and widespread adoption of cloud technology in the UC and contact centre spaces has paved the way for easier interaction between both spaces, with help from companies like Five9 and Zoom. Customers have been searching more urgently for insights into how different tools can work together in a digital environment, allowing for more comfortable collaboration between hybrid workers, and the better alignment of crucial data.

Perhaps the biggest benefits of connecting UC and the contact centre are simplicity and speed. In today's post-pandemic era, customers are searching for quick and convenient ways to resolve problems. Often, this means using self-service solutions to address common issues. With more self-service options available, the chances of a customer service agent dealing exclusively with complex problems are higher than ever.

In an environment of more complex customer issues, a connected UC and CC environment allows agents to quickly reach out across the enterprise and find the specialist support and guidance they need. Other benefits include:

## **Real-time knowledge sharing across the organisation:**

Agents can instantly find and connect with the subject matter experts they need without increasing customer wait times and follow-ups. This improves both employee and customer experience.

# THE BENEFITS OF CONNECTING UC AND CONTACT CENTRE

## **An aligned ecosystem:**

Both Zoom and Five9 work seamlessly with each other and a range of other crucial tools, like CRM and service solutions. This means companies can access all the tools they need in one environment, for easier deployment, team management, and better overall agent performance.

## **Improved business agility:**

Combined UC and CC environments support companies embracing hybrid and remote working opportunities. With Zoom and Five9 connected in the same environment, team members can answer customer calls, provide amazing experience, and collaborate with their team members wherever they are.

## **Excellent scalability:**

An aligned cloud-based environment for UC and CC capable of integrating with a range of other tools makes it easier for companies to grow. You can add new numbers and agents at the speed that suits you, and even take advantage of new releases in CRM, WFO, AI, and IoT technology.

## **Cost savings:**

Integrating UC and CC offerings can help to reduce the cost of communications. You can consolidate your carrier charges and save on ongoing support and professional fees.

## **Reporting and data:**

A combined UC and CC environment helps business leaders view the operations of the business, the full customer journey, and the actions service agents take at once. This aligned environment improves the quality of the data collected for crucial business decision-making.

Connecting the cloud with Five9 and Zoom means companies can access all the technology they need for internal and external communications in a fully flexible environment. Companies can access the functionality they need in a solution built specifically for them.

# THE DRAWBACKS OF SILOED UCaaS AND CCaaS CLOUDS



During the pandemic, the cloud became the new central workplace for most businesses. Enabling service agents, employees and experts required a deeper investment into cloud technology, both for the contact centre and UCaaS environment. As we look forward to a world where flexible working remains essential, it's becoming more important for companies to bring these disconnected strands of technology together.

In the last few years, communication hasn't just become more complex due to a wider range of conversational platforms. Customers are also placing additional pressure on businesses to offer the fast, seamless, and efficient experiences they love from in-person interactions in the digital landscape. Consumers don't want to wait around on hold while an agent finds the information required to answer their questions. Unfortunately, siloed UCaaS and CCaaS solutions make it harder to align support agents with the experts they need to drive quicker resolutions.

Siloed UCaaS and CCaaS environments can also create deeper problems within business operations. For instance, you'll have different reporting and analytics from each ecosystem, making it harder to get a clear view of your business. There are two sets of bills to manage, which means more cost and complexity, and gaps between UCaaS and CCaaS can eliminate the opportunity to leverage innovations like automation and AI trend analysis.

Having siloed communication environments also means there are more windows for your agents to manage when staying productive at work, and more tools for IT leaders to keep track of when ensuring security and compliance.

# THE VALUE OF BRINGING UC AND CC TOGETHER INTO THE CLOUD FOR CX



Five9 believes the growth of the cloud environment has paved the way for a new level of communication and collaboration. Connecting cloud environments and apps is much easier than connecting distributed on-premises systems. Once both your UC and CC environments are together in the cloud, you'll be able to examine what's going on in your organisation in real-time.

Agents can find the experts they need to solve a customer issue fast, while teams can communicate more easily with colleagues for creative problem-solving and brainstorming. The combined environments should allow for faster responses and higher first-call resolution ratios, as well as a more personalised and memorable experience for clients. UC and CC boosts CX by:

- Giving agents quick access to the information and specialists they need to solve customer problems, without having to schedule call-backs.
- Providing employees with a single application for managing communication with customers and teammates, improving productivity.
- Allowing for holistic analytics, giving the business insights into where it needs to adjust and improve.

Aligned cloud UC and CC environments even make it easier to roll out updates and patches or address security issues in the digital landscape at speed. This is increasingly important during a time when employees are working more consistently outside of the office. Companies need to be able to see and fix potential security or performance issues anywhere.

# HOW COMBINED UCaaS and CCaaS IMPROVES EMPLOYEE EXPERIENCE



Customer experience isn't the only concern for business leaders in the new digital world. Companies also need to ensure their employees are engaged, efficient, and productive, even when not working in an office environment.

Now that employees are working more consistently in remote and hybrid environments, aligned UCaaS and CCaaS makes it easier to track employee performance and support team members wherever they are.

Giving agents access to the resources they need to succeed (including information about which staff members are available to help), improves productivity and efficiency. Better performance also improves employee self-esteem and satisfaction, making it easier for business leaders to retain top talent.

Through combined CC and UC ecosystems empowered by Five9 and Zoom, companies can also utilise various tools for enhanced sales and business operations. Gamification systems and real-time dashboard reporting keep staff motivated, while also informing supervisors when conversations are going poorly.

Advanced automation, self-service, and intelligent routing solutions in the CCaaS environment give customer service employees more assistance, so they can manage their time effectively. You can also add workforce optimisation tools into the CCaaS and UCaaS environment to help manage staffing levels, provide coaching, and reduce the risk of burnout.



# IMPLEMENTING VIDEO FOR CUSTOMER SERVICE WITH FIVE9 AND ZOOM



Video collaboration has captured the attention of a wide range of companies during the pandemic, offering an easy way for teams to share ideas face to face. The Five9 and Zoom collaboration opens new doors to engaging with customers through video, too.

While Zoom is already helping all kinds of businesses to keep teams connected in a distributed environment, Zoom and Five9 align to bring video into different customer service use cases. For instance, companies in the healthcare industry can use a combination of Five9 CCaaS solutions with Zoom video to allow for video interactions between patients and doctors.

In the service world, where field employees may need to travel to different locations to solve problems and complete tasks, Five9 and Zoom can make it easier for agents to send contextual video to specialists and experts when solving customer problems. Working with Zoom and Five9 gives customers the confidence of knowing they have the right best-in-class leaders for contact centre, telephony, and video technology in the same place. As strategic partners for a number of years, Zoom and Five9 complement one another to unlock a new environment for customer service and experience.

# ALIGNING UCaaS AND CCaaS WITH OTHER SaaS PLATFORMS



Building the ultimate communication stack means being able to combine not just UCaaS and CCaaS, but other relevant SaaS solutions too. Zoom already integrates with a wide range of CX technology vendors.

Five9 is also well-equipped for quick and easy integration with various platforms and tools. Five9 has its own CX Marketplace full of flexible pre-built integrations, so you can get plug-and-play access to CRM and a whole suite of CX technology.

Because both Zoom and Five9 have their own integration app marketplace and open ecosystem, it's easy to connect all the SaaS platforms that might improve end-user workflow and customer experience. An aligned UCaaS and CCaaS environment from Five9 and Zoom can adapt and evolve however you choose.

# MANAGING COMPLEXITY FOR END USERS



In the new age of business interactions and communication, many companies are planning for a future where users will be more distributed than ever before. Fortunately, Five9 and Zoom's aligned UC and CC environment is prepared for this new era of complexity.

Five9 provides comprehensive support and services, including technical support for everything from contact center modifications to consultation services. Zoom also gives end users a great deal of flexibility in how they deploy and access their technology, with 19 global data centres to bring collaboration and communication services to users worldwide.

The flexibility of the aligned services from Five9 and Zoom is an insight into how versatile the future of communications can be. When customers have access to a frictionless, flexible ecosystem, they're better equipped to adapt to the changing needs of customers. You can even access dedicated services and support from both Zoom and Five9 individually.

# THE FUTURE OF INTEGRATED UCaaS AND CCaaS

The collaboration between Zoom and Five9 is bringing UCaaS and CCaaS environments together like never before. In the CCaaS environment, companies are working with more complicated technology stacks, requiring professional services to ensure amazing customer and agent experiences. The ability to use Five9 technology with access to extensive support and professional services alongside the Zoom ecosystem will prepare companies for a future of exceptional customer experience.

At the same time, aligning tools like Zoom and Five9 means companies can prepare their business users for a new age of productivity and performance. Teams are working in more distributed environments, and an all-in-one environment for UCaaS and CCaaS can remove some of the friction involved in enabling the digital workforce.

An all-in-one space for UCaaS and CCaaS means teams can stay productive by accessing the same core platform for voice, video, and chat. Five9 and Zoom's ability to offer exceptional support and professional services alongside the technology companies need should pave the way for a quicker adoption of UCaaS and CCaaS technology.

Going forward, there's no doubt that the relationship between Five9 and Zoom will continue to offer new opportunities for today's CX-focused businesses. With access to additional integrations and dedicated hardware solutions (for Zoom Rooms and Zoom Phones), building an all-in-one communication technology stack has never been easier.

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