Creating Smart Customer Connections

Five9 Acquires SoCoCare™

The combination of Five9 and SoCoCare brings advanced social media and mobile customer care to cloud contact centers. Five9 also adds world-class social and contact center executive leadership from SoCoCare, plus rich foundational technologies to power the next generation cloud contact center.

Advanced social and mobile customer care for the cloud

In October 2013, Five9 acquired SoCoCare, a best-in-class social engagement and mobile customer care solution. The combination of Five9 and SoCoCare brings the rapidly growing social and mobile channels to the contact center, enabling organizations to treat requests for customer service or support from social and mobile similarly to incoming phone calls.

Founded in 2009, SoCoCare’s executive leadership team has deep expertise in social and contact center technology. The company has strong strategic partnerships with Zimbra and Salesforce.com, and is a recognized leader in social engagement for customer service.

Purpose-built for the contact center, SoCoCare brings two advanced applications to Five9:

- **SoCoCare** – Delivers the market’s most intelligent, robust social engagement solution for customer service and sales. Combines rich social feeds from blogs, articles and social network posts, with the ability to reply and direct-message authors all on one, unified platform.

- **Mobile Customer Care** – Real-time customer service technology for mobile apps; it includes intelligent routing, messaging and chat, sentiment feedback, and voice of the customer features.
A dynamic combination: SoCoCare and Five9

Together, Five9 and SoCoCare will help companies move closer toward delivering a cross-channel customer experience while being able to leverage all the benefits of the cloud. Immediately, SoCoCare brings advanced expertise in multi-channel customer touchpoints such as social engagement and mobile customer care. Additionally, SoCoCare provides contact center expertise and rich foundational technologies that will power the next generation cloud contact center.

Technology for future innovation. Five9 customers will benefit from future deep integration between the social media and mobile customer care products and the Virtual Contact Center (VCC) suite. Over time, SoCoCare technologies such as a text-based natural language processing (NLP) engine, a business rules engine, and role-based analytics will span the entire VCC suite to greatly enhance cross-channel capabilities.

Patent portfolio. SoCoCare brings a rich portfolio of patents including solutions for mobility, social, sentiment feedback and enhanced routing.

Contact center experience. With SoCoCare, Five9 benefits from a seasoned executive leadership team that brings 200+ years of contact center experience from companies like Verizon, Oracle, Telephony@Work, Syntellect, Dialogic, and Accenture.

Expanded market opportunities. SoCoCare expands growth opportunities for Five9 by opening up new markets, including the $1+ billion social engagement market. Five9 customers will benefit by having immediate access to new channels for customer care (social and mobile).

The SoCoCare difference

SoCoCare was built from the core with contact centers in mind. Unlike most social tools that were originally designed for marketing or brand building, SoCoCare is tailor made for customer service and sales in the contact center.

SoCoCare delivers the market’s most intelligent and highly evolved social engagement solution for customer service and sales organizations. The SoCoCare solution provides a broad set of social feeds, not just Twitter and Facebook, including blogs, articles, and fan pages. In addition, SoCoCare offers tight integration with Zimbra, so peer-to-peer community engagement is included. SoCoCare allows agents to work from one console for all social posts, with the ability to reply and direct-message authors all on one, unified platform.

The SoCoCare social platform includes a sophisticated, built in NLP engine and filtering. This technology makes agents more efficient with spam control, automatic business issue identification, sentiment analysis, and trending topics. The platform also includes internal and external influence scoring, a panoramic interaction timeline, conversation threading, and role-based analytics.
Social and mobile transform customer care

It’s no secret that social media and the use of mobile devices are exploding. Social media and mobile technology has fundamentally changed customer engagement; consumers are increasingly using social channels and mobile devices to connect with companies and get support. Getting service right with social media savvy, mobile enabled consumers can help a business grow. Recent studies show the dramatic impact social media and mobile technology are making on consumers, consider:

- 1 in 5 consumers say they have used social media for service in the last year and will pay a 21% premium to companies that provide great service (AMEX)
- Social care will increase to 13% as a percentage of contact center interactions from 8% in the next 2-3 years (IDC)
- 19% of customers want to be serviced on Twitter (Ovum)
- 1 out of every 3 social media users prefer social care to using the phone (Connected Customer)
- Mobile users will increase from 174 million to 265 million, by 2016 (IDC)
- In the US, the number of people accessing the Internet through PCs will shrink from 240 million consumers in 2012, to 225 million in 2016 (IDC)
- Today, 40% of tweets... come from a mobile device (IDC)

Today’s world-class companies are taking advantage of this fundamental shift in consumer behavior. Your customers’ preferences on how they want to interact with you are also changing – more rapidly than many contact centers can keep up with. The explosive growth of social and mobile are transforming contact center technology. Is your business ready?

Five9 is at the intersection of three megatrends

In addition to social and mobile customer care expanding rapidly in the next few years, the cloud contact center market is also experiencing exponential growth. In fact, DMG Consulting predicts that the number of cloud contact center agent seats will grow each year at a rate of 35% to 45% through 2015.

These three huge trends – mobile, social, and cloud contact center – are transforming how companies use technology to provide customers with a better experience.

The acquisition of SoCoCare positions Five9 squarely at the intersection of all three trends, allowing Five9 to bring to market a powerful solution that will answer the needs of current and future customers.

More and more companies are beginning to understand that providing an excellent customer experience is the primary way they can differentiate themselves in the marketplace. Mobile customer care and social media are two large pieces of the customer experience puzzle. The powerful combination of Five9 and SoCoCare will make available the most advanced social and mobile customer care offering for the contact center.
SoCoCare enriches Five9 portfolio today

Immediate access to social and mobile channels. SoCoCare brings to Five9 advanced expertise in multi channel customer touch points such as social engagement and mobile customer care.

With SoCoCare, Five9 customers can immediately benefit from expanded channel capabilities that now include social and mobile. Five9 has started working on tight integration between the SoCoCare social and mobile products and the Five9 VCC. Five9 customers who purchase SoCoCare products today will have access to the integrated capabilities when they are released in the future.

SoCoCare: A foundation for the future

In addition to bringing immediately available advanced social engagement and mobile customer care applications to the Five9 customer base; SoCoCare products offer a variety of sophisticated technology that will power future innovation for next generation Five9 contact center portfolio. Technologies such as:

**Natural Language Processing** – The SoCoCare NLP engine allows a computer to understand and categorize huge volumes of text automatically. It is designed to “learn” as it goes, so the accuracy of categorization can get better over time. The SoCoCare NLP engine is specifically designed for the needs of a contact center and customer service organization. A sophisticated, accurate NLP engine is what allows SoCoCare to rapidly sift through the social fire hose of text and information, categorize and cluster topics into two tiers of business topics, tag the sentiment as positive, negative, or neutral and identify and eliminate spam automatically. Beyond social media, NLP has many applications in a multichannel and cross channel customer service environment.

**Business Rules** – The SoCoCare business rules engines establishes what should be done with an item once it has been properly filtered, tagged and prioritized by the NLP engine. A powerful rules engine will allow organizations to easily set up a variety of rules such as how to handle high value or problem customers, and what to do in a potential social emergency. A business rules engine can be applied across all channels, and is critical to allow an organization to properly handle customers in alignment with their unique circumstances and business strategies.

**Role-Based Analytics** – The SoCoCare sophisticated role based analytics for agents, supervisors and customer service management enables easy visualization of complex data, with drill down dashboards to allow further exploration of data sets. This capability is essential for all types of contact center organizations, whether they are inbound, outbound, or blended operations. Deep understanding of the needs of a contact center has resulted in a very powerful set of analytics that will be applied across the Five9 VCC. Examples of advanced role-based analytics include agent key performance indicator (KPI) dashboards, agent outreach summary by sentiment, and group or individual service level agreements (SLAs).
The social customer care dilemma

One of the major issues faced by companies today is the need to “drink from the fire hose” when it comes to social media. Responding to social media customer service requests presents a whole new set of challenges beyond simply listening and tracking the perception of a brand. The top challenges include:

Social isn’t managed as a real channel – Contact centers are managed according to long established KPI’s; systems route, track and report on every call, email, or chat. But, social media channels are like the wild, wild west when it comes to customer service needs: it’s every person for themselves! Most social engagement tools were developed with marketing and branding in mind, so there is no ability for unified queues or consoles of all social posts, no tracking or analysis of agent SLA’s, little to no reporting of productivity metrics, or contact center KPI’s. This sets the stage for a better relationship between supervisors and agents.

Limited social perspective – Most companies today make the mistake of focusing on a very narrow slice of the social universe. It’s a big universe, filled with many opportunities and a lot of relevant conversations, if companies know where to look, and have the right tools to focus in on what’s important to the organization. Don’t limit social to just Facebook and Twitter!

Agent productivity is low – The amount of social media items for most companies can be completely overwhelming; while the sheer number of posts can be enormous, the majority of them are not actionable. How do you sort through all the irrelevant items without wasting agents’ time on spam? SoCoCare delivers intelligent filtering and rule triggers that make every agent a superstar by eliminating spam and non-actionable junk. This means more time for the agent to help customers.

SoCoCare provides highly advanced filtering on social content so agents spend more time working on actionable items instead of wasting time on simple chatter. Customer service operations will experience a radical increase in agent effectiveness and overall outreach. For sales opportunities, this accelerates identifying and engaging with prospects. SoCoCare’s highly evolved NLP engine gets smarter and more accurate with everyday agent activity. This ensures incremental efficiency gains over time.
The SoCoCare solution takes customer service and sales team engagement to a whole new level by incorporating classic contact center tools and best practices. This enables companies to go beyond broad-brush marketing trends to better concentrate on individuals that need help or want to buy.

**Smart listening and filtering** – The combination of SoCoCare's advanced NLP and business rules engines gives contact centers the ability to filter out spam. Stop wasting agent’s time sorting through irrelevant, non-actionable junk social items. The NLP engine can eliminate spam and you can prioritize items based on business rules, categorize items as positive, negative or neutral sentiment. You can also cluster into two tiers of business topics, and utilize the powerful custom views to see what is happening in the social universe in real time.

**Focus on customer care and sales** – SoCoCare was built from the ground up to focus on the contact center; it includes capabilities to help improve both customer care and sales. Powerful author search and conversation threading can quickly locate a specific author and see the ongoing conversation. Agent assistance with libraries of suggested answers and rules based next best actions increase agent’s productivity and the accuracy and consistency of responses, while improving customer satisfaction. Agents can see at a glance how influential the social poster is, both internally and externally, based on Klout scores and internally set influencer rules.

**Enterprise and role-based analytics** – SoCoCare offers the most advanced contact center based reporting for social. For decades, customer service and sales organizations have been fine-tuning best practices associated with measuring, reporting on, and taking action on SLAs, KPIs, and supervisory data. These metrics are essential to running a world-class service or sales organization. SoCoCare leverages these metrics to ensure customer focus, improved outreach, and the establishment of essential goals for contact center teams.
Integration with Salesforce Service Cloud

SoCoCare integrates with the Salesforce Service Cloud. Now contact centers can add the SoCoCare NLP capabilities; these include spam elimination, sentiment analysis, two tiered business topic clustering and trending topics. All of this is tightly integrated into the native Service Cloud agent console and Salesforce workflow and queue routing.

Service Cloud customers can now use this upgraded Service Cloud agent console, which will be populated with new SoCoCare custom fields and icons such as sentiment (positive, negative, or neutral), and spam icons.

Social care agents won’t have to flip between different screens on different applications, boosting their productivity and cutting down on frustration levels.
SoCoCare mobile customer care solution

Mobile customer care allows companies to easily provide customer service from within their mobile application. The drop-in modules keep customers tied to the enterprise mobile app so they don’t have to jump around to initiate communications outside of the app. Instead, they can chat or provide sentiment feedback from inside the application. This makes applications that already exist more friendly and easy to use. The mobile solution can work with virtually any mobile application.

The SoCoCare advantage is that the mobile drop-in modules were specifically designed for customer service so they don’t have to be re-invented for each app.

SoCoCare offers five customer service modules:

- **Sentiment feedback**: This “social early warning system™” offers an appealing way to capture real-time feedback from the customer.
- **NPS* score capture**: NPS® Score Capture provides real-time “likely to recommend” data from the customer; and the capture of verbatim quotes that are automatically scanned for prioritization.
- **Messaging**: adds a private communication channel to a mobile app, so that companies can keep the customer informed of key events. This can be used to deliver timely notifications (a bill is due or an item has shipped) or to present targeted offers. The InAppCare API allows for both bulk message uploads to all users or personalized messages to individuals.
- **Intelligent callback**: Encourages adoption and use of mobile apps by offering a convenient alternative to waiting on hold when agent assistance is required.
- **Chat**: Mobile chat adds an element of live service to a mobile app and represents a preferred contact channel for many mobile users.

*Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld.
The Five9 vision: Smart, simple customer-centric care

It sounds easy: “Provide customers with a customer-centric experience that is smart and simple.” But, in this increasingly complex world, simplicity is one of the toughest goals to achieve. Providing a smart and simple experience isn’t just for customers – agents, supervisors and management deserve it just as much as customers.

The acquisition of SoCoCare, with its social engagement and mobile customer care capabilities, propels Five9 towards achieving this vision. What does it take to deliver a smart and simple experience? To accomplish this vision, Five9 is focused on four key elements:

**Smart interactions** – A simplified, cross-channel experience to provide stellar customer support and maximize sales. Today’s consumer wants to choose the channel that is convenient for them at the moment. Five9 wants to enable these channels, while also including intelligence to recognize context. Context is the customer’s relevant information, everything that has happened to the customer up to that moment. No more repeating information, starting over multiple times, or re-explaining issues. This allows customers to easily and seamlessly switch from one channel to another while maintaining a consistent dialogue with a company.

**Smart platform** – Robust technology to deliver a unified customer experience. Five9 provides intelligent routing, combined with award winning dialer technology and a self-service platform to deliver seamless assisted and self-service. Five9 plans on taking the platform to the next level with intelligent routing across any channel or service type; whether it is assisted or self-service, inbound, outbound, or blended capabilities.

**Smart people** – Give agents and management knowledge and tools to make customers happy. Five9 is investing in innovative ways to give agents faster, easier access to answers and recommend next best actions. Five9 role-based interfaces will continue to be easy to use, and enhancements will be made to the management tools and analytic capabilities of Five9’s VCC to make it easier to train, manage, and measure a contact center team.

**Smart cloud ecosystem** – Strategic partnerships delivering easy integrations. We understand that contact center technology can be complex; our goal is to simplify customer service and sales systems. Five9 is developing a strong network of partners to create a cohesive ecosystem. This ensures that our software works with all the pieces companies need to deliver an excellent customer experience.

Of course our vision isn’t complete without the cloud. Our goal at Five9 is to accomplish the delivery of smart interactions, a smart platform, and smart tools for your people, all via the cloud; allowing companies to also benefit from all the advantages the cloud has to offer.

About Five9

Five9 is the leading provider of cloud contact center software, bringing the power of the cloud to thousands of customers worldwide and facilitating more than three billion customer interactions annually. Since 2001, Five9 has led the cloud revolution in contact centers, helping organizations of every size transition from premise-based software to the cloud. With unparalleled expertise, technology, and ecosystem of partners, Five9 helps businesses take advantage of secure, reliable, scalable cloud contact center software to create exceptional customer experiences, increase agent productivity, and deliver tangible business results. For more information visit www.five9.com.