

Why Integrate Your CRM and Contact Center



CUSTOMERS

90%* of customers say that great customer service is important when deciding whether to do business with a company.

AGENTS

44%* of customers are willing to wait longer as long as the rep gets the answers right. Providing customer service representatives with the tools they need to answer customer's questions correctly is the MOST important thing businesses can do to provide a positive customer experience.



BUSINESS

69%* of customers are very unlikely to continue to do business with a company if it requires a lot of effort to resolve an issue. However, companies that offer positive customer experiences through great service are more likely to have loyal, repeat customers.

70% of customers seek out the phone channel for support

So having a voice integration into your customer service should be a vital part of your strategy for improving CX.

– Forrester, Trends 2016: The Future of Customer Service

37% of enterprises still have not integrated their CRM

A poll conducted by Five9 during a No Jitter webinar found that 37% of enterprises still have not integrated their CRM into their contact center experiences.

– No Jitter webinar, 2018

Figure 1. Magic Quadrant for Contact Center as a Service, North America



"[Five9] supports deep integration with Salesforce CRM systems."

– Gartner October 2018 Magic Quadrant for Contact Center as a Service, North America

Gartner



Why Five9 and Salesforce

With Five9 and Salesforce, you get a reliable, secure, and powerful platform for all your customer communications in Salesforce's Service and Sales clouds. Our alignment with Salesforce ensures that our customers get the benefits of early access to Salesforce innovations such as Lightning, Delegated Routing, and Einstein. With Salesforce's powerful CRM and the Five9 innovative cloud contact center working seamlessly in your organization, your agents will be empowered and your customers will have amazing experiences.

Five9 and Salesforce Integrated Platform Experience includes:

- Sales and Service Cloud including the Salesforce Lightning Experience
- User-friendly agent experience integrated as a single desktop for Sales and Service Cloud
- Open CTI and Salesforce Lightning integration
- Click-to-dial functionality
- Synchronization of campaign dialing lists
- Call history and recording
- Single Sign-on
- Omni-channel integration

About Five9

Five9 is the leading provider of cloud contact center solutions, bringing the power of the cloud to more than 2,000 customers worldwide and facilitating more than three billion customer interactions annually.

Five9 helps contact centers create exceptional customer experiences, increase productivity, and boost revenue.

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

"We've found Five9 to be exceptional in their knowledge of contact centers and especially their knowledge of Salesforce and contact centers."

– David Muttiah, Change Manager, Carfax.

