

Reimagining CX in 2025 and Beyond

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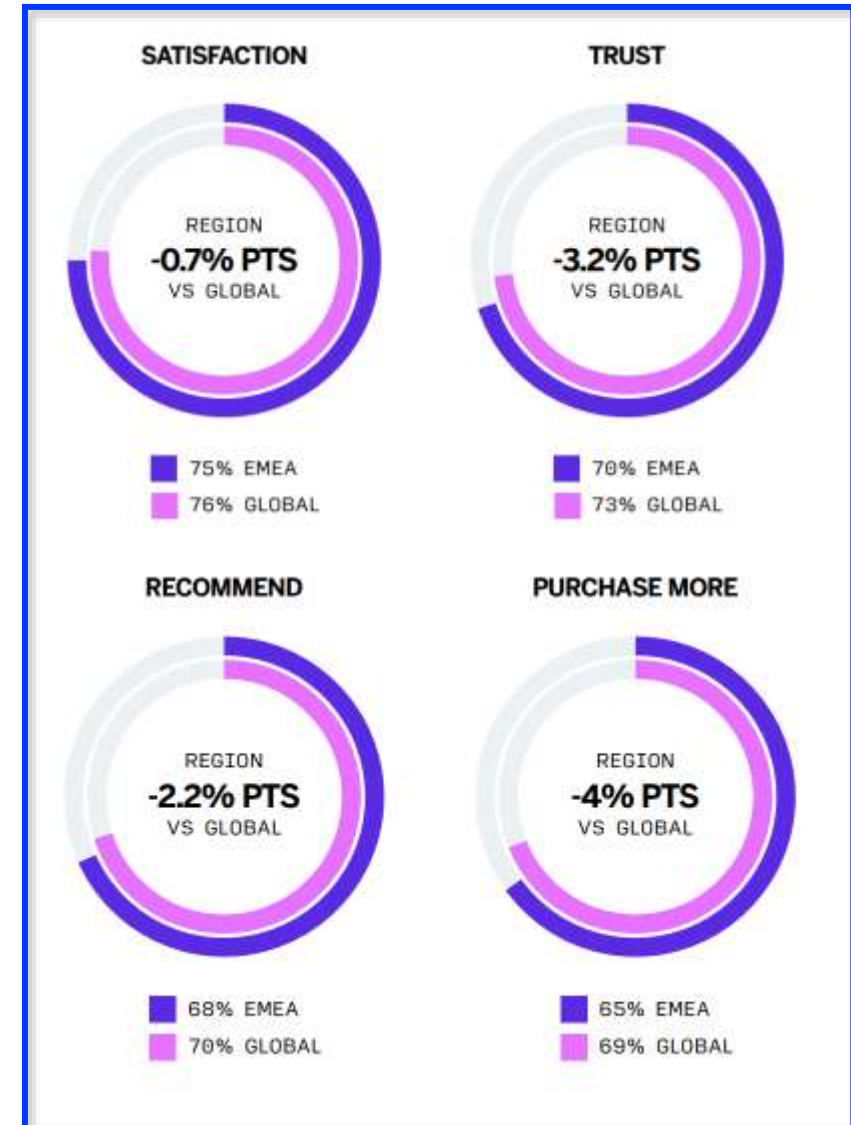


Five9®

The Intelligent CX Platform

What Consumers Want - Trends in 2025

- **Better experiences**
 - Small gains = larger wallet share
- **Greater trust**
 - Clear & consistent communication
- **No more feedback**
 - Must diversify listening techniques
- **AI acceptance**
 - For specific customer outcomes
- **Tailored experiences**
 - Increase comfort level for sharing data



Source: Qualtrics 2025 Consumer Trends Report

What Customer Service Leaders Want in 2025

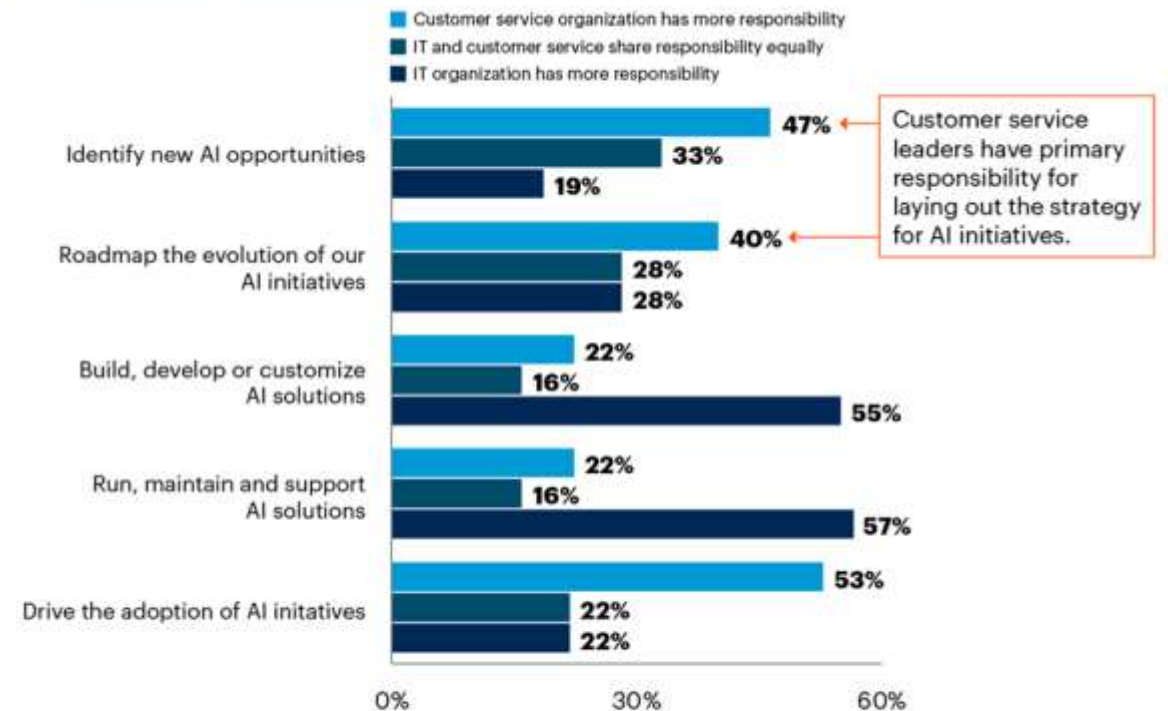
Common themes between Gartner and CMP Leader Priorities research for 2025

1. Improve the customer service experience
2. Increase self-service success
3. Invest in Generative AI
4. Generate new sales
5. Improve operational efficiency

In comparison to last year, leaders' top priorities have shifted significantly towards technology improvements and away from talent management – CMP Research

Customer Service & Support Leaders to Prioritize Technology Literacy in 2025 – Gartner (Dec 9th 2024)

Figure 1. Responsibility for AI Initiatives



n = 187

Q: When it comes to initiatives that involve artificial intelligence (AI), which group performs the following activities?

Source: 2025 Gartner Customer Service and Support Priorities Survey

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<https://www.gartner.com/en/newsroom/press-releases/2024-12-09-gartner-survey-reveals-85-percent-of-customer-service-leaders-will-explore-or-pilot-customer-facing-conversational-genai-in-2025>

Strategies to increase self-service adoption



1. Treat self-service as a product not a project
2. Continuous analysis of self-service journey
3. Allow customers to switch between self and assisted service
4. Share same knowledge sources across all service channels
5. Use predictive analytics for proactive interactions

AI Agent Use Cases in Customer Service



Coworker

- 61% of reps avoid using new tools ¹
- Tenured reps believe they already know the answer
- Information retrieval is where service reps spend a lot of time

1. Eliminate after call work
2. Automate information retrieval



Autonomous Agent

- Focus use cases that benefit the customer
- Communicate with concrete examples of success

1. Routine yet complex inquiries with multiple process steps
2. Prioritize use cases that maintain privacy

1. Source: Gartner

Extending Voice of the Customer Insights

Five9 Prediction: By the end of 2025, the contact center will become the primary source for unbiased voice of customer feedback.

- Unsolicited customer feedback provides genuine customer opinions with immediate insights
- Surface customer insights in near real-time with topic segmentation and sentiment using GenAI
- Leaders should partner with other functions for sharing insights on all aspect of CX



Enabling Personalization in Customer Service

- Contextual data is critical to enabling personalization
- Use predictive analytics to anticipate customer needs
- Test prototypes with different customer segments
- Avoid crossing the creepy line of offering up too much personal information



From Agents to Brand Ambassadors

- Merger of service, success, expansions and renewals into a team of brand ambassadors
- AI Agent Coworker technology broadens the talent pool for customer-facing, post-purchase roles
- Autonomous Agents will hand off work to close out open interactions
- Expect smaller, more valuable, and more expensive teams of experts to optimize customer journey post-purchase



Thank You

