

# Five9 Adapter for Salesforce

Engage with customers through voice, email, and chat —all from within your familiar Salesforce desktop.



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## Five9 and Salesforce Integration Features

- Integrated to Sales Cloud and Service Cloud
- User-centric agent experience integrated as a single desktop for Sales Cloud and Service Cloud
- CTI integration via Open CTI
- Click-to-dial functionality
- Synchronization of customer lists and data
- Call history and recording
- Enhanced handling and controls such as priority over preview, pending state, and voicemails
- Single sign-on

## Five9 Technology Features

- Cloud-based virtual contact center
- Automated call distribution (ACD)
- CTI
- IVR
- Predictive, power, and preview dialing
- Call recording
- Real-time quality monitoring
- Five9 Connect NLP

Five9 enriches the Salesforce user experience by integrating its best-of-breed contact solutions into the application, taking agent productivity to new heights.

## Best of Both Worlds

By uniting contact center software and softphone functionality with industry-leading Salesforce Sales Cloud and Service Cloud solutions, Five9 allows organizations to fully capture all customer interactions, paving the way for increased sales, improved agent productivity, and better customer service.

By leveraging Salesforce Open CTI, clients get all the benefits of the Salesforce solution while adding powerful telephony tools from Five9. These include screen pops, click-to-dial functionality, voicemail, integrated voice response (IVR) scripting, call recording, and more.

Even better, Five9 delivers sophisticated metrics on all customer interactions, so that organizations can see the real-time results of their efforts and better manage staff resources.

## Increased productivity

Integrating Five9 with Salesforce yields huge gains in agent productivity and efficiency. No switching between applications, and no fumbling around for the phone. In addition, an integrated platform for sales campaigns, calling lists, and predictive dialing means organizations are able to generate more qualified leads, revive existing prospects more easily, and increase conversion ratios.

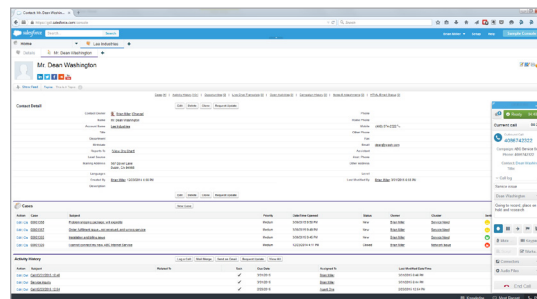


Figure 1: Single desktop in Service Cloud Console view, with undocked mode for a free-floating adapter

## Multichannel Engagement

Through Salesforce Desktop Agents can engage with customers through Five9 Voice, Live Agent Chat, or Salesforce Email using traditional and console views. The agent-centric solution provides everything agents need in a single desktop while delivering rich customer insights and actionable context for issue resolution.

## Five9 Connect

Five9 Connect Natural Language Processing (NLP) enriches Salesforce with actionable context to help make your agents more productive. The adapter takes full advantage of Five9 Connect to calculate relevance, detect sentiment, and classify interactions for handling by agents using Salesforce business rules. Together, Salesforce and Five9 Connect allow you to:

- Create actionable context by filtering out spam, detecting customer sentiment and classifying business issues
- Implement routing, prioritization, and reporting based on the NLP tagging
- Extend to standard or custom Salesforce objects

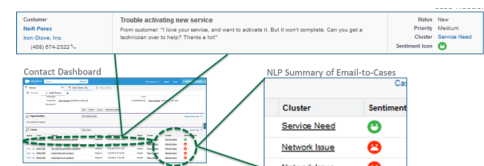


Figure 2: Five9 Connect adding sentiment to Salesforce customer data.

## Want to Learn More?

If you want to learn more about how Five9 can supercharge Salesforce, visit [www.five9.com](http://www.five9.com) or give us a call at **1-800-553-8159** and we'll schedule an in-depth demo just for you.