



# DRIVING CUSTOMER EXPERIENCE

With AI-Powered Intelligent Virtual Agents



**RICHARD DUMAS**  
VP, Marketing GTM  
Strategy & Programs  
Five9



**JAY GUNNEL**  
Director, Service Delivery  
Online Business Systems



**JOHN LEITHEAD**  
Director, Business Development  
Online Business Systems

July 15, 2021 - 2:00-3:00 CT





COMPLIMENTARY LEADERSHIP ONLINE FORUM | Greater Canada Strategies & Leadership Forum:

# Five9 & ONLINE BUSINESS SYSTEMS PRESENTS: Driving Better Customer Experience with Secured AI-powered Intelligent Virtual Agents

Exclusive Underwriters

Association Partner



# Welcome & Thank You!

## Agenda for Online Attendees

2:00 PM - 2:05 PM Sign-In to Online Meeting & Peers Networking

2:05 PM - 2:10 PM Welcome, Ground Rules & Speakers Introduction

2:10 PM - 3:00 PM Industry Update, Knowledge Sharing & Roundtable Discussion

3:00 PM - Wrap Up, Closing & Session Ends

**\*\*Attendees will be receiving Digital ECard via Email \*\***

## ASSOCIATION PARTNER



Want to get better connected?  
We'll be sharing each other's LinkedIn URLs after today's event!



Attendees will receive Dining Ecard  
from Amazon.ca



## UNDERWRITERS



## MODERATOR



**Christopher Harper**  
*Senior Director, Digital Transformation  
at Online Business Systems*

## EXPERTS INSIGHTS & PANELISTS



**Jay Gunnell**  
*Dir of Service Delivery at  
Online Business Systems*



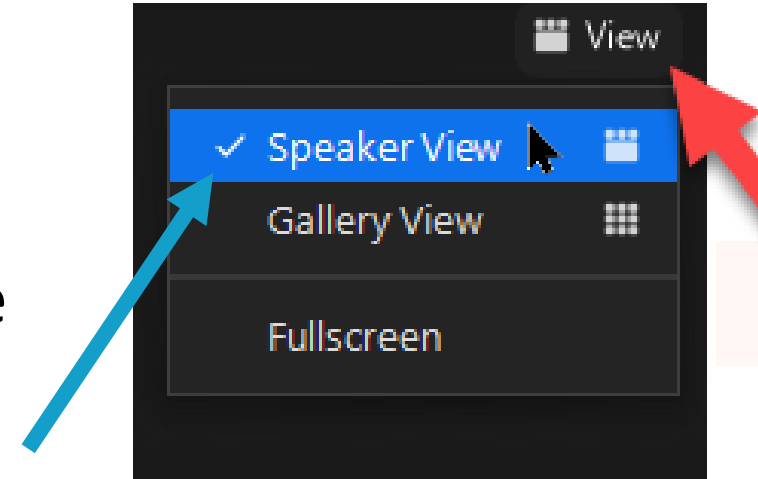
**Richard Dumas**  
*Vice President Marketing, AI,  
Strategy & Programs at Five9*



**John Leithead**  
*Director Of Business Development  
at Online Business Systems*

# Ground Rules

- Be Open to Share
- On social media, please don't quote each other by name
- **Be sure to Toggle your view to get the best interaction**
- **Attendees Overview**





# About Online

**online** business systems



Founded in 1986  
Privately held



Over 350 professionals  
in Canada & USA



North American Clients  
Consulting worldwide



“ We know that when great people, who share a set of common values, work together, they can accomplish great things.

” – *Chuck Loewen*  
President and Chief Executive Officer

## Digital Transformation

Digital Business Transformation

Customer Experience



Digital Product Development

Service Management

## Cybersecurity

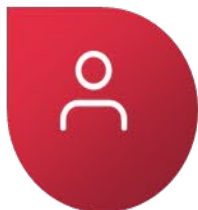
Technical Security Services

Advisory Services



Assessment Services

Managed Security Services



“ I have forty-eight information technology vendors and just one partner, and that is Online. ”

– *James Nick*  
Director, PMO

14

consecutive years on Best Workplaces

65

NPS against an Industry average of 41

4.7

Company Rating on Glassdoor

99%

CEO Approval rating on Glassdoor

# Industry Update & Fireside Chat



**Christopher Harper**  
*Senior Director, Digital Transformation  
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# DRIVING CUSTOMER EXPERIENCE

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**With AI-Powered Intelligent Virtual Agents  
(IVAs)**

Results. Guaranteed.



## YOUR DIGITAL REALITY: 2021

- Mobile device use has exploded in the last 10 years.
- Home devices such as Google Assistant and Alexa are becoming more mainstream. Consumers have become dependent on their convenience and time-saving abilities.
- Many IVR experiences are dawn-out, frustrating, and lacking in functionality.

Your customers have been conditioned to expect more from their service providers.



# INTELLIGENT VIRTUAL AGENTS (IVAs) ARE THE EVOLUTION OF INTERACTIVE VOICE RESPONSE (IVR)

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**2X**

Experience-driven businesses see almost 2x higher YoY growth in customer retention, repeat purchase rates and customer lifetime value

**84%**

84% of customers feel that experiences are as important as the actual products and services.

**90%**

90% of customers rate an "immediate" response as important, or very important, when they have a customer service question



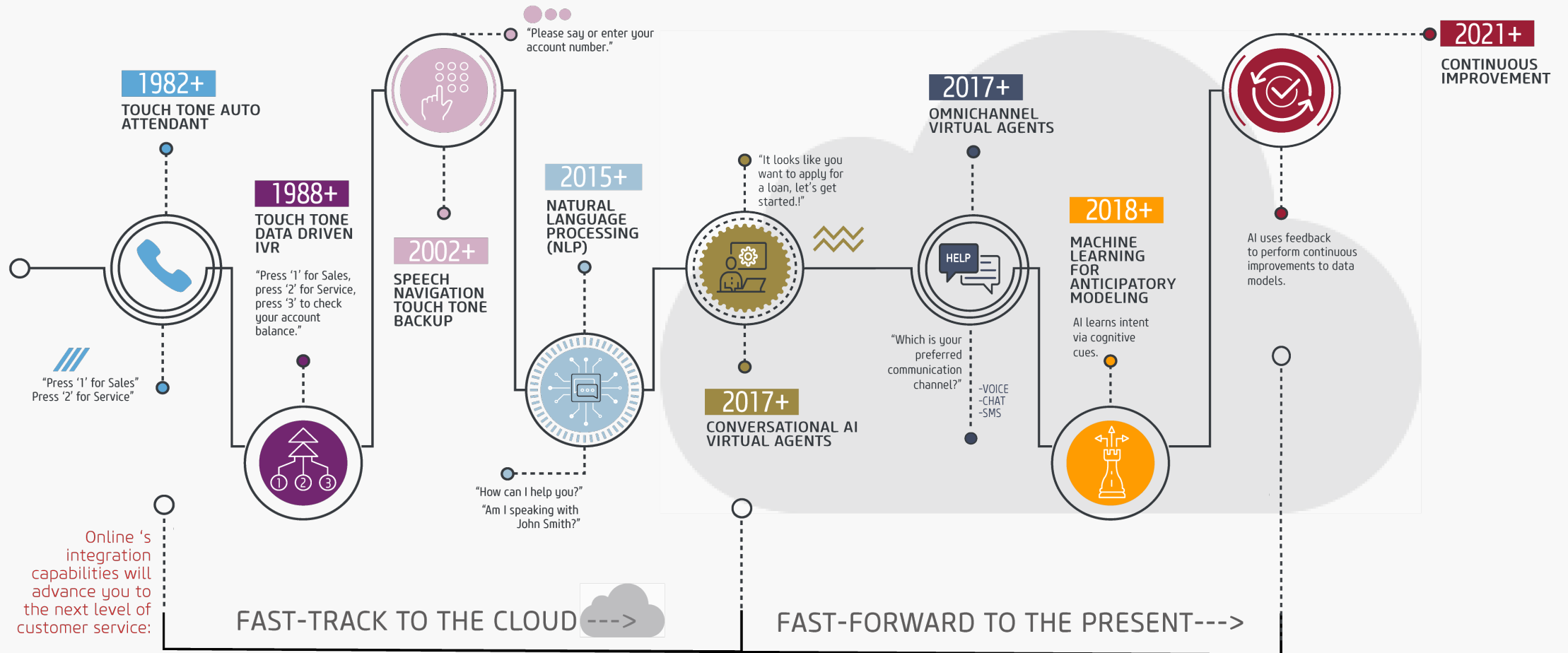
## 2020 MARKET STUDY

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- 35 large Canadian organizations were selected
- Identified their Customer Service contact information from the organization's website
- Tested their front-end voice systems (IVRs & menu systems)
- >90% of the organizations are still running touch-tone or DTMF menus

WHY are these organizations so slow to adopt?

# WHICH ERA OF SERVICE ARE YOUR CUSTOMERS RECEIVING?



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**online**  
business systems

## THE PERCEIVED BARRIERS:

1. Replace entire existing on-prem system
2. High operational costs
3. Disruptive agent experience
4. Negative user experience



## PERCEIVED BARRIER OF: REPLACEMENT ON-PREM

The CX doesn't have to change overnight, the adoption of Intelligent Virtual Agents to your existing platform can be **integrated incrementally**, with considerations to all your existing processes.

1

Your current premise solution can work together with cloud-based speech solutions

2

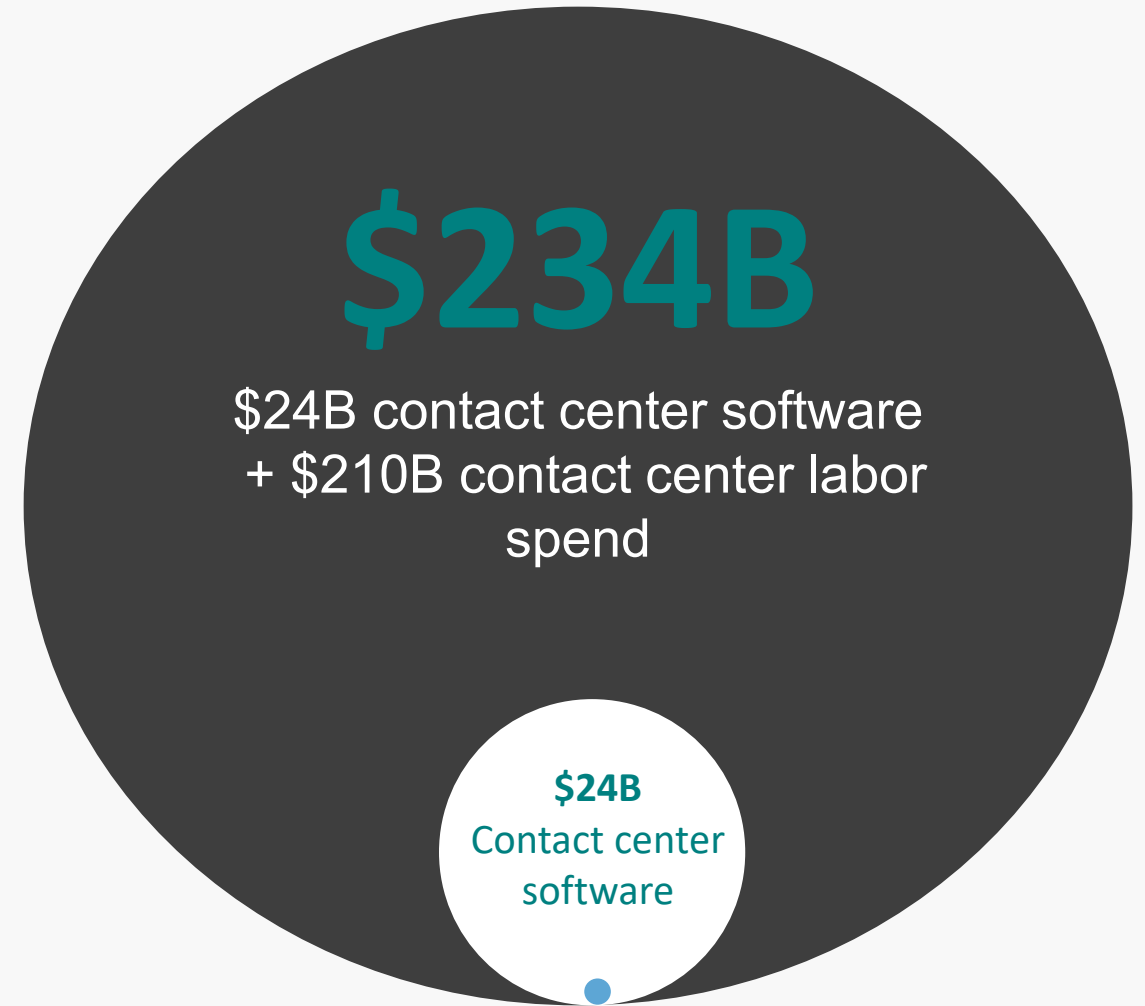
Adopting IVA technology is lower risk, increases satisfaction and can be fully optimized

3

Gradually builds your organization's CX capabilities, versus migrating to a new platform

## PERCEIVED BARRIER OF: HIGH COSTS

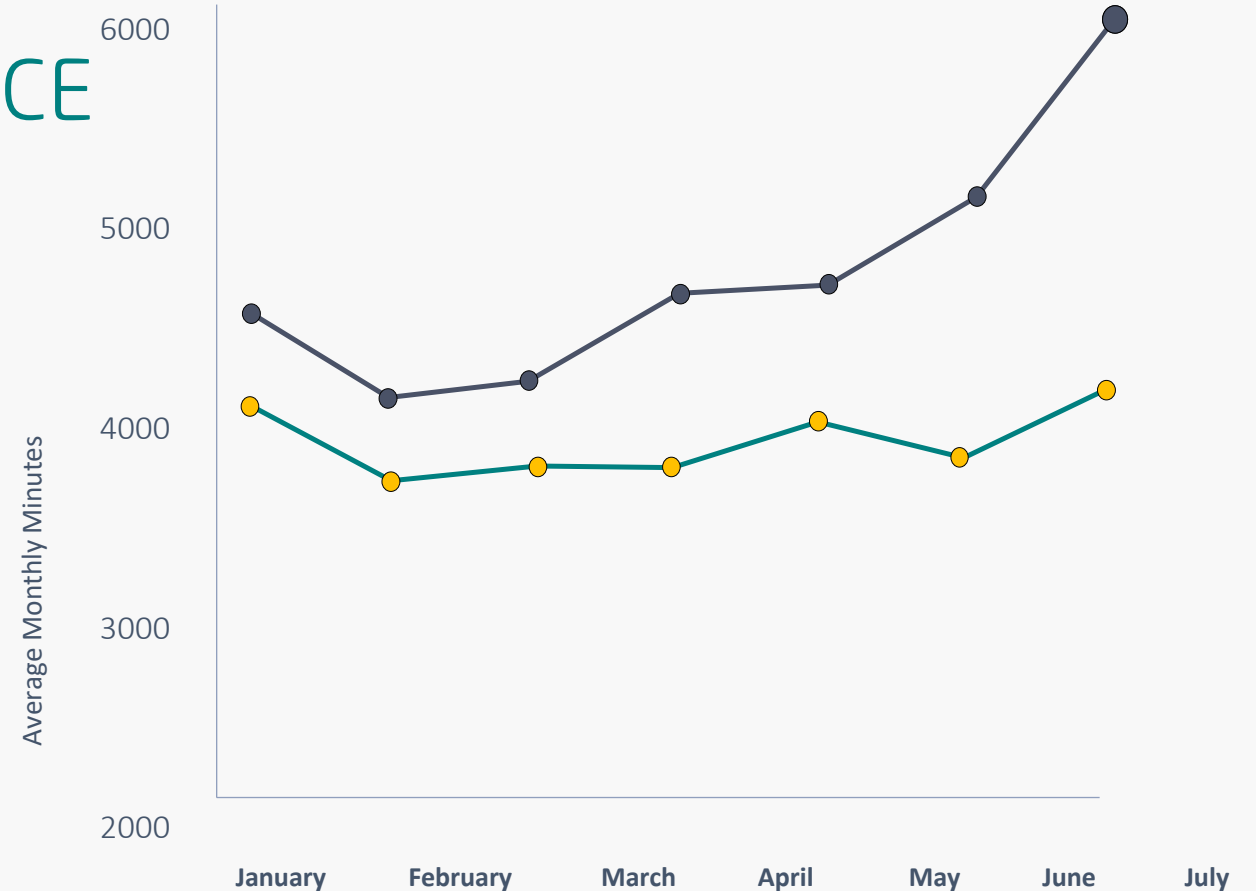
- Average cost of a self-serve application using DTMF/touch tone responses was \$500K.
- Average cost of a directed speech application could double that of a DTMF/touch tone application.



## PERCEIVED BARRIER OF: DISRUPTIVE AGENT EXPERIENCE

- Organizations and their workforce can benefit greatly from the qualifying and triaging capabilities of IVAs, particularly during “inbound spikes.”

Average Monthly Agent Minutes 2019 vs. 2020



## PERCEIVED BARRIER OF: A NEGATIVE UX

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“IVAs have shown significant improvement for agent and user experience, by effectively qualifying inbound calls to either a self-service option, or an elevated caliber of customer service.”



# THINGS ARE DIFFERENT NOW


- You can use business rules to build self-service applications
- Build once deploy across multiple channels.
- An IVA Cost 25% less than historical self-serve applications
- It can be integrated with your existing on-prem solution



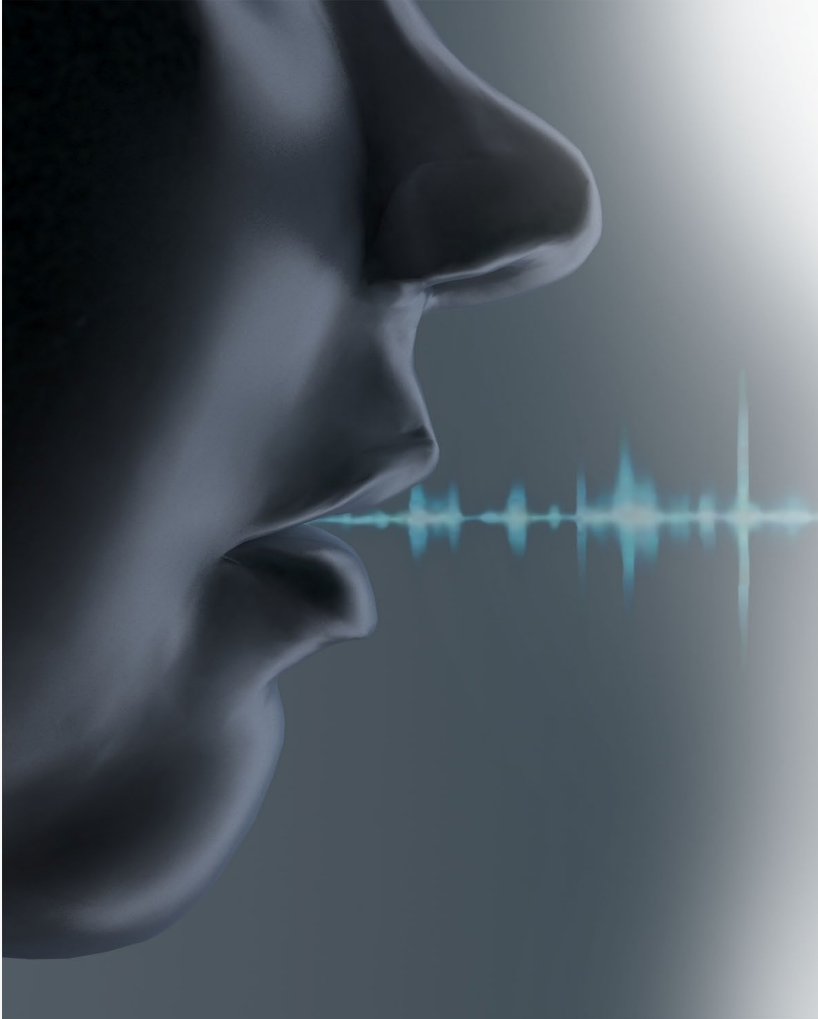
# ASK OUR PANEL

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Our team of experts are here to address your most pressing questions and challenges regarding AI-powered contact center solutions.

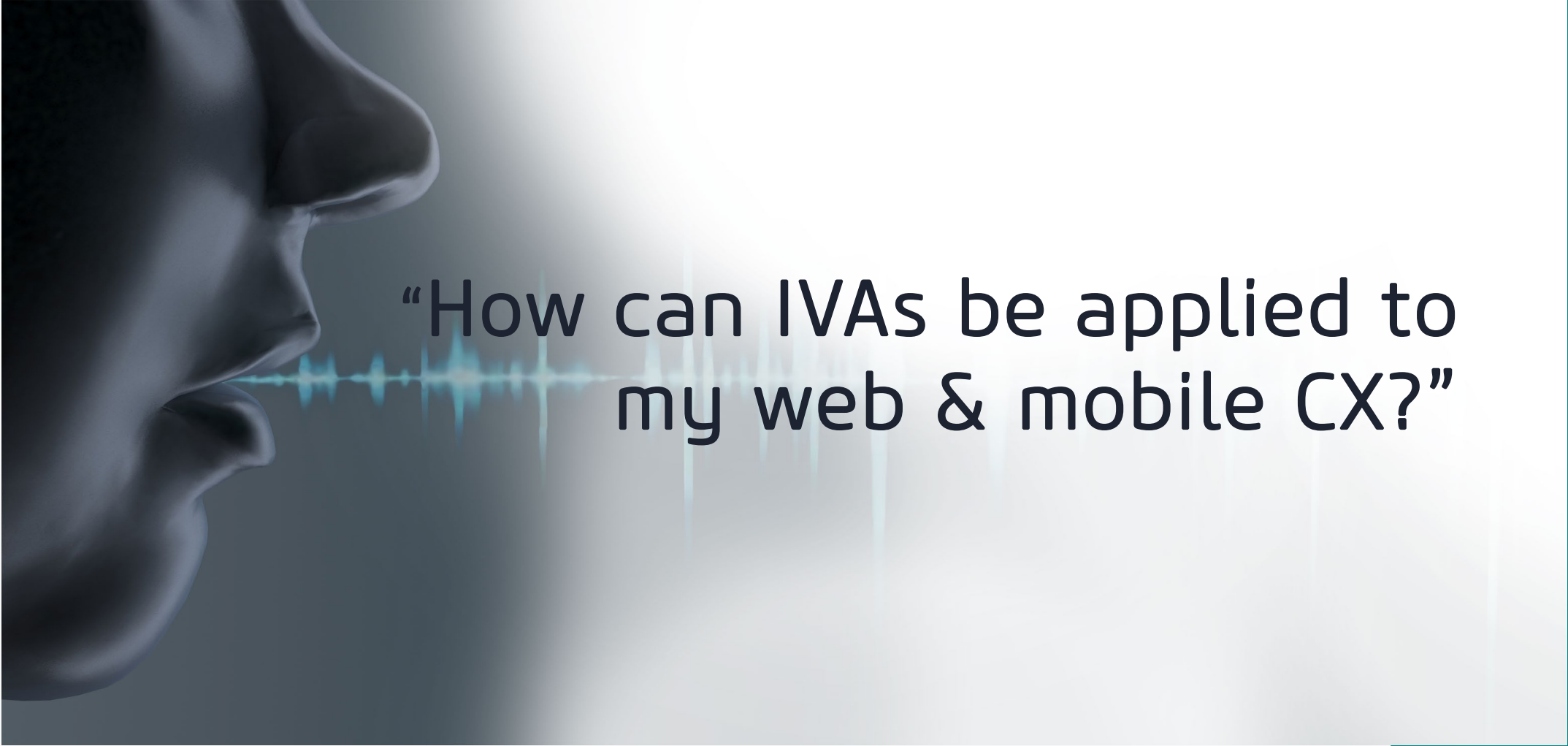


“How do I know  
I’m ready for an  
IVA solution?”



“Why are we still  
building speech-based  
solutions when we  
can use chatbots?”





“How can IVAs be applied to  
my web & mobile CX?”



“How do I get started?”

# Thank You!

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Driving CX With AI-Powered Solutions

Submit the use-cases YOU want  
to see resolved using IVAs to the chat!

Be sure to register for our second event here,  
where Five9 will demonstrate YOUR use-cases using  
Intelligent Virtual Agents:

<http://events.five9.com/five9ivainaction>





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