

CriticalRiver empowers Five9 automate customers' ticket handling, creating a seamless digital experience for customers significantly improving customer satisfaction.



The Customer

Five9 is a leading provider of cloud contact software, with over 2000+ customers worldwide, Five9 is helping its customers with 7 Billion+ customers interactions annually.

The Challenge

Five9 was facing challenges in interfacing their ticket system with customers' ITSM system. The current process was such that the customer creates a ticket in their ITSM system and since the ITSM is not integrated with the Five9 ticketing system, the customer calls/emails to Five9 to raise a ticket and all the subsequent updates are sent to the customer via emails/calls.

Since the entire process was manual, it was prone to errors, and the state of a ticket was not updated in real-time in the customer system.

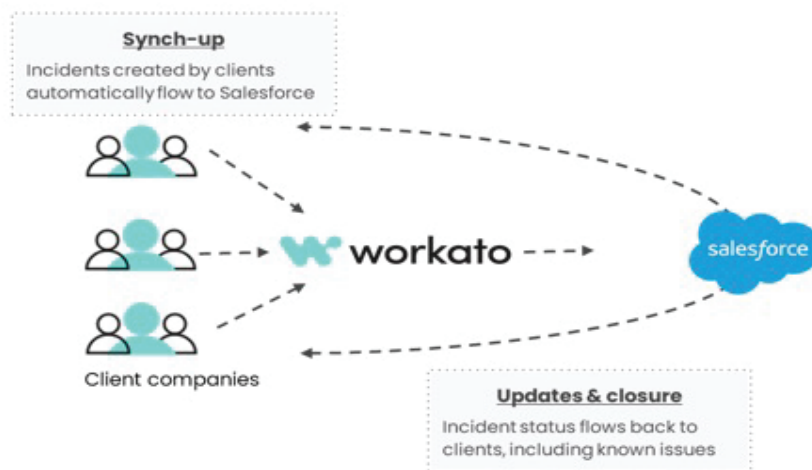
The customer did not have visibility to the real-time status of the ticket on the Five9 side and this resulted in perception and satisfaction concerns among customers.

The Solution

CriticalRiver integrated the Five9 ticketing system with their customer's ITSM systems to synch with ticket information.

This resulted in the automation of the processes and the seamless integration of the 2 systems ensured a ticket created in one system is auto created/updated in another system. The creation of a unified API helped in faster onboarding of new customers, and it ensured information between Five9, and their customers' ITSM systems is consistent.

The digital workflows streamlined the processes and created a seamless digital experience for the customers. An incident (ticket) by customers automatically flows to Salesforce and the incident flows back to the customers including known issues.



Solution Results/Benefits

- The ticket issuance and resolution automation created a seamless auto process
- The manual process eliminated multi-system errors improving efficiency levels
- Faster turnaround times for ticket closures
- The system is made scalable to onboard customers and other ticket types
- Higher resource optimization resulted in improved productivity
- Significant increase in customer satisfaction

Technology Components – Workato, ITSM (ServiceNow, Jira, Freshdesk), Salesforce.