



How Five9 Contact Center Elevates CX for Retail Companies

For retailers, customer experience is a key differentiator. Shoppers expect fast, personalized, and consistent interactions across every stage of their buying journey. CallTower's Five9 Contact Center offering helps retailers meet these expectations with cloud-based intelligence, AI, predictive dialers, and intelligent routing that streamline service and support seamless CX at every touchpoint.

Five9 Genius AI

Five9's Genius AI brings more intelligence, automation, and personalization into retail customer interactions. With virtual agents, real-time assistance, workflow automation, and AI-driven insights, teams can resolve needs faster and deliver more consistent service.

Supports scalable self-service for order status, returns, product availability, and account questions.

Equips agents with real-time guidance, context, and recommended next steps.

Automates routine workflows to **reduce wait times and improve first-contact resolution.**

Creates personalized omnichannel experiences that **strengthen satisfaction, loyalty, and retention.**

Intelligent Call Routing

Utilizing customer history, agent skills, availability, and context, intelligent call routing connects customers with the right agent faster, reducing friction and supporting smoother service.

Routes customers based on needs, history, language preferences, agent skills, and real-time availability.

Reduces transfers and repeat explanations by matching customers with better-fit support.

Helps retailers manage high-volume periods with smarter workload distribution.

Improves satisfaction and productivity by making interactions faster and easier to resolve.

Powerful Agentic AI

Five9's Agentic AI helps retailers manage interactions and workflows more proactively by analyzing intent, taking action, assisting agents, and escalating with context.

- Resolves routine requests independently and escalates complex issues with full context.
- Automates retail workflows such as order updates, scheduling, returns, and follow-ups.
- Supports agents with real-time insights and recommendations for higher-value conversations.
- Improves consistency, speed, and service quality with AI and human expertise.

Predictive Dialer Technology

Through analyzing agent availability, call patterns, and answer rates, predictive dialers connect customers and agents at the right moment, make outbound communication more efficient and scalable.



Enables outreach for confirmations, delivery updates, promotions, loyalty campaigns, and follow-ups.



Reduces agent idle time by connecting live customers to available representatives.



Helps teams reach more customers while maintaining timely communication.



Strengthens campaign effectiveness, trust, and engagement across the customer lifecycle.

> Speech Analytics & Sentiment Analysis

Speech analytics and sentiment analysis turn conversations into actionable CX intelligence. By capturing and analyzing interactions, Five9 helps uncover trends, service gaps, sentiment, and performance opportunities.

- Identifies common topics, concerns, and emerging trends across conversations.
- Helps agents recognize customer sentiment in real time and adjust their approach to improve outcomes.
- Gives leaders visibility into product feedback, service gaps, and training needs.
- Supports responsive, data-driven CX strategies that build stronger relationships.

Why CallTower for Five9

Choosing the right contact center platform is only part of the equation. CallTower helps retailers simplify deployment, optimize performance, and get more value from Five9 through expert guidance, managed services, and long-term support.

1

Provides deep contact center expertise to support strategy, migration, implementation, and ongoing optimization.

2

Helps retailers configure Five9 around their workflows, customer journeys, integrations, and growth goals.

3

Offers professional, managed, and support services to reduce complexity and accelerate time to value.

4

Delivers a dedicated partner experience, helping retailers continuously improve CX, agent performance, and operational efficiency.

5

Awarded Five9 Global Partner recognition in 2023, highlighting CallTower's broader CCaaS expertise and partner performance.



CallTower's Comprehensive Approach

CallTower's full-service approach means you get expert guidance throughout your journey; from strategy to migration, implementation, and beyond.

- **Strategy:** Maximize the value of your Five9 investment with a clear roadmap aligned to your business goals.
 - **Personalization:** A customized solution designed around your unique environment and customer needs.
 - **Migration:** Smooth, cost-effective transitions to Five9 that minimize disruption and accelerate time to value.
 - **Configuration & Implementation:** Expert management ensures your Five9 platform is deployed correctly the first time.
 - **Training & Support:** Empowering your teams with tailored training and responsive, bilingual support options.
- Maximize ROI:** Continuous partnership focused on optimizing performance and maximizing return on investment.