



TruConnect Leverages AI to Reduce Costs and Optimize Customer Service



The Customer

TruConnect is an American mobile virtual network operator (MVNO) that sells mobile hotspots, smartphones, mobile data plans, and prepaid cell phone talk and text plans on the T-Mobile network. TruConnect was the first prepaid broadband provider in the U.S. to offer pay-as-you-go, portable Wi-Fi service plans. TruConnect is also designated to provide Lifeline Service (ETC), a special government benefit program that helps make communications services more affordable for low-income consumers. Committed to bridging the digital divide for underserved communities with affordable connectivity access, TruConnect partnered with Five9 during the pandemic to implement practical AI across its three contact centers.

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Lucy Sung, COO, TruConnect

Improving Agent and Customer Experience with Five9

In 2020, the spread of COVID-19 impacted the entire world and provided economic hardships for consumers, businesses, and communities. The telecommunications industry was not immune to the pandemic, but many companies were able to shift directions with a business continuity plan. Five9 enabled TruConnect agents to work remotely while maintaining the same level of productivity while working from home. “it would have been extremely difficult to manage our call centers in the different locations,” said Lucy Sung, COO at TruConnect. “My agents are not physically in the contact center right now but they are just as efficient and motivated and it is thanks to Five9.”

TruConnect customers have the option of reaching out through many digital channels including chat, email and, of course, through voice. TruConnect decided to participate as an early adopter implementing Five9 Agent Assist. Agent Assist uses AI, natural language processing and machine learning to assist human agents during calls by doing a number of tasks in the background including real-time transcriptions and summaries, real-time guidance and reminders, and real-time knowledge base articles.

TruConnect saw benefits from day one with Agent Assist. As agents answer calls, Agent Assist acts like a real-time notetaker and second set of ears. The transcript of the call is visible to the agent as it is happening, while a



TruConnect Case Study

Company Profile

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Industry

Telecommunications

Website

www.truconnect.com

Challenges

- Agents spending time on after call work
- Longer average handle times
- Inability to work remotely

Solutions

- Inbound
- Agent Assist
- Digital Engagement – Chat
- Digital Engagement – Email
- IVR

Benefits

- Increased agent engagement and productivity
- Reduced average handle time by 30 seconds
- Savings of 7.5% in the first year of use with Five9 Agent Assist
- Ability to work remotely

Based on three months of usage, TruConnect has seen a 30-second reduction in overall handle time due to the automation of note-taking and creating summaries. In the first year, TruConnect is expecting 7.5% yearly savings and in year two between 10% and 20% savings through additional automation with the CRM for customer look-up.

summary is created simultaneously. After the call is over the agent confirms if the summary is correct, has the option to adjust the summary, add in their own notes and, with the press of a button, upload it to the CRM or database of choice. Real-time guidance and reminders during calls allows for upsell opportunities for increasing data plans or updating mobile devices. Agent Assist is integrated into Five9 Workflow Automation to automatically save the call notes, call summaries, and transcripts to be posted back into TruConnect's CRM.

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The Future

TruConnect is looking forward to its continued partnership with Five9. "Being part of the Five9 early adopter program for AI has proven that even efficient call centers can be improved by using the automated summaries," added Sung. "This also assists us in gaining additional insight into our customer behavior patterns."



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About Five9

Five9 is an industry-leading provider of cloud contact center solutions, bringing the power of cloud innovation to more than 2,000 customers worldwide and facilitating billions of customer engagements annually. Five9 provides end-to-end solutions with digital engagement, analytics, workforce optimization and AI to increase agent productivity and deliver tangible business results. The Five9 platform is reliable, secure, compliant and scalable. Designed to help customers reimagine their customer experience, the Five9 platform connects the contact center to the business while delivering exceptional customer experiences that build loyalty and trust.

For more information visit www.five9.com or call **1-800-553-8159**.

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