

Google Cloud



Five9

CES Workshop with Five9 On-site

April 15th, 16th, 17th



Google Cloud | Five9

Google Cloud



Five9

Day 2: Google AI

April 16th



Google Cloud | Five9



Behold, your humble hosts!



Gloria Vargas

AI Sales Specialist III,
Google Cloud



Lily Britt

Account Executive,
Google Cloud



Derek Bakker

Account Executive,
Five9



Google Team



Lily Britt - Account Executive



Tomás Coyne - CES Lead for Fin. Services



Gloria Vargas, AI Specialist Financial Services



Tom McGrath - Customer Engineer Manager



Ivan Fernandez - Head of Payments Team



Moni Sallam - Applied AI Customer Engineer



Lala Wallace - Conversational AI Consultant

Five9 Team



Derek Bakker - Senior Director of Major Accounts



Casey Dunigan - RVP Majors Sales - US and EMEA



Phil Files - SVP of Global Solution Consulting



Bruce Plummer - Principal Solutions Consultant



Martin Jalowiec - EMEA Senior Director of Major Accounts



Chris Silver - SVP Global Majors Sales



Ajay Awatramani - Chief Product Officer



Andy Zazerra - SVP Global Professional Services



AI Modglin - VP Global Professional Services



Syndeo Team



Oliver Lennon - CEO



Alan Beck - CTO



Gary McGowan - Programme Manager



SYNDEO®



Wednesday April 16th, 2025 (PST)

Agenda

Time (PST)	Topic	Duration	Presenter
8:45 - 09:00	Arrivals & Beverages		
09:00 - 09:15	Kick-off & Google Welcome	15 min	Google Ivan Fernandez Head of Payments Google Lily Britt - Account Executive & Gloria Vargas, AI Specialist
09:15 - 09:30	Voice of the Customer	15 min	American Express Adrianna Bailey, SVP Technology American Express Ian Tomlinson, VP Prod Dev
9:30 - 10:00	A vision for AI-powered CX at American Express	30 min	Google Tomás Coyne
10:00 - 10:45	Why Google AI?	45 min	Google Deepmind Dan Nanas & Shaojian Zhu
10:45 - 11:30	CES Roadmap @ Google Cloud	45 min	Google Antony Passemard
11:30 - 12:00	Penalty Kick	30 mins	Google Dennis Tran
12 - 12:45	Lunch		
12:45 - 1:45	Showcase: Next Generation Customer Journey Demo: Voice & chat deterministic, generative, agentic and conversational insights	60 min	Google Lala Wallace Moni Sallam Syndeo Oliver Lennon, Alan Beck
1:45 - 2:45	Spotlight: De-risking your migration from Genesys Engage with Syndeo	60 min	Syndeo Oliver Lennon Alan Beck Gary McGowan
2:45 - 3:00	Break		
3:00- 4:00	Target State Design Review	60 min	Google Tomás Coyne & Five9 Derek Bakker
4:00- 4:30	Recap & Day 2 Plan	30 min	Google Five9 Syndeo
6:00 - 8:00	Dinner		



Agenda

Time (PST)	Topic	Duration	Presenter
8:45 - 09:00	Arrivals & Beverages		
09:00-09:15	Kick-off & Five9 Welcome	15 min	Five9 Derek Baker - Account Executive Google Lily Britt - Account Executive
09:15 -09:30	Recap of Day 1 & Voice of the Customer for CCaaS	15 min	American Express Adrianna Bailey, SVP Technology American Express Ian Tomlinson, VP Prod Dev
09:30 - 10:30	Five9 - Platform Overview and Partnership with Google	60 min	Five9 Chris Silver - SVP, Global Sales Five9 Ajay Awatramani - Chief Product Officer
10:30 - 11:15	Migration Showcase #1: Enabling Contextual, Consistent, and, Hyper Personalized experiences	10 min 35 min	Syndeo Oliver Lennon, CEO Five9 Phil Files- SVP, Solution Consulting
11:15 - 12:00	Migration Showcase #2: Equipping agents with tooling to drive efficiency, quality, and, customer satisfaction	45 min	Five9 Phil Files – SVP, Solution Consulting
12:00 - 12:45	Lunch		
12:45 - 1:45	Migration Showcase #3: Full management and Reporting suite with WEM, observability, and, analytics	60 min	Five9 Bruce Plummer – Principal Solution Consultant
1:45 - 2:45	Migration Showcase #4: True geographic resiliency with automated, real-time failover across cloud regions	60 min	Five9 Craig Hanson and Cory Morgart – Director Solution Consulting
2:45 - 3:30	Migration Showcase #5: Robust migration and responsible transformation.	45 min	Five9 Andy Zazzerra – SVP Professional Services
3:30 - 3:45	Break		
3:45 - 4:15	Path to Production for American Express	30 min	Google Five9 Syndeo
4:15 - 4:30	Recap & Next Steps Plan	15 min	Google Five9

American Express: Voice of the Customer



Google Cloud

AMERICAN
EXPRESS

Five9®

A vision for AI-powered CX at American Express



WHAT WE HEARD: PRIORITIES FOR TRANSFORMATION



Tomás



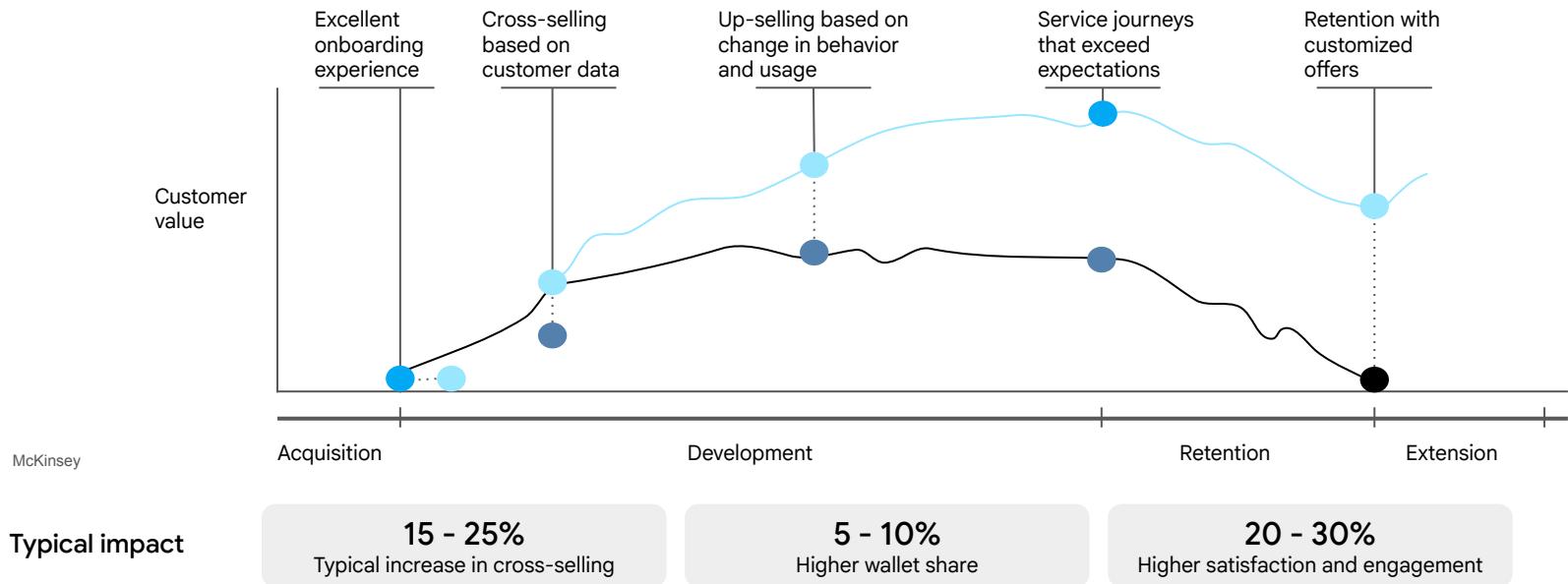


Tomás

EXPERIENCE-LED GROWTH STRATEGIES BOOST ENGAGEMENT, SATISFACTION, AND RETENTION

Value creation along the customer life cycle (illustrative)

● ● ● ●
Scale from bad to great experience based on the customer's voice
— Experience-led growth life cycle
— Typical life cycle



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THE CURRENT STATE PROHIBITS AMERICAN EXPRESS FROM CONSISTENTLY PROVIDING HIGH-QUALITY CUSTOMER EXPERIENCES

Tomás

SITUATION

Complex infrastructure that prevents American Express from modernizing its customer and agent experiences without significant toil, time, and, cost

Based on end-of-life Genesys Engage and Nuance voice recognition technology. These legacy, on-premise, technologies include (but not limited to):

- Genesys GAAP
- Nuance Recognizer
- Nuance Vocalizer
- Nuance Gatekeeper
- Genesys Workspace Desktop Edition (WDE)
- Genesys WFM (highly customized)
- GVP, Outbound Dialler and Routing/IRD

IMPACT



Outdated Technology Stack



Legacy Business Logic



Lack of Customer + Agent Insights



Customer Data Fragmentation



Omnichannel Execution



THE VISION: AN AI-POWERED, CLOUD-NATIVE FUTURE THAT ALLOWS AMERICAN EXPRESS TO INNOVATE AT ITS OWN PACE



Tomás



Best of breed solutions

Built with best-of-breed components and providers, designed to meet American Express' specific needs and the ability to enhance capabilities with Generative AI as and when required.



Surrounded by Google AI

Ensuring continuous investment and advancement. We provide cutting-edge AI capabilities from day one and a future-proof foundation for ongoing innovation and evolution – directly from the vendor who owns the AI capability.



A De-Risked Approach

A commitment to transform away from current architecture with a de-risked approach, that minimizes disruption and allows American Express to innovate at their pace



Global Scalability

A globally scalable platform that aligns with American Express' data strategy, providing the security, compliance, and flexibility needed to support operations across the globe



Your Vision: Provide the world's best customer experience every day.

Backing Our Customers | Backing Our Colleagues | Backing Our Communities



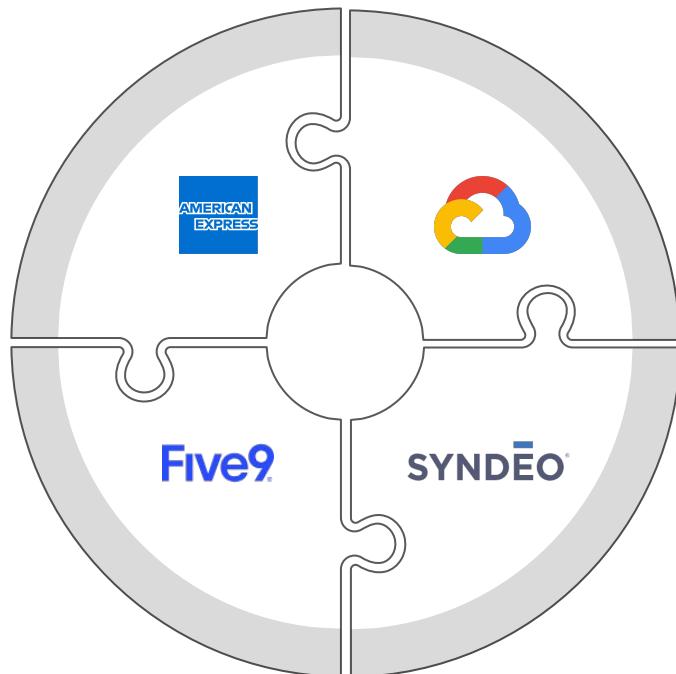
Google Cloud

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MODERNIZING AMERICAN EXPRESS' ENGAGEMENT PLATFORM BY TRANSITIONING TO A NEXT-GENERATION CLOUD SOLUTION



Tomás



- **Accelerated and low risk move to the Cloud** – months rather than years to move American Express' existing "as is" IVR and core contact center into Google's Customer Engagement Suite (CES) with Syndeo and Five9.
- **Conversational AI at Scale** – replacing Genesys & Nuance IVR with Google's diverse and broad portfolio of AI models, tools, and services to deliver AI agents and applications.
- **Agentic AI Experiences** – build agentic experiences rapidly using while leveraging existing data and integrations, built during the Darwin project
- **Cloud Resilience & Scalability** – Five9's global CCaaS infrastructure natively operates within Google's world class compute availability layer and is engineered for global scale, ensuring operational continuity and cost efficiency.
- **Enterprise 360 Customer View** - the only provider that allows American Express to know more about their card members before they engage, while they engage, and after they engage to drive hyper-personalization
- **Real-time Data & Analytics** that is tightly integrated with American Express' Lumi data strategy and enables rich data insights, improving decision-making and optimizing customer and agent experience.
- **Alignment with Corporate Strategy** - a Google cloud solution aligned to the approved American Express cloud and data governance blueprints.



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CRITICAL CONSIDERATIONS FOR TRANSFORMATION FOR AMERICAN EXPRESS (1/2)



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DATA ACCESS & INTELLIGENCE

Google and Five9 enable real-time, unified access to first-party data across Google Search, Ads, Maps, Cloud, and Workspace — paired with Five9's advanced CX intelligence.

Key Questions:

- How will American Express ensure it's not duplicating compute, storage, or data transport across multiple cloud stacks (e.g., AWS and GCP)?
- What are the operational and financial risks of managing data silos in separate CCaaS and AI ecosystems?
- Which CCaaS platform can ingest and activate the full 360° view of cardmembers available in Google's ecosystem?

AI-POWERED ENGAGEMENT

With Google's AI and Five9's orchestration layer, American Express can execute real-time personalization across every customer journey—without hitting API limits or incurring additional fees.

Key Questions:

- Who owns the AI strategy today—and which platform will best support continuous adaptation across inbound and outbound journeys?
- How seamlessly is data integrated across the customer lifecycle to inform real-time decisions?
- Are AI outputs immediately actionable across all engagement channels—or is there lag due to fragmented data?

STRATEGIC INNOVATION

American Express can leverage direct influence over roadmap priorities with both Google and Five9—enabling features to be built around real-world needs rather than generic product cycles.

Key Questions:

- Does American Express want influence over roadmap planning and product feedback cycles?
- Which platform empowers American Express to steer upcoming capabilities—or are we adapting to features designed for others?
- Where is American Express best positioned to co-innovate?

OUTBOUND REVENUE ACCELERATION

The platform enables intelligent outbound across sales, marketing, and collections—with integrated campaign chaining, persona-based targeting, and real-time compliance.

Key Questions:

- Are we maximizing contact rates across all outbound channels—or are compliance gaps and legacy tooling limiting performance?
- Do we have visibility into campaign performance in real time?
- Can we segment and personalize outreach based on full customer context—or will we need to rely on static lists, limited data, and disconnected tools?



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CRITICAL CONSIDERATIONS FOR TRANSFORMATION FOR AMERICAN EXPRESS (2/2)



Tomás

OPERATIONAL FLEXIBILITY

The solution gives American Express full control over routing, configuration, reporting, and integrations—free from “black box” limitations.

Key Questions:

- Do American Express's internal teams (DevOps, TechOps, BizOps) have direct access to configure and iterate on business flows?
- How much effort is required to make a significant change—can the customer own the action, or are changes limited by service tickets, change orders, and vendor queues?
- How easily can American Express integrate with upstream and downstream systems without hitting API limits or requiring custom workarounds?

GLOBAL SCALE & RESILIENCE

Five9 supports global routing, cross-region agent registration, and real-time data replication to protect against downtime, performance issues, or blind spots—without requiring custom architecture.

Key Questions:

- What happens if American Express needs to shift agent capacity between regions—how seamless is the handoff?
- Is multi-region failover standard, or a custom-built solution?
- Are data, reporting, and voice continuity preserved in failover scenarios?
- Do we want to discover potential gaps during an outage—or proactively validate resiliency through standard processes?

PLATFORM RESTRICTIONS, THROTTLING & API LOCKOUT PROTECTION

The Google + Five9 solution imposes no API throttling, usage caps, or hidden “fair use” limits. The architecture is built with ample headroom across compute, concurrency, interactions, and storage.

Key Questions:

- How many API calls does American Express make daily—and how would that impact platform performance?
- What happens when volume spikes—are we throttled, billed more, or shut down?
- Do we want to operate within API limits—or select a platform that scales with our needs?





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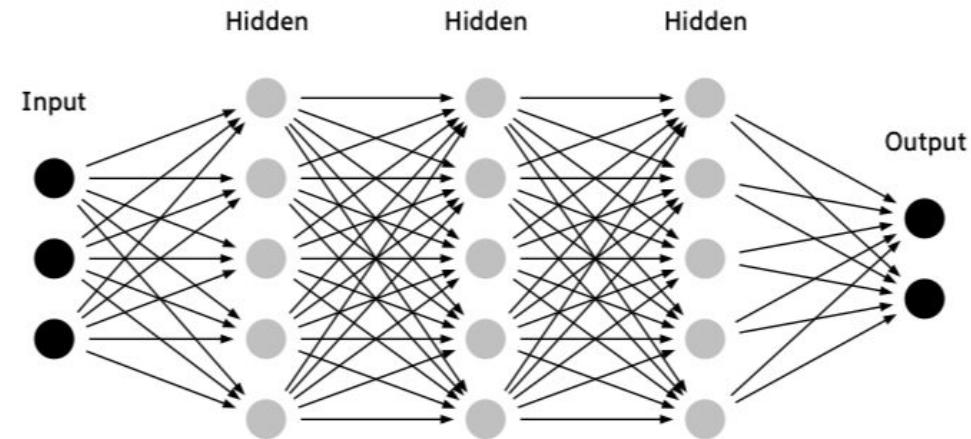
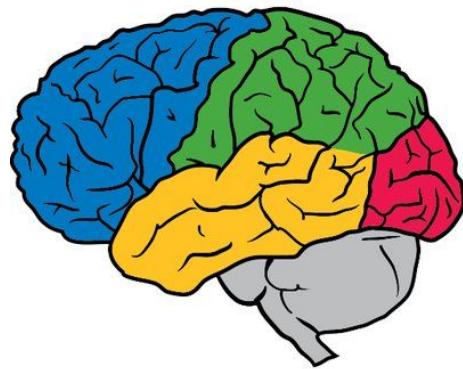
Why Google AI

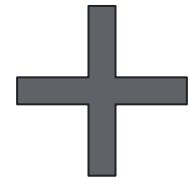
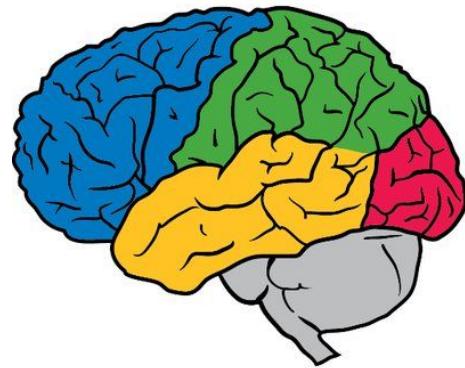




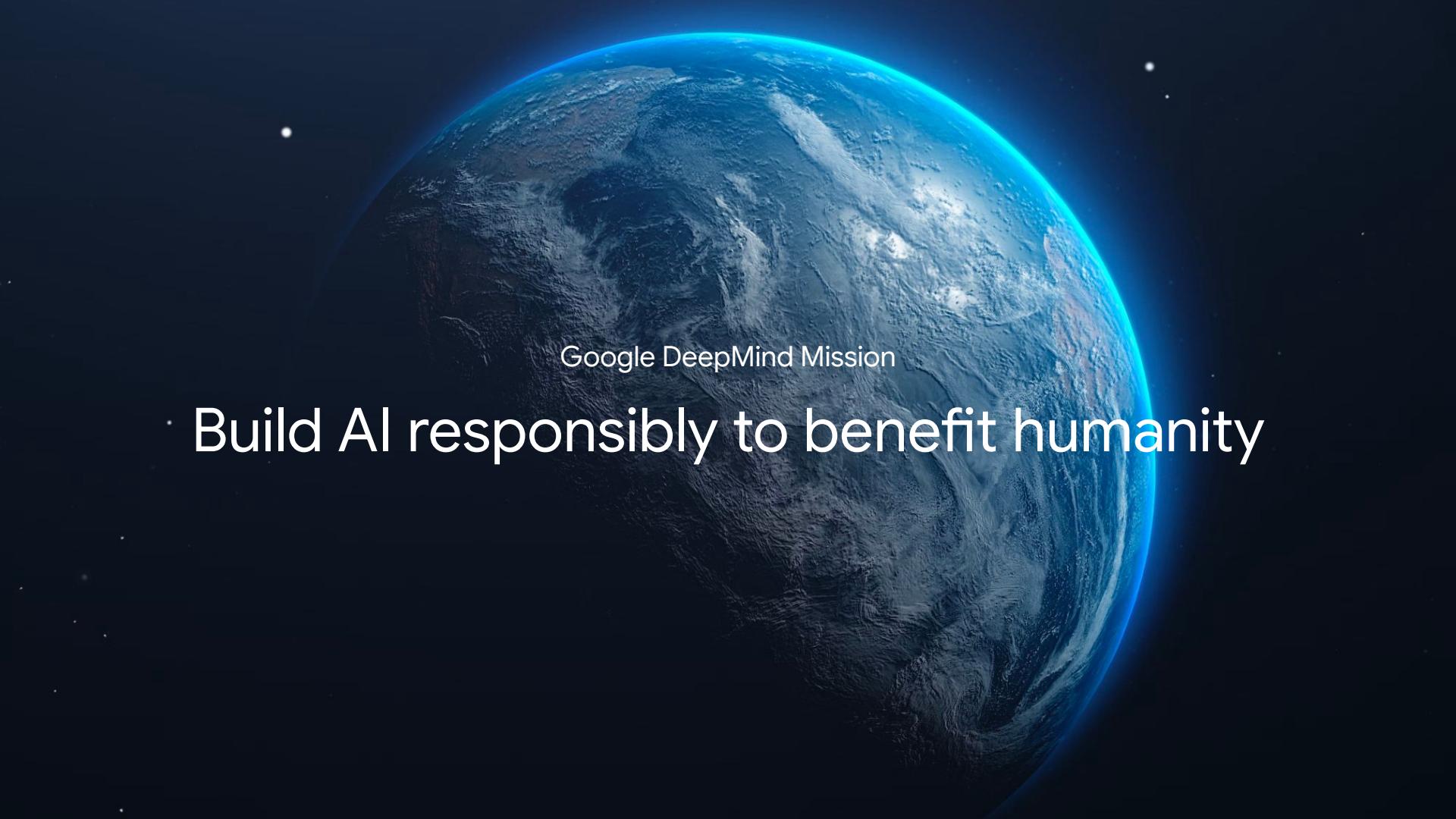








DeepMind



Google DeepMind Mission

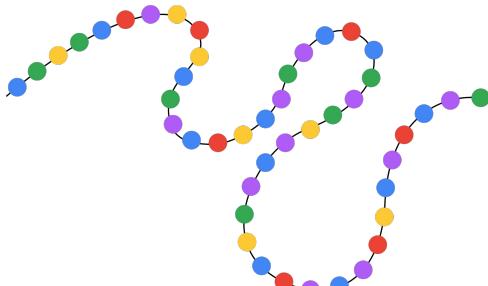
Build AI responsibly to benefit humanity

Responsible AI at the foundation

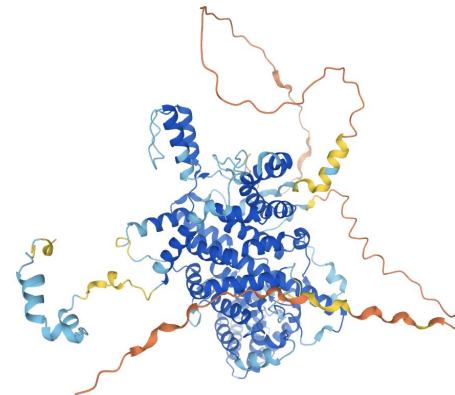


The Protein Folding problem a 50-year grand challenge in biology

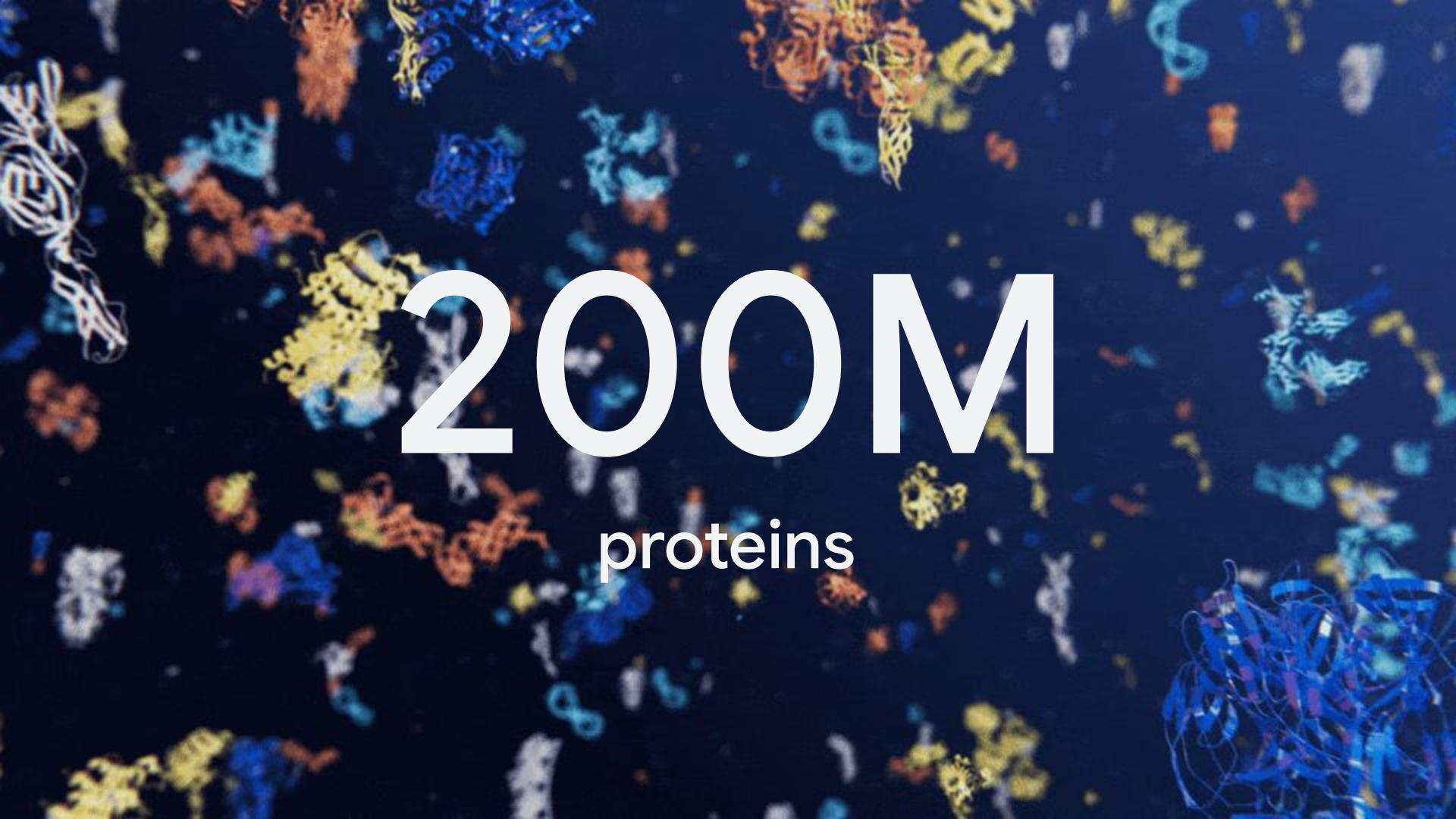
Using only its amino acid (genetic) sequence,
can you predict what shape a protein will fold into?



Amino Acid sequence

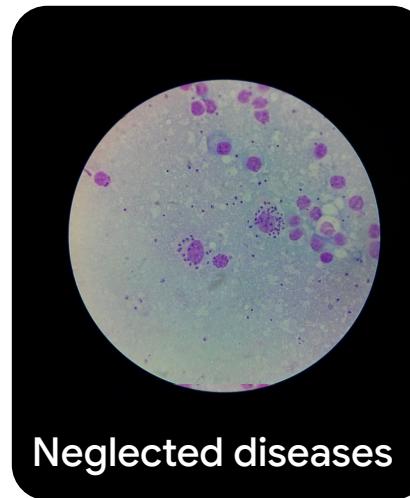


3D Protein structure



200M
proteins

AlphaFold is accelerating progress on a range of important problems



Years of AI innovation

Our pioneering AI research and development
have made recent advances possible.



2017
Transformer



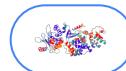
2018
BERT



2019
T5



2020
LaMDA



2021
AlphaFold



2022
PaLM



2023
Gemini

Responsible AI at the foundation

Welcome to the Gemini era



Native
Multi-modality



Advanced
Reasoning



Long Context
Window



Native Multi-modality

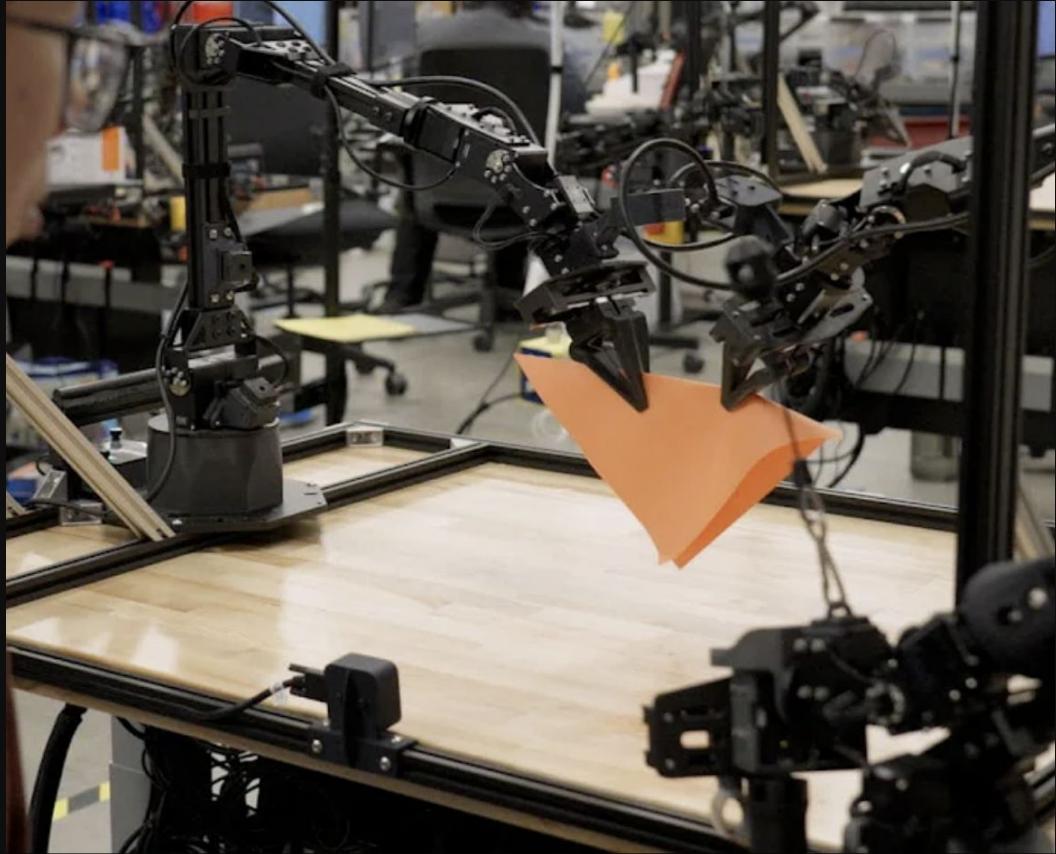
Project Astra, a universal AI Agent helpful in everyday life





Native Multi-modality

Advancements in
multimodal
understanding unlock
new capabilities with
Gemini Robotics





Advanced reasoning

Advanced reasoning powers Gemini's ability to write code

Prompt: “Design a music player interface with a prominent progress bar and queue management. Create an artist profile page showcasing albums, songs, and related artists.”

Previous Gemini

Sample Artist 1

Albums

Album 1 Album 2 Album 3

Songs

Sample Song 1
Chill Vibes

Related Artists

Artist A Artist B Artist C

Sample Song 1
Sample Artist 1

0.00 2.00

Latest Gemini

Starlight
Muse - Black Holes and Revelations

Muse

Muse are an English rock band from Bognor Regis, Sussex, formed in 1994. The band consists of Matt Bellamy, Dominic Howard, Christopher Wolstenholme, and Dominic Howard.

Follow Message

Albums

Black Holes and Revelations Absolution

Black Holes ... 2006 View Album

Absolution 2013 View Album

Top Songs

Starlight Muse - Black Holes and Revelations

Related Artists

Radiohead Coldplay

Radiohead View Profile Coldplay View Profile



Firebase Studio - studio - Firebase Studio

Firebase Studio PREVIEW

Hello, Rody

Welcome back

Prototype an app with AI

Build an interactive canvas drawing app where the user can select between various colors and brush sizes.

Have a button that uses AI to grab a picture of the canvas and guess what the drawing is. Show an alert to the user with the guess

Prototype with AI →

Start coding an app

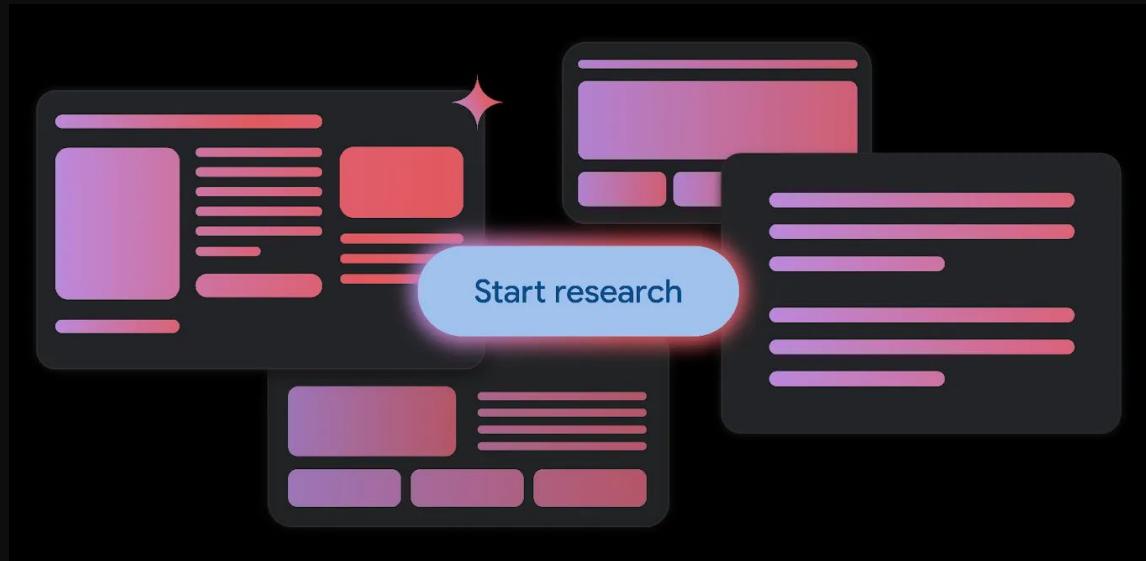
+ New Workspace Import Repo

My workspaces Shared with me

- CanvasAI (Staging) studio-27619222 · Accessed just now
- DoodleAI (Staging) studio-6142387 · Accessed 9 minutes ago
- AI Scavenger (Staging) studio-62210165 · Accessed 16 minutes ago
- ALT Text Hero (Staging) studio-32739809 · Accessed 24 minutes ago
- AltTextAI (Staging) studio-70738315 · Accessed 47 minutes ago
- Caption This (Staging) studio-2961945 · Accessed 55 minutes ago
- TipSplitter AI (Staging) studio-8172676 · Accessed 59 minutes ago



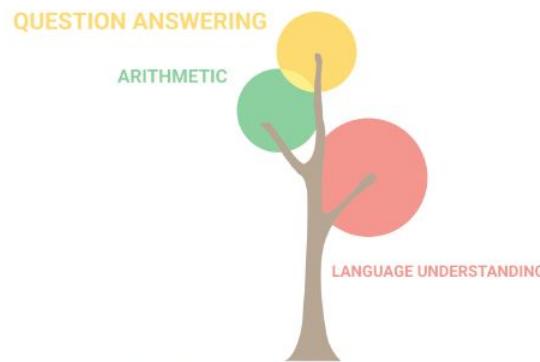
Deep Research can
build custom reports
using information
from the open web





Gemini 2.5 Pro

Rank* (UB)	Rank (StyleCtrl)	Model	Arena Score	95% CI	Votes	Organization
1	1	Gemini-2.5-Pro-Exp-03-25	1437	+8/-6	7431	Google
2	2	ChatGPT-4o-latest_(2025-03-26)	1406	+7/-8	6612	OpenAI
2	4	Grok-3-Preview-02-24	1402	+5/-5	13919	xAI
2	2	GPT-4.5-Preview	1397	+5/-6	13443	OpenAI
5	8	Gemini-2.0-Flash-Thinking-Exp-01-21	1380	+5/-4	25266	Google
5	4	Gemini-2.0-Pro-Exp-02-05	1380	+4/-5	20136	Google
5	4	DeepSeek-V3-0324	1370	+7/-7	4721	DeepSeek
7	5	DeepSeek-R1	1359	+5/-5	15098	DeepSeek
8	13	Gemini-2.0-Flash-001	1354	+4/-4	21065	Google
8	4	o1-2024-12-17	1350	+4/-5	27831	OpenAI





Long context

2M

tokens

Gemini's context can fit:

- ~18 novels
- ~10,000 minutes of audio
- >120 minutes of video
- 60,000+ lines of code



Long context

Upload sources

 Google Drive

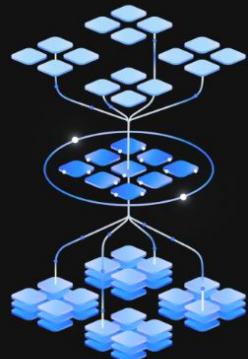
 Upload PDF

 Copied text

The Gemini models: our most capable AI

Google Cloud & DeepMind

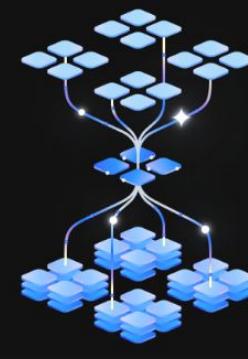
Google DeepMind



Public preview

2.5 Pro

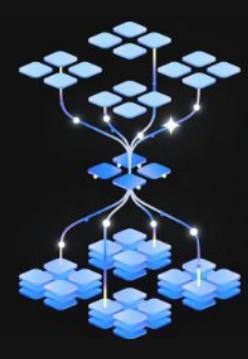
Best for coding and complex prompts



Coming soon

2.5 Flash

Best for fast performance on everyday tasks



General availability

2.0 Flash-Lite

Best for cost-efficient performance





Veo 2



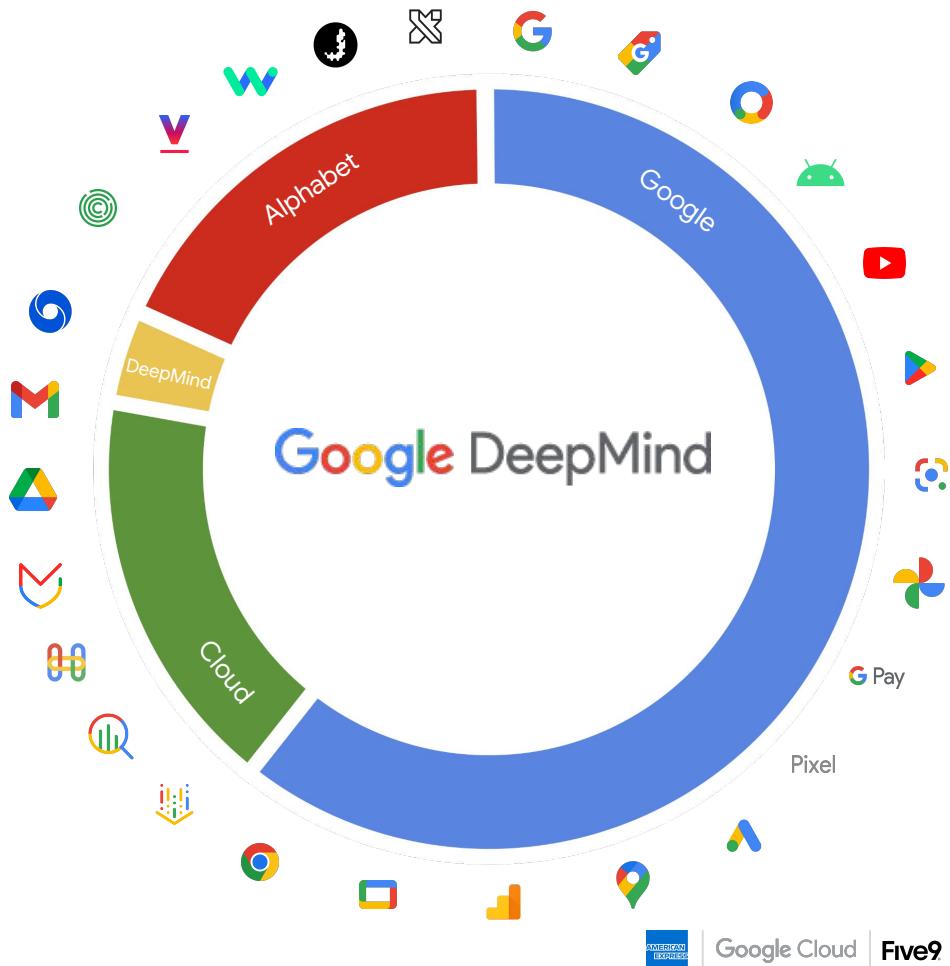
Imagen 3



Veo 2 creates
videos with
realistic motion
and high quality
output, up to 4K

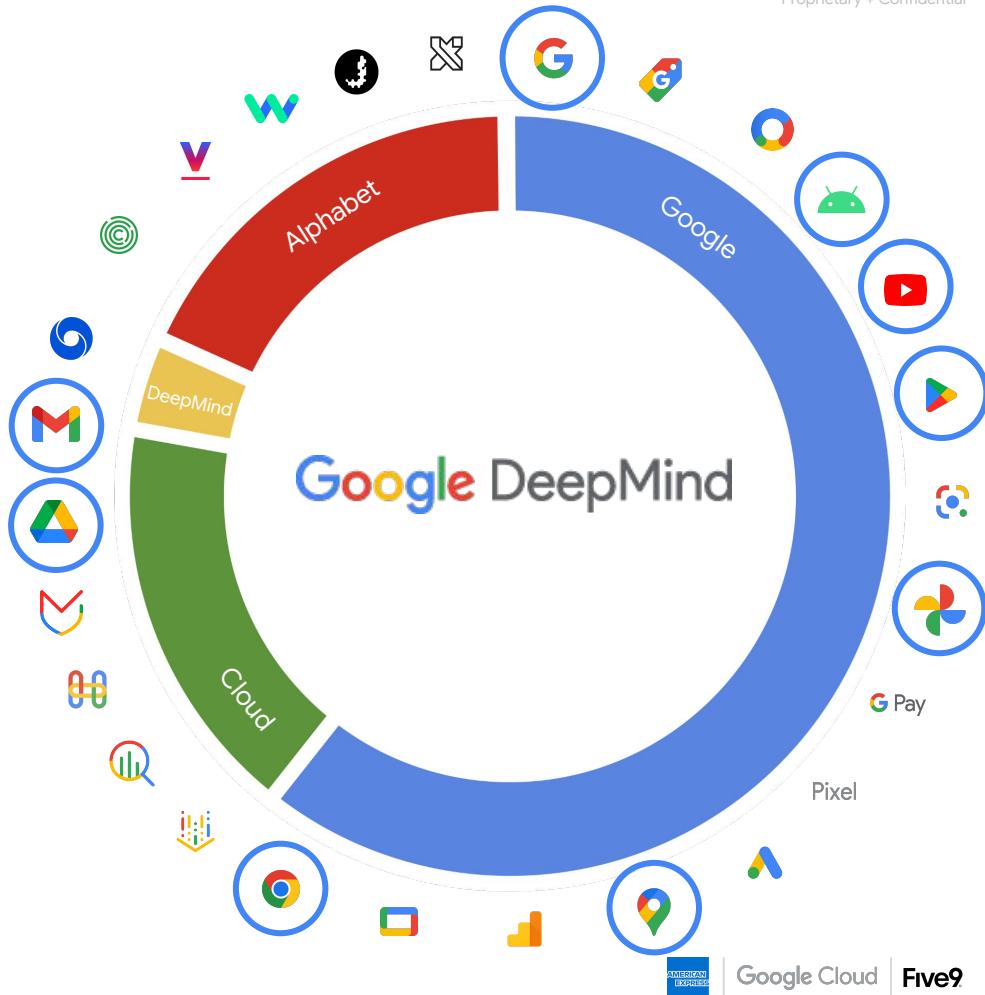


Driving AI innovation across Google



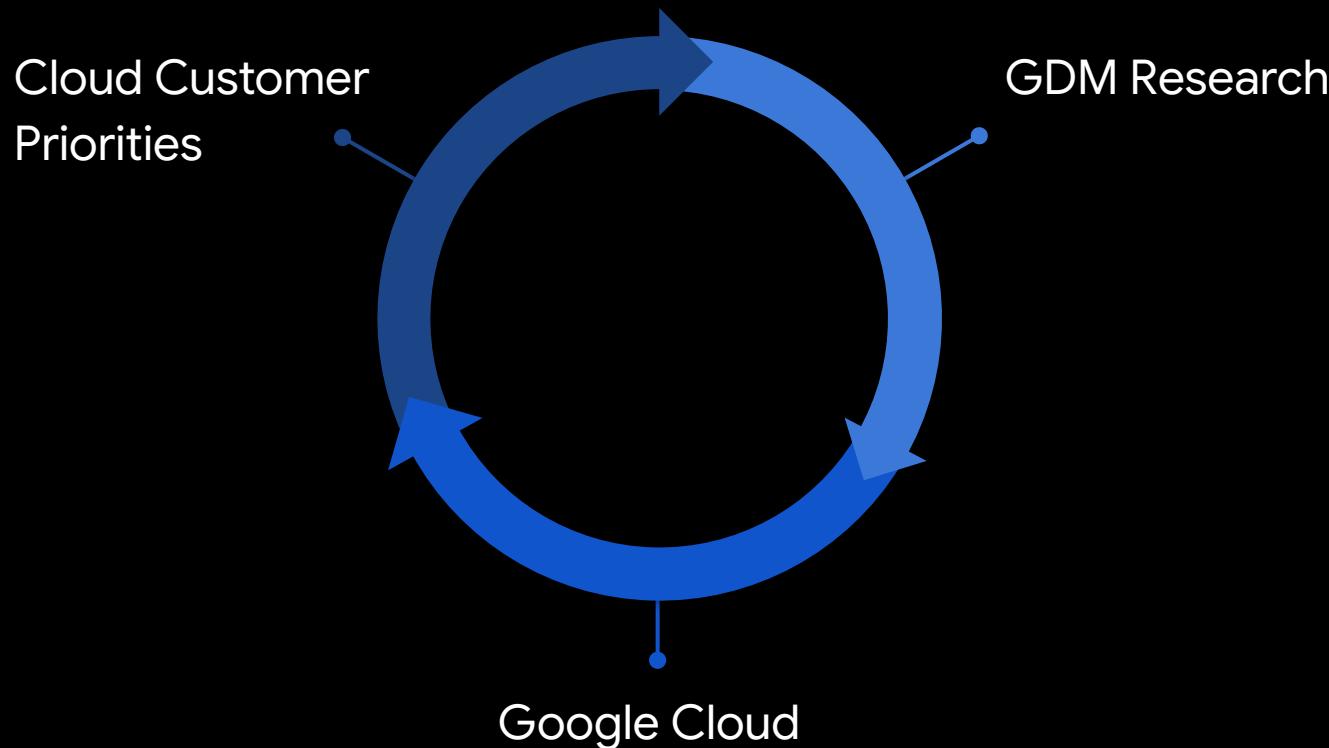
Driving AI innovation across Google

Proprietary + Confidential





GDM + Google Ecosystem





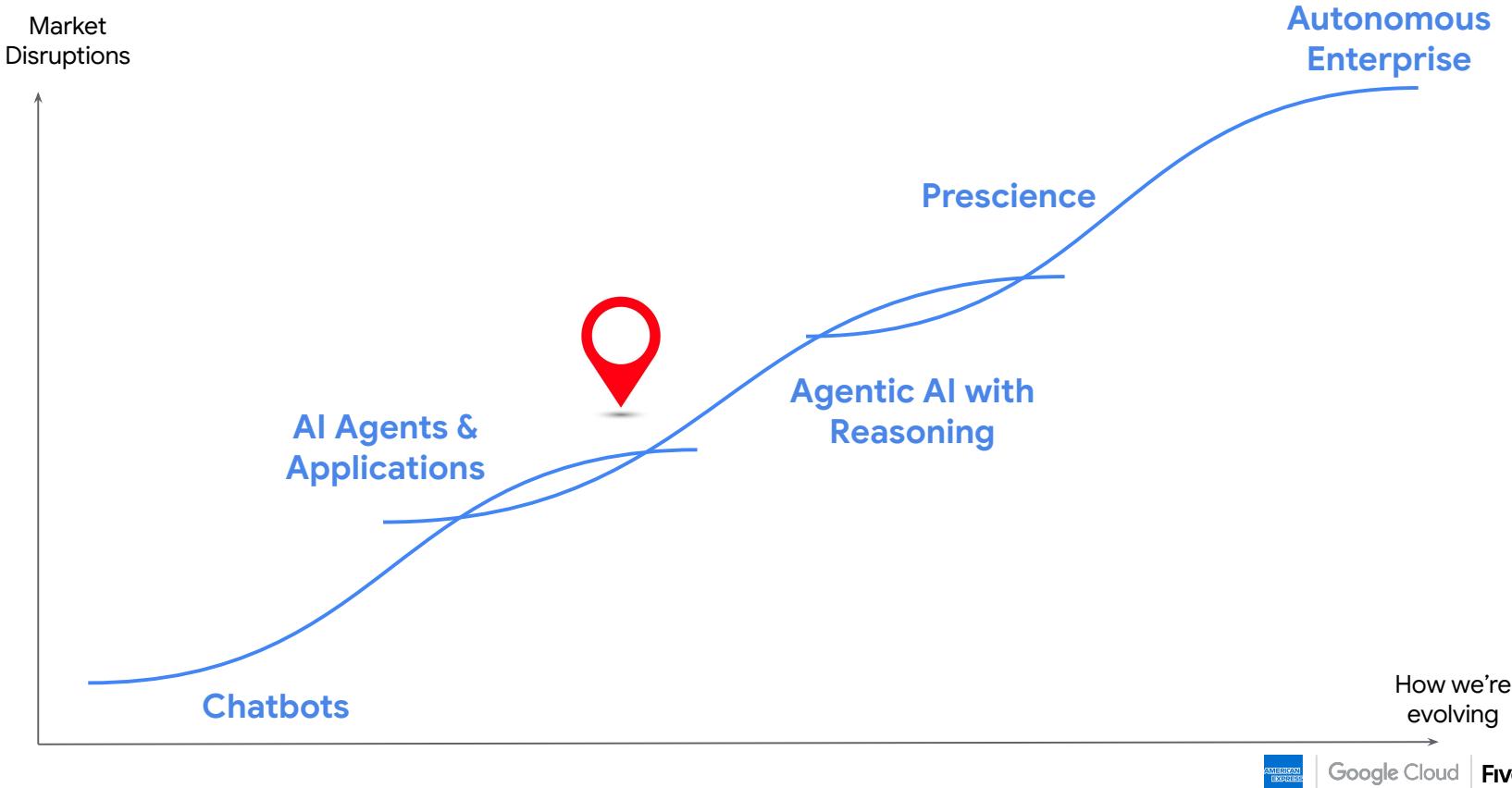
Google Cloud



CES Roadmap @ Google Cloud



AI in Enterprise is evolving at an unprecedented pace



Google CES Powered By DeepMind



Customer Engagement Suite

Google pre-built | Customer built



AI Building Blocks

Connectors | AI Search & Reasoning | Agent Orchestration



Model API & Studio

Direct LLM Access



AI Models

Gemini | Imagen | Veo | Partner (Model Garden)



AI Hypercomputer

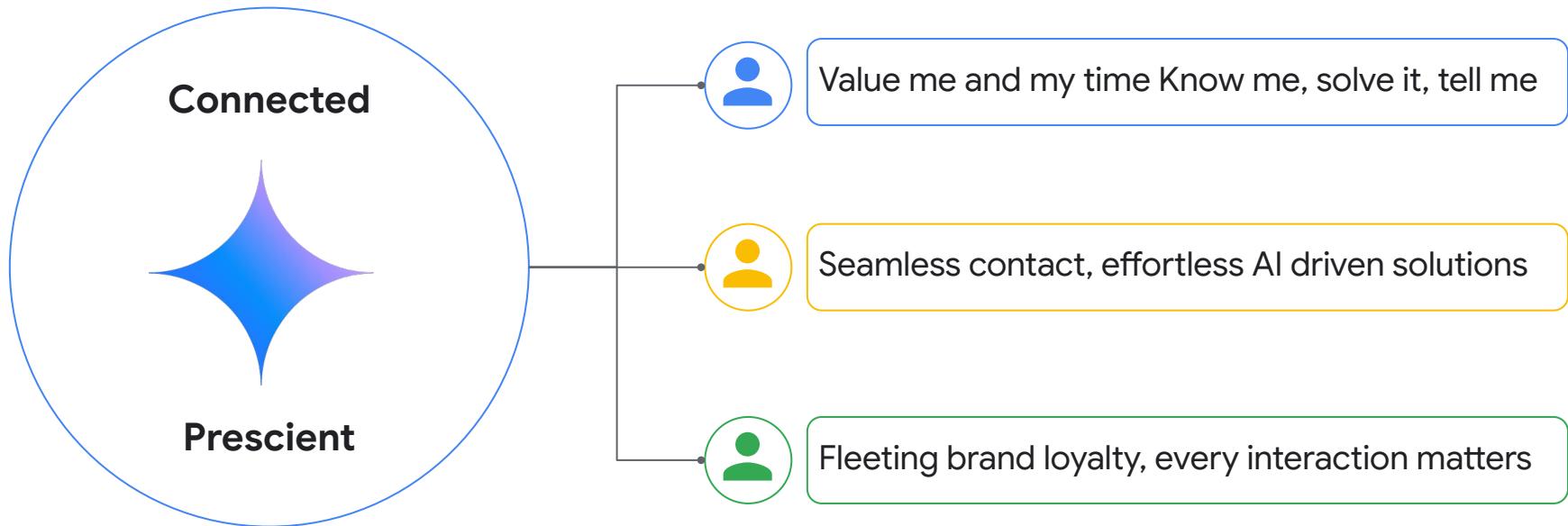
Performance-optimized hardware | Open software | Flexible consumption

Enterprise Ready

Data Privacy | Training Safety | Security | Compliance | High Availability | Inference Latency



Customer Expectations in the Era of LLMs



Towards prescience



Real-time
Personalization



Proactive
& Outbound



Effective & Efficient

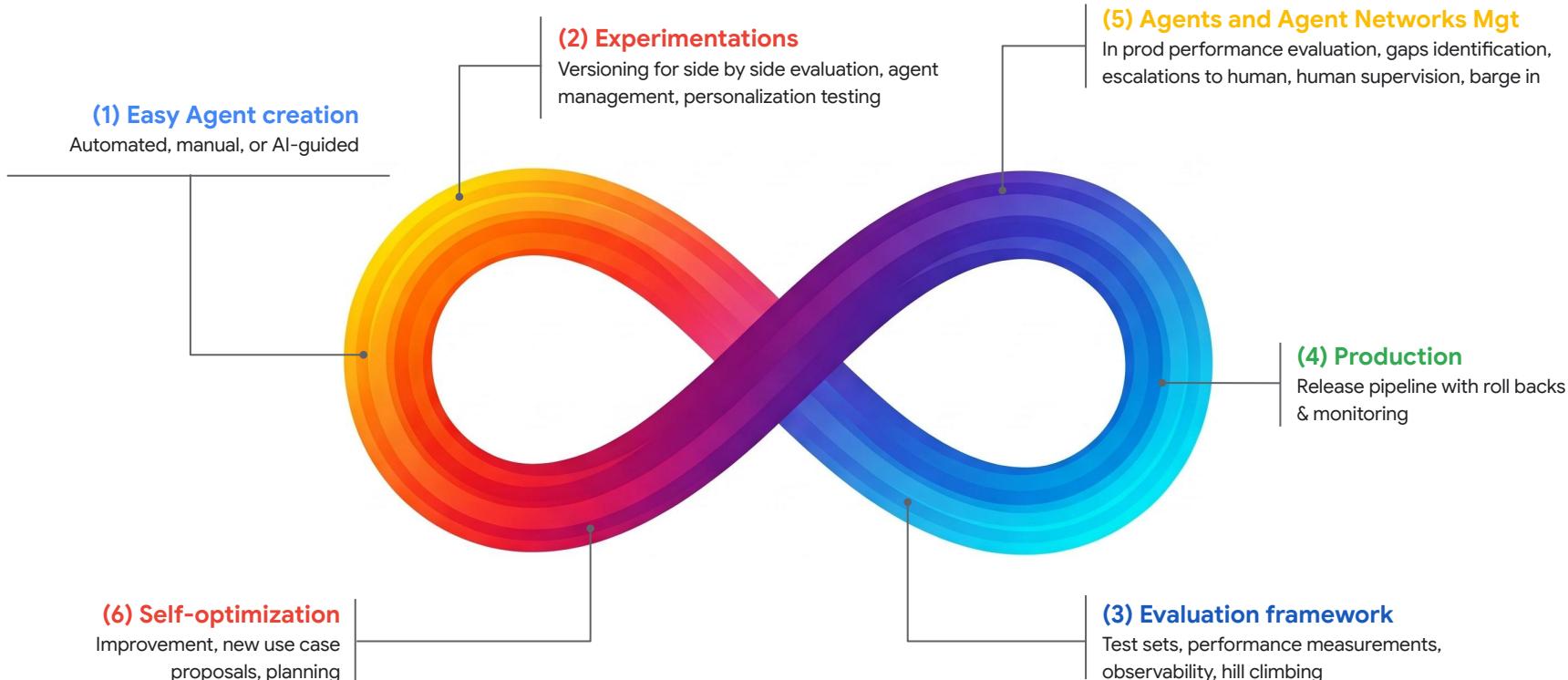


Multimodal
Seamless
Transitions



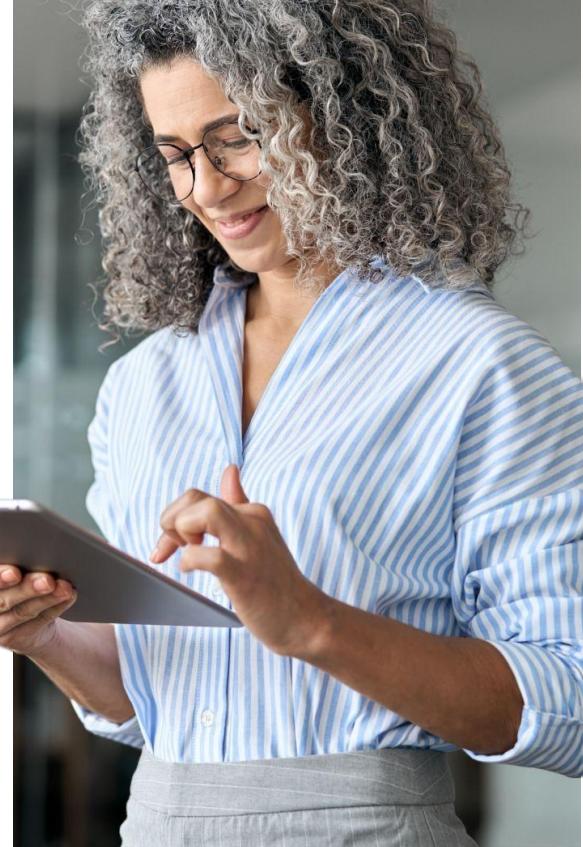
Agent Network:
Purpose-specific, Grounded, Cooperating, Self-optimizing

Prescience requires a complex AI Agent Lifecycle Mgt

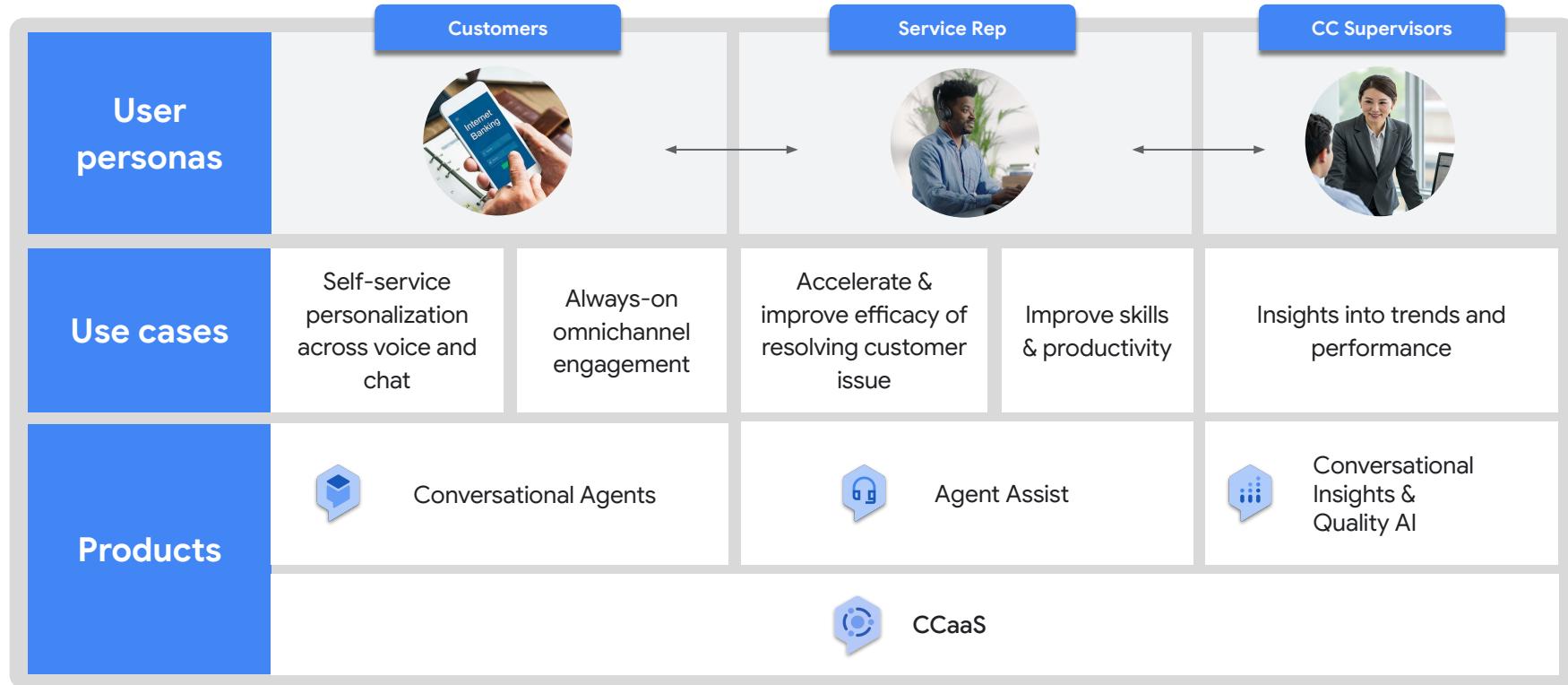


Our Vision: Deliver proactive, personalized and human-like customer experiences

AI that knows you, anticipates your needs,
and engages with you seamlessly
across every touchpoint.



Customer Engagement Suite with Google AI



But AI is driving business impact today!

60% containment and **98%** intent detection accuracy



Labor cost savings of **\$3M per year**



185% increase in containment, and **20% reduction in abandoned interactions**



90 second improvement in average handle time



\$20 million in labor cost savings in one quarter



\$2.3M in Agent effort reduction per year

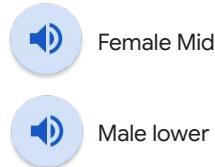


Available today: Capability highlights

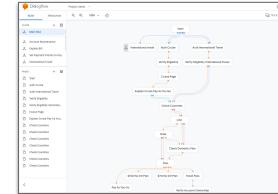


Conversational Agents

30 HD Voices
Streaming API



Unified console
Hybrid Deterministic
And Generative AI
Evaluations



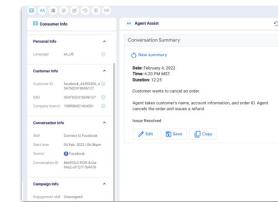

Agent Assist

AI Coach
Proactively guides the conversation in real time

Compliance
Upsell/Cross Sell
RT Translation
Generative KA.



AI Trainer
Ramp new Rep faster
Train new skills

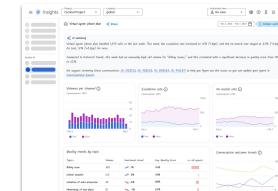


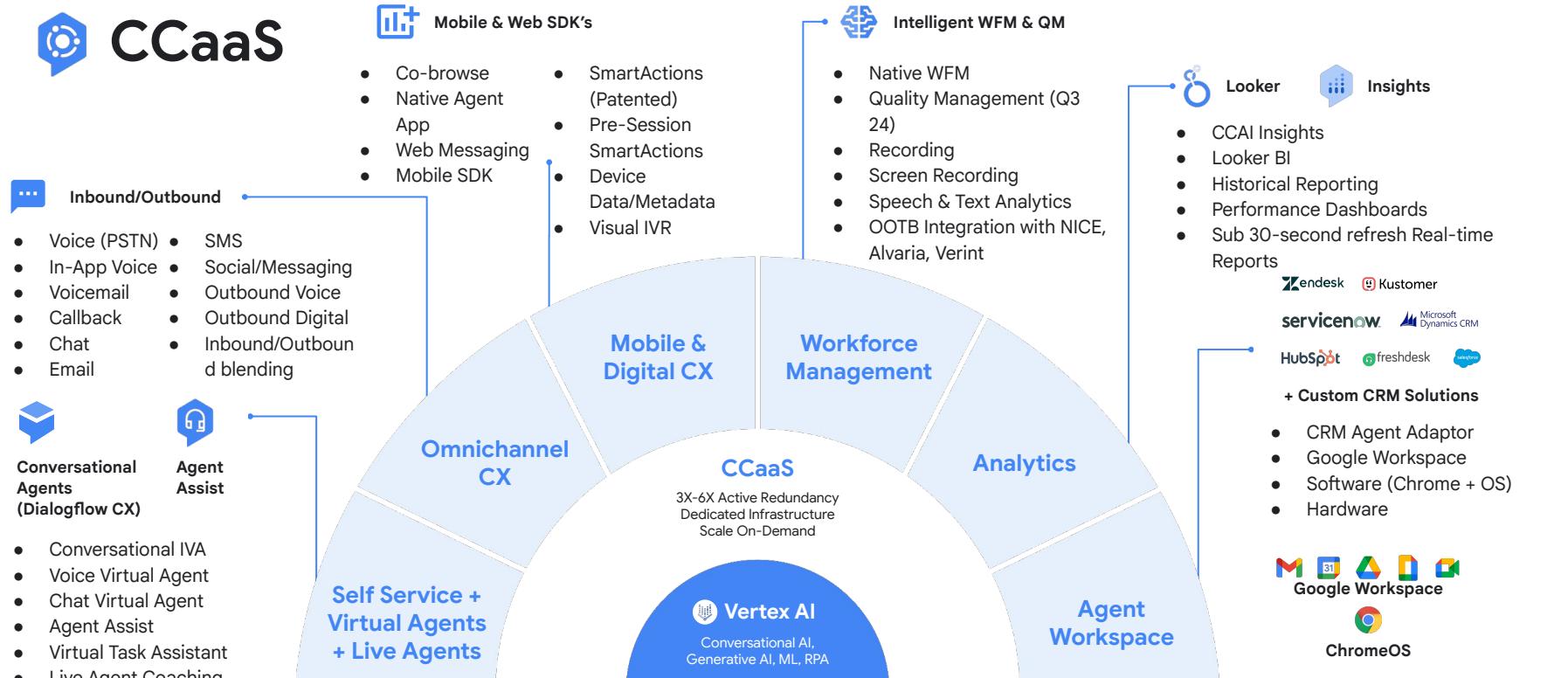

Conversational Insights and Quality AI

Data visualization
with Looker
Topic extraction
Sentiment analysis



Agent Performance
Quality AI





Privacy by
Design

Real-Time Data
Exchange

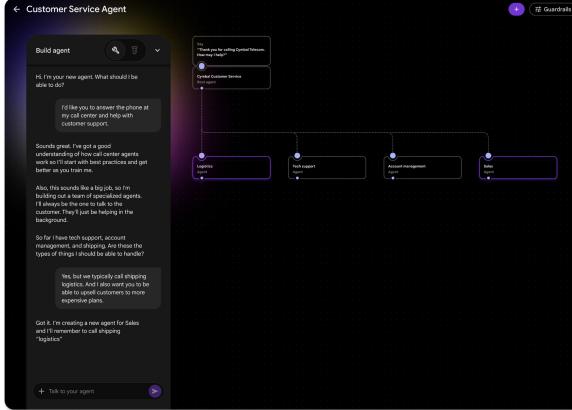
AI Leadership
& Velocity

Enterprise Cloud
& Security

Rapid Deployment

Building the Next Generation of Customer Engagement

Introducing PolySynth and Next Gen Agents



Code Name PolySynth

A new AI driven, no-code first console

Intuitive

Enterprise
Grade

Extensible

Target personas & use cases

Business user

Technical user

Next Gen Agents

Real time voice, multimodal, AI actions

Cutting-edge
Voice

Rich
Interactions

Customer
Agency

Target personas & use cases

Customer

Human agent

| Five9

| Google Cloud

Google Cloud Next '25 Opening Keynote

Google
Cloud
Next 25



Google CES Accelerating Business Outcomes



Reduce Agent Churn, Increase Productivity

- Agent Expertise Optimization
- Efficient Training
- Agent Confidence Level
- Agent Satisfaction
- Intuitive Toolset
- Tool Automation

Agent Assist

Insights

AI Coach

AI Trainer

Mariner



Increase Cost Savings & Revenue

- Reduction in AHT
- Increase Self-service Resolution
- Increased First Call Resolution (FCR) Rate
- Reduced After Work Time (AWT)
- Operational Efficiency
- Time to Value for New Use Cases
- Sales Opportunities (Up Sell / Cross Sell)
- Mix Optimization

Conversational Agents

Insights

Agent Assist

AI Coach

Proactive AI

AI Agent Lifecycle



Increase Brand Loyalty

- Higher CSAT & NPS Scores
- Reduce Reputational Risk (Privacy, Security)
- Increase Uptime
- Reduce Wait Time
- Increase Personalization
- Deliver True Multichannel (Physical & Digital)
- Multimodal Experience

Google Privacy Safe

Google Infra

Insights

HD Voices

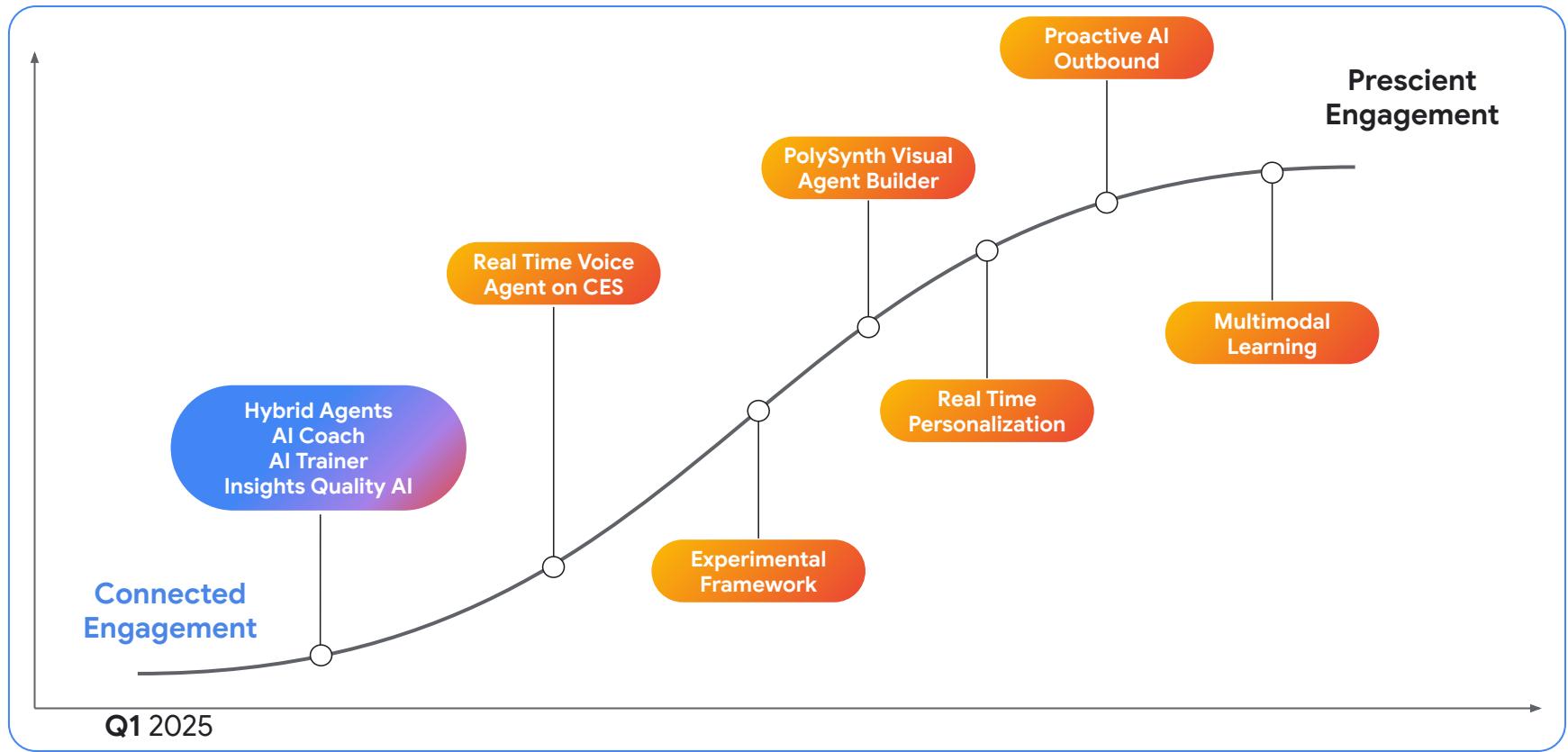
Real Time Personalization

Proactive AI



CES Roadmap Looking Ahead

SUBJECT TO CHANGE - SHARED UNDER NDA



Key takeaways from this presentation

1

Prescience is the next step toward autonomous enterprise, but supporting technology is required to manage complete agent lifecycle at scale

2

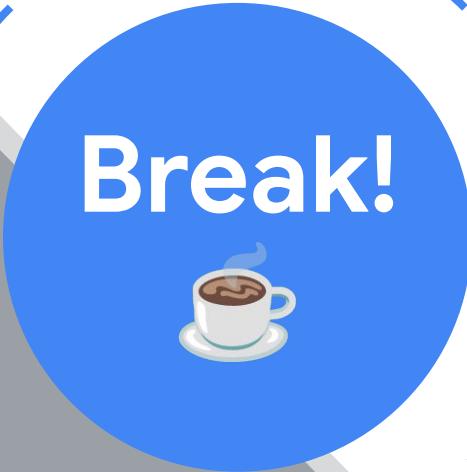
Google's **Privacy Safe & Security** is a differentiator to ensure customer trust and brand loyalty

3

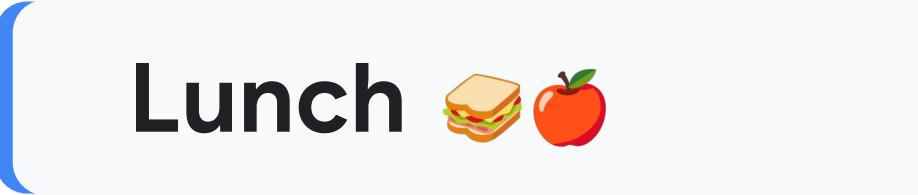
With a rapidly evolving technology landscape, Google's **consistent AI innovation leadership** is the best choice for the partnership

Cloud Experience





Break!



Lunch



Agenda

Time (PST)	Topic	Duration	Presenter
8:45 - 09:00	Arrivals & Beverages		
09:00 - 09:15	Kick-off & Google Welcome	15 min	Google Ivan Fernandez Head of Payments Google Lily Britt - Account Executive & Gloria Vargas, AI Specialist
09:15 - 09:30	Voice of the Customer	15 min	American Express Adrianna Bailey, SVP Technology American Express Ian Tomlinson, VP Prod Dev
9:30 - 10:00	A vision for AI-powered CX at American Express	30 min	Google Tomás Coyne
10:00 - 10:45	Why Google AI?	45 min	Google Deepmind Dan Nanas & Shaojian Zhu
10:45 - 11:30	CES Roadmap @ Google Cloud	45 min	Google Antony Passemard
11:30 - 12:00	Penalty Kick	30 mins	Google Dennis Tran
12 - 12:45	Lunch		
12:45 - 1:45	Showcase: Next Generation Customer Journey Demo: Voice & chat deterministic, generative, agentic and conversational insights	60 min	Google Lala Wallace Moni Sallam Syndeo Oliver Lennon, Alan Beck
1:45 - 2:45	Spotlight: De-risking your migration from Genesys Engage with Syndeo	60 min	Syndeo Oliver Lennon Alan Beck Gary McGowan
2:45 - 3:00	Break		
3:00- 4:00	Target State Design Review	60 min	Google Tomás Coyne & Five9 Derek Bakker
4:00- 4:30	Recap & Day 2 Plan	30 min	Google Five9 Syndeo
6:00 - 8:00	Dinner		

Showcase:

Next Generation Customer Journey

Demos

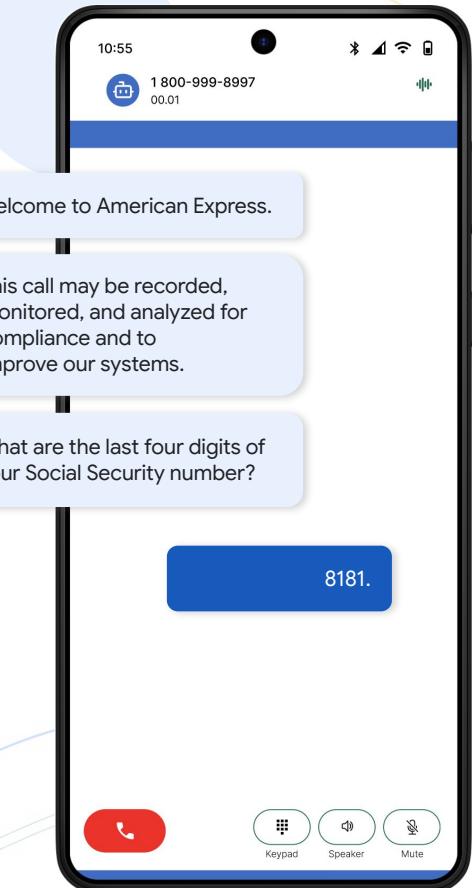
Voice & chat deterministic, generative, agentic
and conversational insights



Demos

Question a charge (voice demo) + Discussion

Deterministic Answers

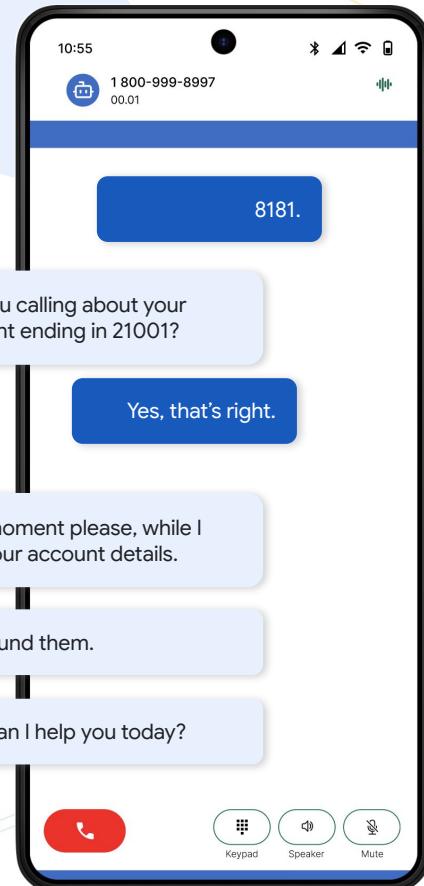


GenAI Answers

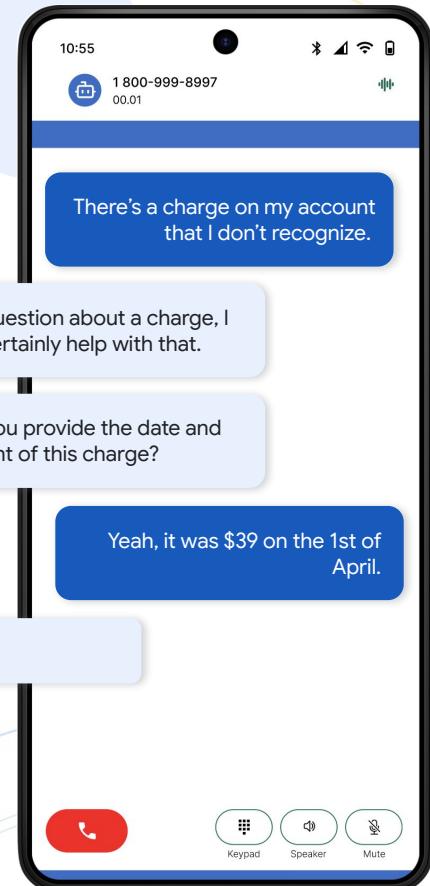


Deterministic Answers

GenAI Answers



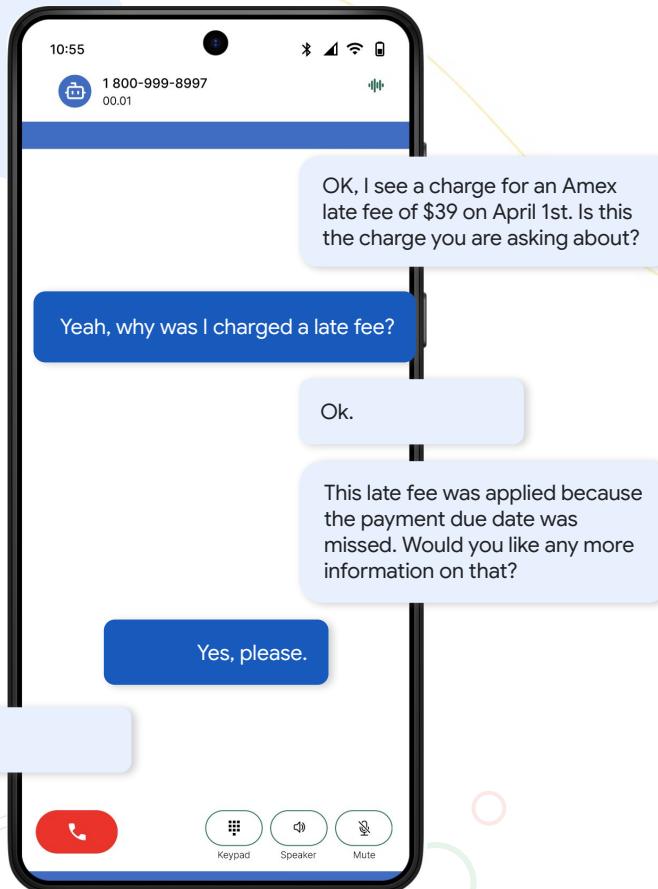
Deterministic Answers



GenAI Answers

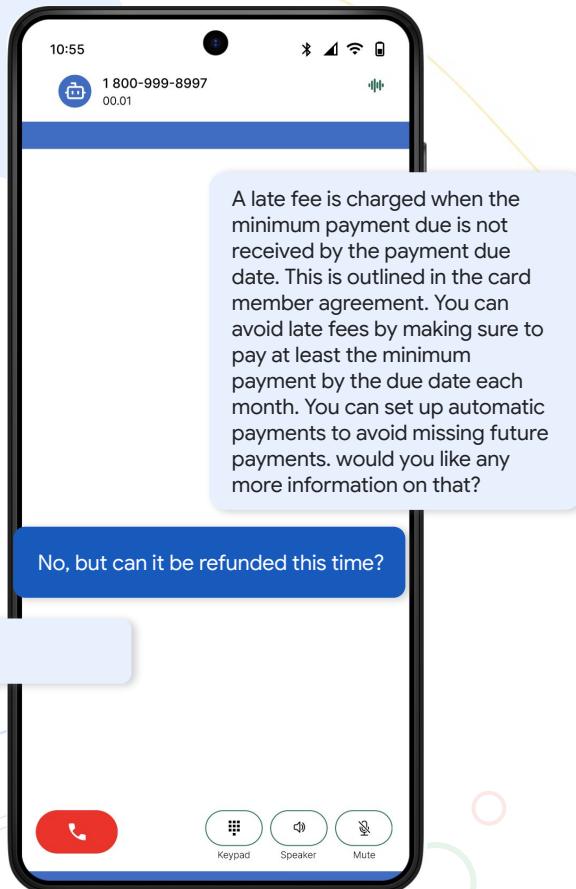
Deterministic Answers

GenAI Answers



Deterministic Answers

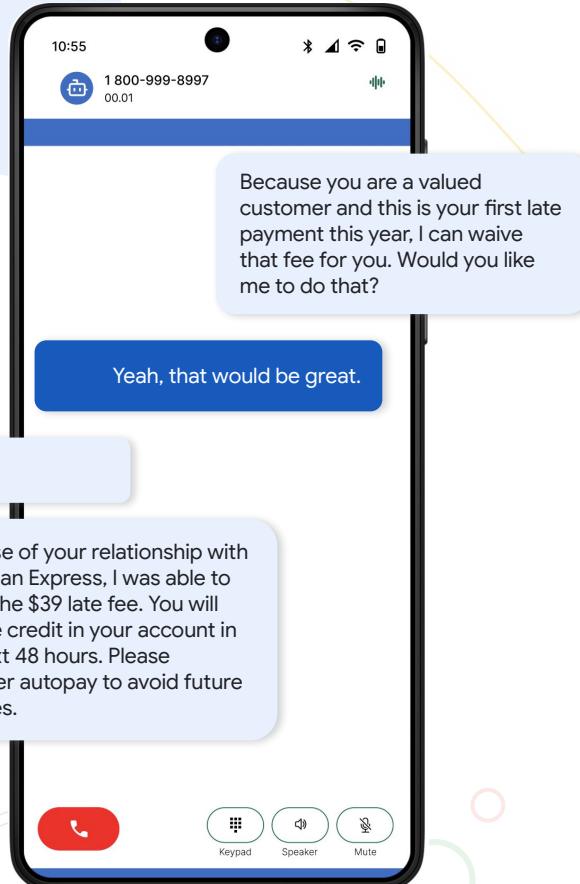
GenAI Answers



Deterministic Answers



GenAI Answers



Deterministic Answers

If you would like to hear this again, say repeat. You can also say make a payment, or if you would like to learn more about autopay, say autopay. For information on a different account, say switch accounts. For anything else, say main menu. If you're done, you can hang up.

I'm done, thanks, bye.

GenAI Answers



Google Cloud

Five9



Demo

Dispute Resolution + Lost Card (voice demo) + discussion



Why use generative Playbooks?

01

No state-machine dependency

02

Faster and more intuitive development

03

No training data needed to start

04

LLM-powered conversational experience

05

OOTB capabilities

06

Enterprise readiness



Playbooks: Benefits of Steering

- **Enhanced Understanding:** LLMs enable virtual agents to understand context, sentiment, and complexity in human language.
- **Sophisticated Routing:** LLMs allow for disambiguation, multi-intent capturing, multi-language acknowledgment, and sentimental responses.
- **Human-like Interaction:** Virtual agents can now respond like human operators without complex logic or NLP models.
- **Leverage LLMs to do the following:**
 - Accurately interpret user's intent
 - Route the conversation to either generative or descriptive flow based on user's intent.
- **Quick and Easy Setup:** Implementation requires just a few clicks, saving time and effort.
- **Efficient:** Drastically reduces the time needed for fine-tuning (potentially from months to days or even hours).
- **Ambiguity and Multi-Intents:** Effectively manages unclear or complex user inquiries with multiple intentions.
- **Better fallback experience:** Dynamic error handling for specific scenarios such as no-matches, no-inputs and system errors.





Playbooks: Benefits of Steering

- **Enhanced Understanding:** LLMs enable virtual agents to understand context, sentiment, and complexity in human language.
- **Sophisticated Routing:** LLMs allow for disambiguation, multi-intent capturing, multi-language acknowledgment, and sentimental responses.
- **Human-like Interaction:** Virtual agents can





Demo

Agentic Future



Demo

Insights + discussion



Spotlight: De-risking the Migration with Syndeo

Google Cloud



Five9®



IVA Roadmap for American Express



Modernize With Iva Cloud Accelerator

From Legacy To Responsible Agentic AI



Modernize

Extract Amex GAAP definitions from Genesys Engage – import into Syndeo on GCP

Remove Dependency On Genesys



Enhance

Immediate access to the best-in-class CES Speech (STT, TTS, Voices) AND chat and omnichannel

Remove Dependency On Nuance



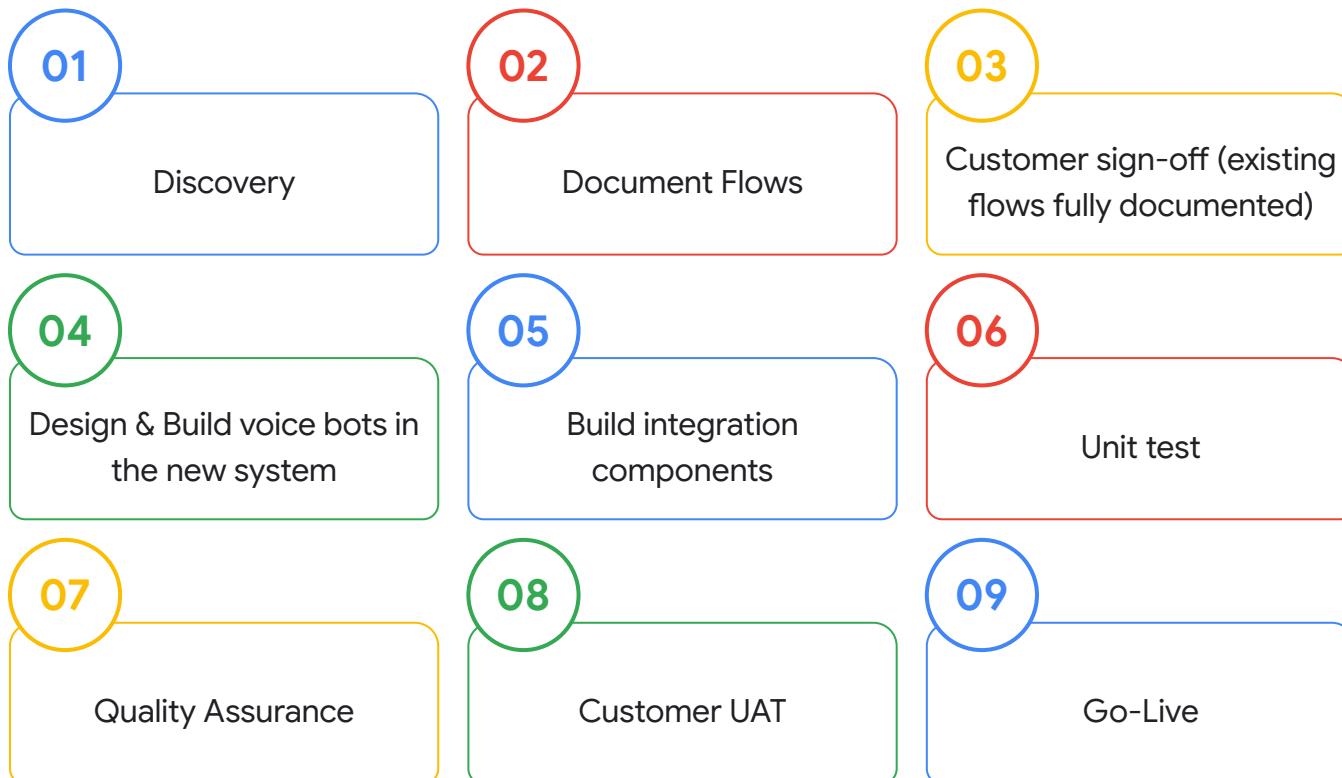
Extend

Blend deterministic with generative agents to deliver innovation at a pace controlled by Amex

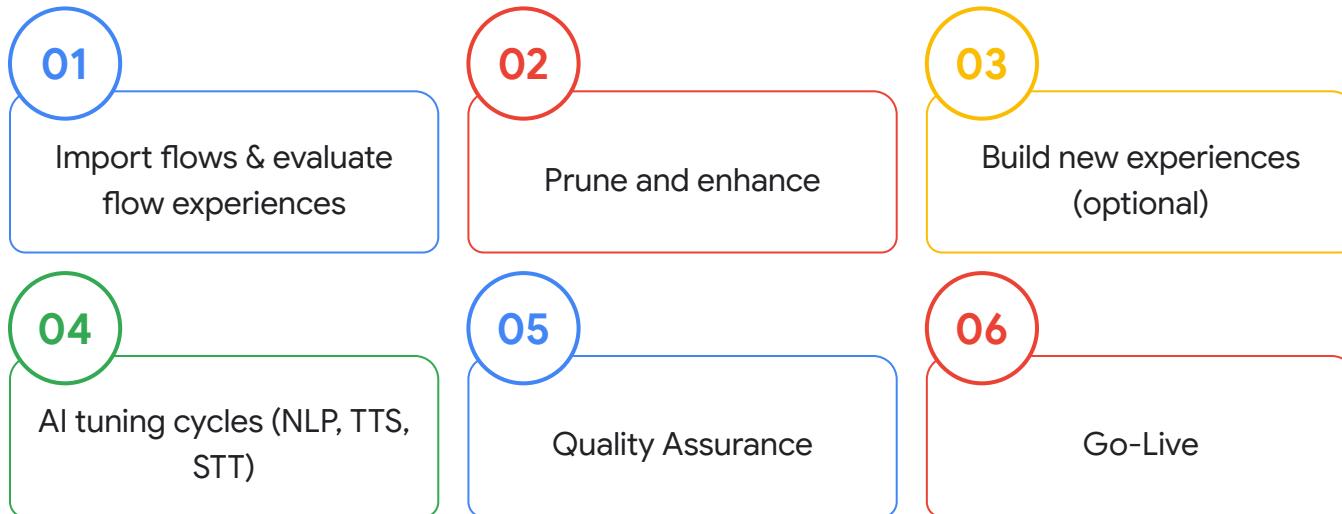
Provide A Pathway For Responsible Agentic AI



Typical IVR Cloud Migration Project (e.g Genesys)



IVA Cloud migration with Syndeo + Google



Intelligent Automation Dashboard Applications Integration Reports Personas Users Import **Export**

Export

This page lets you save various details about your module(s) in XML format, including the callflow definition and any Product-specific 'Data' that has been uploaded.

It also enables you to download any audio prompts that you have previously uploaded.

*** What to Export**

- Export Everything
Includes all callflows, uploaded grammars, product-specific settings (e.g. web service details in Balance Enquiry, or store information in Store Finder), and all uploaded audio prompts.
- Export Prompts Only
Includes only uploaded audio files - both those that are part of the callflow and those that are product-specific (e.g. store information prompts in Store Finder).
- Export Product-Specific Data and Prompts Only
Includes only settings and audio prompts that are product-specific; does not include callflow information or 'static' prompts or grammars.

*** Modules to Export**

- Activate Card
- App - Card Services Application
- App - Certurion RM Line
- App - Commercial Credit
- App - Commercial EMEA
- App - Credit
- App - Dynamic Transfer Application (Not used)
- App - Executive Relations Application
- App - Fall Over Application
- App - GNA
- App - ICC Application
- App - ICC Premium Application
- App - Insurance Application
- App - Merchant Credit / Risk
- App - Merchant EMEA
- App - Outbound IVR Application
- App - Premium Application
- App - UK Merchant
- Availability Declined (Outbound)

Hold Ctrl to select multiple modules

Export Options

Use Production Version of Each Module

Intelligent Automation Dashboard Applications Integration Reports Personas **Export** Oliver Lemon | Gary - AMEX

Invoke

Add Description

Script Unit Tests Preferences

Switch script type
Complex script ▾

```
def url;
if(env == 'e1' || env == 'E1')
{
    url = 'https://vruspayment-dev.aexp.com/voice/payment/v1/paymentHistory';
}
else if(env == 'e2' || env == 'E2')
{
    if(cardNumber.equals('371726645523003')){
        url = 'http://ivrapp1330-vip.phx.aexp.com/voice/Web/us-com-20230808VX/data'
    }
    else if(cardNumber.equals('372284272464009') || cardNumber.equals('372738229833004') || context.get("inside flat file");
    context.logError("inside flat file");
}
```

Update Cancel

Extract definitions from Genesys Engage – GAAP

SYNDEO HOME REPORTS EXPERIENCE APPS FLOWS A.I.WORKBENCH WEB INTEGRATION DEPLOYMENTS TRANSFER BUSINESS SETTINGS AMEX Pilot

The screenshot shows the Syndeo IVA Cloud Platform interface. On the left, there's a sidebar with options like 'Edit Return Types' and 'Edit Parameters'. Below it is a 'Chat Simulator' window displaying a conversation with American Express. The main area is a flow editor titled 'BAL - Start Module STEP'. It features a central 'Balance Selector' node connected to various sub-nodes: 'BAL - Question a charge', 'BAL - Payment Address', 'BAL - Bill Cycle', 'BAL - Plan It Balance', 'BAL - Due Date Entry', 'BAL - Available Credit', 'BAL - Late Fee', 'BAL - Balance Entry', and 'RTX - Recent Transactions'. These nodes have arrows pointing to a 'Go to Global Wrap Menu?' node. From there, arrows lead to 'no' (returning to the start) and 'yes*' (leading to a 'BAL - External Links Menu - SLA - Global Wrap Menu' node). A 'Save' button is at the top right, and a sidebar on the right lists various flow components with icons.

BAL - Start Module

BAL - Balance Selector

Nodes:

- BAL - Question a charge
- BAL - Payment Address
- BAL - Bill Cycle
- BAL - Plan It Balance
- BAL - Due Date Entry
- BAL - Available Credit
- BAL - Late Fee
- BAL - Balance Entry
- RTX - Recent Transactions
- Go to Global Wrap Menu?
- BAL - External Links Menu - SLA - Global Wrap Menu

Components Sidebar:

- Save
- Message
- Paragraph
- Question
- Intent
- Decision
- Script
- Variables
- Notify
- Flow
- Switch
- Route
- Catch
- End

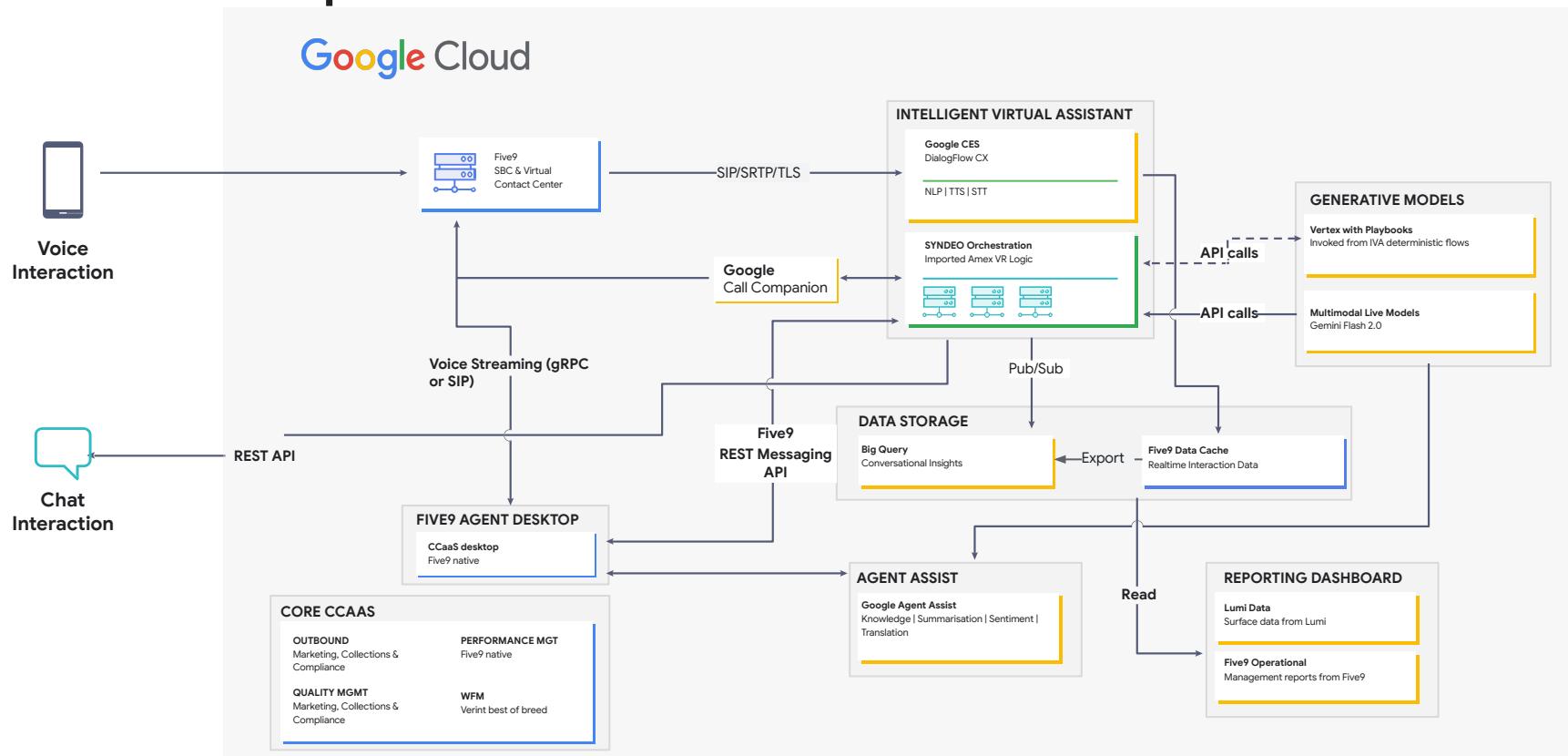
Import definitions to the Syndeo IVA Cloud Platform

AMERICAN EXPRESS | Google Cloud | Five9

Demo

of Syndeo Migration

Software component architecture



SYNDEO

HOME REPORTS EXPERIENCE APPS FLOWS A.I.WORKBENCH WEB INTEGRATION DEPLOYMENTS TRANSFER BUSINESS SETTINGS Hello, Oliver ▾

Your A.I. Settings

	Name	Type	Description	Action
Training	Gemini-2.5-pro	Gemini	Using gemini-2.5-pro-exp-03-25, Amex digital assistant system instructions.	View Delete
Normalization	Gemini-Guard-Rails	Gemini	Guard Rails using gemini-2.0-flash-001.	View Delete
Tuning Parameters	Llama-3.2	Meta	Using llama-3.2-3b-instruct, no set default system instructions.	View Delete
LLM Configuration	Claude-3.7-Sonnet	Anthropic	Using claude-3-7-sonnet-20250219, no set default system instructions.	View Delete
Other	DeepSeek-V3	DeepSeek	Using deepseek-v3-0324, no set default system instructions.	View Delete

Create New LLM Configuration

Extend with Gemini and Vertex Model Garden

Google Cloud

Five9

SYNDEO HOME REPORTS EXPERIENCE APPS FLOWS AI WORKBENCH WEB INTEGRATION DEPLOYMENTS TRANSFER BUSINESS SETTINGS AMEX Pilot

BAL - Start Module

STEP

Balance Selector

question_a_charge

payment_address bill_cycle plan_it due_date available_credit

balance_entry recent_transactions

Chat Simulator

Welcome to American Express.

This call may be recorded, monitored, and analyzed for compliance and to improve our systems.

What are the last 4 digits of your social security number?

LLM - Question a charge

Dialogflow CX

Project: syndeo-amex-poc-us-sa Language: en

Playbooks

Basics Examples Test cases Settings

Playbook name: Dispute a Charge

A playbook is the basic building block of a Vertex AI Conversation app. Each playbook is defined to handle specific tasks. Learn more

Goal

- Effectively guide American Express customers through the charge dispute process.
- Gather all necessary information to initiate a charge dispute.
- Provide clear and accurate explanations of the dispute process, timelines, and potential outcomes.
- Ensure compliance with American Express's policies and procedures for charge disputes.
- Maintain a professional, empathetic, and helpful tone throughout the interaction.
- Adhere to American Express's brand voice and maintain compliance with financial regulations.

High level description of the goal the playbook intends to accomplish. Learn more

Instructions

Instructions

1. Understand the Customer's Request:** Recognize and acknowledge that the customer wants to dispute a charge.

2. *Gather Necessary Information:** Prompt the customer for the following information about the disputed charge:

- Date of the transaction
- Merchant name
- Transaction amount
- Reason for disputing the charge (e.g., unauthorized, incorrect amount, goods/services not received, defective merchandise, etc.)

3. Explain the Dispute Process:** Clearly outline the steps involved in the dispute process:

- Investigation by American Express
- Potential for temporary credit during the investigation
- Timeline for resolution
- Possible outcomes (e.g., charge approved, charge upheld)

4. Provide Dispute Resolution Guidance:** Advise the customer on any documentation they might need to provide to support their dispute (e.g., receipts, emails, proof of delivery, etc.). Provide options on how the customer can submit the documentation.

5. *Initiate the Dispute (if applicable):** Offer to initiate the dispute on the customer's behalf, after they have provided the necessary information.

6. Confirm Dispute Status:** Provide a confirmation of the dispute being filed.

7. Provide a Reference Number:** Provide a reference number for the dispute.

Inform the customer how they will be updated on the progress (e.g., email, mail, online).

Provide the customer with an estimated timeframe for the resolution.

8. Escalate When Necessary:** If the customer's issue is complex, or the agent cannot resolve the issue, offer to connect them with a live agent or provide the appropriate contact information.

Save

Message Paragraph Question Intent Decision Script Variables Notify Flow Switch Route Catch End

Extend deterministic flows with Generative AI

AMERICAN EXPRESS | Google Cloud | Five9

Your A.I. Settings

Name	Type	Description	
------	------	-------------	--

[Create New LLM Configuration](#)

Training



Using gemini-2.5-pro-exp-03-25, Amex digital assistant system instructions.

[View](#)

SCRIPTING LANGUAGE

Groovy

SCRIPT

```

1 def variables = syndeo.getVariables();
2 def instructions = syndeo.getProperties().get("VerificationInstructions");
3
4 // Override LLM Configuration, reduce temperature, set verification instructions and use thinking model.
5 def llmID = syndeo.newLLMChat("AmexLLM", { temperature: 0.1,
6   systemInstruction: instructions,
7   model: "gemini-2.0-flash-thinking-exp-01-21 " });
8
9 def userInput = variables.get("UserInput");
10
11 var result = syndeo.sendMessageToLLM(llmID, userInput);
12 variables.set("LLMVerificationResponse", result);
13 syndeo.setPath(0);

```

PATHS

ID	NAME	LEADING TO
0	user input	Question: Ask LLM
1		Script: Exit

 ALLOW SCRIPT TO ACCESS CONVERSATION MESSAGES

Make the easy things easy, but don't stop people from doing the hard things

Pilot Summary - 8 week duration for build phase

01

Move US GAAP Flows

- Import 160 of 1,000 US modules (SLM, IDV, Payments, Question a Charge, Dispute a Charge, TLS Upcoming Trip)
- Call flow updates
- SLM format & import
- Groovy updates
- Build fabricated data & Stubbs

02

Enhance flows

- Utilize DialogFlow STT, TTS, NLP
- Incorporate multi-channel capability within flows – leveraging Google Call Companion
- Repurpose voice flows for chat
- Utilize Vertex Model Garden to add generative AI
- Build an agentic experience using an Amex flow

03

CCaaS & Reporting

- Build within a full CCaaS environment – leveraging Five9
- Add agent assist capability
- Push data to the Conversational Insights and BQ



Pilot Summary - 8 week duration for build phase

01

Move US GAAP Flows

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03

CCaaS & Reporting

One man-month to complete

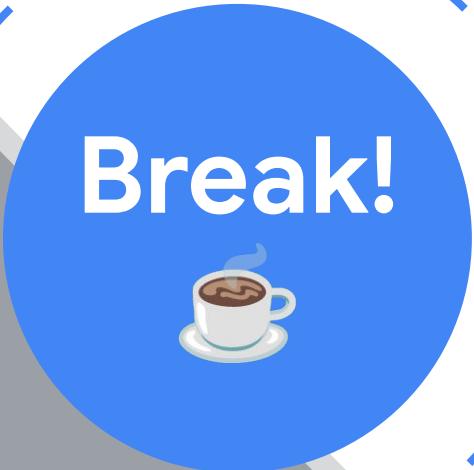
Import GAAP Flows	2%
Call flow Updates update missing link blocks, prompt checks, question & menu block checks, decision block checks	29%
SLM Intent Module format & import tagging guide, replace custom vXML	17%
Groovy Updates code validation	17%
Fabricated Data build endpoints, create data based on assessing data contracts	30%
Unit Testing	5%

What Syndeo Provides for American Express

- **Accelerate and de-risk your migration**
 - Approx 4x to 5x less effort
- **Continue to manage and execute deterministic flows**
 - Ramp-off pathway if required
- **All within an Amex Org**
 - You have control & visibility
- **DevOps aligned**
 - APIs into many aspects of Syndeo
- **Enables Generative AI to enhance Deterministic Flows**
 - Enhance at your pace
- **Co-exists with new AI agents built within CES and Playbooks**
 - Extend using the Google tools as necessary
- **Enables Multimodal (voice streaming)**
 - Providing you with options to build the “future state”

**Syndeo is a Flexible Accelerator
Not a Gatekeeper**





Break!





Target State Review

Google Cloud



Five9®



Software Component Architecture

David
MICROSOFT

Google

SYNDEO

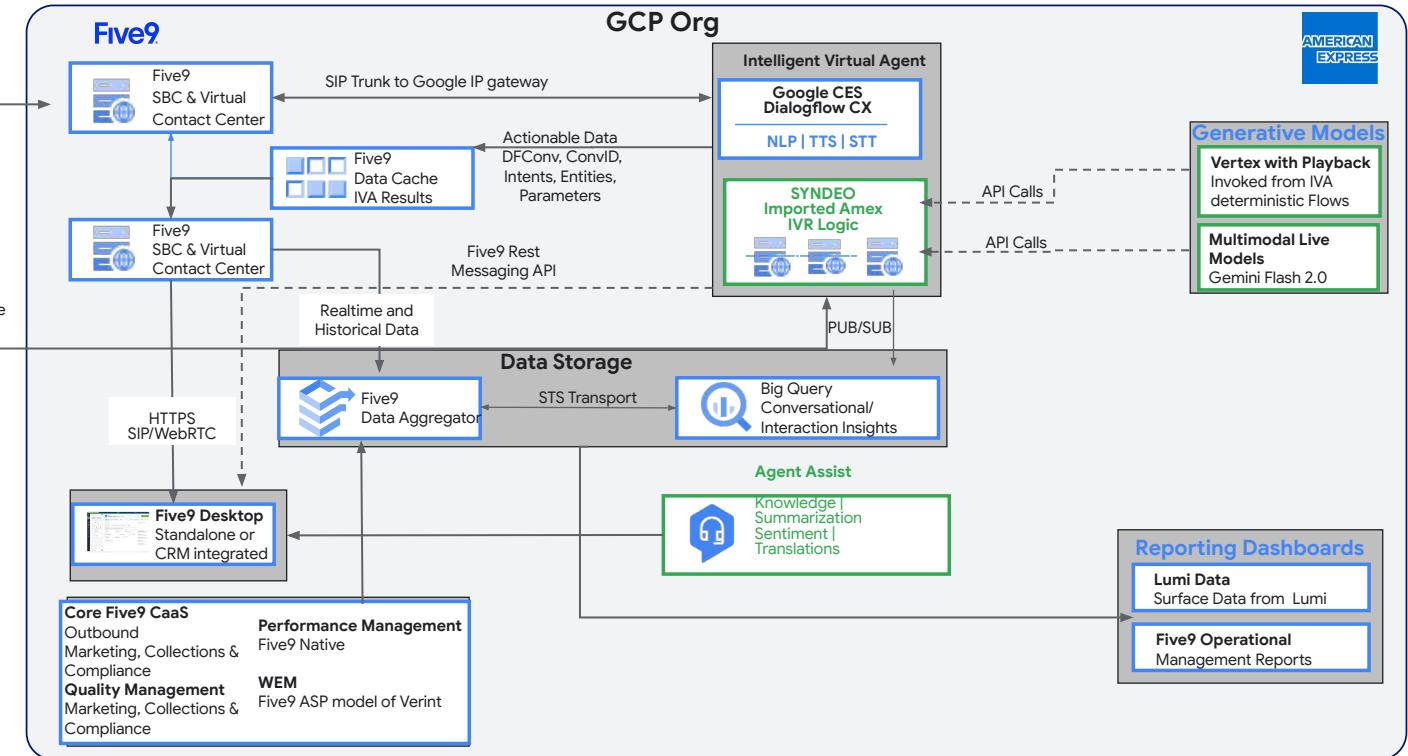


Sydeo Native Integration



Chat Widget

Five9



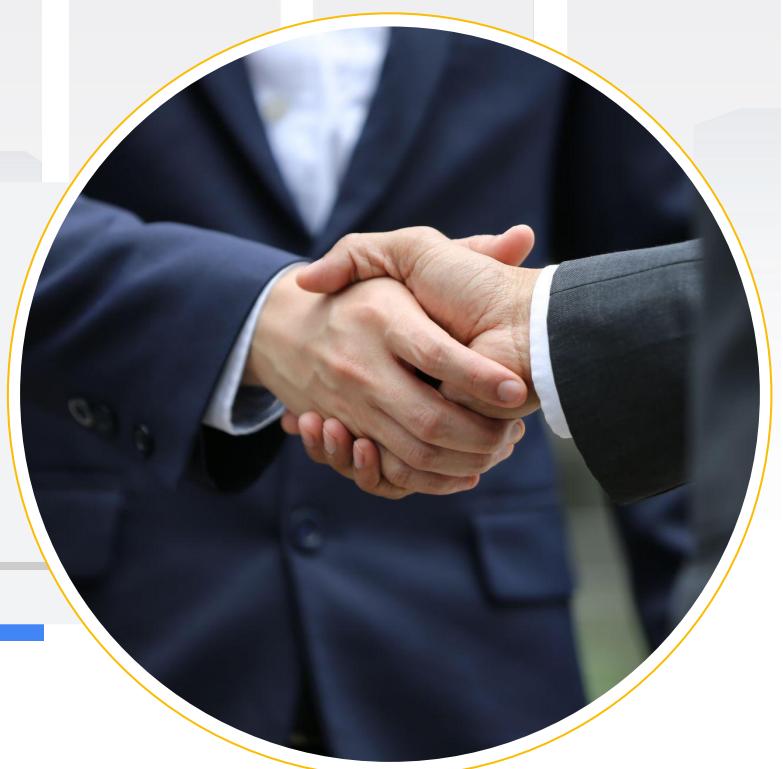
Google Cloud

Five9

Agenda

Time (PST)	Topic	Duration	Presenter
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09:30 - 10:30	Five9 - Platform Overview and Partnership with Google	60 min	Five9 Chris Silver - SVP, Global Sales Five9 Ajay Awatramani - Chief Product Officer
10:30 - 11:15	Migration Showcase #1: Enabling Contextual, Consistent, and, Hyper Personalized experiences	10 min 35 min	Syndeo Oliver Lennon, CEO Five9 Phil Files- SVP, Solution Consulting
11:15 - 12:00	Migration Showcase #2: Equipping agents with tooling to drive efficiency, quality, and, customer satisfaction	45 min	Five9 Phil Files – SVP, Solution Consulting
12:00 - 12:45	Lunch		
12:45 - 1:45	Migration Showcase #3: Full management and Reporting suite with WEM, observability, and, analytics	60 min	Five9 Bruce Plummer – Principal Solution Consultant
1:45 - 2:45	Migration Showcase #4: True geographic resiliency with automated, real-time failover across cloud regions	60 min	Five9 Craig Hanson and Cory Morgart – Director Solution Consulting
2:45 - 3:30	Migration Showcase #5: Robust migration and responsible transformation.	45 min	Five9 Andy Zazzerra – SVP Professional Services
3:30 - 3:45	Break		
3:45 - 4:15	Path to Production for American Express	30 min	Google Five9 Syndeo
4:15 - 4:30	Recap & Next Steps Plan	15 min	Google Five9

Thank you!



Dinner Plans



Sundance The Steakhouse: 1921 El Camino Real, Palo Alto, CA 94306





&

Google Cloud Five9®





Day 3: Five9 + Google

April 17th

Google Cloud



Five9®



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Google Cloud



Platform Overview

Partnership with Google



Bruce



The New CX Starts Here

Five9 is the world's leading AI-powered cloud contact center provider, transforming customer experience through intelligent automation, seamless human-AI collaboration, and enterprise-grade security, scalability and reliability.

AI INNOVATION

Adaptive AI.

Smarter automation that boosts efficiency, adapts in real time and keeps data secure.

INTELLIGENT CX PLATFORM

Built for Global CX.

Resilient, enterprise-grade foundation designed for seamless integration and uninterrupted service.

TRUSTED EXPERTISE & PARTNERSHIP

Agility Through Expertise.

Open integrations and deep CX and AI knowledge help businesses move fast and scale faster.

Our Mission is Simple yet Transformative:

Where AI Agents and Human Agents work hand in hand to deliver hyper-personalized and effortless customer experiences – delivering a better CX at a lower cost and higher efficiency.

Five9

99.999%

GLOBAL RELIABILITY

3000+

CUSTOMERS
WORLDWIDE

200+

CUSTOMERS
\$1M+ ARR

21+

YEARS CLOUD
CONTACT CENTER
EXPERIENCE

89+

PROFESSIONAL
SERVICES
NPS SCORE

Trusted By The World's
Largest Global Brands:

FedEx

CVS



MarshMcLennan

MCKESSON

AVIVA

Google + Five9 – The Power of MORE

MORE SECURITY & SCALABILITY

- ✓ Five9 CX embedded within Google Cloud for unmatched security, compliance & scalability
- ✓ Built on Google Backbone – Geo resilient architecture delivering unrivaled, mission-critical reliability
- ✓ Controlled Data Strategy – secure, seamless data exchange for enhanced innovation at no risk
- ✓ Cost-efficient, shared cloud infrastructure optimizing performance and reducing overhead at scale

MORE FLEXIBILITY + AGILITY

- ✓ Seamless collaboration between Google AI + Five9 - Unified CX orchestration with advanced AI & Automation
- ✓ Best of Breed Ecosystem – limitless integrations across CC applications, AI and Analytics
- ✓ No API transaction charges, no rate limits, and no fair use policy –unlike competitors, full freedom to build and innovate with no hidden costs
- ✓ Retain control, extend capabilities and innovate at your own pace

MORE VISIBILITY & CONTROL

- ✓ End-to-end global management with in- region support for seamless oversight and control
- ✓ Transparent real-time health monitoring across both Five9 & Google Cloud
- ✓ Unified Data Insights across Five9 & Google Cloud for shared predictive intelligence, and proactive decision-making
- ✓ Regulatory compliance & data sovereignty ensuring security without compromising performance

MORE INNOVATION + VALUE REALIZATION

- ✓ 'All in' Five9 + Google GTM strategy – fully aligned for AMEX's continued success
- ✓ Joint R&D Approach driving AI innovation & automation breakthroughs - continuous enhancements in CX technology
- ✓ Future-proof cost models – scalable, adaptable, designed to maximize efficiency while reducing operational costs.
- ✓ Joint strategic roadmap – driving continuous innovation and long-term competitive advantage.

Five9 – CX Ecosystem

Five9's CX Open Ecosystem enables **seamless integrations, AI-driven automation, and deep enterprise alliances**, ensuring businesses can build, extend, and innovate on their terms—without limitations.



Our extensive network connects **1,450+ global SI, Channel, and Technology partners**, offering unmatched choice and flexibility.

Deloitte.

PEGA

VERINT

CALABRIO™

servicenow

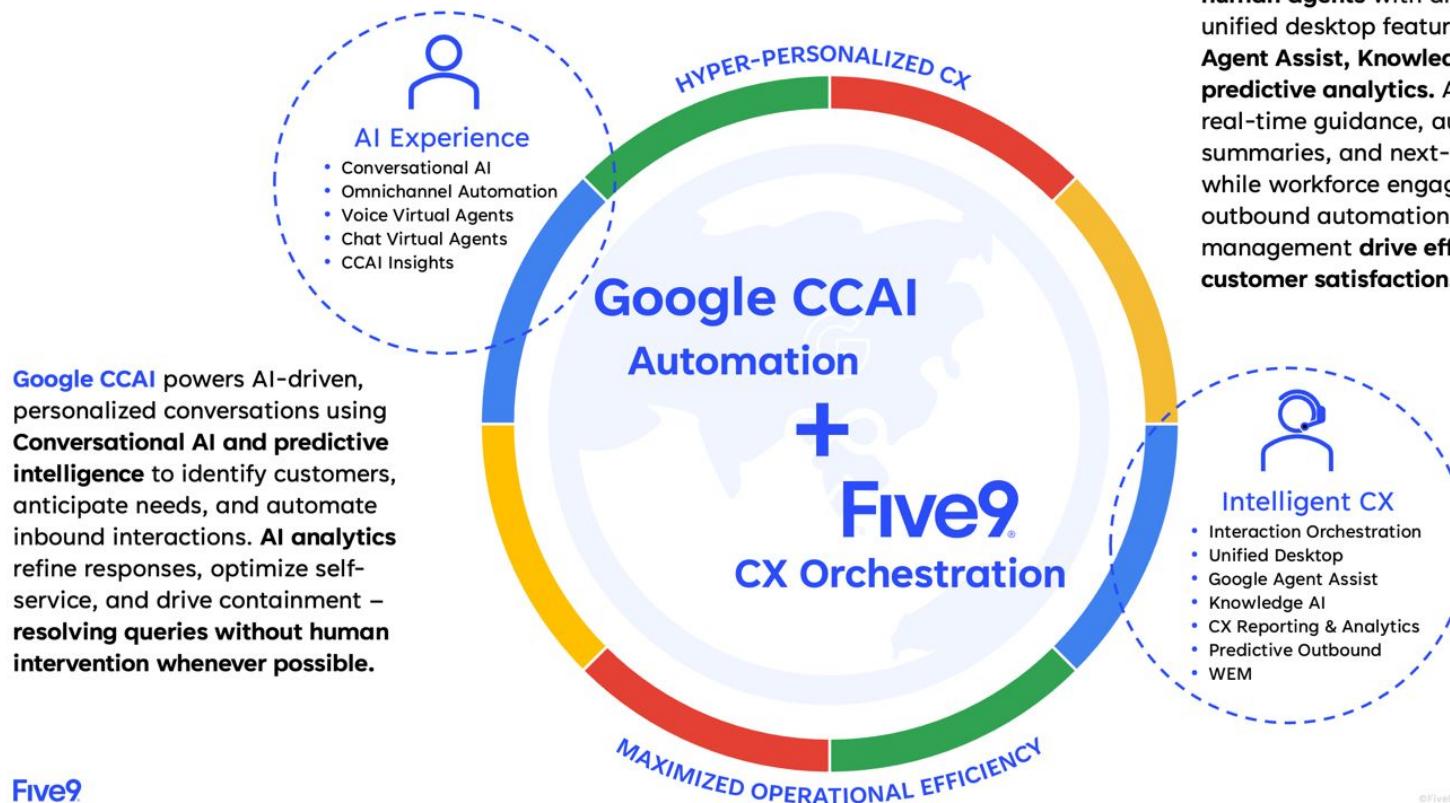


Pindrop



qualtrics^{XM}

Google + Five9 – The Unified New CX



Five9 ensures a **seamless handoff** to **human agents** with an intelligent unified desktop featuring **Google Agent Assist**, **Knowledge AI**, and **predictive analytics**. Agents get real-time guidance, automated summaries, and next-best actions, while workforce engagement, outbound automation, and quality management drive **efficiency** and **customer satisfaction**.

Collaboration with Five9

Executive & Product Advisory Board

Top-level relationship with direct access to executive team leaders including CTO, CPO, EVP Engineering, CMO and our President. Product Advisory Board, Success QBRs, Champion Programs and Industry Collaboration.

Five9 + Google AI

Workshops to fast follow foundational AI innovation from Google Gemini, and integrations with CCAI, DialogFlow products.

Fast Lane Innovation via Product Pods

Co-innovate in the fast lane with dedicated Product Pods for AMEX - with joint roadmap planning with Google and other partners.

Roadmap Influence & Co-innovation

Influence on key roadmap areas of investment in Five9; early access to alpha/beta capabilities and co-innovation opportunities.

Five9 Understands – Global Complexity

As data privacy laws evolve and customer expectations rise, organizations must rethink their CX strategy to stay ahead.



REGULATORY COMPLEXITY & COMPLIANCE RISKS

Navigating evolving global data laws while ensuring security, flexibility, and regulatory adherence.



FRAGMENTED TECHNOLOGY & SIOLED SYSTEMS

Disconnected platforms and legacy infrastructure limit agility, increase costs, and create inconsistent customer experiences



SCALABILITY AND RELIABILITY LIMITATIONS

Hidden constraints, fair usage limits, and unreliable failover, hinder seamless global expansion and always-on operations.



BALANCING DATA RESIDENCY & CX PERFORMANCE

Ensuring regional data control without sacrificing low-latency, real-time customer interactions globally.



AI & AUTOMATION ADOPTION BARRIERS

Deploying AI securely and effectively while overcoming compliance challenges and integration complexities

Five9 has helped hundreds of global brands successfully overcome these challenges – balancing security, compliance, AI-driven intelligence, and scalability to enable to unlock a sustainable, agile and future proof customer engagement strategy.

Unified Global Visibility & Control

Optimize global operations and eliminate silos with centralized monitoring, management, intelligent reporting, and AI-powered analytics for enhanced decision-making and control.

GLOBAL MONITORING & OPERATIONAL INTELLIGENCE

- ✓ 24/7 proactive issue detection to prevent CX disruptions
- ✓ Real-time telco insights for optimal network performance
- ✓ Instant system health visibility for seamless operations

GLOBAL REPORTING & UNIFIED ANALYTICS

- ✓ Unified reporting for a single source of truth
- ✓ Drill-down analytics into agent, client, and business performance
- ✓ Customizable dashboards integrating digital, customer and business insights



CENTRALIZED MANAGEMENT, REGIONAL CONTROL

- ✓ Single, secure platform for multi-region contact center management
- ✓ Streamlined provisioning & access control for efficient operations
- ✓ Regional oversight to enforce consistency and compliance

AI DRIVEN INSIGHTS FOR STRATEGIC CHANGE

- ✓ AI-driven insights surface trends, anomalies and opportunities
- ✓ AI powered WEM enhances forecasting, scheduling and performance coaching
- ✓ Real-time AI recommendations to drive efficiency and optimize customer interactions

The Future Is Now

The Five9-Google partnership is about more than just technology – it's about enabling enterprises like AMEX to deliver exceptional, secure, and scalable customer experiences with confidence.

With cloud-native security, AI-driven intelligence, and a flexible buying model, Five9 and Google Cloud together provide the best foundation for the future of customer engagement

'ALL IN' FIVE9 + GOOGLE GTM STRATEGY

A fully aligned go-to-market approach, ensuring seamless integration, shared vision, and maximized success for AMEX.

JOINT R&D DRIVING INNOVATION

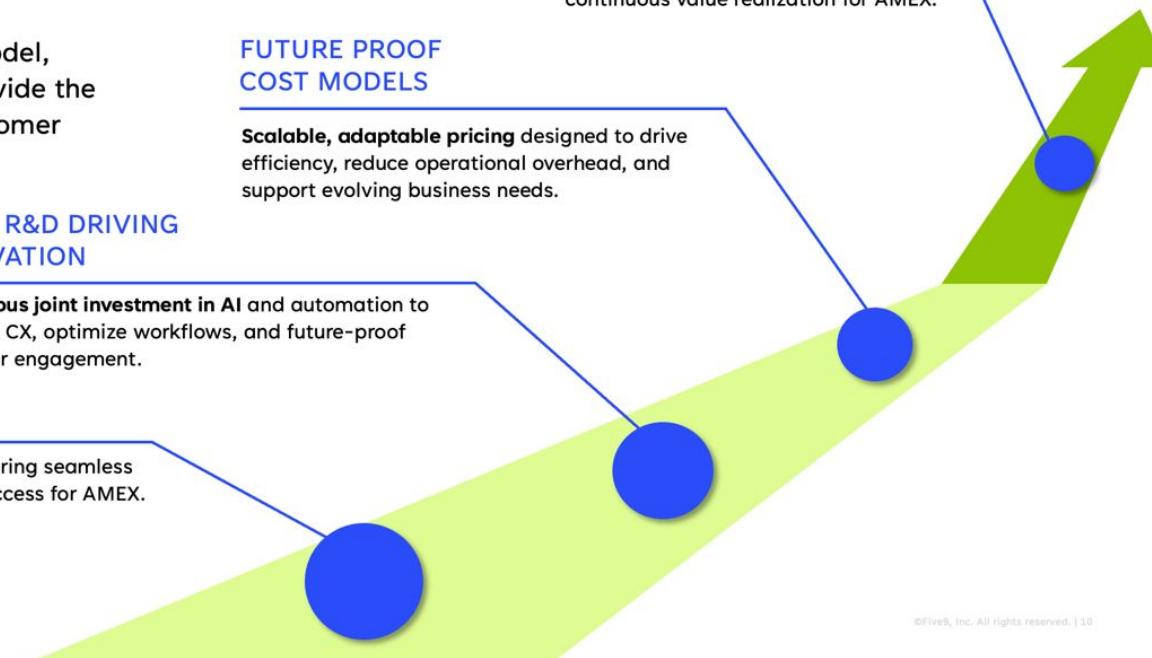
Continuous joint investment in AI and automation to enhance CX, optimize workflows, and future-proof customer engagement.

FUTURE PROOF COST MODELS

Scalable, adaptable pricing designed to drive efficiency, reduce operational overhead, and support evolving business needs.

SHARED STRATEGIC VISION

A Five9 + Google unified vision for ongoing innovation, delivering sustained competitive advantage and continuous value realization for AMEX.



Thank you!



Google Cloud



WEM

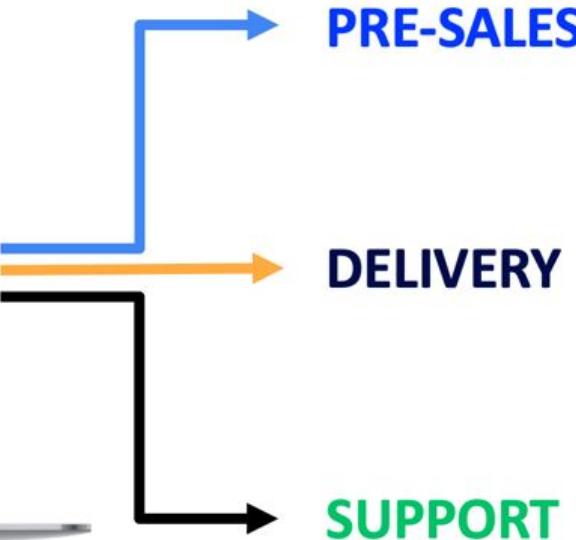
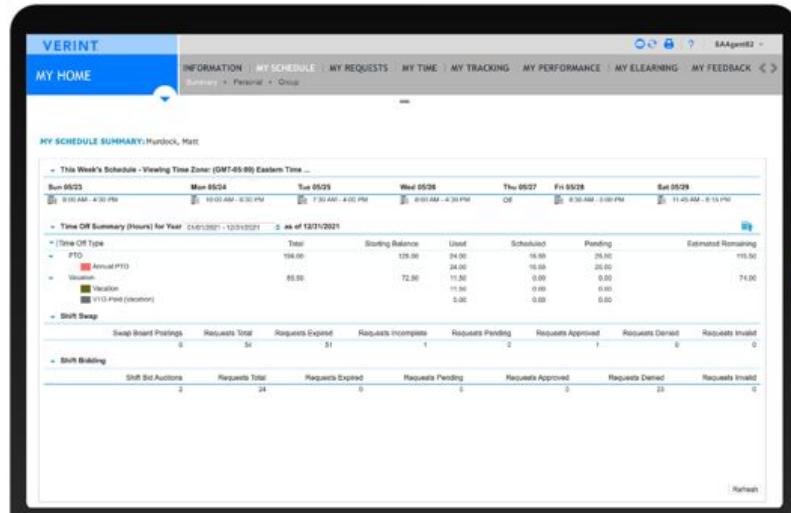


Bruce



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Five9 WEM - Building a Practice



Five9 & Verint

Five9 CCaaS w/ Verint at the Core

- Delivered as one product – Five9 CCaaS
- Always on the latest version
- Complete Workforce Offering
 - Recording/Ingesting Interactions
 - Quality Management (Auto Evaluation, Coaching)
 - Analytics (Speech, Desktop, Structured)
 - Performance Management (Goal Oriented, Auto Coaching, Lesson Management...)
 - Workforce Management (Forecasting, Scheduling, RTA, Intraday...)

9 Dedicated
Verint Pre
Sales SMEs

32 Dedicated
Verint Prof
Services

8 Dedicated
Verint
Operations
Staff

35 Dedicated
Verint Support
Staff

15 Dedicated
Verint
Technical Acct
Mgmt

Dedicated
Verint Prod
Mgmt

150K Users
Across 2000
Servers

Five9...

- Implemented
- Supported
- Managed

Five9 Execution

- +90 PS NPS
- +84 CS NPS

Five9 & Verint Together

- Largest Verint
Partner/Customer
- 2019 Partner of the Year
- 2020...
- 2022...
- 2023



Quality Management

3 Things...

- Find
- Evaluate
- Coach

And reports, etc



Speech Analytics

3 Things...

- Categorize
- Analyze
- Feedback loop

And reports, etc



Workforce Management

3 Things...

- Forecasting
- Scheduling
- Intraday Management

And reports, etc



Google Cloud



Google Cloud

AMERICAN
EXPRESS

Five9

Five9 Architecture

True geographic resiliency with automated, real-time failover across cloud regions

Craig Hanson – VP, Technical Product

Cory Morgart – Director, Solution Architecture



Five9®

Five9 Professional Services

Andy Zazzera
SVP, Global PS

Google Cloud |  | Five9®



Largest, Most Experienced CCaaS Services Team in the Industry

**1000+ Strong Team
100+ Service Partners**

CX Advisory

- Supporting clients as they reimagine their customer experience
- Provide strategic recommendations through Insight to Value Methodology
- Realizing Benefits

Professional Services

- Program Management
- AI & Analytics
- Design & Engineering
- Configuration, Migration & Testing

Customer Support

- Tailored Managed Services

Proven Expertise

Global Scale

- 1000+ PS & CS Team Members
- 100+ Service Partners
- Global Service Model

Specialist Experience

Domain Expertise

- Five9 VCC, WFO, Data & Analytics
- AI & NLU Analytics & Design
- Iterative Program Delivery

Accelerated Time to Value

Digital Transformation

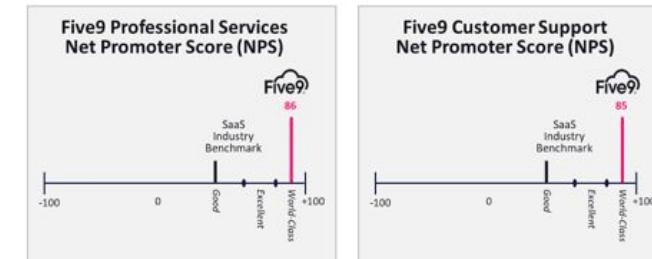
- Accelerate move to cloud to gain rapid access to innovation, workflows and new tools

Five9 University

- Accelerate the training for Client teams to take on deliver and day 2 support functions

AI, Data-Driven CX

- Incorporate AI, analytics, business intelligence, and real-time decision making



Establishing a long-term Partnership

1

Gain **Insight** into your current operational challenges and goals

Technology Blueprint
Strategic Roadmap

2

Build **Alignment** and achieve commitments on delivery and business value

Commercial Framework
Statement of Work

3

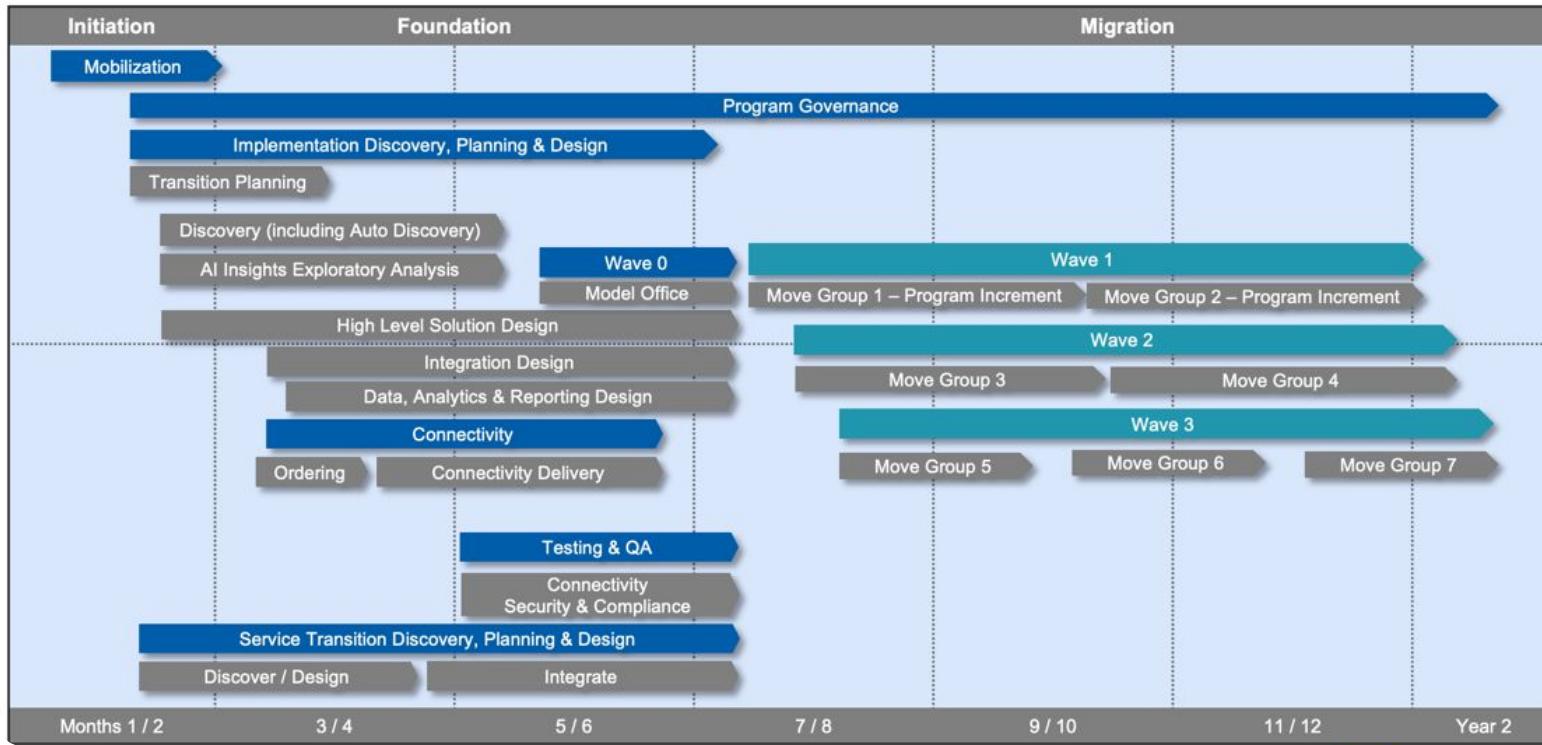
Build **Trust** establishing relationships

Business Alignment
Personal Relationships

Five9 Team Structure



Implementation Program Approach – 1st Year



De-Risking Migration

Clarity Automated Discovery

1

- Reduce Manual Discovery
- Clean legacy config extracts
- Orchestration of Project Delivery
- Behavioural Insights
- Data Driven Transformation

Migration Assurance

2

- Establish the Migration Profile
- Translate relevant legacy configuration
- Automated delivery of legacy CX config into Five9 VCC , with precision
- End-2-End migration project governance and compliance on BOTH Legacy and Five9 platform
- Manage multi-vendor environments from one cohesive and central UI

Symphony

3

- Change Tracking
- Automated Configuration Management
- Minimize defects from Change Management
- Rollback
- Reduces Manual Error



Forensic Analysis

Translation Automation



Path to Partnership



1

Workshops

- Strategic Insights Executive Workshop
- Strategic Alignment Workshop (3 Days)
- Design & Planning
- Information Sharing

2

Experience Days

- Showcase the Five9 platform and solution with Business Stakeholders
- Curated live demos of use cases request by each Business Unit or Function

3

Contracting

- Commercial Framework & Pricing Model
- MSA Negotiations
- Implementation & Services SoW
- Security & Compliance Approval

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Symphony & Factory Floor Accelerate Delivery



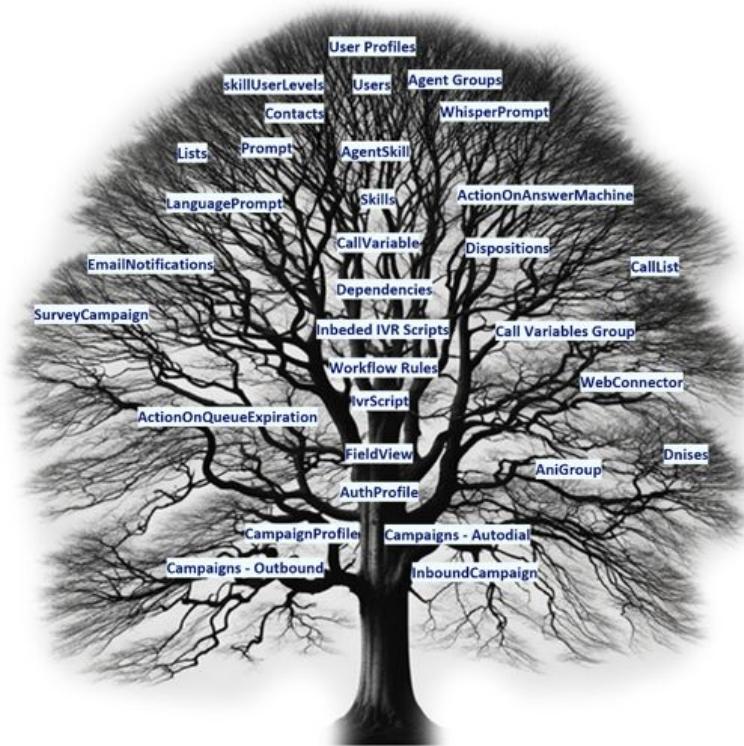
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Five9

CCaaS Development Strategies

- Green Field – Change Management Impact
- Lift and Shift – Migrate Complexity
- Factory Floor – Build from Standards

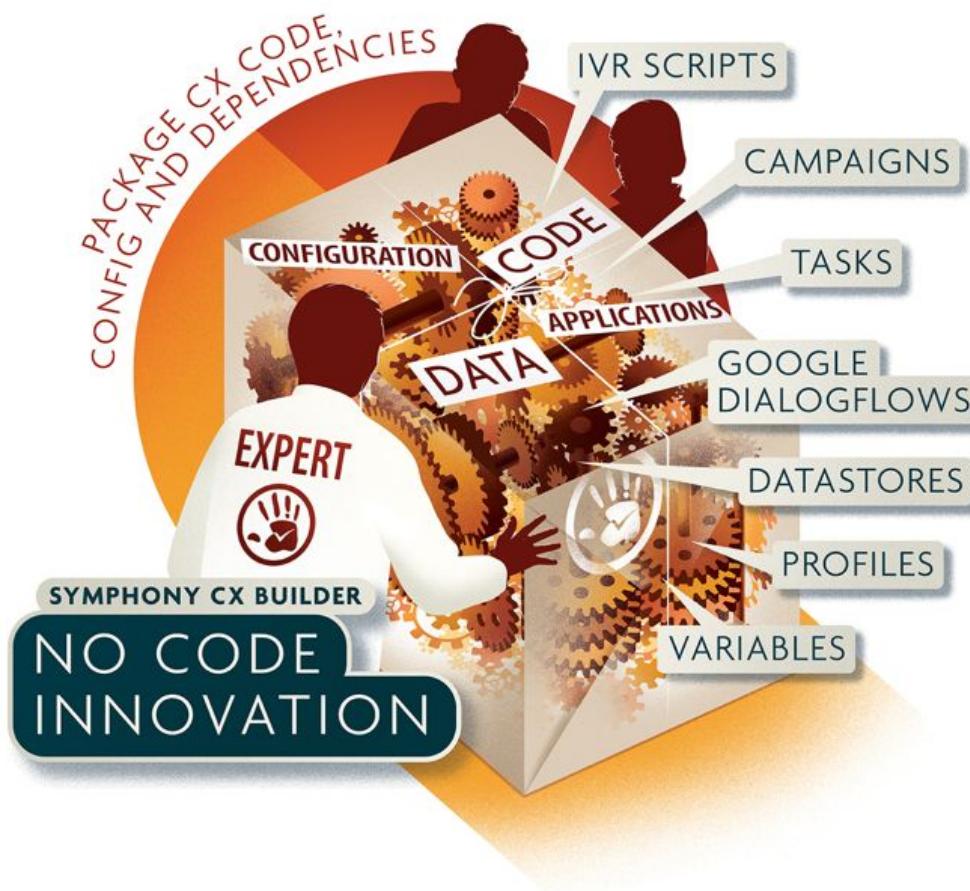
Don't let complexity mushroom



Build out LOB requirements from standard templates

- Enterprise has an innovation goal that 70% of all “work” is complete from an approved template, if no = new template
- Always building from a CX Catalogue of Templates







Google Cloud

Five9

Thank you!

