Five9 GenAI Studio

Five9's GenAI Studio enables contact center leaders to leverage general-purpose generative artificial intelligence (AI) models to support contact center automation that is based on business-specific context and data.

– An intuitive low-code/no-code user interface enables users to choose which AI model they want to use, what elements or data they want the model to reference (such as call variables or a set of transcripts), and what type of records it will run on (such as a specific campaign or set of caller IDs).

– A repository of sample prompts and a "prompt playground" enables users to customize sample prompts or build and test them from scratch.

– Customers can test their customized models using real call transcripts.

GenAI Studio is scheduled for availability in 2H 2024 and will support all Five9 applications that use generative AI beginning with Agent Assist AI Summaries.

AT A GLANCE
Organizations are at varying readiness levels when it comes to generative AI in the contact center. GenAI Studio enables them to use prebuilt or custom-built prompts, and experiment with large language models (LLMs) with real data and see the results based on their data – without the need for prompt or data science experience or coding.

DEEP DIVE
Because GenAI Studio is designed to support all Five9's generative AI applications, customers can start with its generic prompts and then refine them to meet their unique business requirements – and then simply swap their customized prompt for the standard one provided.

LONG VIEW
GenAI Studio's application starts with Agent Assist AI Summaries, enabling contact centers to control the context, grounding, and format of summaries, but one can easily see how this approach could be applied to other generative AI-powered tasks in the contact center.

MONEY: GenAI Studio will be available at no additional charge to Five9 customers that have already licensed its other AI products.

MARKET: With GenAI Studio, Five9 captures the Zeitgeist of the AI moment, recognizing that many customers will want to go beyond pre-built prompts but will need a safe environment to test their customized prompts with their own data.

PEOPLE: Key to successful adoption of generative AI is trust. GenAI Studio gives contact center leaders the flexibility and customizability they need with a safety net.

TECH: GenAI Studio's engine-agnostic approach enables customers to test and use different generative AI models and swap them over time with little friction – which is very important in an area that is evolving so rapidly.