

# Booker Success Story

## Upgrading to an Omnichannel Contact Center for Improved, Consistent Customer Experiences



# booker.

### Company Profile

Booker offers cloud-based management systems for service-based health, wellness, and beauty businesses.

- 70 agents on Five9 Virtual Contact Center
- Inbound and outbound calls
- Handles 19,000 calls monthly

### Industry

- Information Technology and Services

### Website

- [www.Booker.com](http://www.Booker.com)

### Challenges

- Inconsistent customer experiences across two contact centers
- No single source of customer data
- No analysis of sales or service trends or opportunities
- Siloed tools for metrics, tracking, and phone recordings

### Five9 Solutions

- Five9 Virtual Contact Center
- Five9 Adapter for Oracle Service Cloud

### Benefits

- Uniform technologies that deliver consistent customer experiences
- Shared customer data for clear customer insights
- Additional contact channels (email and chat)

Booker had two separate contact centers, which caused challenges for the company's service agents and negatively impacted the end-user's experience. Now, after implementing the Five9 and Oracle Service Cloud solution, Booker agents now deliver stronger, more consistent customer experiences, are more efficient, and have better visibility into individual customer journeys.

### Company Background

New York City-based Booker, founded in 2007, offers cloud-based management systems for service-based health, wellness, and beauty businesses, such as spas and salons. Its products provide businesses with a single platform for online booking, scheduling, payment processing, marketing, and operations management. With 270 employees, Booker processes more than one million appointments monthly in 70 countries. The company required a seamless system to communicate with and serve current and prospective customers alike, through a blend of service and sales interactions.

### Siloed Systems Prevent Synergies Between Sales and Service

Brian Raboin joined Booker as the vice president of customer experience in 2015, inheriting two disjointed contact centers – one for sales and one for support. With a goal of providing a streamlined, successful experience across the full customer journey, Raboin quickly recognized that the sales and services teams needed to be better aligned. As sales informs customer support—and vice-versa—it was vital for the contact centers to coordinate their customer interactions. After evaluating the existing systems, Raboin and his team saw the technology didn't support a consistent customer experience. The systems were poorly integrated across channels, did not support personalized customer experiences and lacked the ability to route interactions to the most suitable agent, making it very difficult for agents to provide a positive experience.

"Even though we were rich in data, we were lacking in insights because we weren't able to take the various data points and correlate them back to our business activities," Raboin explained.

To meet these challenges, the Booker team rolled out the Five9 contact center. Because Booker stores its customer database in Oracle Service Cloud, the company required a solution that fully integrated with Oracle and enabled seamless access to customer information for both inbound and outbound calls.

"We knew the top priority for our new contact center system was integration with the Oracle Service Cloud," said Raboin. "In addition, we wanted it to be an omnichannel solution so our customers could reach us via voice, email, or chat. In Spring 2016 I attended the Modern CX conference where I was introduced to a representative from Five9 at the Oracle booth. I was familiar with Five9 because I had implemented its contact center systems in the past, but when I learned that Five9 could integrate with Oracle Service Cloud, that was a defining advantage."

## How Five9 Delivered

Through Booker's implementation of Five9's unified, omnichannel contact center platform, service agents and salespeople saw improvements in customer interactions, which resulted in consistently positive customer experiences and more loyal customers.

Five9's ability to share customer data with Oracle Service Cloud was a key factor in Booker's decision to select Five9. This integration created a modern contact center that could tap into clear and integrated customer insights. The Five9 Adapter for Oracle Service Cloud enabled agents to access a softphone telephony, email, and chat toolbar, with all interaction controls accessible through the Oracle Service Cloud desktop.

"One of the big benefits we see from integrating Five9 with Oracle Service Cloud is the flow of data," said Raboin. "By integrating Five9 and Oracle Service Cloud we now have correlated data, which provides customer insights and enables us to respond in a proactive manner. The flip side is we can provide other channels for customers to use to get their questions answered before they try calling our contact center. While we'll always have phones and live agents, the integration of Five9 and Oracle Service Cloud allows us to offer other methods of communication like chat and email."

## Consistent Positive Customer Experiences

Prior to implementing Five9 with Oracle Service Cloud, Booker struggled to deliver a consistently positive customer experience. There were two contact centers, with separate systems, additional "bolted-on" tools, and other disconnected resources. Today's customers expect to reach service agents on their preferred platforms. Customers also expect agents to know their history, anticipate their needs, and provide proactive, personalized service. Before implementing Five9, agents were unable to recognize inbound customers and, as a result, were unable to personalize their approach when addressing customer issues and questions.

"I started my career at McDonalds where I learned something important: customers like consistency," explains Raboin. "Customers want to know what they're going to get when they contact a company. The combination of Five9 and Oracle Service Cloud allows us to build that consistent and reliable customer experience so they are never faced with unwelcomed surprises."

## Unified Data and Stronger Analysis

With Five9 integrated with Oracle Service Cloud, Booker agents can see trends in contact center data and adjust their approach to increase customer satisfaction. For example, recently the company noticed high call volumes on the fourth day of every month. Through analysis of trend reports generated through the Five9 system, along with call monitoring, Raboin's team determined that a significant number of customers had set up automatic membership payments for the first of the month. If the payment was declined, the system attempted the charge daily, until it would time out on the fourth day of the month. The increase in calls on the fourth were complaints from customers whose access to the platform had been blocked. Armed with this insight, Booker now proactively monitors the behind-the-scenes activity to prevent this issue from occurring.

## Setting Booker Up for Future Success

With Five9 and Oracle Service Cloud, Booker is able to provide exceptional customer experiences. "Based on our research, 75 percent of customers who call Booker have questions on how to use a feature in the product," says Raboin. "We are planning to implement web-to-call. Customers can first search for their question in the 'Ask a Question' feature on the web. Then if the customers can't find the answer they're looking for, they can click 'Please Call Me,' which will give them priority access to service from a live agent."

"Five9 and Oracle Service Cloud have enabled us to deliver consistent customer service and streamline technology for agility, which at the end of the day leaves us with satisfied customers who have the intent of returning," concludes Raboin. "As an Oracle Service Cloud customer, it didn't make sense to choose a vendor other than Five9. In addition to the supreme technology features, we selected Five9 for their commitment to work seamlessly alongside Oracle and put our customers' journeys first. We look forward to continue growing the Booker customer base and we know that Five9 will be a key part of that activity."

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*"Five9 and Oracle Service Cloud have enabled us to deliver consistent customer service. Now with a single consolidated and configurable platform, we are much more agile and able to respond to changes in a timely manner."*

*Brian Raboin  
Vice President, Customer Experience*

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**Get More Information**  
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