

Englishtown Success Story

Learning the Language of the Cloud



Englishtown's Mexico contact center had grown staff at triple digit rates, but was stuck with an old, featureless call center system and poor productivity. In just one month, Five9 gave Englishtown agents the tools to accelerate outbound speed by over 40 percent. With cloud contact center technology, the horizons are now limitless.



Customer Profile

Englishtown provides online English language courses to 20 million people worldwide

- 300+ seat call center located in Monterrey, Mexico
- More than 500,000 inbound/outbound calls per month
- Online/phone support

Industry

Language learning

Website

www.englishtown.com

Challenges

- Manual dialing
- Slow calling rate
- Limited agent performance data
- Limited reporting tools
- No CRM integration

Solution

- Blended inbound/outbound solution from Five9
- Local SIP provider integration
- Predictive dialing with less downtime
- Full call recording for quality assurance and agent training
- Unified reporting with Salesforce integration
- Customizable IVR for future inbound call use

Company Background

Founded in 1996, Englishtown is the world's leading online English language school with 20 million students in 80 different countries. Featuring no books, homework, or class schedules, students learn at their own pace through 24/7 access to online courses and live private lessons. Englishtown has offices in 50 countries, including the US, Mexico, Brazil, Europe, China, Japan, and South Korea. Englishtown is part of EF Education First (EF), the world's largest private education organization.

Englishtown Mexico operates a 300+ seat call center in Monterrey, Mexico, where it runs outbound sales, customer care, and collection campaigns, and handles 500,000 calls per month. The contact center manages contacts in Mexico and all of Latin America except Brazil. Approximately 80 percent of its operations are outbound calls.

Life Before the Cloud

Englishtown Mexico began with 100 agents who were using a basic version of Avaya, a premise-based call center technology. According to Englishtown sales intelligence specialist Hiram Zamora, the system was rudimentary. Agents had to hand-dial calls, and supervisors couldn't get any information on call volume or call disposition.

Eventually the company invested in a local dialer, but it was not much help. "So much time was spent trying to contact customers," Zamora says. "Sometimes agents had to make five calls just to get someone on the phone."

As Englishtown Mexico's contact center grew, the problems continued. While agents were using Salesforce to manage customer contacts, it was not integrated into the dialer, forcing agents to jump back and forth between windows. This also slowed the number of calls they could make.

"It was easier to control when we only had a few agents," said Gilberto Torres, operations and efficiency manager for Englishtown Mexico. "When we grew, we needed a more robust system. We needed a change."

The Decision to Head into the Cloud

Englishtown Mexico initially considered upgrading its call system with its current provider, but found that it would be costly for the number of seats it needed and scaling was slow.

As it began shopping for a new platform, Englishtown noticed that most solutions required the purchase of a local number and the installation of back-up technology on-site. Englishtown soon realized that a cloud platform might be a better option and could help the company avoid the hassle and expense of maintaining the system itself.

"In the cloud, we wouldn't need a connection to a local carrier, which had given us problems in the past," Torres said.

The Move to Five9—and Gaining Contact Center Insights

Eventually the company discovered Five9, which offered a blended inbound/outbound platform with predictive dialing and a host of other features, including call recording, reporting tools, IVR functionality, and scalability.

Five9 also helped configure and administer Englishtown's contact center platform, tasks that would have been labor intensive and would have cost extra if the system was hosted on-site. With Five9, these services are standard. And best of all, it had a Salesforce connector that would give Englishtown the integration capability it wanted.

Englishtown Mexico went live with Five9 in 2013. "The switch was very easy and we did it quickly," says Zamora. "When a question or concern arose, Five9 addressed it immediately. They resolved all of our issues right away."

Analyzing and Transforming Agent Performance

During the first month of using Five9, Zamora and Torres benefitted from insights they were learning about their contact center to make changes.

"With the old system, we didn't know what our agents were doing. Now we have full visibility," Zamora said.

Englishtown quickly realized some agents were calling slowly. By providing supervisors with real-time data on call volume, Englishtown was not only able to identify the slow performers, but detect the causes, too.

"Five9 helped us discover several minor operational issues, so we began providing additional agent training," Zamora said. "Today, our agents are working much more efficiently."

Predictive Dialing and a Massive Surge in Sales Efficiency

According to Zamora and Torres, the best thing about their new contact center technology was speed.

Prior to Five9, the average Englishtown agent made approximately 140 calls a day. Thanks to the Five9 Predictive Dialer, the average agent now makes close to 200 calls per day—more than a 40 percent increase. According to Zamora, the boost in speed is helping Englishtown realize big gains in its closing rates.

"With Five9, we are now able to reach most leads within two days. In the past, it took us a week or more," Zamora said.

Sales, CRM, and Dialing—All in One

The Salesforce integration Englishtown Mexico had sought also contributed to the acceleration in calls. Agents now have the ability to dial prospects with a simple mouse click without leaving the Salesforce environment.

"Because Five9 integrates with Salesforce, our agents can view customer information as soon as they connect on a call," Zamora said. "Our old system could not do that, which made assisting customers much slower."

Fewer delays meant less agent distractions—and greater productivity, too.

"With our old system, agents often got frustrated because they would make a lot of calls before getting someone on the line," Zamora said. "Now they reach a live person faster and spend the bulk of their time helping clients."

Contact Center Intelligence that Enables Action

Soon after the transition to Five9, Torres began creating and sharing agent performance reports. Supervisors use these reporting capabilities to monitor time spent between an agent's calls and to set up alerts if too much time has transpired. "With the tools we have with Five9, supervisors can monitor agents on a day-to-day or even on an hourly basis, identify issues immediately, and take action," Torres said.

Using Call Recording to Troubleshoot Issues

Five9 also gave Englishtown the ability to record customer calls—a tool its old system only offered on a limited basis.

"If a customer has trouble with a course or if we have an issue with a customer, we now have a record of what happened," Zamora said. "We also have a record of our customers verbally accepting our terms and conditions."

With Five9, supervisors can also search for recordings by customer name or phone number to find what they need.

Steadily Unleashing the Power of the Cloud

In one month after switching to Five9, 60 percent of Englishtown Mexico agents—those working its sales campaigns—were using the new system. Encouraged by the results, the company is moving its customer service and collections teams to Five9, as well.

Zamora and Torres say they have big plans for leveraging other Five9 tools in the future. The Five9 system's IVR features, for example, will allow the company to set up toll-free numbers, create inbound call campaigns, and distribute calls to specific agents based on callers' particular needs.

Several months after switching to the cloud, Zamora and Torres are very pleased with the results. "The transition to Five9 was straightforward, and the speed has really helped us," Zamora said. "We are extremely satisfied with the advanced capabilities and functionality Five9 provides."

"The switch was very easy, and the speed has really helped us. We're very happy with Five9."

Hiram Zamora
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