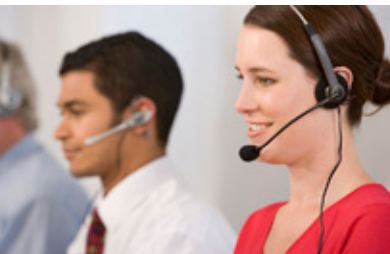


Innovative Vision Success Story

Global Connectivity through the Cloud



Innovative Vision—one of Canada’s biggest business success stories—struggled with a premise-based phone system that became increasingly expensive and out-of-date. Five9 stepped in with an easy-to-use, cloud contact center platform that gave the marketing firm optimized integrations, better intelligence, and a bright future.



Company Profile

Innovative Vision is a global marketing firm that manages customer interactions through its contact center operations.

- Provides inbound and outbound communications for enterprise companies and Fortune 1000 firms
- One of Canada’s fastest growing firms for six consecutive years
- Three contact centers with 425 agents handling over 22,000 interactions per day

Industry

Marketing communications

Website

www.innovativevision.ca

Challenges

- Outdated, premise-based phone system
- Large expenses for maintenance and professional services
- Lack of flexibility to handle growth
- Minimal business intelligence or call analytics

Solution

- Blended inbound/outbound solution from Five9
- Proactive reporting to facilitate more informed decisions
- Client transparency into call details and results
- Integration capabilities with other applications

Company Background

Based in Toronto, Canada, Innovative Vision is a marketing communications firm that facilitates customer interactions—voice, email, chat, social media, text, even face-to-face. The company operates a large contact center in Toronto and two overseas contact centers in India and Jamaica. Its clients are national and global brands including Fortune 1000 firms. Customers include Kobo, a provider of tablet-based e-reader devices, Ontario’s largest pizza delivery chain Pizza Pizza, and *The Globe and Mail*, Canada’s largest national newspaper.

Innovative Vision’s contact centers are open 24/7/365 and perform both inbound and outbound calls. Founded in 2002 with just five employees, the company now has 425 agents and delivers services in English, Spanish, German, French, Italian, Hindi, and several other languages. For the past six years, Innovative Vision has been ranked by *PROFIT* magazine as one of Canada’s fastest-growing companies.

A Growing Success Story—But in Need of Help

Innovative Vision operates a 220-seat contact center at its Toronto headquarters, where agents perform inbound calls, outbound calls, and emails. A 350-seat center in Bangalore, India and a 150-seat center in Mongo Bay, Jamaica primarily handle inbound calls. Altogether, the company makes or receives 660,000 calls per month and approximately 2,500 hours of outbound calls and 5,000 hours of inbound calls a week.

While the company has grown substantially over the past 11 years, its original phone system did not. Shortly after founding the company in 2002, CEO Sajan Choksi and his partner purchased a premise-based system from a large, international call system provider. Over the years, the limitations of that system became evident.

For example, there were scalability issues, which required the company to purchase additional equipment as it expanded. Innovative Vision supervisors could not manage call operations from outside the office. Additionally, the system was programmed in a language very few people knew, which made setting up new campaigns extremely complicated.

Moving to the Cloud

The last straw came when Innovative Vision’s existing provider was bought by a competitor, and the new company stopped providing updates or support. “The idea was to migrate to the new company, but it didn’t work,” Choksi said. “The software was archaic, and we were forced to make a move.”

As Choksi began looking at other providers, he knew the answer would be in the cloud. Only a cloud system would enable Innovative Vision to run and manage inbound and outbound contacts internationally, provide the transparency and tools it needed to scale efficiently, and communicate results to its clients. “We were looking for a system that could connect all three contact centers. If an agent in Jamaica needs to transfer a call to an agent in Toronto to close a sale, that experience must be seamless,” Choksi said.

Technology That's 'Very Easy to Use'

After researching several cloud contact center providers, Innovative Vision tested the Five9 system on an inbound campaign with Kobo. Choksi quickly saw how simple the solution was. "Helping our agents quickly learn and become comfortable with new software is critical," he said. "The Five9 user interface is extremely intuitive. It's a very easy tool to use."

It was easy to set up, too. "There was no complicated coding involved. From an IT standpoint, all we needed was sufficient bandwidth from our ISP," Choksi said. "Five9 works, because it's intuitive. We don't have to worry about the technology; we can focus on our business."

Meanwhile, the Five9 customer support was a welcome change from its last provider. "When you purchase technology, what really matters is the after-sales support," Choksi said. "Five9 understands our client base and has contact center experts and professionals on the team. That's extremely important."

Opening Up Dialogue Between Applications With Five9

Unlike Innovative Vision's previous system, Five9 and its advanced API capabilities allowed the company to integrate automated dialing into its custom, in-house CRM application. "Our programming team has been able to upload data from client databases into Five9," Choksi said. "The ability to automate many of the workforce management and operations processes was vital to grow our company in the most efficient way."

In fact, this capability was a main reason why Innovative Vision selected Five9. "At the end of the day, you want to connect and do things in a seamless way," he said. "Five9 offers much more automation and efficiency, which keeps our costs low and helps us translate those benefits to our clients."

Business Intelligence Equals Business Flexibility

The best part about going with Five9, Choksi said, was that Innovative Vision now had the business intelligence tools it needed to take operations to a higher level. "With proactive analytics and reporting from Five9, our management team now has the ability to truly manage our agents, who in turn manage our clients," he said.

These tools are helping Innovative Vision run smarter. Five9 gives the company real-time insight into its call activity, agent statistics, and dialing trends so it can make adjustments for better results.

"You need to be able to maneuver," Choksi said. "The only way to do that is to get data in real time. With Five9, the intelligence we have at our fingertips allows us to make adjustments and be more agile, which is crucial in a constantly changing landscape. We can pull that intelligence regularly, so we always know which direction to navigate."

Big-League Transparency and Even Bigger Plans

Five9 also gives Innovative Vision supervisors the ability to view how agents are performing at any time. "We can look at a screen and analyze exactly what is happening," Choksi said. "Monitoring doesn't have to take place at the contact center, either. With the cloud, supervisors can view real-time results with just a computer and Internet connection. That means more flexibility to run our business no matter where we are in the world."

With a more transparent technology as the bedrock of its operations, Innovative Vision intends to leverage the cloud to connect its onshore and offshore contact centers to provide its clients even greater service. It also plans more integrations with Five9, such as using a cloud-based payroll system so data can be imported from Five9, thus eliminating the need for employee timekeeping.

Additionally, Choksi says Innovative Vision plans to leverage Five9 Social, a customer care solution that brings social media and mobile contact capabilities to the Five9 platform. "Five9 Social is a perfect fit, because we're looking to evolve and optimize our service offering across various channels," he said.

The Simple Choice of the Cloud—and Five9

"One hundred percent, the Five9 cloud solution is the way to go," Choksi says.

With Five9, there is no hardware, no long-term contracts, and only a nominal monthly cost. "Five9 has to win our business every month," Choksi said. "It's their responsibility to keep us happy and that's a good feeling."

"We're very pleased with where our future is headed, and we're looking forward to growing our partnership with Five9 as we grow our company."

"Five9 offers much more automation and efficiency, which keeps our costs low and helps us translate those benefits to our clients."

Sajan Choksi
CEO,
Innovative Vision

Get More Information

Call 800.553.8159 or visit
www.Five9.com



4000 Executive Parkway, Suite 400
San Ramon, CA 94583
925.201.2000
www.five9.com

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