

Invenio Solutions Success Story

Elevating the Science of Sales



Fast-growing sales outsourcer Invenio Solutions had mastered the “scientific” approach to sales, but was struggling with three outdated call platforms. Five9 gave Invenio the scalable, multichannel solution it needed, and today the company’s flying even higher.



Company Profile

Invenio Solutions® is a full-service sales firm focused on lead generation and outsourced sales services for B2B organizations. Backed by an experienced team of Sales Scientists™, Invenio offers a comprehensive package of services, including pipeline development, marketing automation, and market-leading sales.

- Over 600 Sales Scientists in the US
- More than 300,000 calls per month
- Annually deliver over \$1 billion in revenue for clients
- Outbound revenue generation campaigns

Industry

B2B sales solutions provider

Website

www.inveniomarketing.com

Challenges

- Extraordinary growth year over year
- Multiple contact center platforms
- Lack of integration with CRM tools
- Need to scale and react to business needs quickly
- Need for real-time measuring and coaching

Solution

- Single, scalable Five9 contact center solution
- Easy to use with almost no training
- Agent performance metrics and coaching ability

Company Background

Austin, Texas-based Invenio Solutions is a full-scale business-to-business sales and marketing solutions provider. Utilizing a unique and scientific approach to sales, Invenio provides lead generation, inside sales, sales analytics, channel marketing, and other services to clients in multiple industries, including biotech, telecommunications, software, and more. The company was founded in 1994 and generates more than \$1 billion in annual revenue for its clients.

Invenio has a team of more than 600 “Sales Scientists” who are responsible for making calls, developing relationships, and generating sales while representing their clients’ products and value propositions. “We don’t do customer service—just sales and lead generation. And we do it very well,” says Wasif Khan, the company’s CIO.

Invenio operates five sales centers, located in Texas, Virginia, and Washington. In 2014, Invenio processed four million calls and its Sales Scientists collectively spent the equivalent of 7.5 years on the phone talking to prospects. Almost all of the company’s calls are outbound.

Since 2010, Invenio has twice secured a spot in *Inc. Magazine’s* Inc. 5000, ranking No. 2744 in 2014. The company also won the *Austin Business Journal’s* Fast 50 award for being one of the fastest growing companies in Central Texas. Most recently, Invenio took home two Gold trophies at the Stevie Awards for Professional Excellence in the categories of Sales Outsourcing Provider of the Year and Sales Coaching and Training Program of the Year.

Overcoming the Challenges of Success

Invenio is one of the fastest-growing sales outsourcing companies in the US, but that growth has created some challenges. In 2010, the company acquired two companies, inheriting legacy infrastructure including two older, premise-based phone systems. Invenio already had its own PBX-based system. According to Khan, operating three different systems had challenges. “It became a productivity issue for our Sales Scientists,” he says. “From a hardware standpoint, we had scalability issues, too, because everything was hard-wired.”

In addition, the two legacy call systems Invenio had inherited were proprietary and could not be integrated with the company’s homegrown customer relationship management (CRM) system. “Because our call data wasn’t centralized, it took a lot of work to generate the kind of reports and information we needed,” Khan said. “There was a lot of duplication of effort.”

Concerned that Invenio would not be able to scale quickly enough to meet growing demand, company officials in 2011 began looking for a new, single solution. “We needed to reduce our hardware footprint,” Khan said. “We were looking for a partner that not only satisfied our current needs, but one that wouldn’t require additional hardware.”

The Search for Something Better

Khan knew one thing about Invenio’s next contact center platform: It had to be a cloud solution, which would give the company both scalability and security in case of unforeseen events. “If the hardware goes down, we lose money fast,” Khan explained.

Invenio's Virginia location, for example, is susceptible to hurricanes and tropical storms. If disaster struck, a cloud contact solution would enable Invenio to reroute calls quickly to balance its workload and keep business moving.

A cloud platform would also help Invenio keep up with its growth rate. "We wanted to be able to break through geographical boundaries and add offices wherever they would benefit our clients," says Khan. "The cloud would give us that functionality."

"The success of any relationship depends on how well and how honestly you're able to communicate. We view Five9 as a trusted partner."

Wasif Khan
CIO,
Invenio

Get More Information
Call 800.553.8159 or visit
www.Five9.com

Success—and Scalability—with Five9

In 2011, Invenio began researching solutions and spent five months "speaking to everybody in the marketplace," Khan recalls. "We needed a solution that addressed our needs—both today and in the future."

Early on, he says, the Five9 solution stood out from the crowd. Not only could Five9 be integrated with Invenio's Epsilon platform, but its product roadmap also consisted of multichannel contact strategies, including email and live online chat. "Five9 was most aligned with our needs and was what we were seeking in a technology partner," Khan said.

Invenio implemented the Five9 platform in early 2012 with a test pilot of 35 sales agents. Almost instantly, Khan discovered adding seats to the Five9 platform was extraordinarily simple. "All we had to do was make a call to add licenses to our contract." That meant Invenio could add clients faster, too. "Because we were able to scale so easily, we were able to bring on clients more quickly than we had in the past," he added.

Salesforce Integration Boosts Agent Productivity

Invenio integrated Five9 with its CRM through Cloud Application Programming Interfaces (APIs), and its sales agents loved the results. "They now have all the data they need within a single interface," Khan said. "If they receive an incoming call, the contact's information automatically pops up on the screen. It has made a big impact."

Later, Invenio took advantage of the Five9 OpenCTI adapter for linking Salesforce to the Five9 platform, which gave about 100 Invenio agents the ability to control calls from within Salesforce and automate many manual processes, such as call dispositions. The company plans to extend the integration to another 200 of its sales agents, Khan said.

Advanced Multichannel Capabilities

Invenio has also benefitted from Five9's multichannel capabilities—including Five9 Chat, which enables Invenio's sales agents to invite prospects to private, online conversations.

Most recently, Invenio has begun using the Five9 Agent Desktop Plus application, which brings all of a company's channels and conversations into a single desktop interface. "Our Sales Scientists just love the Five9 Freedom Release," Khan said.

The Benefits of the Cloud—and Partnering with Five9

To companies looking for a new contact center technology, Khan recommends performing due diligence and speaking with multiple providers to find the product that aligns most with their goals and their strategy.

"Examine the product and see if it satisfies your needs, but then look beyond the product at the people behind it," he advises.

"I'm very confident in our future with Five9," Khan added. "The success of any relationship depends on how well and how honestly you're able to communicate with your partners, and we have a very strong and open relationship with Five9. We view Five9 as a trusted partner."



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