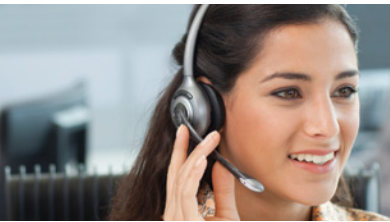


NexRep Success Story

Partners in the Cloud



Customer Profile

NexRep conducts direct sales, marketing, and customer service campaigns for a wide range of product and service providers.

- 400 agents in 35+ US states
- More than 500,000 inbound/outbound calls monthly
- Scalable, on-demand solutions
- Consistently generates 30-60% more revenue per call than competitors

Industry

- Call center management/direct response marketing

Website

- www.NexRep.com

Challenges

- Ability to maximize agent expertise, time, and performance
- Highly competitive industry
- Need for secure technology

Solution

- Blended inbound/outbound solution from Five9
- Easy-to-use technology and call recording capabilities save training time and money
- Call routing tools ensure most qualified, knowledgeable agents handle each and every call
- Secure, cloud technology for virtual workforce

NexRep has become a powerhouse in the highly competitive world of virtual contact centers that utilize 100 percent at-home agents. For the past eight years, Five9 has been a key driver behind its success.

Company Background

Based in Portland, Maine, NexRep is a sales-driven call center specializing in direct response marketing for businesses, including hair salon chain Drybar, prominent direct retailer Tristar Products (HealthMaster, Flex~Able Hose, Genie Bra), and clothing and household retailer Orchard Brands (Appleseed's). Unlike conventional call centers, NexRep recruits, contracts, and certifies sales agents who work from home. The company provides inbound and outbound calls in addition to call center consulting, scriptwriting, agent certification and development, database and list management, and revenue enhancement programs.

Approximately 400 NexRep agents located in 35+ US states handle hundreds of thousands of calls every week, and just over 60 percent of the company's calls are outbound sales and marketing contacts. NexRep conducts a wide array of campaigns for its clients, ranging from retail sales and customer service to appointment setting.

A Unique Approach

According to NexRep CEO Teddy Liaw, there are a growing number of companies pursuing an at-home agent business model. But NexRep is different. The company doesn't make its agents conform to clients' existing sales practices. "We find agents who are already customers of our clients, because those agents are going to be better at selling a client's products and converting prospects into sales," says Liaw. "We optimize agents for skill and performance, which provides better results and a better agent experience."

That's where NexRep's contact center solution comes in. For the past eight years, NexRep has been a customer of cloud contact center software provider Five9, and currently uses the Five9 Virtual Contact Center (VCC) suite. By utilizing the cloud, NexRep is able to support and grow its virtual workforce of agents. In fact, NexRep has a 90 percent retention rate for agents who work with the company for over one month. Five9 also helps NexRep keep its IT infrastructure costs down and focus on creating positive results for its clients.

Shared Philosophies

By leveraging its unique business approach, NexRep has grown fast and is currently doubling revenues every year. According to Liaw, a key reason behind the company's success is its technology partner.

Five9 and NexRep are very similar, says Liaw. "Five9 has built a one-of-a-kind contact center platform, and we at NexRep have carved out a similar niche for ourselves in outbound calling," he says. "The company's product roadmap and its values toward innovation are very much in line with our desire to constantly innovate, as well."

"I also love the Five9 approach to client support, which is very responsive from both sales account managers and technical support staff," he added. "We've been very happy with their support services."

Driving Growth and Agent Efficiency

Five9 is the ideal partner, Liaw says, because the VCC platform yields results. "A lot of companies say they do predictive dialing, but they really don't," he says. "The fact that Five9 offers predictive and preview dialing makes it superior to most other platforms, and that has definitely allowed us to grow."

For example, sometimes a consumer calls in or goes to a client's website and does not complete an order. Using the Five9 outbound dialer, NexRep agents call the consumer back—as the consumer's history of activity appears on the agent's computer screen—and offer to help. Says Liaw, "Being able to sit on top of a world-class platform like Five9 has been extremely beneficial."

Another area in which Five9 excels is configuring agent pools. "The worst thing that can happen is to have agents sit idly," Liaw says. "If you're not configured correctly, inefficiencies are exacerbated, and your business can crumble."

Since Five9 offers a variety of configuration options, NexRep has the flexibility it needs to maximize results. "Five9 allows us to ensure our agents have the right number of calls," Liaw says. "Plus, we can make those changes in real-time. That's been critical."

Getting Clients Up and Running Fast

According to Liaw, the Five9 cloud contact center solution helps NexRep ramp up customer campaigns with amazing speed. Recently, NexRep brought on a large new client that was launching eight different sales campaigns. The Five9 technical support staff helped NexRep add 50 agents quickly and configure its agent pools, and NexRep went on to help the customer quadruple sales revenues in just eight weeks. But that wasn't the best part.

The client had been "testing" NexRep against another company and comparing results between the two. Even though the other call center had worked with the client for years, "we were able to beat them by an average of 50 percent on every campaign," Liaw says. "It was a resounding victory, and the customer switched 100 percent of their business over to us."

Empowering Expert Agents to Deliver Superior Support

While outbound calls are NexRep's specialty, Five9 has also made a difference in the way the company handles inbound calls. "Other contact centers use a traditional, round-robin format, where each agent gets the same amount of calls," Liaw explains. "But if a particular agent is always the best at handling a certain type of call, that agent should always be handling those calls."

Five9 makes this happen. The skills-based routing capability of the Five9 platform allows NexRep to identify a caller's needs based on the telephone number dialed, the caller's number, or any choices the caller made through the Five9-enabled IVR system. Then Five9 automatically routes the call to the NexRep agent whose skills and experience best match the caller's needs. "That means better service to our clients," Liaw says. As a result, NexRep is able to consistently deliver more than 30 percent more revenue per call opportunity than its competitors.

Simplicity Equals Savings—and Results

Liaw has heard of brick-and-mortar contact centers taking weeks and sometimes months to bring agents on board, because they use archaic, overly complicated systems that are difficult to learn. He thinks it's a waste. "Those call centers are paying for training time, and they're not able to deploy those agents to make money," he says.

"Because Five9 is so easy to use," he adds, "we're able to condense training time and deploy agents faster. That means we get results for our clients much more quickly, which translates to faster results for our business."

And because Five9 allows NexRep agents to work from anywhere with only a high-speed connection and a headset, there are no barriers to growth. "With Five9, we have literally been doubling our year-over-year growth," says Liaw.

Peace of Mind in the Cloud

Both the cloud technology and the secure, redundant server architecture of Five9 are a perfect fit for NexRep's virtual business model. "Being in the cloud means that a hurricane on the east coast, an earthquake in California, or a tornado in Oklahoma won't destroy our business," says Liaw. "We're basically impervious to natural disasters."

That security and dependability are huge selling points when NexRep talks to potential customers. "A reliable platform is something our clients think about, and being able to associate with a world-renowned solution like Five9 helps us," he says.

Today, NexRep continues to expand into new industries and merge its contact center into other channels such as email and online. Because Five9 is doing the same, Liaw says the two companies are a perfect fit. "Five9 is a critical partner for us," he said. "We look forward to leveraging the full power of the Five9 platform in these other areas, and we're very eager to see how our partnership will grow."

"With Five9, we have literally been doubling our year-over-year growth."

Teddy Liaw
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