Five9™

RJR Technology Success Story
Winning the Internet Lead Race

RJR Technology needed a cloud-based automated dialer to go hand-in-hand with its home remodeling business software. In Five9, it found the features its clients needed and more—including lead response times so fast, they got a standing ovation.

Customer Profile

RJR Technology specializes in business management technology for the home remodeling industry.

- More than 200 home remodeling clients throughout North America
- Customers include small shops to large firms
- Provides LeadPerfection cloud-based CRM

Industry

Software development

Website

www.leadperfection.com

Challenges

- Lack of dialing capability
- Highly competitive business
- Need to respond to leads quickly
- Lack of call recording and lead tracking
- High sales agent turnover

Solution

- Outbound predictive dialing solution from Five9
- Easily integrated into LeadPerfection
- Painless implementation process
- Automatic dialing and screen pops
- Call reporting and recording capabilities
- Internet lead response times of just seconds

Company Background

New York-based RJR Technology is an award-winning company that specializes in software development and website design for the home remodeling industry. The company offers technology, business management, accounting, and consulting services, and is heavily involved with Internet-based lead procurement and marketing.

RJR Technology has more than 200 remodeling clients across North America, including some of the largest firms in the world. The company's primary product is LeadPerfection, a state-of-the-art, enterprise-class software solution designed to manage remodeling and home services businesses from top to bottom, including lead management and CRM tools. RJR Technology currently provides LeadPerfection as a web-hosted solution, allowing firms to manage their businesses from the cloud.

"When we started, many home remodeling companies—some of them one hundred million dollar businesses—were using contact management software left over from the early '90s," says RJR Technology founder Bob Rubertone. "LeadPerfection very quickly became the best CRM in the industry."

Getting Connected

LeadPerfection can do everything from handling basic accounting to booking appointments and tracking leads. But it did not have an automated predictive dialer that could help RJR Technology's clients make outbound calls.

"Remodelers—like marketing companies—do a lot of dialing and cold calling," Rubertone explained. "What really makes or breaks a company is the conversion rate from when they receive leads to the time the sale takes place."

Eventually, RJR Technology began looking for an automated dialing solution that could be integrated with the LeadPerfection system. Rubertone knew that his clients needed a dialer in the cloud, because it would be an "attractive, low-risk option" compared to premise-based call center technology. The dialer also had to be easy to use, and it needed to allow call center agents to follow up on leads quickly. "If you don't call back a home remodeling lead in the first couple of minutes, your chances of converting that lead diminish fast," Rubertone said.

Partnering with Five9

RJR Technology investigated call center platforms and found bits and pieces of what it wanted in different products. But only one contact center technology had everything the company needed and more: Five9. "We contacted some of our customers who were already using Five9 and received really good feedback," Rubertone said. "So for us, there wasn't even a close second."

Through a joint effort between companies, the first of many RJR Technology clients integrated LeadPerfection with Five9 in the fourth quarter of 2011. By leveraging the expertise of the Five9 implementation team, the process was painless.

"Today, when one of our customers signs up with Five9, we configure the client's system using Five9 APIs, and Five9 implementation managers train our clients to use the dialer," Rubertone said. "It's a very easy process."

Helping Remodelers Boost Speed, Training, and Revenue

When a RJR Technology customer receives a lead, LeadPerfection sends the prospect's information to the Five9 system, where it is organized by campaign type. When a home remodeler's sales agent calls the lead, a window pops up on the agent's computer screen with information about the prospect and the type of work they need.

As calls are made, RJR Technology will grab the call results through the Five9 API interface and place them in a large database. Clients use the database to track call history, while RJR Technology leverages the database to determine call priority and best times to call, Rubertone said.

To date, RJR Technology customers who use Five9 have seen an average increase in their lead conversion rate of 10 percent or more, Rubertone said. "They're getting more appointments because they are calling much faster and making a lot more calls," he said. "It's made a big difference."

A Scalable Solution for Any Size Client

With Five9, RJR Technology's clients can add or subtract agent seats whenever they want. "Some customers only have eight or ten people in their call center, so we wanted something that was affordable and flexible," Rubertone said. "Five9 gave us what we needed." This scalability of a cloud solution offers customers peace of mind, because they aren't required to commit huge amounts to hardware if they want to grow their business.

Rubertone added that Five9 call recording and monitoring features make the system even more powerful for users.

"Our customers typically go through a fair amount of turnover, so training is an issue," he said. "Being able to monitor and record calls gives call center supervisors a much better tool set."

Taking the Pole Position on Internet Leads

According to Rubertone, the most exciting part about Five9 is how it helps his clients capture Internet leads.

Many home remodeling companies buy online leads from third-party companies. However, Internet leads are rarely sold exclusively to one home remodeling company. "If I'm a homeowner and I go to a website because my roof is leaking, my lead will get sold to three or four remodelers in my area," Rubertone explained. "It's basically a race to see what company reaches the lead first."

Recently, RJR Technology and Five9 came up with a way to win that race. Working with select clients who were "power users" of Five9, both companies developed an interface that instantly pushed Internet leads into the Five9 system where they could be dialed immediately. This new solution, dubbed the "ASAP Interface," allows remodelers to respond to Internet leads within just 25 seconds.

"The person's phone is ringing 25 seconds after hitting 'submit' on an Internet form," Rubertone said. "I've worked with some of the largest companies in the home remodeling industry, and I've never seen anything that fast."

Phones Ringing Off the Hook

In August of 2013, an RJR Technology client gave a live demonstration of the ASAP Interface at an industry conference in Denver. Two audience members were randomly selected to enter their cell phone numbers into an online submission form. The results, Rubertone said, were amazing.

"Both of them received calls from an agent within 10 seconds. We got a standing ovation, and the next day, our phones were ringing off the hook," he said. "Everyone who saw the demo wanted to know when they were going to get this tool."

After several months, RJR Technology surveyed its clients who had used the ASAP Interface, which today enables home remodeling firms to respond to Internet leads in as little as five seconds. "On average, our clients saw an 8 to 12 percent increase in conversion rates right from the moment they turned it on," Rubertone said.

The Lesson: Get in the Cloud

According to Rubertone, a cloud-based automated dialer has many advantages—and not just for remodeling firms. Any business that relies on online leads can benefit from working in the cloud.

"Internet leads are often the same no matter what you sell, so I would absolutely want a system like Five9 no matter what type of company I had," he said. "With a cloud solution, you're not locked into a major purchase, either, so it's easy to take the plunge."

"We believe Five9 is the best solution out there," he added. "It increases conversion rates, so it pays for itself many times over. That makes our customers very, very happy, and it makes us look good by recommending a product like Five9."

"We believe Five9 is the best solution out there. It increases conversion rates, so it pays for itself many times over."

Bob Rubertone
Founder,
RJR Technology

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