



Improving Customer Service for KAR Users

KAR Global improves customer service by streamlining processes with Five9



As the industry leader in auto auction and vehicle remarketing, KAR Global offers online auction platforms, inventory financing and related vehicle remarketing services. KAR operates with over 21 business units and is headquartered in Carmel, Indiana. KAR has over 17,000 employees across the United States, Canada, Mexico and the United Kingdom.

With multiple brands spread across the various business units and over 800 agents in a dozen contact centers there was a disparity of systems within each contact center. This disparity made it difficult for KAR to achieve their mission to transform the company by providing a seamless customer experience, streamlined workflows and increased agent efficiency.

"KAR wants to deliver a consistently delightful experience that keeps customers happy and coming back and that means empowering agents with the resources they need to be happy at their jobs" shares Adam Chobany, Product Manager for Unified Communications and Collaboration Services at KAR Global. "KAR is determined to transform the customer experience by making each interaction a surprise and a delight. By being a market leader and providing superior customer support we aim to be a brand favorite".

Since the existing technology needed a refresh and the contact centers were running a variety of solutions across locations – KAR had to evaluate and work internally to determine their best course of action to choose a single solution. Unsure of whether

to stay on premise or go to the cloud, KAR created an RFP based on the requirements of key internal business operations. Through deep dives with these internal business partners, KAR found that Five9 had the best mix of reliability, technology and onboarding processes. The way Five9 approached and engaged with KAR was clear and well organized making the choice to go to the cloud an easy one.

Transforming internally with Five9 and ServiceNow

For KAR, the first milestone on the journey to service excellence was the modernization of its ServiceNow IT Service Management infrastructure and applications. KAR rolled out the Five9 Adapter for ServiceNow. "KnowMe" is how Chobany explains why KAR started off with the rollout. "Everything we do for customers starts with great support for employees. If you don't have the processes in place to make the lives of the employees run smoother than transformation is just not possible."

When an employee calls IT, using caller ID, ServiceNow opens up the last 10 records and any open case tickets making it much more efficient for the IT team to assist each caller. For example, with this new technology they can see if an employee has any open tickets and how long they have been open. Instead of asking employees for their IT ticket number, which is a long sequence of numbers, they "KnowMe" because of the phone number used to dial in. Within a few weeks, the business was able to improve "the hit rate for "KnowMe". Long wait times and high abandonment rates were addressed by adding new skills to the queue and increasing staff. "Making the



KAR Global Case Study

Company Profile

KAR Global, helps sellers and buyers across the used vehicle industry with innovative, technology-driven remarketing solutions.

Industry

Information Services

Website

karglobal.com

CRM Integration

Salesforce and ServiceNow

Challenges

- Business units using disparate, unconnected systems
- Need to streamline workflow and agent efficiency
- Inconsistent customer experiences across contact centers
- No analysis of trends in legacy systems

Benefits

- Seamless integration with Salesforce and Service Now
- Improved operations at each contact center
- Enable contact centers to interoperate
- Valuable Insights into contact center trends and deal intelligence

adjustments to improve our average time to answer and reducing the abandonment rate, our metrics are now where we want them to be" explains Chobany.

Powerful Integration with Five9 Adapter for Salesforce

Customer calls are generally for support with an issue or need for assistance with a feature or service. Prior to Five9, depending on which brand the customer called about, there was no call history and the agent would need to take time to gather information resulting in longer call times. "We can now better service the customer by breaking the barriers, because we were all on different systems, consolidating to one vendor helps empower our agents and brings us to the forefront of technology. Even features like call back was not something our legacy system allowed us to do," shares Chobany.

KAR receives 85,000 inbound calls a month across all business units. "The systems integration of syncing the contact center with our Salesforce CRM is by far the biggest thing we have pushed out." Chobany continues "It's not just the screen pops providing our agents with customer history that they are happy about." The ability to schedule call backs, customers leaving a voicemail for a certain skill and having the agent call back has decreased the wait time and abandonment rate at KAR. Another big win is Five9 Quality Management powered by Verint which gives supervisors the ability to provide training and coaching for agents. The Five9 platform also gives supervisors the option to create their own reports and dashboards. A simple report request had an SLA of 5 days with IT. Supervisors learned how to build their own reports within minutes thanks to the training that Five9 University provided. The legacy

systems also didn't let supervisors make modifications so they would need to log an IT ticket to change an agent's skill set, or to build a new toll-free number in the IVR. A process that could take weeks. Now, supervisors have the ability to do this on their own within hours.

Chobany recalls that on the very first day of go-live one of the operations analysts wanted to see if there were any specific issues driving calls to the contact center. This type of business intelligence with Salesforce did not exist previously with their legacy system. With Five9 the operations team can identify trends and provide proactive business insights.

Delivering Additional Benefits

KAR benefits from their Technical Account Manager (TAM). "Our TAM is instrumental to our organization. Always helping and working with our supervisors and business leaders to make sure we understand the features of the system, even hosting numerous Q&A sessions at individual sites," confirms Chobany. Launch dates have been easy for KAR. Chobany credits this to his amazing team members and the collaboration and training efforts between KAR, Five9, and the contact center agents and supervisors to make the transition a seamless process.

With Five9, KAR has been able to decommission legacy contact center seats, quickly reducing their technical debt. KAR also uses dedicated agents in their contact centers, but employees in other business units could increase their remote agent numbers due to their skill sets. "Five9 has freed us up to partner with the business in many ways so we can get the best value out of this partnership. We are able to keep the lights on, deploy new features, and empower the business to provide the best customer support possible" concludes Chobany.

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Adam Chobany – Product Manager for Unified Communications and Collaboration Services, KAR Global



About Five9

Five9 is the leading provider of cloud contact center solutions, bringing the power of the cloud to more than 2,000 customers worldwide and facilitating more than five billion call minutes annually. Five9 helps contact centers increase productivity, boost revenue, and create customer loyalty and trust.

For more information visit www.five9.com or call **1-800-553-8159**.

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