



# Customer Success Stories



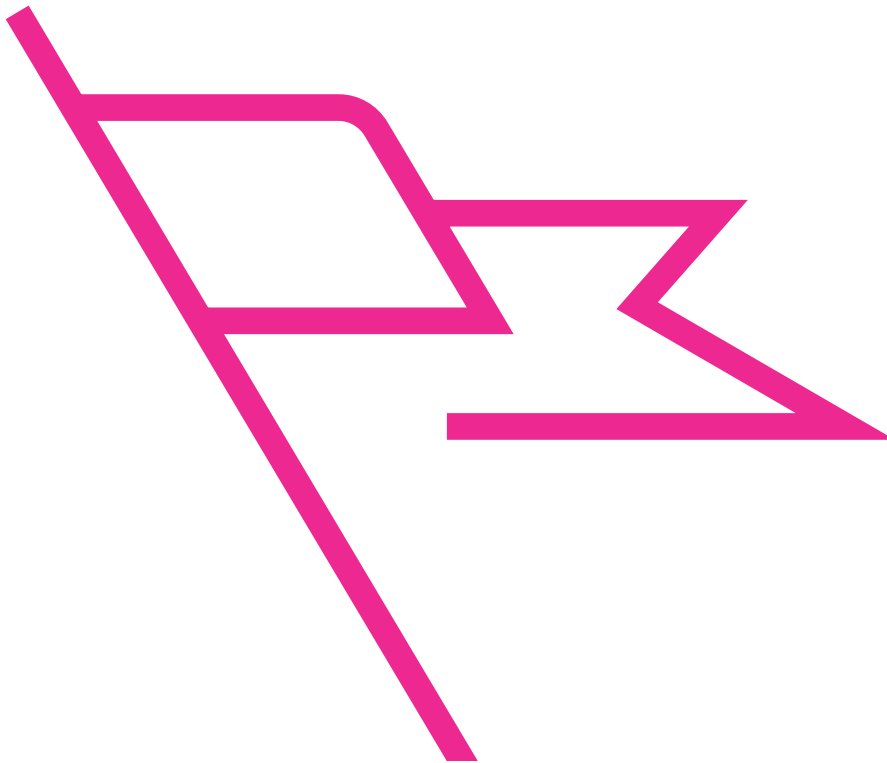
**At Five9 everything  
we do begins and  
ends with our  
customers.**

**Five9 is passionate  
and determined to  
help our customers  
succeed in their  
business.**

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The following customer stories and quotes highlight the challenges our customers have faced, and share how Five9 helped them achieve their business objectives – creating valuable partnerships and delivering exceptional experiences to their customers along the way.

Our high-touch approach, open ecosystem and reliability empowers agents to deliver superior customer experiences to their customers. And, ultimately, that's what matters most. Great customer experiences are at the heart of what Five9 does every day with our customers across the globe.







Carfax Case Study

# Driving Faster Customer Service With Five9 Salesforce Integration







## "We've found Five9 to be exceptional in their knowledge of contact centers and especially their knowledge of Salesforce and contact centers."

**Davo Muttiah** – Change Manager, CARFAX

### Customer Profile

CARFAX owns the world's largest vehicle history database. Their vehicle history reports help millions of customers every day to confidently shop, buy, own, and sell used cars.

In their Centreville, VA location they have 130 agents in customer service and sales who on a daily basis assist customers, dealers, banks, insurance agents and service shops to interpret a vehicle's past. Salesforce's CRM (customer relationship management) platform has been integral to CARFAX's sales and customer service teams.

### Challenge

CARFAX customers expect to not only access a CARFAX report when needed, but to be able to contact support and have the agent explain the implications and usage of the information. Salesforce plays a major role in CARFAX's customer support agent's understanding of the customer's identity and history with the organization. But without a strong integration between their contact center and Salesforce, they were manually tasked with working between two systems that did not talk to each other. This led to unnecessary delays in responding to customers and often an incomplete view of the customer.

### Solution

A cloud-based contact center solution that fully integrates with Salesforce, allowing CARFAX agents to work from a single platform and have all the customer information they need at their fingertips. Five9 seamlessly integrates into the Salesforce Lightning Experience, Sales Cloud, and Service Cloud via Open CTI and Lightning CTI – providing agents with powerful call controls for inbound, outbound, blended calls, and campaigns with chat and email capabilities from Salesforce in a single environment.

### INITIAL BUSINESS RESULTS

- 85% of calls now answered within 12 seconds
- Improved agent workflows
- Valuable insights into trends and deal intelligence
- Smooth "one platform" integrated experience
- Improved customer experiences scores

Penn Foster Case Study

# Creating Personalized Customer Experiences



## “Five9 offers the best customer support out of any contact center vendor I've worked with before.”

**Emily Cramer** – Contact Center Technical Project Manager, Penn Foster, Inc.

### Customer Profile

For more than 125 years, Penn Foster has dedicated itself to helping people lead more meaningful and productive lives and improving social outcomes through education. Penn Foster provides career pathways for people of all ages with a wide range of affordable education options for high school, college, and career advancement and has more than 40,000 graduates of its online and blended learning programs per year. Penn Foster has 300 agents based in four locations in North America and supports many functional areas including accounting, admissions, client services, financial services, student services and success coaching.

### Challenge

Penn Foster was operating a 20-year-old legacy ACD for routing and had separate call recording with an IVR, and different call center systems in each call center. Training new agents took too long. Customer experiences were not personalized or seamless as agents did not have access to pre-existing customer data. Their existing contact center did not integrate with their CRM, Oracle Service Cloud.

### Solution

Penn Foster chose Five9 for its pre-built integration with Oracle Service Cloud, its ability to scale, and its ability to simultaneously replace seven disparate contact center products. They also desired the disaster recovery assurance of a cloud-based solution that enables their agents to work from anywhere when needed. Five9 integrated with their Aspect workforce management solution and their Authority audio recording.

### INITIAL BUSINESS RESULTS

- 18% increase in YoY service level due to CRM integration
- 6.7% decrease in inbound call abandon rate
- Better call routing for greater efficiency
- Integration with Oracle Service Cloud gives agents greater insights for more personalized service
- Implemented an omnichannel support experience
- Improved reporting and data visibility





OnBrand 24 Case Study

# Providing Better Customer Experiences for Outsourced Call Center Clients





**“Five9 allows us to compete with the larger players. Many of those large contact centers have huge IT departments, but we can keep ours small thanks to Five9.”**

**Mark Fichera** – Owner and CEO, OnBrand24

### **Customer Profile**

Founded in 1981, OnBrand24 is a leading US provider of call center outsourcing services. The company operates a 24/7 call center for more than 100 clients in a variety of industries, such as e-commerce, retail, technology, healthcare, insurance, and manufacturing. More than 200 representatives handle up to 20,000 calls for their customers every day.

### **Challenge**

OnBrand24 had an on-premise contact center system that was not able to provide the latest features customers were requesting. Its call recording feature did not offer the functionality needed. Larger customers began asking for advanced features, such as priority queuing, but OnBrand24 was unable to meet those needs with their on-premise system.

### **Solution**

The company selected Five9 for its simplicity, advanced features, and the fact that as a cloud contact center it would always be kept up to date automatically. They implemented Five9 within days instead of six months, as they had anticipated. Five9 integrates with their CRM and also allows them to export Five9 data to their customers for reporting and transparency.

### **INITIAL BUSINESS RESULTS**

- 30% decrease in call abandonment
- 38% growth in business compared to 15% before Five9
- Onboarding new clients in 24 hours now vs. one week
- Skills-based routing improved agent efficiency and customer experience



Phone.com Case Study

# From a Homegrown Call Center to the Power of the Cloud

## “For us, it made sense to work with a company that does what they do best, and that was Five9.”

**Jeremy Watkin** – Director of Customer Service, Phone.com

### Customer Profile

Phone.com® is a cloud-based phone company that provides economical, flexible phone services for entrepreneurs, home offices, small businesses, and individuals. Using advanced Voice over Internet Protocol (VoIP) technology, the company’s basic plan can be tailored to meet customers’ needs at home, in the office, and on the go from a variety of devices – keeping users connected with the people that matter most. Their contact centers are located in California and New Jersey, with 25 agents handling 15,000 calls per month.

### Challenge

The company had built their own contact center platform, but the system had a poor user interface and insufficient reporting capabilities. Over time, engineers were spending too much time maintaining the call center – taking away valuable resources from development.

### Solution

Phone.com chose Five9 and began with Five9 Social, a solution that tracks mentions on various social media sites and allows companies to respond quickly to messages. Pleased with how Five9 Social tracked more sources and enabled faster responses, they decided to implement the Five9 cloud contact center platform.

### INITIAL BUSINESS RESULTS

- Easy, instant-access reporting via dashboards
- Ability to easily scale seats and manage agents
- Insight into agent productivity and coaching needs
- Improved customer experience with queue callback routing





Tempoe Case Study

# Integrating Systems to Improve Agent Productivity



**“I recommend Five9 for it’s first-class technology and because they go above and beyond to make sure customers are taken care of. The dedication and support they have provided us is remarkable, especially given how fast we are growing.”**

**Matthew Dvorak** – Director of Workforce Management, TEMPOE

## Customer Profile

Founded in 2009 in Manchester, New Hampshire, TEMPOE provides “no credit required” consumer leasing to help customers put retail success within reach for their consumers. It provides several flexible payment options and serves various industries such as furniture, home electronics, appliance, jewelry, and automotive. The company has 310 contact center representatives working from nine locations.

## Challenge

TEMPOE was using three separate systems in their contact center including a homegrown CRM, a debt collections software solution, and a dialing solution. They attempted to integrate these systems, but experienced issues with call handling and agent productivity. Ultimately, the lack of flexibility and inability to solve productivity issues drove them to seek a new solution.

## Solution

The company chose the Five9 Agent Desktop for its ability to integrate their CRM and other solutions into one platform. Agents easily access customer information and use features that effectively manage lists, blend inbound and outbound calls, and streamline customer interactions at each stage of the buying and service journey.

## INITIAL BUSINESS RESULTS

- Streamlined IVR self-service and optimized routing
- Improved agent productivity
- Created better, more personalized customer experiences

Teladoc Case Study

# Improving Customer Service for Telehealth Users





## “Five9 understands our company and where the market is going, which helps us navigate social media, mobile technology and web.”

**Gary Britton** – Vice President of Operations, Teladoc

### Customer Profile

Founded in 2002, Teladoc, Inc., the leading provider of telehealth services, has been bringing virtual care visits into the mainstream of today's health care ecosystem. More than 17.5 million members can now use phone, mobile devices, and secure online video to connect within minutes to Teladoc's network of more than 3,100 board-certified, state-licensed physicians and behavioral health specialists. To accomplish this, they have a Lewisville, Texas-based service center staffed by 400 employees which includes its contact center that operates 24 hours a day, 7 days a week and handles about 3,000 to 4,000 calls a day. Teladoc completes an average of 4,000 virtual doctor visits per day by phone and video. About 50 percent of their visits are inbound calls to the contact center.

### Challenge

Teladoc previously outsourced their contact center, but was not satisfied with the vendor's high turnover rate which negatively impacted service. They moved their contact center in-house in 2015. However, their new contact center solution had persistent issues with outages, inconsistency, instability, unreliability, and lack of support from the vendor. Consequently, Teladoc's customer satisfaction ratings were impacted. They decided to switch vendors.

### Solution

Teladoc's Vice President of Operations had previous experience with Five9 and knew the cloud contact center solution could provide the reliability and stability they needed, be deployed quickly, offer a flexible API to integrate with their existing CRM, and could integrate with their other systems. They deployed Five9 within 45 days and saw significant improvements.

### INITIAL BUSINESS RESULTS

- 97% customers satisfaction ratings
- 99% uptime
- 30% increase in call volume YoY with 20% less staff
- 45 days to deploy vs planned 180 days
- Moved to omnichannel with chat, email, and web



Ultra Mobile Case Study

# Improving Agent and Customer Experience with Five9 Zendesk Integration

## "We saw improved CSAT, reporting, and NPS all driven through the reporting available from Zendesk and Five9."

Paul Catherall – Head of Care, Ultra Mobile

### Customer Profile

Ultra Mobile is a mobile virtual network operator which sells low-cost prepaid mobile phone services with unlimited international calling and text plans, operating on T-Mobile's cellular network in the United States. Ultra Mobile created Mint Mobile in 2016 which is the only carrier-grade service provider that includes 4G LTE data at the industry's absolute lowest price. Ultra has 180 agents in contact centers located in the Dominican Republic, Mexico, and a dedicated customer escalation team in Los Angeles.

### Challenge

Ultra Mobile's on-premise contact center included an in-house built CRM and Interactive Voice Response (IVR) hosted by their provider. However, being locked into one provider limited them from keeping pace with customer expectations for cloud-based customer service experiences and the latest innovations. With Mint Mobile scaling fast and differentiating on customer experience, they needed to move to a cloud-based CRM and contact center for maximum flexibility and agent productivity.

### Solution

Ultra Mobile chose Zendesk's CRM enterprise solution and selected Five9 Plus Adapter for Zendesk rather than Zendesk Talk because of Five9's ability to pause call recordings and work in conjunction with Secure Pay. The Five9 Plus Adapter for Zendesk allows them to maximize every customer interaction while operating from one platform. It supports all voice and text interactions through its IVR to enhance pre-call routing for open tickets or categorized callers via its Computer Telephony Integration (CTI) embedded within Zendesk CRM.

### INITIAL BUSINESS RESULTS

- Generated more personalized customer experiences
- Moved CSAT from 70% to 90+%
- Improved agent experience with Five9 Zendesk integration
- Implemented within six weeks
- Created better reporting on performance management



Under Armour Case Study

# Saving \$1.3M in Call Reduction While Improving Customer Experience





**“We feel that our business really matters to Five9 and Five9 gives Under Armour great service and a stellar customer experience. That has made all the difference to us.”**

**Rebecca Arwood** – Director of Customer Service and Operations, Contact Center, Under Armour

### Customer Profile

Founded in 1996 by former University of Maryland football player Kevin Plank, Under Armour is the originator of performance apparel – gear engineered to keep athletes cool, dry and light throughout the course of a game, practice or workout. Under Armour’s mission is to make all athletes better through passion, design and the relentless pursuit of innovation. Headquartered in Baltimore, Maryland, they employ more than 15,000 people and serve customers worldwide through 20 global offices. Their contact center operates out of Baltimore and handles 1.7M transactions annually.

### Challenge

Always on the edge of innovation, Under Armour is spearheading digital transformation with initiatives to move to the cloud. Their previous contact center software was on-prem and did not offer the disaster recovery options available in the cloud. It also was owned by IT, which would take up to six weeks to make requested changes such as ramping up volume – this hampered customer experience with lengthy waits during heavy call volumes, such as the holidays.

### Solution

Under Armour selected Five9’s cloud contact center platform to replace their legacy on-prem solution. This included implementing a call back feature designed to improve customer experience. With the move to cloud, Under Armour was able to shift ownership of the cloud contact center to customer service and institute the native disaster recovery benefits the cloud offers.

### INITIAL BUSINESS RESULTS

- 31% immediate improvement in call handle time
- Over \$1M call reduction time savings
- 84% to 113% increase in quarterly revenue targets due to call back sales
- Call back feature cut customer wait times and increased sales
- Disaster recovery implemented with cloud
- Customer service now owns the contact center solution and can make changes within minutes

# What are Five9 customers saying

## Complete & Customizable

**"Truly easy to use and the level of customization is just phenomenal. I don't know how we could operate without it!"**

– Jason T

**"I'm not sure any other system could meet our needs like Five9 has been able to."**

– Jason C

**"I'm extremely satisfied with my Five9 experience. I'm happy to be a Five9 partner."**

– Joa R

## Customer First Approach

**"We have been with Five9 for five years. They still treat us like a new customer and accommodate everything we ask for!"**

– Kortney R

**"Five9 offered a white-glove, hands-on implementation which was perfect for our needs."**

– Legacy.com Inc.

**"Five9 really offers the best support and has a wonderful team that is helpful from the beginning of implementation."**

– Jakob P





## Customer Experience

**"Five9 has allowed us to scale our business seamlessly and provide our customers with a great customer service experience."**

– Jim

**"Honestly some of the best customer service and tech support that I have ever worked with."**

– Justin L

**"Without question, Five9 has made the growth we have experienced possible."**

– Jefferson D

**"Five9 ensures that your initial experience is excellent... The user experience is second to none."**

– Jeff M

## Highly Reliable & Secure

**"I highly recommend Five9 to any business looking for a reliable and dynamic VOIP option."**

– Jakob P

**"We love Five9! Reliable, fast and easy to use!"**

– Vasilis P

**"Five9 is a great and reliable sales tool. We have had zero downtime and it's really easy to use."**

– Jason V

**five9.com**









Learn how Five9 can  
improve customer  
experiences for your  
organization.

For more information  
visit [www.five9.com](http://www.five9.com)  
or call **1-800-553-8159**