



FIVE

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CASE STUDY

## ❖ HIGHLIGHTS

Company/Organization  
**ALVA Pacific Franchise Corp.**  
www.alvapacific.com

- Provider of outsourced outbound/inbound call center services to UK, US and Canadian-based companies.
- Four call centers based in Metro Manila and other major Philippine cities.

## ❖ INDUSTRY

**Outsourcer**

## ❖ KEY BUSINESS ISSUES

- Create new revenue stream for existing facilities.
- Create a business model that can be easily replicated by franchisees.
- Leverage existing resources and close proximity to talented call center agents.

# ALVA PACIFIC FRANCHISE CORP.

## *Company uses Five9 to turn Internet Cafés into profitable night-time call centers*

Founded in 1989, ALVA Pacific Franchise Corp. operates a chain of 30 Internet business centers and cafés in Metro Manila and other major cities throughout the Philippines. Call centers are an emerging market in the Philippines, so last November 2005, ALVA decided to increase profits by turning their chain of Internet businesses into call centers during off-hours under their unique "Internet Café by Day, Call Center at Night" business model and set about searching for a cost-effective solution to build call centers.

### USING EXISTING RESOURCES TO BUILD CALL CENTERS WITH ON-DEMAND TECHNOLOGY

As a result of its more than 15 years in the Internet business center and café business, ALVA Pacific had built up an equipment pool of more than 1,000 computers, with at least two high-speed Internet lines per center, and had access to an extremely qualified workforce due to the strategic location of its businesses which are all within close proximity to major universities and colleges.

*"This is by far the best revenue stream we have found that leverages our existing infrastructure and investment, and the flexibility and reliability of Five9 has made it possible."*

– Ed Saldajeno,  
Managing Director, ALVA Pacific

ALVA found that the on-demand, hosted model offered by the Five9 Virtual Call Center™ would enable them to turn their Internet business centers and cafés into call centers in the evening. This model allows the company to utilize their existing resources and create a unique business model that can be easily replicated via the franchising route. Additionally, the feature-rich, on-demand call center technology allows them to keep infrastructure and IT costs to a minimum, cut long distance phone costs by taking advantage of Five9's high-quality VoIP service, add agent seats as the business grows, and take on new clients without adding or replacing expensive equipment.

"As the Internet café business became more competitive in the Philippines, we started looking for new sources of revenue and differentiation for our existing businesses," said Ed Saldajeno, Managing Director, ALVA Pacific. "Because of the nature of our business and the fact that the Philippines is rapidly becoming the preferred location of outsourced call centers, turning our existing cafés into call centers was the obvious choice for us."

The executive team at ALVA first learned about Five9 from an article in the Manila newspapers. After looking at a number of competitive solutions including considering purchasing VoIP phones, ALVA selected Five9 because they found



## RESULTS

- Deployed call center within two hours, and agents in five to ten minutes.
- Enabled agents to run new campaigns in less than four hours.
- Enabled delivery of off-hours services, and utilization of existing equipment and locations.
- Offered a disaster recovery strategy by hosting call centers on at least two different ISPs.
- Replicated the technology and business model to three additional remote centers in one quarter.

it to be the most cost-effective solution to help them quickly build call centers. It took ALVA less than 48 hours to deploy Five9 and become operational, and the agents needed only five to 10 minutes of training to become comfortable with the user interface. The company's call centers offer outsourced services to businesses in the United Kingdom, the United States and Canada, and were initially focused on outbound campaigns selling products such as vacation timeshare packages and mobile phones. Because of the flexibility and capabilities they received from Five9, ALVA is now expanding its services, and has already created and implemented new campaigns such as inbound technical support and outbound telesurvey and telecollection services. With Five9, ALVA is able to implement new campaigns in as little as four hours from contract signing, and quickly take on new clients.

"We were initially offering purely outbound call center services, so the flexibility and reliability of the system instantly attracted us," continued Saldajeno. "The ability to get up and running within a minimum of four hours up to a maximum of two days, the quality and reliability of the service, and the fact that the solution doesn't require an IT department to manage were all extremely important factors in our selection process."

In addition to the fast deployment and ability to add seats on-demand, ALVA is also benefiting from the comprehensive management and monitoring tools that allow partners and supervisors to log in from anywhere and review agents' activity, availability, performance, and call volumes. The on-demand features that Five9

offers also make turning certain businesses into call centers an easy model to replicate, which is important to ALVA as they roll out a franchise program.

"Because our hours of operation are from 9 pm to 7 am, it's extremely important for me and the other partners to be able to supervise the work from anywhere," stated Saldajeno. "Using Five9 allows us to monitor the call centers, provide important real-time information to clients, and create new campaigns from anywhere."

### CREATING A SUCCESSFUL BUSINESS MODEL AND FRANCHISE OPPORTUNITIES

ALVA Pacific started their call center business in November 2005 with four seats, and within their first three months of business grew to 29 seats, with the expectation that they will soon add another 100 seats in different locations nationwide. The company is now running call centers in four of its Internet cafés, and, because of its 700% growth, plans to convert all of their existing Internet business centers to call centers by early 2007. The company also plans to open an initial 20-seat call center in Xiamen, China by September 2006.

"This is by far the best revenue stream we have found that leverages our existing infrastructure and investment, and the flexibility and reliability of Five9 has made it possible," said Saldajeno. "It has been an excellent choice for us, and because the solution has made it extremely easy to start our call centers with limited upfront cost, we will be able to easily replicate our model and ensure that our franchisees have the same high-quality and dependable solution."

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#### About Five9

Five9 is the leading global provider of on-demand telemarketing, customer service, and call center solutions for customer interaction management. The award-winning Five9 Virtual Call Center is used by call centers and contact center operations of businesses of all sizes, and companies that provide outsourced telemarketing, customer service, and call center services. Customers on five continents profit from Five9's reliable, robust functionality that is fast, easy, and affordable to deploy for any call center.

For more information, visit [www.five9.com](http://www.five9.com)



### SOLUTIONS SUMMARY

- *Five9 Virtual Call Center Suite™ offering ability to add seats on-demand, take advantage of superior quality VoIP, predictive dialer, remote workforce management, and more.*

### GET STARTED. BUILD YOUR CALL CENTER TODAY.

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