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CASE STUDY

❖ HIGHLIGHTS

Company/Organization
Bitstop Network Services
www.bitstop.ph

- Philippines-based provider of hardware, software and IT services for the enterprise.
- Company founded in 1989; began outsourcing services in early 2005.
- More than 15 product lines.

❖ INDUSTRY

Provider of ISP, Hardware, Software and Technical Services

❖ KEY BUSINESS ISSUES

- Expand service offerings.
- Compete in new markets.
- Create efficient, cost-effective call center.

BITSTOP NETWORK SERVICES

Rapidly growing provider of technology solutions for the enterprise expands product line and increases profits with Five9.

A successful provider of technology products and services to the enterprise, Bitstop Network Services established itself in Dagupan City in the Philippines in 1989 to provide computer hardware systems, computer supplies and accessories to corporate clients. Bitstop has continually increased its product line and service offerings to keep pace with the evolving business environment and needs of its customers,

ENTERING A NEW MARKET

To leverage and expand its successful business and well-respected brand name in the Philippines, Bitstop began looking at ways to expand its geography and service offerings to take advantage of opportunities and break into the competitive North American call center market. To receive the advantages of being the first

“Since originally deploying the Five9 Virtual Call Center Suite with three agents in early 2005, Bitstop has saved over \$100,000 in capital costs and successfully competed in several bids for work with North American contact centers. Now that the new division’s capabilities have been proven, Bitstop plans to utilize Five9’s on-demand capabilities to grow the division to 300 agents in the next nine months.”

– Wilson Chua,
President, Bitstop Network Services

and in early 2005, the company expanded its geographic reach to begin servicing the North American market. To service and compete in this new market, they deployed the Five9 Virtual Call Center Suite™ which enabled them to get started with minimal upfront investment while providing them the flexibility to grow their business as needed.

The Five9 Virtual Call Center Suite is a feature-rich call center solution which is easy to deploy, and because it is on-demand, the high-quality VoIP service is monitored and managed by Five9’s internal technical and customer support staff.

mover in this burgeoning market, Bitstop looked for a call center technology that would provide them with fast, easy set up and require minimal investment upfront.

“Providing outsourced call center services is a natural extension of our existing business. Leveraging our deep knowledge base and skilled staff, we knew that we could provide first-rate telemarketing, medical practice support and IT support, but needed to find a call center technology that could provide us with the wide-range of features our new customers would need so that we, and they, could be successful,” said Wilson Chua, president of Bitstop Network Services.

RESULTS

- Fueled ability to enter new market, and expand services in **two days**.
- Decreased toll phone charges by more than **\$200 per month**.
- Eliminated more than **\$1 million** in start-up and overhead IT costs.

BUILDING A COMPETITIVE CALL CENTER IN LESS THAN TWO DAYS

The management at Bitstop reviewed a variety of call center technologies, and had evaluated the hosted Avaya solution being provided by one of the local telecommunications providers. They were about to sign an order for the Avaya service when they heard about Five9 from an acquaintance in the telecom industry. They already knew they liked the on-demand service model and Five9 offered everything they needed. They immediately postponed the Avaya deployment, and scheduled a meeting with executives from Five9. Right afterwards, Bitstop decided to go with the Five9 Virtual Call Center Suite because of its comprehensive functionality and unmatched pricing structure.

"We need a complete solution that doesn't require a huge upfront investment, and Five9 provides this. The Virtual Call Center allows us to get our feet wet, without potential huge losses. Avaya and similar products have a longer deployment cycle where Five9 is immediately operational," stated Chua. "Five9 not only helped us build an on-demand call center, but enabled us to start servicing and bidding for new clients immediately."

With the help of Five9's 24x7 technical support group, Bitstop was able to easily deploy the Five9 Virtual Call Center in less than two days, and has since found the predictive dialing, scripting, CRM, and toll free number capabilities to be invaluable to their new operation. While the Virtual Call Center's easy to use interface and features enabled their support staff to be up and running with an hour of training, Bitstop has also benefited from the worksheet feature, the Do Not Call feature, the IVR and the fact that the Java client can be run from any workstation.

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"Doing business with Five9 has saved us valuable time and money," stated Chua. "Not only do the comprehensive reporting features enable us to provide our clients with the information they need in a timely fashion, Five9 has been able to consolidate the toll charges for us, and they are among the lowest toll charges we have known."

"We were also fortunate to be one of the early adopters of Five9's IVR and soft phone capabilities," continued Chua. "Together, these two features allow us to have the confidence and capabilities to quickly adapt to any of our client's requirements. Using the Virtual Call Center also allows us to match the licenses to the fluctuating demands of the call center business. We can increase or decrease the number of licenses depending on the requirements of the clients."

ACHIEVING SUCCESS WITH THE RIGHT CALL CENTER SOLUTION

Since originally deploying the Five9 Virtual Call Center Suite with three agents in early 2005, Bitstop has saved over \$100,000 in capital costs and successfully competed in several bids for work with North American contact centers. Now that the new division's capabilities have been proven, Bitstop plans to utilize Five9's on-demand capabilities to grow the division to 300 agents in the next nine months.

"The Five9 Virtual Call Center provides us with a low cost, feature rich, and flexible call center technology. We can now leverage their expertise in call centers to compete in the global markets," said Chua. "And, by deploying the on-demand model, we can focus on the important areas of our call center business - attracting and retaining customers for our world-class call center. The savings Five9 has allowed us have been invaluable and enable us to continue growing at a rapid pace."

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.



SOLUTIONS SUMMARY

- *Five9 Virtual Call Center Suite™ offering predictive dialer, ACD call routing, IVR phone menu, call recording, CRM options, and more.*

GET STARTED. BUILD YOUR CALL CENTER TODAY.

Enjoy call center benefits without the high costs. Five9 improves customer satisfaction, increases sales leads, and boosts employee productivity. Get started by calling 1-800-553-8159.

Visit www.five9.com/portal

- READ CASE STUDIES
- TAKE A 2-MINUTE INTERACTIVE TOUR
- USE OUR ROI CALCULATOR
- AND MORE!

For more information, visit www.five9.com

