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CASE STUDY

## ❖ HIGHLIGHTS

Company/Organization  
**Channel Blend, LLC**  
www.channelblend.com

- Provider of outsourced interaction and sales services for businesses.
- Two call centers – Idaho Falls and Salmon, Idaho.
- 120 agents.

## ❖ INDUSTRY

**Outsourcer**

## ❖ KEY BUSINESS ISSUES

- Build multi-location call centers in rural areas.
- Increase ability to handle large number of outbound calls.
- Use VoIP to keep long distance costs low.

# CHANNEL BLEND, LLC

## *Outsourcer taps rural talent pool by building multi-location call centers with Five9*

Founded by experienced call center executives, Channel Blend, LLC, a provider of outsourced customer interaction and sales services to businesses, establishes its call centers in rural areas, tapping into an educated labor pool residing in these regions, who usually offer higher loyalty and lower turnover. Because on-premise equipment didn't make economic sense for their two call centers, the company knew it needed an on-demand solution in order to keep infrastructure costs low.

on new clients without adding or replacing expensive equipment.

### **AVOIDING STARTUP COSTS BY BUILDING CALL CENTERS WITH ON-DEMAND TECHNOLOGY**

The management team at Channel Blend knew that saving on startup costs with on-demand technology, and tapping into the first-rate workforce found in rural areas, would help them offer a superior product at competitive prices.

*"Five9 allows us to focus on our business as opposed to having to worry about technology. We are able to refocus these resources into areas that directly help us grow and increase profits which is an invaluable benefit."*

– Jeff Neiswanger,  
President, Channel Blend

Because a majority of Channel Blend's services involve outbound calls, a predictive dialer was a must-have for their two call centers. The company originally deployed a solution competitive to the Five9 Virtual Call Center Suite,™ but soon realized using Five9 was the only way to obtain a high-performance on-demand predictive dialer, and benefit from lower rates than competing solutions offered.

The flexibility offered by Five9 has allowed Channel Blend to instantly change the number of agents on a particular project and/or change campaign parameters to better service their clients. Additionally, the feature-rich, on-demand call center technology allows them to keep infrastructure and IT costs to a minimum, cut long distance charges by taking advantage of Five9's high-quality VoIP service, and take

"People are our most important asset," said Jeff Neiswanger, president of Channel Blend. "We've all worked for call centers in large metropolitan areas and employee retention was a major issue. At Channel Blend, the rural location of our centers has proven to be a key to our success and has given us the ability to retain great agents. As our agents apply their knowledge and ability over a longer period of time, they get better and we all become more successful."

With more than 50 years of call center experience between them, the founders of Channel Blend had used a variety of call center technologies, and were aware of the pitfalls associated with premise-based systems. When they signed new clients, they wanted to avoid buying new equipment, and knew on-demand technology would allow them to quickly add agents or expand a project.



## RESULTS

- Introduced automation that increased contacts per hour **by 22%**.
- Deployed call center within **two hours**.
- Lowered long-distance phone costs by 6% using VoIP and lower long distance rates.
- Enabled delivery of 24x7 services, and hiring of at-home workforce.
- Offered a disaster recovery strategy by hosting call centers on two different ISPs.

### SELECTING AN ON-DEMAND CALL CENTER TECHNOLOGY, AND THEN MOVING TO THE RIGHT ONE

The management team conducted extensive due diligence and looked at the landscape of on-demand technologies before selecting a competitor to Five9. After realizing that the feature set of their original provider was missing key capabilities, and that it was taking longer than expected to create the necessary custom solutions to enhance these deficient features, Channel Blend began looking for a more comprehensive solution. After a call from an acquaintance familiar with Five9, the company decided to test Five9's solution.

"The ASP model is a sharing of resources which makes sense for us because we only buy what we need," said Neiswanger. "Five9's model allows us to focus on our business as opposed to having to worrying about technology. We are now able to refocus our resources into areas that directly help us grow and increase profits, providing an invaluable benefit."

After deciding to make the switch to Five9, Channel Blend deployed the Virtual Call Center in less than two hours. The agents found the interface and features easier to use than their former solution, and needed minimal training. Channel Blend has also benefited from the VoIP-based solution's ability to cut long-distance phone bills and to add more seats as business needs expand. Most recently, they have been trialing 24x7 workers, and taking advantage of the solution's ability to support home-agent-based environments.

"Five9 is a great choice for call centers looking to save money on infrastructure costs and we found the pricing to be less than other hosted solutions," said Neiswanger. "The on-demand ability has offered us the flexibility we need to

respond to clients and begin looking at additional cost-saving models such as home-based workers."

In addition to the innate features included in the Five9 offering, Channel Blend has also benefited from the solution's umbrella platform which offers a disaster recovery strategy that proved itself when the ISP for its Salmon facility suffered a major outage, two days after the start of a large campaign for a new client. Instead of crippling the call center, which lacked redundancy due to its location, Channel Blend was able to quickly relocate its agents to the Idaho Falls facility, running on a different provider, until the outage was over.

### GROWING THE BUSINESS BY 1500%

"Since deploying in July 2004, we've hit a big growth spurt, and have gone from eight people two years ago to 30 agents last year to 120 agents today," summarized Neiswanger.

Channel Blend has been able to make 22% more calls per agent with the Five9 predictive dialer. Additionally, the amount of money the company saves by using VoIP for long distance calls, and the fact that it does not need an expensive IT department to run the Five9 technology, saves an estimated \$75,000 per year.

"A call center is like a three-legged stool with a leg each for technology, people and process. We don't need to expend resources to manage technology, so we've reallocated them internally to the human side of the business," said Neiswanger. "At the end of the day, this gives us a distinct competitive advantage since the human side is most important to our business and the IT staff is freed up to create more proactive stuff like online training, cool reporting tools and better communication vehicles."

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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.



### SOLUTIONS SUMMARY

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

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

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