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Unbound.™

CASE STUDY

## HIGHLIGHTS

Company/Organization  
**Etelint Consulting**  
www.etelintconsulting.com

- Provider of technical consulting and services.
- Operations in Canada and India.
- Offers follow-the-sun support to callers worldwide.

## INDUSTRY

**Outsourced Call Center, BPO and IT Services.**

## KEY BUSINESS ISSUES

- Create cost-effective in-house call center.
- Provide first-rate customer service.
- Utilize VoIP to keep costs low.

# ETELINT CONSULTING

## *Provider of call center and IT services turns to Five9 for on-demand call center solution*

Founded by a group of IT professionals with the aim of providing outsourced call center, business process outsourcing (BPO) and IT Services to North American clients, Etelint Consulting has operations in Canada and India. Its managed services in the call center and IT services domain provide follow-the-sun support to customers and work against existing service level agreements (SLAs). To provide customers with the highest level of support while using home-based and remote customer representatives, Etelint Consulting needed to find a call center

buying the required premise-based equipment, and ensures that their home-based and remote staff can work from anywhere with an Internet connection.

### **INCREASING BUSINESS FLEXIBILITY TO GUARANTEE ALIGNMENT WITH PROJECT NEEDS**

Flexibility to quickly expand offerings and staff projects with high-quality employees is essential for consulting firms to compete and thrive in

*“The Virtual Call Center has helped Etelint Consulting achieve cost-avoidance of close to \$1 million. Additionally, Five9 enabled us to start six months faster than if we’d created a traditional call center since we didn’t have to wait for traditional call centers and scheduling.”*

– Parvinder S. Pardal,  
Director of Business Development, Etelint Consulting

technology that let them keep their operating costs low and add call center seats immediately regardless of location.

To meet their needs and create a comprehensive VoIP-based call center, Etelint Consulting selected the Five9 Virtual Call Center Suite™. The feature-rich contact center solution was easy to deploy, and because it is delivered as a Web-based, on-demand application, the high-quality VoIP service is monitored and managed by Five9’s internal technical and customer support staff. The Virtual Call Center has helped Etelint Consulting achieve cost-avoidance of close to \$1 million by enabling them to use an on-demand model for their call center versus

today’s competitive global environment. After working with a traditional premise-based call center system for the past four years, Etelint Consulting realized it could reduce operating costs and add the home-based and remote staff required for specific projects by moving to an on-demand call center solution.

“By creating our own call center, we were able to quickly staff a large project, and bring our technical support offerings in-house. Moving forward, this change will give us increased flexibility on projects, help us ensure the quality of our staff, and keep costs down,” said Parvinder S. Pardal, director of business development for Etelint Consulting.



## RESULTS

- *Avoided more than \$1 million in costs for premise-based equipment.*
- *Ensured call center could be up and running in less than two days.*
- *Lowered long distance phone costs by utilizing superior-quality VoIP.*

### CREATING AN EFFICIENT, COST-EFFECTIVE CALL CENTER

Etelint Consulting was using the services of a premise-based call center, and the management team was familiar with a variety of other call center technologies from their use and experience at previous jobs. Premise-based equipment was much too expensive for consideration, particularly given the large up-front capital expenditure and the months of time needed to obtain, install, and configure such a system. As a result, Etelint Consulting began looking for a call center solution offered in an 'ASP model' which could be implemented quickly, provide the flexibility for multi-location, multi-channel capabilities, and support satellite offices where people could log-in via the Internet. After reviewing several call center solutions and looking for recommendations, an acquaintance told them about Five9. They read about the on-demand call center solution company online, and decided to evaluate its VoIP service. It did not take long for Etelint Consulting to determine that the comprehensive call center capabilities and strong presence in India offered by Five9 would be the best fit for their needs, and they decided to deploy the Five9 Virtual Call Center Suite.

"We looked at other hosted solutions, but nothing measured up to the offering from Five9. We wanted an ASP model to ensure flexibility and needed VoIP to keep costs low," stated Pardal. "The fact that Five9 has a strong international presence, and had offices in India and Canada was also extremely reassuring to us."

#### Five9, Inc.

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Etelint Consulting was able to deploy the Five9 Virtual Call Center in less than two days, and has since found the predictive dialing function to be extremely valuable – helping to significantly increase the number of calls their staff can handle. While the Virtual Call Center's easy to use interface and features enabled users to be up and running with an hour of training, Etelint Consulting has also benefited from the ability to add new agents as business needs expand, the easy-to-use call scripting, and agent monitoring and reporting included in the solution.

"Five9 allowed us to quickly and cost-effectively create and expand our call center," continued Pardal. "The Virtual Call Center offers superior quality voice which helps keep our long-distance costs extremely low, and has proven to be extremely easy to use so that when the service was turned on, our staff was ready to go."

### LEVERAGING ON-DEMAND CAPABILITIES TO QUICKLY ACHIEVE 300% GROWTH

Since deploying the Five9 Virtual Call Center Suite in April 2005, Etelint Consulting has already increased its number of seats by 300 percent, with plans to expand to become a 200-seat call center in the near future.

"The decision to work with an on-demand solution has enabled us to instantaneously add seats, and avoid more than one million dollars in hardware costs which would have been required with a premise-based call center," said Pardal. "Additionally, Five9 enabled us to start six months faster than if we'd created a traditional call center since we didn't have to wait for traditional call centers and scheduling."

#### 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, superior-quality VoIP, predictive dialer, 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.*

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