



Inbound. Outbound.
Unbound.™

CASE STUDY

➤ HIGHLIGHTS

Company/Organization
FirstFunds
www.1rstfunds.com

- Provider of unsecured cash advances to small businesses.
- Based in New York, New York.
- Employs worldwide staff; offering 24x7 support to customers.

➤ INDUSTRY

Financial Services for Small Businesses

➤ KEY BUSINESS ISSUES

- Find on-demand solution that will grow with the needs of a global business.
- Utilize VoIP to keep phone costs low.
- Increase lead generation.
- Use CRM tools to provide improved, faster customer support and help close more deals.

FIRSTFUNDS

Provider of cash advances increases lead generation with integrated call center and CRM solution.

FirstFunds is a provider of unsecured cash advances to support the growth of small businesses allowing them to invest in their growth through expansion, procurement of essential equipment, or improvement of their operating facility. To accelerate the application process and provide around-the-clock service, FirstFunds uses an on-demand call center technology that allows them to increase talk time by more than 400% per agent, finalize applications seven times faster, and operate in locations around the world.

possible by the Five9 Virtual Call Center Suite's ability to operate with only a computer, Internet connection and USB headset.

BUILDING A COMPETITIVE CALL CENTER WITH AN ON-DEMAND SOLUTION

In the competitive industry of cash advances, FirstFunds has carved out a niche by focusing on the more than 23 million small businesses in the United States. FirstFunds realized it needed to build an efficient call center that would allow

"FirstFunds has almost doubled the number of outbound calls our agents can make, decreased the amount of time it takes to process and finalize paperwork for new customers from 35 days to 5 days, tripled the number of right-party contacts, and increased talk time by 400%."

– Greg Kular,
President of FirstFunds

FirstFunds uses the Five9 Virtual Call Center Suite™ for Salesforce.com, taking advantage of the cost savings available with VoIP, the ability of on-demand call centers to run anywhere, and the benefits of a predictive dialer and comprehensive CRM solution. The feature rich call center solution was easy to deploy, and because it is a hosted solution, the service is monitored and managed by Five9's internal technical and customer support staff.

Since deploying the integrated solution, FirstFunds has doubled the number of outbound calls its agents can make, decreased the amount of time it takes to process paperwork for new customers from 35 days to 5 days, and tripled the number of right-party contacts. Additionally, the company is hiring home-based agents, made

the company's lead generation specialists to quickly contact and track prospects, and the funding specialists to provide first-rate service. With more than 200 agents, they also knew the technology they selected needed to be hosted so they could easily access a global workforce and comprehensive call center/CRM features, and leverage VoIP to keep long-distance costs down.

"When we started our search, we were very focused on building a twenty-first century company with a hosted solution," said Greg Kular, president of FirstFunds. "We wanted a technology that could support a global company and provide a platform that could grow with us."

FirstFunds researched the competitive landscape for hosted solutions – reviewing five companies



RESULTS

- Increased number of outbound calls from 40 to 65 dialed.
- **Tripled** number of right-party contacts (RPC) from 5 to 15.
- **Quintupled** talk time per hour from 8 to 45 minutes.
- Increased fax ability by **800%** from .3 fax-outs per hour to 2.3.

– before deciding on Five9 and Salesforce.com. Five9 was the only vendor who could show FirstFunds a small, eight-seat deployment and a large 300-seat deployment, and had the highest quality VoIP.

“When we began looking at technologies that would help us create a call center, we knew that it would need to be hosted. We didn’t want to pay millions for a premise-based solution, and we wanted the flexibility that comes with an on-demand solution,” stated Kular. “The Virtual Call Center allows us to add agents on-demand, and set them up at a variety of locations. Since our loan agents and lead generation specialists are located throughout the world, this flexibility was key.”

LEVERAGING SALESFORCE.COM INTEGRATION TO CAPTURE MORE LEADS

Agents at FirstFunds had been dialing manually and using disparate CRM solutions to track customers and prospects, but they knew that an integrated hosted call center and CRM solution would help them save money and expand the business. In February 2005, FirstFunds began using the Virtual Call Center Suite for Salesforce.com. It took less than 24 hours to move to the integrated solution which allows users to take advantage of the features available from both Five9 and Salesforce.com, using Salesforce.com as the primary user interface.

“Five9 increased our talk time per agent, decreased our monthly bills, and helped us become more accurate and efficient with our lead generation program by helping us make more calls and tripling the number of right party contacts,” continued Kular. “However, the addition of Salesforce.com has provided us with a new layer of management and analytics capabilities that has allowed us to almost double our per-wire amount, work on multiple campaigns and add new media to our arsenal of marketing and sales strategies.”

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In addition, the tightly integrated solution offers FirstFunds 360 degree reporting so they can track the leads. With lead generators worldwide, this helps provide management and supervisor capabilities so that agents can be monitored and areas where they need support can be quickly identified. Additionally, since the cash advance business is a complex sale, the ability to get a recording of a conversation with a merchant from Salesforce.com has been very helpful. Agents can pull a WAV file by phone number and track all inbound/outbound contact from that number, quickly providing a comprehensive view of the account, and often helping to close the deal.

BENEFITING FROM AN ON-DEMAND CALL CENTER AND CRM SOLUTION

The benefits of using the Virtual Call Center are seen in all areas of FirstFunds’ business operations from agent productivity and the new customer on-boarding process, to the number of campaigns running and the ability to better target them to increase the size of wire requests. Having leveraged off-shoring and near-shoring options in the past, the Five9 Virtual Call Center will also allow the company to take advantage of home-shoring to increase its agent base and attract the most qualified agents regardless of location.

“The results we’ve achieved with the Five9 Virtual Call Center for Salesforce.com have been significant, and helped our company rapidly expand,” said Kular. “The technology has more than proven its value and made a difference in areas we didn’t originally consider, including sending out e-mail and fax campaigns. We are more than satisfied with our decision to select the Five9 Virtual Call Center, and would certainly recommend the solution to any company looking at building its own call center.”

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

SOLUTIONS SUMMARY

- *Five9 Virtual Call Center Suite™ for Salesforce.com offering ability to add seats on-demand, superior-quality VoIP, predictive dialer, comprehensive management and customer tracking tools, and more, all in a single user interface.*

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

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- TAKE A 2-MINUTE INTERACTIVE TOUR
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- AND MORE!