

❖ HIGHLIGHTS

Company/Organization
Purple Heart Service Foundation
www.purpleheartfoundation.org

- Congressionally chartered veterans organization.
- Raises funds for service, welfare, and rehabilitation work.
- Members include wounded and disabled veterans, spouses, orphans or survivors.

❖ INDUSTRY

Non Profit

❖ KEY BUSINESS ISSUES

- Help combat-wounded and disabled veterans to gain employment through an effective free training program.
- Find well-paying jobs that veterans can do from home.
- Establish operational call center environment quickly and without capital expenditures.

PURPLE HEART SERVICE FOUNDATION

Non-Profit Organization for Combat-Wounded Veterans Uses Five9 to Develop Effective At-Home Agent Training Program

The Purple Heart Service Foundation (PHSF) is the charitable wing of the Military Order of the Purple Heart, the only congressionally chartered veterans organization in the country dedicated exclusively to America's Combat-Wounded Veterans. After research indicated that thousands of combat-wounded and disabled veterans were ready and able to work, the PHSF created the Veteran's Business Training Center to specifically address their employment needs and meet the employment demands of the 21st Century.

many call centers were hiring at-home agents. Based on this finding, the PHSF decided to develop an intensive call center agent training program, focused on graduating highly-skilled, at-home agents.

THE SOLUTION: FIVE9 ON-DEMAND CALL CENTER SOLUTION

After reviewing numerous call center applications, the PHSF chose the Five9 Virtual Call Center™ solution. The Five9 solution was chosen because

"Because the Five9 solution provides the same level of functionality at a fraction of the price, we were able to save money on the call center infrastructure and instead invest the money exactly where we want it to go—the disabled veterans."

– Ken Smith,
Program Manager, PHSF

"Our free training program gives veterans the opportunity to be part of a growing industry," explains Ken Smith, program manager, PHSF. "By retraining them with high-demand call center skills, we are ensuring that combat-wounded and disabled veterans can compete in the global information industry, commanding a living wage, while working at home."

The Veteran's Business Training Center provides online job training and placement to disabled and combat-wounded veterans by using the Internet and web-based technology. In setting up the training center, the PHSF was challenged with finding a new career for these veterans that would allow them to make a good living while working from home. After researching a number of different fields, the Foundation discovered that, in order to ensure they had the best agents,

it didn't require any hardware, software or upfront capital expenditures, is easy to use and can scale on-demand depending on the number of trainees. Because it is a complete and integrated call center solution, the Five9 Virtual Call Center provides the PHSF with the ability to conduct call recording, conferencing and monitoring which enables instructors to coach and train agents in areas such as objection handling, conflict resolution and various sales and service soft skills. The solution was also chosen because features such as the predictive dialer, built-in automatic number identification (ANI) and automatic call distribution (ACD) help trainees learn effective call center tools that ultimately improve customer service and responsiveness for future employers. The PHSF was also impressed with the reporting and supervisor tools in the Five9 solution because they enable instructors to

RESULTS

- Savings of \$1+ million in infrastructure and 40% on long distance costs
- 100 percent employment rate for graduates
- Features like predictive dialing, automatic number identification (ANI) and automatic call distribution provide a realistic call center experience
- Call monitoring feature enables coaches to provide veterans with real-time feedback, resulting in high-quality customer service skills

measure each agent's activities and progress—such as linking call dispositions to business outcomes, for example,—to the number of qualified leads or closed deals per agent or campaign. Additionally, the PHSF team was extremely impressed with the level of service they received from both the sales and technical staff at Five9.

"We looked at traditional PBX platform call center solutions but they involved an investment of about a million dollars in equipment alone. Because the Five9 solution provides the same level of functionality at a fraction of the price, we were able to save money on the call center infrastructure and instead invest the money exactly where we want it to go—the disabled veterans," says Smith.

INTENSIVE TRAINING PROGRAM RESULTS IN 100 PERCENT EMPLOYMENT RATE

Accredited by Northern Virginia Community College the training consists of 600 hours (8 hours per day, five days a week for a total of 15 weeks.) Trainees follow a detailed curriculum, attend virtual classroom discussions and accrue real-time work experience. At the completion of the program, each veteran is certified by the Veteran's Business Training Center. Students are educated in call center skills, the Five9 Virtual Call Center, and other useful computer software applications such as Microsoft Office. Trainees practice call center skills by placing fundraising calls for the PHSF—a service that the PHSF had originally been outsourcing. At the end of the training session, the veterans can take advantage of an additional 300 hours of training at Northern Virginia Community College, to learn how to own, operate and run a disabled veterans operated call center.

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With one training session completed and two underway, the project already has been a success for all involved. All participating veterans have graduated from the program and are employed as call center agents in such leading call centers as Mortgage Investors Corporation and Snapdata.

FIVE9 VIRTUAL CALL CENTER ENABLES COST-EFFECTIVE TRAINING AND CALL CENTER

In addition to employing graduates in its own fundraising call center, the PHSF is also employing graduates in a call center it has opened to staff federal and state call center projects. The Disabled Veteran Affirmative Action Plan (DVAAP) requires that three percent of all federal government jobs and three percent of all federal government contracts should go to disabled veterans and disabled veteran-run companies. With the Five9 solution and fully trained call center staff, the PHSF is now in the process of bidding on high profile federal call center contracts which will provide call center agents with a very competitive wage as well as medical benefits and 401K plan contributions.

Additionally, with the Five9 Virtual Call Center, the PHSF was up and running in 2 hours, and the solution has helped them save approximately 40 percent on long distance costs, add and move seats on-demand, and create a comprehensive training program for a fraction of the cost of traditional on-premise call center equipment.

Concludes Smith, "We've been very pleased with the Five9 Virtual Call Center as it has offered everything we need for training – at a fraction of the cost of traditional infrastructure. The result is a win-win for everyone involved. We are able to offer comprehensive training, the veteran has a job and a purpose, and is making good money and getting medical benefits."

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

- Fifteen-week call center training program focused on providing combat-wounded and disabled veterans with the call center skills they need to be employed as an at-home call center agent or run a disabled veteran call center. The Five9 Virtual Call Center, which delivers predictive dialing, reporting, call monitoring, superior-quality VoIP and the ability to add new call center agents on-demand, was the call center application of choice.

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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- AND MORE!

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