

Flexible and Fast Customer Service with Carolina Call Center



*“We need more and more to tackle clients’ complex campaigns.”*

Bryan Ackerman  
Co-Owner

A FIVE9 CASE STUDY

INDUSTRY

Education

PRODUCTS

Virtual Call Center Suite

BUSINESS GOALS

Implement call center solution that is robust, flexible, and affordable for changing campaigns

Support cost-effective hiring and retention of agents in diverse locations

Gain additional productivity with easy to use, easy to navigate technology

EDUCATION INDUSTRY SUPPORT

Carolina Call Center delivers consultative support to parents looking for learning programs to augment their child’s classroom instruction. Customer service agents handle inbound queries about nationwide tutoring and learning centers as well as outbound campaigns for marketing. To support their mission, Carolina Call Center investigated software solutions that aligned with their vision for quality and flexibility. On-demand software offered many advantages as their clients’ needs change and the global economy shifts:

- Flexible staffing to scale up or down on demand
- Support for blended inbound and outbound call center operations
- Easy to use solution that can deliver increased productivity

BUILT FOR LONG-TERM BUSINESS RESULTS

According to Five9 CEO Mike Burkland, “We’ve been supporting the educational mission of the Carolina Call Center for several years. Through our relationship, we’ve

helped them scale up and down, depending on seasons, economic cycles, and client acquisition. We’re pleased our call center software continues to suit their inbound and outbound needs flexibly and productively.” As a leading provider of on-demand call center software, customers profit from Five9’s reliable, robust functionality that is fast, easy, and affordable to deploy.

SEAMLESS VIRTUAL CONNECTIVITY

With staff in different locations, Carolina required a cost-effective platform that could seamlessly support agents in different work settings, including work at home. Built from the ground up with VoIP, the web-based Five9 platform delivers cost benefits for customers and desktop internet at their fingertips. With the Five9 Virtual Call Center, agent seats are location-independent yet connected across the call center operation. People typically report that the Five9 solution is easy to learn, use, and navigate. Agents at Carolina Call Center were no exception.

The “no brick and mortar” approach of a virtual call center appeals to the quick and lean in

# BUSINESS RESULTS

- > Reduced operations cost in real estate and telecommunications
- > Implemented new client campaigns quickly and affordably
- > Improved customer service with enhanced support of agents



- > Nationwide customer service for education sector
- > Inbound and outbound initiatives and campaigns
- > Consultative approach to call center practices

Carolina's business philosophy. In addition, Co-owner Bryan Ackerman believes that the Five9 solution helped them increase agent retention and decrease operating costs.

## FIVE9 VIRTUAL CALL CENTER SUITE RELEASE 7

As a long-term user of Five9 software, Carolina Call Center provides feedback on the functionality and stability of the platform. Release 7 features, including enhanced reporting, help customers design and monitor campaigns. Ackerman notes, "We always try to push for supervisory features. We need more and more to tackle clients' complex campaigns."

## HANDLING TODAY'S CUSTOMER SERVICE CHALLENGES

Firms know the challenges of delivering education, insurance, and investment products to a wide range of consumers in many locations. Customers demand more information and better service in tough times as they prioritize and protect their assets. Arming call center

agents with powerful tools and compelling messages anywhere they live and work is an additional challenge and a revenue opportunity.

Virtual call centers can play a vital role in delivering high-quality customer service and retaining existing clients. Industries launching and managing product campaigns and consumer outreach require quick and affordable solutions. The Five9 Virtual Call Center improves agent efficiency and effectiveness, and combined with other applications accelerates sales—good news for customers and service providers like Carolina Call Center nationwide.

### Solutions Summary

Five9 Virtual Call Center Suite offering superior-quality VoIP, predictive dialer, ACD, IVR, CRM Integrations, Web Integration APIs, campaign management and customer tracking tools, and more.

Get Started.  
Build your call center today.

## COMPANY PROFILES

### ABOUT CAROLINA CALL CENTER

Carolina Call Center provides outsourced call center services to supplemental education franchisees. Established in 2006, Carolina Call Center is the preferred solution for franchisees seeking a consistent, high-performing and reliable service to handle their phone inquiries and improve their marketing campaign results.

### ABOUT FIVE9

Five9 is the leading global provider of on-demand call centers for telemarketing, customer service, and business continuity. The award-winning Five9 Virtual Call Center serves customers of all sizes on five continents. Customers profit from Five9's reliable, robust functionality that is fast, easy, and affordable to deploy.

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