

Vonage Case Study

Award-Winning VoIP Provider Deploys Five9 to Boost Campaign Success



“Five9’s execution was flawless”

Lev Rejanovinski
Director, Customer Support

Customer Satisfaction Focus

Vonage, a leading US provider of VoIP telephone service, selected the Five9 Virtual Call Center Suite to launch an ambitious campaign to 70,000 customers. With a history of subscriber growth (nearly 2.6 million lines in service), Vonage continually evaluates new ways to retain and satisfy customers. While revamping their in-house telephone service, Vonage asked vendors to supply predictive dialing and outbound call center functionality to support their marketing campaigns. Aimed at winning back customers, the project timeline was aggressive.

According to Lev Rejanovinski, former Retention Director now serving as Customer Support Director, the project timeline for outbound service from their PBX vendor was too long. “We needed a quick, easy-to-use, easy-to-manage call center system to support operations in three divisions: customer retention, revenue assurance, and technical support. We turned to Five9 with a specific, urgent request: we need a predictive dialer in four days”.

Five9’s implementation team immediately

engaged to deploy the virtual call center for agent operations in the U.S. and Canada. A customer success manager was dedicated to the Vonage implementation. “We saw a strong commitment and flexibility with the Five9 team. Our administrator was trained in two hours. They also conducted effective train-the-trainer sessions for my team. The system was up and running quickly, and management reports were available.” With the Five9 Virtual Call Center backed by a commitment to customer success, Vonage executed campaigns to restore service, collect revenue, and poll for satisfaction.

Marketing Campaign Results

Since the initial campaign, Vonage has achieved great results in creative winbacks and customer satisfaction. Adding more users to support customer outreach has been fast and easy. “We are pleased that a market leader, Vonage, gains direct and visible results to their bottom line. Our Five9 team is committed to delivering virtual call center solutions with high impact.” said Marissa Ramsey, Vice President of Customer Success at Five9.

Industry

Telecommunications

Products

Virtual Call Center Suite

Business Goals

- Implement a robust call center quickly
- Align outbound capabilities with marketing campaigns
- Choose a solution that is easy to use and manage

Vonage

- Leader in VoIP service in the U.S.
- Innovative and scalable platform
- Robust sales and marketing capabilities

Business Results

- Achieved aggressive winback and customer satisfaction goals.
- Implemented cost-effective call center flexible for changing market conditions.
- Deployed Five9 Virtual Call Center in four days.

Solutions Summary

Five9 Virtual Call Center Suite offering superior-quality VoIP, predictive dialer, inbound call capabilities, comprehensive management and customer tracking tools, and more.

Get Started

Build your call center today.
Call our sales reps toll-free:

1-800-553-8159

As a leading provider of broadband telephone services, Vonage technology enables anyone to make and receive calls with a touch tone telephone almost anywhere a broadband Internet connection is available. Users experience communication service similar to traditional telephone service but with prices lower than those of traditional providers. Their scaleable and innovative technology platform provides competitive advantage and a lower cost structure. The Five9 Virtual Call Center supports this compelling customer value proposition with feature-rich, cost-effective solutions that are reliable and flexible to capitalize on the growing market demand for broadband and VoIP.

Powered by VoIP

Five9's Virtual Call Center Suite for Vonage combines world-class outbound and inbound call center capabilities to increase the productivity and effectiveness of call centers.

When running outbound campaigns, the Predictive Dialer efficiently automates outbound telephone calling. Instead of making one call at a time, the predictive dialer makes multiple calls simultaneously and ignores busy signals, answering and fax machines, and no answers. As a result, agents will only connect with live contacts, quickly boosting productivity and profits.

For inbound call center operations, Five9 provides a wealth of features designed to make every interaction more meaningful, more predictable, and more profitable. With easy-to-use ACD and skills-based routing capabilities, callers reach the right agent at the right time, and real-time reporting and quality monitoring tools help

insure that service goals are met or exceeded.

A fully hosted solution with rock-solid reliability, the Five9 Virtual Call Center (VCC) Suite enables companies to execute several inbound and outbound campaigns at the same time. With agent scripting, quality monitoring, and management reports, the suite improves how firms measure agent performance and track results.

About Vonage

Vonage is a leading provider of broadband telephone services with millions of subscribers. Their award-winning technology enables anyone to make and receive calls with a touch tone telephone almost anywhere a broadband Internet connection is available. An innovative and scaleable platform enables lower prices for quality communication services.

For more information, visit www.vonage.com.

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.

For more information, visit:

www.Five9.com

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