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Financial Services Company Invests in Five9 Cloud-Based Contact Center Solution to Support Growing National Business and Increase Customer Satisfaction

Seamless Integration with CRM Solution, Intelligent Routing and Visibility to Customer Analytics as Key Differentiators

SAN RAMON, Calif.--(BUSINESS WIRE)-- [Five9, Inc.](#) (NASDAQ: FIVN), a leading provider of cloud software for the enterprise contact center market, announced that the Five9 Virtual Contact Center (VCC) has been chosen by a financial services company to replace its legacy on premise solution. The transition to a cloud-based, enterprise-level contact center solution has expanded and enhanced the firm's support of its most valuable customers.

The financial services company manages billions of dollars in capital, supporting thousands of customers across North America. Key to this support is the company's growing contact center staffed with hundreds of agents, requiring accurate, reliable routing of the right call to the right agent quickly and efficiently. When its legacy premise system became increasingly unable to handle the growing volume of inbound calls from potential clients, customer satisfaction suffered. The firm turned to Five9 VCC for its sophisticated routing capabilities to solve this problem. Of note was the Five9 Automatic Call Distribution (ACD), which uses intelligent routing to determine which resource is best for the customer based on client history and context, agent availability and desired business outcomes, ensuring the optimal resolution and superior customer experience, thus solving the financial services company's problem.

"We are 100% customer-focused at our organization," said the financial services firm's executive vice president of technology who oversaw the implementation. "Five9's contact center solution made me realize that the technology allows us to work more closely with our customers and make sure their satisfaction is front and center in every interaction. We could not be more pleased with the integration of Five9's technology, and I know our customers will enjoy a better experience because of it."

To meet the evolving needs of their customers and the dynamic nature of financial markets, the firm has aggressively invested in technology that is flexible and scalable. The financial services firm is a devoted, long-time user of the Salesforce Sales Cloud platform, where Five9 has been fully integrated. The seamless integration of Five9 within Salesforce has allowed the firm to gain added insight into the needs of their growing customer base. Additionally, Five9 has enabled the firm's sales managers and executives to instantly see and understand what is happening with their customers in real time with the easy to use dashboard, which provides a wide range customer analytics.

"For enterprise organizations that need to upgrade capacity and capability of their contact center to effectively and efficiently serve their customers on a national scale, Five9 is to the ideal partner to ensure that their investment is a success," said Mike Burkland, CEO of Five9. "We believe offering excellent customer experiences should not be difficult, and we are dedicated to providing the best possible outcome for each of our enterprise customers."

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About Five9

Five9 is a leading provider of cloud software for the enterprise contact center market, bringing the power of the cloud to thousands of customers and facilitating more than three billion customer interactions annually. Since 2001, Five9 has led the cloud revolution in contact centers, helping organizations transition from legacy premise-based solutions to the cloud. Five9 provides businesses with cloud contact center software that is reliable, secure, compliant and scalable, which is designed to create exceptional customer experiences, increase agent productivity and deliver tangible business results. For more information visit www.five9.com.

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