



Nutrisystem Boosts Efficiency with Five9 Workflow Automation



Fort Washington, PA
Founded: 1972
Consumer, Retail
www.nutrisystem.com

Nutrisystem offers consumers a variety of weight-loss plans that include comprehensive support and coaching options from trained weight-loss coaches, registered dietitians, and certified diabetes educators available seven days a week.

When Nutrisystem made the initial shift to remote work in 2020, it relied on an on-premises contact center solution that utilized best-in-class components from various vendors without true integration. The setup had served Nutrisystem well in the past, but when the company decided to make remote work permanent, leaders realized they needed to move their contact center operations to the cloud.

"We realized our on-premises solution was not the path forward. We needed a cloud solution that had integrated channels, would stay current, and

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Nutrisystem

operate efficiently," says Bill MacBride, Nutrisystem senior vice president of contact center operations. "We wanted to make sure we had a solution that would not only meet our needs today, but give us greater capabilities as we moved into the future."

"Our partner CDW understood our unique needs," he says. "With their partnership with Five9, they knew Five9 had the AI and automation capabilities to address our needs. We evaluated several solutions and Five9 rose to the top for us across the board."

Five9 assembled customers and demos for Nutrisystem to show precisely what the platform could do, ultimately tipping the scales in Five9's favor.

Improved Sales Efficiency and Close Rates with Five9 Workflow Automation

Nutrisystem staffs between 200 and 300 agents to handle more than 35,000 customer interactions on a weekly basis, scaling higher early in the year to accommodate a surge of post-New Year business.

For 10 years, they used automatic call distribution (ACD) for performance-based routing. Sending calls to the most qualified agents in real time had a significant benefit on revenue, and the new system

Challenges

- Difficult-to-update on-premises platform
- Lack of integration with other systems
- Difficulty in supporting remote workers
- Limited ability to meet future needs

Benefits

- Performance-based intelligent routing
- Technology and telecommunications cost savings of 15%–20%
- Fully-supported remote work model
- Easy integration with CRM and UC platforms

Solutions

- Workflow Automation
- Global Voice
- Visual IVR
- Supervisor Plus

needed to replicate the on-prem ACD when they moved to the cloud. [Five9 Workflow Automation \(WFA\)](#) filled the need.

Five9 WFA connects key customer data across the cloud, from CRM to billing and other internal systems. Important customer events and data flow between systems in real time and trigger sophisticated, cross-platform workflows, allowing automation of customer experience while reducing workload and administrative cost.

"From a marketing perspective, we invest significant money to attract customers and generate inbound call volumes," says MacBride.

Five9 WFA allows Nutrisystem to automatically prioritize leads coming in from multiple sources and auto route leads to preferred call lists or agents. Intelligent routing helps maximize potential revenue by routing calls to the agents who have the highest performance.

"We haven't missed a beat when it comes to Five9 replicating our performance-based routing, and that has been a huge win," says MacBride.

Quick Implementation, Fast Results

In less than 90 days, Nutrisystem implemented [Five9 Global Voice](#). Nutrisystem had used primarily voice in the past, but plans to expand to chat, email, and self-service to broaden engagement and help reduce the need to add staff during peak seasons. While Nutrisystem agents are primarily located in the Philadelphia area, moving to the cloud has also broadened their geographic talent pool.

"Five9 service and support was big, and the whole implementation process went very smoothly," MacBride adds. "I can't say enough to compliment everyone involved in getting us up and running in such an aggressive timeline. The team was realistic and kept the lines of communication open. This ensured we were aligned on the timelines and set clear expectations as we moved through the process. It couldn't have gone any smoother."

Immediate Cost Savings and Benefits

"Right off the top we experienced a 15% to 20% cost savings in technology and telecommunications costs. Part of this has been savings in the virtual queue callback solution," explains MacBride. "Previously, when a caller was in the queue on hold, we were racking up telecommunications charges. We don't have that with Five9; it's truly a virtual queue."

The company is also seeing savings in time and resources. The simplicity of the Five9 platform allows Nutrisystem's internal teams to make changes that they'd previously relied on IT partners to do.

Another plus for the customer experience comes from the integration across the Five9 solution. The previous system relied on separate channels with dedicated agents and didn't allow transferring agents between channels. With Five9, everything is integrated — improving efficiency and customer experience.

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"Five9 meets our needs today and gives us an infinite horizon," says MacBride. "We know they'll be here for us when we're ready."

Learn more about [Five9 Workflow Automation](#) and [Digital Engagement](#) solutions.



About Five9

The Five9 Intelligent CX Platform provides a comprehensive suite of solutions to engage with customers across their channel of choice, empower managers with insights and intelligence into contact center performance, and elevate your business to deliver better business outcomes and Bring Joy to CX™. Our cloud-native, scalable, and secure platform includes contact center; omnichannel engagement; Workforce Engagement Management; extensibility through more than 1,400 partners; and innovative, practical AI, automation, and journey analytics that are embedded as part of the platform. Five9 brings the power of people, technology, and partners to more than 2,500 organizations worldwide. For more information, visit www.five9.com.

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