

Nonprofit Company Modernizes Its CX

Nonprofit
Enterprise
North America

This nonprofit company serves 150,000+ members, and 3,000+ employees. Its contact center has customer service agents, with 95% working remotely across the United States. In addition, the company has 1,000+ personnel communicating with members through contact center technology, including an IT service desk, services, and emergency services.

Unable to Modernize with Legacy Technology

This non-profit company is focused on providing timely, accurate information and support to members and providers. Its contact center is the central communication hub for business. Up until recently, however, the company struggled with a legacy contact center system that couldn't keep pace with modernization and the need to provide omnichannel support.

"One of the biggest challenges we had on our previous system was a lack of reporting features. It was very difficult to generate reports, and agents had a hard time noting issues in the system. Our IVRs were limited and unable to filter out spam or fax calls. We had no queue callback feature, and our old system simply wasn't growing with us," said the nonprofit customer.

"We needed a CCaaS solution that was platform agnostic, as we had many systems, including Salesforce, to integrate. We also wanted to be able to deliver a true omnichannel experience that would feel seamless to members, providers, and our agents," added the customer. "Our list was comprised of the factors that make up a modern contact center experience, like easy reporting, queue callback, an IVA that can be easily configured."

The Intelligent CX Platform for Growth

The company chose the [Five9 Intelligent CX Platform](#) to replace its contact center software. "Five9 delivers Verint workforce optimization within its platform, and it already had the Salesforce integration. Its out-of-the-box reporting features were huge for us. Overall, Five9 has given us the solutions we needed," explained the nonprofit customer.

The nonprofit company is using Verint-based [Five9 Workforce Management \(WFM\)](#) to orchestrate scheduling, call recordings, and adherence; [Intelligent Virtual Agent, Messaging](#), and [Agent Assist](#) for automated call summaries; and queue callback features of the Five9 platform.

Challenges

- Limited omnichannel
- Restricted reporting
- No queue callback
- Minimal integrations

Benefits

- Call abandonment reduction from 28% to 13%
- Out-of-the box reporting
- Queue callback
- Omnichannel including live chat

Solutions

- Intelligent Virtual Agent
- Messaging
- Workforce Management
- Agent Assist
- Adapter for Salesforce

"Five9 has been a tremendous improvement for us. We've been able to offer live chat across the organization and can now seamlessly transfer calls and chats among agents without having to dedicate people to certain channels. Our emergency services does outbound calls, and we can now provide the direct numbers they call from so that members can simply call them back without having to wade through the central directory and try to figure out who called them. And queue callback has been huge — our service desk went from a 28% abandonment rate down to 13%. We've definitely seen member satisfaction increase with Five9," recounted the nonprofit customer.

By updating its IVA, the company has eliminated thousands of spam and facsimile calls per month, saving money and employees time. "We have six skilled technicians, and they were getting hundreds of faxes and spam calls each week. By changing our IVA so that callers must make a selection, rather than wait on the line for an operator, we eliminated those calls," said the nonprofit customer.

"Five9 has been the solution we needed to improve our omnichannel experience and introduce new technology to keep our members and partners happy. Five9 is innovating with AI and other automation, so we know that it will be able to grow with us as we continue to modernize."

Personalized Five9 Support

The nonprofit customer's team opted to engage a Five9 Technical Account Manager (TAM) — a dedicated expert who gets assigned to the account and serves as a team member. Previously, this type of role at the nonprofit company would have been with telecom and had an IT focus. However, the customer's team is in operations and doesn't have robust IT skillsets. "One of the biggest things having a TAM did for us was it enabled us to take my non-IT group and equip them to manage the Five9 platform and support the organization," explained the nonprofit customer. "Our TAM made sure our Five9 rollout was flawless and that my team was able to take on this function. It's been a great experience. I don't feel like they're a Five9 person, I feel as if they are part of my team."

A Positive Outlook

Moving forward, the company plans to expand its omnichannel service and leverage AI to guide agents and improve member experience. "We want to eliminate any frustrations and continually make the experience better. Five9 is here to support us in doing this. We're so grateful we chose Five9 and made the change," said the nonprofit customer.

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Nonprofit

Learn More

To find out more about how Five9 can help you move to the cloud to meet your customers' expectations, explore [cloud migration](#).



About Five9

The Five9 Intelligent CX Platform provides a comprehensive suite of solutions for orchestrating fluid customer experiences and empowering agents. Our cloud-native, multi-tenant, scalable, reliable, and secure platform includes contact center; omnichannel engagement; Workforce Engagement Management; extensibility through more than 1,000 partners; and innovative, practical AI, automation, and journey analytics that are embedded as part of the platform. Five9 brings the power of people, partners, and technology to more than 2,500 organizations worldwide. Through this combination, Five9 supports customer needs from Day 1 to forever and delivers on our customer commitment: We keep our CX promise, so you can keep yours. For more information, visit www.five9.com.

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