



2025

# Customer Success Book

[five9.com/customers](https://five9.com/customers)



"With Five9, if we  
can imagine it,  
we can do it."

EXACT SCIENCES





*Niki Hall*

**Niki Hall**  
Chief Marketing  
Officer, Five9

The best way to measure success is through the stories of our customers. At Five9, these stories drive everything we do. Every solution we build is designed to elevate customer experience (CX) and deliver real, lasting impact.

I'm excited to introduce the 2025 edition of our Customer Success Book — a collection of journeys from industries ranging from financial services and retail to healthcare, travel, and more. Each story highlights how bold businesses overcame CX challenges to drive growth and innovation — with Five9 providing the technology and expertise to support their journey.

This year's edition also reflects the rise of The New CX — where AI meets human connection, and innovation blends with personalization to create seamless, memorable customer journeys. As businesses scale and customer expectations evolve, The New CX transforms ordinary interactions into extraordinary experiences by anticipating needs, automating workflows, and building stronger connections at every touchpoint.

What makes Five9 different is our partnership approach. We listen, collaborate, and tailor strategies that drive results. Whether scaling with AI, migrating to the cloud, or boosting employee engagement, these stories show how innovation and teamwork fuel success.

This book reflects more than technology — it's about trust, growth, and making life easier for both customers and employees. As you read, you'll see how our Intelligent CX Platform helps brands scale, innovate, and stay ahead of changing expectations.

Our customers' wins are our wins. We're proud to stand alongside them, shaping the future of CX together.

Here's to the next chapter — and to the success we'll create with you.





## THE NEW CX

# Where AI Meets Human Connection

In today's fast-paced world, exceptional customer experiences require more than just great service — they demand innovation, personalization, and seamless interactions across every touchpoint. At the heart of this evolution is The New CX — a balance of cutting-edge AI, intelligent platforms, and trusted partnerships that empower brands to deliver meaningful and memorable customer journeys.

As businesses scale, the ability to anticipate customer needs, automate routine tasks, and engage across channels becomes essential. Five9 sits at the forefront of this transformation harnessing AI, enabling cloud agility, and strengthening the bond between agents and customers — all while working alongside you as a trusted partner, guiding your CX evolution every step of the way.

But don't just take our word for it. The voices of our customers tell the true story — showcasing how AI enhances efficiency, platforms drive innovation, and partnerships elevate the entire experience.





## AI INNOVATION

# Artificial Intelligence with less hype and more Actual Intelligence

### Exact Sciences

“Five9 was a disruptor... it knocked the socks off our IT department and our contact center folks.”

Darran Haessig | Associate Director of IT Applications

### VSP Vision Care

“Five9 demonstrated that it could enable us to configure and support our [AI agents] on our own. That was huge for us.”

Chris Ruff | Senior Contact Center Manager

### US Radiology Specialists

“We saw ROI within 30 days and full ROI in 3 months. Five9 was able to tell us that calls were being routed to back rooms or empty areas, something our former system could not do.”

Enda Murphy | CTO

### SumUp

“We added Five9 [AI agents] and saw the number of customers who opted to speak to a human agent drop by 50%. This is a huge decrease for us and shows us that our [AI agents] are truly serving customers.”

Bruno De Melo Frasoni | Global Contact Center Chapter Leader

### The Ivy Collection

“Implementing Five9’s [AI agents] has allowed us to give our customers the answers they need more quickly and more efficiently so they can get on with their day and not waste any time.”

John Davis | CTO

### TruConnect Communications

“By leveraging Five9’s AI-powered Agent Assist, we’ve successfully reduced inefficiencies, minimized After-Call Work, and enabled faster, more streamlined interactions that ensure customers feel well-supported.”

William Ye | Director of Operations







## INTELLIGENT CX PLATFORM

# Advanced orchestration across the entire customer journey

### Equitable Bank

"We needed a platform that could do more than just connect calls — one that could integrate all our communication channels, provide advanced analytics, and support our growing need for automation and personalization."

Brian Sibbitt | VP of Infrastructure and Operations

### Central Bank

"We want to optimize what we have with Five9 now, because we're just scratching the surface of the automated AI environments. I look forward to seeing how Five9 can solve our business problems that other technology up until now hasn't been able to."

Jeff DeBourge | Head of Customer Service NLP and AI

### Mason Companies Inc

"Five9 Email has been a huge improvement over our previous platform, from the agent desktop to the customer experience. It's one less application for agents to log into, they can access emails directly from the Five9 platform."

### IAA, an RB Global Inc Company

"We selected the Five9 platform because it aligns with our vision of creating a more proactive and efficient contact center that prioritizes both customer satisfaction and agent experience."

Millicent McIntyre | Senior Director Buyer Services/Consumer Support

### Serefin

"With Five9, I've never had to tell them we can't do something. It just works."

Skip Schwartz | President





TRUSTED EXPERTISE & PARTNERSHIP

# Deep CX and AI expertise to guide your transformation

Aeroflow

“Five9’s people 100% make the difference. They look out for us and take an interest in learning our business.”

Ashley Haynes | Director of Customer Operations

Alaska Airlines

“I’ve never worked with a business partner where I felt so cared for and supported.”

Gail Mahan | Director of Contact Center Planning and Technology

Hanna Andersson

“Agents felt proud once they saw Five9 automation making their work easier and helping them meet their goals.”

Angela Kourtoglou | Head of Customer Care

Apex America

“Five9 is the only one that gives you a 100% comprehensive, integrated solution.”

David Benadoff | Vice President

From You Flowers

“Five9 has brought us to that elevated level.”

Aimee Baldassaro | Chief Experience Officer





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**2024  
WINNER**







2024

# New Era of CX Award Winners

Five9's New Era of CX Awards honors the most innovative companies redefining CX and AI in business. Winning companies meaningfully aligned CX strategies to achieve their business goals and embraced technology to deliver exceptional customer and employee experiences.



## The Ivy Collection | AI-Elevated CX Trailblazer

The Ivy Collection maintains its exclusive, white-glove service by leveraging Five9 AI agents, personalizing interactions and automating routine inquiries. This allows agents to focus on premium experiences, like reservations and VIP interactions, ensuring that each customer touchpoint is as distinctive as The Ivy's renowned hospitality.



## Exact Sciences | Most Trusted Expert Award

Exact Sciences uses Five9 AI agents to provide patients with direct access to critical information, offering support in a way that is both prompt and reliable. This intuitive self-service option enhances patient experiences during critical health interactions, fostering patient trust while supporting agents.



## Mason Companies Inc | Best CX Self-Service

Mason Companies utilizes Five9 chat and AI agents to empower customers to independently check order statuses, receive updates, and more — anytime, anywhere. By handling routine inquiries, they reduce agent workload while boosting customer satisfaction and agent engagement.





2024

# New Era of CX Award Winners



## US Radiology Specialists | Best CX Platform Innovator

US Radiology transforms patient care by using Five9's AI to deliver prompt, precise assistance on complex healthcare inquiries. With advanced routing and real-time data integration, patients receive accurate support when it matters most — while letting agents focus on critical health needs, reinforcing US Radiology's commitment to deliver patient-centered service.



## TruConnect Communications | CX Leader of the Year

TruConnect uses Five9's integration with Salesforce integration and AI Agent Assist to bring reliable, responsive service to underserved communities. By automating after-call tasks, TruConnect boosts agent efficiency and engagement. Each interaction feels personal and connected, reflecting their commitment to bridging the digital divide.



## IAA, an RB Global Inc Company | Judges Choice Award

IAA gives customers control through Five9 AI agents, allowing easy, independent resolutions. Their approach meets customers on their terms while freeing agents to focus on complex needs, creating a truly customer-centric experience.







# Powered by AI

Aeroflow Health

Exact Sciences

The Ivy Collection

SumUp

US Radiology Specialists

VSP Vision Care







Healthcare | 500–2,000 Employees | North America |

# Aeroflow Health

## Key Successes

**15%**  
routine inquiries  
automated

**Faster**  
resolutions

**Improved**  
documentation accuracy

PARTNER POWERED



## Improves Efficiency with Automation

Aeroflow Health provides insured patients with medical equipment and supplies, focusing on personalized healthcare across areas like motherhood support, continence care, sleep support, and diabetes management. With more than 500 hybrid and remote agents, Aeroflow faced high call volumes, increasing handle times, and inconsistent post-call documentation. These challenges led Aeroflow to seek a customizable, cloud-based platform for improved efficiency and patient experience.

### Key Challenges

- **High call volumes:**  
Overwhelmed agents and increased wait times.
- **Call abandonment rates:**  
Limited self-service options frustrated customers.
- **Manual after-call work:**  
Time-consuming and error-prone.

### Five9 Solutions

- **AI-driven self-service:**  
Automated common inquiries, reducing call volumes.
- **Tailored customer workflows:**  
Improved experiences with personalized options.
- **Automated summaries:**  
Improved consistency and reduced agent workload.

**Products:** Five9 AI agents, Five9 AI Agent Assist, Five9 Outbound Dialer, Five9 GenAI Studio,

“Five9’s people 100% make the difference. They look out for us and take an interest in learning our business.”  
Ashley Haynes, Director of Customer Operations, Aeroflow Health



[Full Story →](#)





Healthcare | 2,000+ Employees | NA, EMEA, APAC |

# Exact Sciences

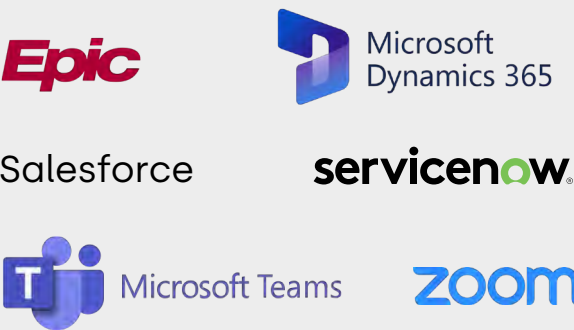
## Key Successes

**45%**  
call containment

**60%**  
patient time savings

**20%**  
call deflection to self-service

### PARTNER POWERED



## Elevates Patient Support and Achieves a 45% Containment Rate

Exact Sciences is a healthcare leader specializing in cancer screening and diagnostics. With a commitment to early detection and cancer prevention, their flagship product, Cologuard®, enables convenient at-home colorectal cancer screening. Rapid growth led to overwhelming call volumes and highlighted the limitations of their legacy, on-premises contact center. Exact Sciences sought a scalable, automated solution to enhance patient experience and streamline agent workflows.

### Key Challenges

- **Inflexible systems:** Limited scalability, high costs.
- **Limited self-service:** Longer wait times, lower CSAT, agent strain.
- **Growth bottlenecks:** Resource strain, lower CSAT, agent turnover.

### Five9 Solutions

- **Cloud platform:** Scalable, cost-effective.
- **Self-service tools:** Reduced wait times, improved CSAT.
- **Automation:** Relieved strain, boosted morale, met demand.

**Products:** Five9 AI agents, Five9 Intelligent CX Platform, Five9 Interactive Voice Response, Five9 Chat, Five9 Email

“Five9 was a disruptor... it knocked the socks off our IT department and our contact center folks.”

Darran Haessig, Associate Director of IT Applications, Exact Sciences



[Full Story →](#)





Hospitality | 2,000+ Employees | EMEA |

# The Ivy Collection

## Key Successes

**4.8**  
customer feedback score

**50%**  
reduction in  
employee attrition

**20%**  
improvement in  
conversion rate

PARTNER POWERED

Salesforce

## Boosts Conversion by 20%, Driving Upsell Opportunities

The Ivy Collection, part of Caprice Holdings, faced challenges with legacy systems, routine inquiries, and reservation inefficiencies. By implementing AI-powered solutions and CRM integration, they automated repetitive tasks, improved customer engagement, and empowered staff to deliver exceptional fine dining experiences while maximizing revenue.

### Key Challenges

- **Non-revenue generating calls:** Consumed agent time, reducing opportunities to upsell and cross-sell.
- **Reservation no-shows:** Unfilled tables caused significant revenue losses.
- **Limited digital engagement:** Needed tools to target younger customers via WhatsApp and chat.

### Five9 Solutions

- **Call automation:** Freed agents to focus on revenue-generating tasks.
- **Reservation reminders:** Automated notifications to reduce no-shows and resell tables.
- **Digital engagement tools:** Expanded channels to reach younger generations effectively.

**Products:** Five9 AI agents, Five9 Intelligent CX Platform, Five9 Salesforce Adapter

"Implementing Five9's [AI agents] has allowed us to give our customers the answers they need more quickly and more efficiently so they can get on with their day and not waste any time. It's also given us a foundation to then start looking at how we use AI to improve what we're doing."

John Davis, Chief Technology Officer, The Ivy Collection

**2024  
WINNER**  
AI-ELEVATED CX TRAILBLAZER



[Learn More](#) →





# SumUp

## Key Successes

**50%**  
call containment

**23%**  
cost savings  
with AI agents

**10%**  
increase in self-  
service in first year

PARTNER POWERED

Salesforce

babble

## Achieves 50% Call Containment with AI

Scaling and automating global customer support in multiple languages can be challenging. For global payment processing provider SumUp, finding a partner offering voice and AI agents solutions in diverse languages while automating workflows to increase self-service created a path toward improving customer experience.

### Key Challenges

- **Limited multilingual support:** Hindered service in customers' native languages.
- **No intelligent call routing:** Delayed customer connections to the right agents.
- **Complex voice response:** Frustrating navigation and low containment rates.

### Five9 Solutions

- **Multilingual support:** Seamless local language support improved global customer experience.
- **Intelligent routing:** Connected customers to agents faster for smoother interactions.
- **Simplified self-service options:** Simplified navigation and boosted self-service efficiency.

**Products:** Five9 AI agents, Five9 Workflow Automation

"We added Five9 [AI agents] and saw the number of customers who opted to speak to a human agent drop by 50%. This is a huge decrease for us and shows us that our [AI agents] are truly serving customers."  
Bruno De Melo Fransoni, Global Contact Center Chapter Leader, SumUp



[Full Story →](#)





Healthcare | 2,000+ Employees | North America | 🌐

# US Radiology Specialists

## Key Successes

**+4M**  
revenue via  
outbound calling

**25%**  
more call volume  
handled with AI

**400k**  
in labor savings annually

### PARTNER POWERED



## Unlocks \$4M in Untapped Revenue

US Radiology, a leading provider of diagnostic imaging, faced challenges with inefficient technology and manual processes, causing delays and rising costs. Using Five9's intelligent CX solutions, US Radiology improved call routing, reduced operational costs, and unlocked \$4M in additional revenue while enhancing patient experiences with seamless automation.

## Key Challenges

- **Inefficient AI agents:**  
Misrouted 6,500 calls per month, confusing callers.
- **Manual outbound dialing:**  
Limited scalability and reporting.
- **Lack of CRM integration:**  
Slowed workflows and caused delays in accessing real-time data.

## Five9 Solutions

- **Intelligent call routing:** Reduced misrouted calls and improved agent efficiency.
- **CRM integration:** Delivered real-time data to agents, improving service speed.
- **Automated outbound dialing:** Scaled campaigns, saving time and unlocking revenue.

**Products:** Five9 Intelligent CX Platform, Five9 AI agents, Five9 Auto Dialer, Five9 Salesforce Adapter

"We saw ROI within 30 days and full ROI in 3 months. Five9 was able to tell us that calls were being routed to back rooms or empty areas, something our former system could not do"

Enda Murphy, CTO, US Radiology



[Learn More →](#)





Healthcare | 2,000+ Employees | NA, EMEA, APAC |

# VSP Vision Care

## Key Successes

**95%**  
of calls routed  
through AI agents

**+100K**  
annual savings

**90%**  
faster updates

### PARTNER POWERED

Salesforce



servicenow.



## Saves Over \$100K Annually with AI

As the first national not-for-profit vision benefits company, VSP Vision Care serves over 85 million members globally. Struggling with a costly, inflexible on-premises system, VSP needed a scalable solution to support its fully remote workforce and streamline AI agents management. Five9's cloud platform empowered VSP to cut costs, improve efficiency, and deliver seamless customer experiences.

## Key Challenges

- **Inflexible on-prem system:**  
Couldn't scale or support a remote workforce.
- **Costly AI agents management:**  
Delayed updates and raised operational costs.
- **Fragmented workflows:** Slowed resolutions and hurt customer experience consistency.

## Five9 Solutions

- **Cloud-based platform:**  
Enabled seamless scalability and efficient remote support.
- **Internal AI agents management:**  
Reduced costs and allowed faster updates.
- **AI-driven automation:**  
Enhanced productivity and improved customer self-service.

**Products:** Five9 Intelligent CX Platform, Five9 AI agents, Five9 Voice, Five9 Supervisor Plus, Five9 Adapter for Salesforce, Five9 Workforce Management, Five9 Interaction Analytics

"Five9 demonstrated that it could enable us to configure and support our [AI agents] on our own. That was huge for us."

Chris Ruff, Senior Contact Center Manager, VSP Vision Care

**2024  
FINALIST**  
CX LEADER OF THE YEAR



[Full Story →](#)





# Migrate to the Cloud

adHere

Alaska Airlines

Equitable Bank

IAA, an RB Global Inc Company

Mason Companies Inc

Serefin







# adHere

## Key Successes

564%

YoY increase in call center revenue growth

20K

live interactions per day

Automated

dialer and configuration

## Scores a 564% Revenue Increase

When colleges and universities need high-quality leads for prospective students, they often turn to adHere for its lead generation model based on social media channels and first-party data. But when adHere needed to make a final attempt to rescue its call center, it turned to Five9. The move enabled the advertising agency to turn its call center into a flagship channel.

### Key Challenges

- **Unprofitable call center:**  
Operating at a loss, the channel failed to contribute to business goals.
- **Low contact rates:**  
Manual processes and inefficiencies resulted in a poor 5% contact rate.
- **Inefficient dialer management:**  
Required extensive manual setup, reducing time for agent training and coaching.

### Five9 Solutions

- **Automated dialing tools:**  
Improved efficiency and contact rates by reducing manual setup.
- **Seamless integrations:**  
Enabled optimized outbound strategies by connecting with third-party tools.
- **Scalable cloud platform:**  
Transformed the call center into a high-performing, profitable channel.

**Products:** Five9 Chat, Five9 Outbound Dialer, Five9 Technical Account Manager

“Moving to Five9 saved us. Our call center is now more profitable than any of our other channels.”

Ruben Resendez, President, adHere



[Full Story →](#)





Transportation | 2,000+ Employees | Global |

# Alaska Airlines

## Key Successes

**Modern**  
cloud contact center

**Automated**  
call routing

**Seamless**  
omnichannel performance

### PARTNER POWERED

Salesforce



zoom

## Delivers More Care, Less Complexity with AI for CX

Alaska Airlines, the fifth-largest carrier in North America, needed to move from an on-premises contact center to facilitate AI abilities, solidify its omnichannel capacity, and support its remote work strategy. Five9 delivered all of that and more.

### Key Challenges

- **Inflexible legacy system:** Increased costs and hindered remote work.
- **Manual call routing:** Slowed responses during peak times.
- **Limited omnichannel support:** Inconsistent service across channels.

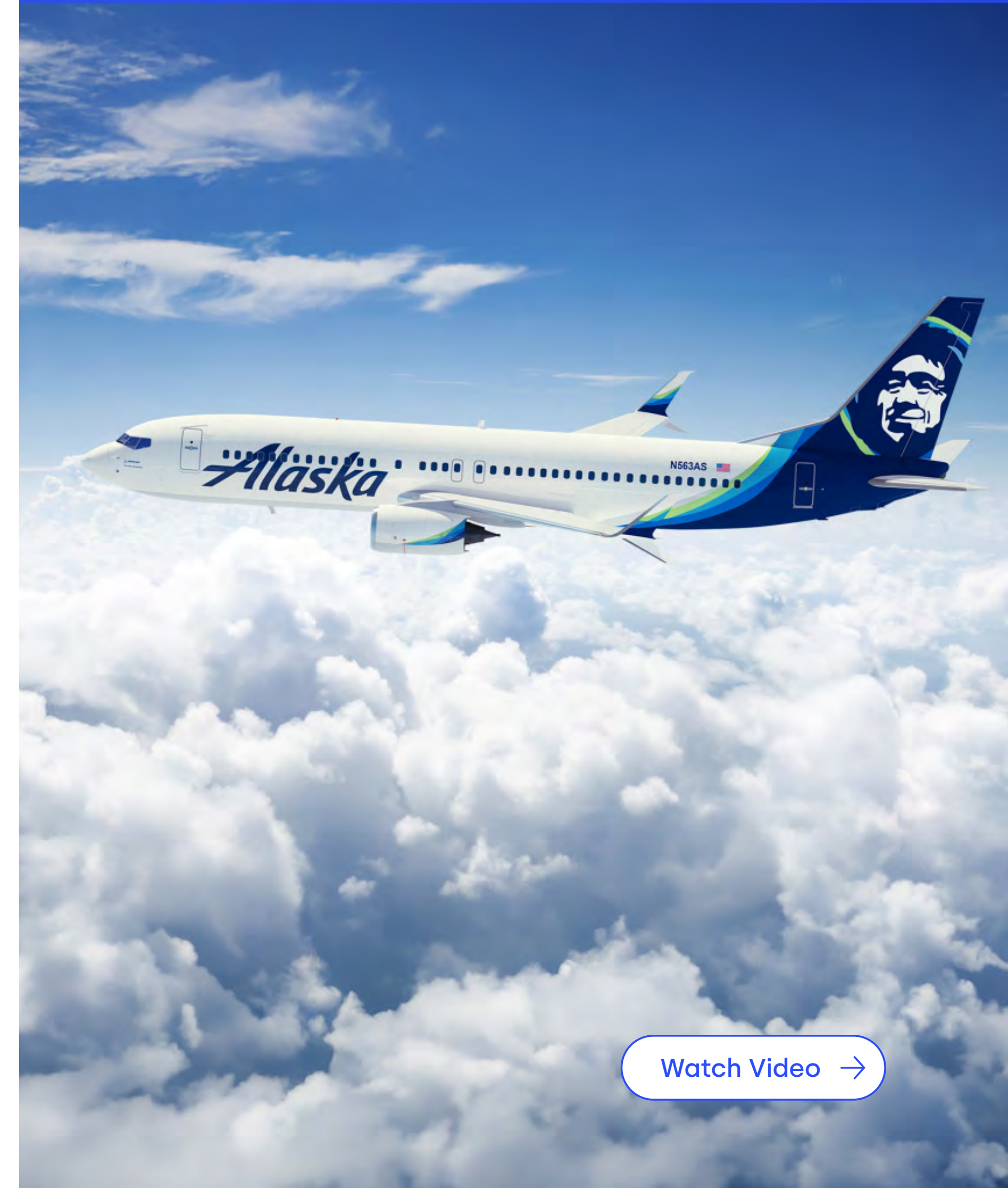
### Five9 Solutions

- **Cloud platform:** Reduced costs and enabled remote work.
- **Automated routing:** Improved efficiency during high demand.
- **Omnichannel tools:** Provided seamless service across channels.

**Products:** Five9 AI Agent Assist, Five9 Supervisor Plus, Five9 Performance Dashboard, Five9 Digital Engagement

**"I've never worked with a business partner where I felt so cared for and supported."**

Gail Mahan, Director of Contact Center Planning and Technology,  
Alaska Airlines



[Watch Video →](#)





Financial Services | 2,000+ Employees | North America |

# Equitable Bank

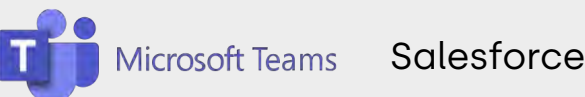
## Key Successes

**71–78%**  
increase in SLA adherence

**47**  
seconds average call  
wait time

**45%**  
more call volume,  
zero new hires

### PARTNER POWERED



## Doubles Call Volume, Cuts Wait Times by 3 Minutes

Equitable Bank, Canada's seventh-largest bank with \$125B in assets, struggled with outdated contact center systems and fragmented tools, causing inefficiencies and delays. Five9's platform unified their communication channels, reduced call wait times from 4 minutes to 47 seconds, and streamlined operations, enabling the bank to handle growing volumes efficiently while delivering exceptional customer experiences.

### Key Challenges

- **Disconnected tools:** Created inefficiencies in customer interactions.
- **Inefficient workflows:** Long wait times and reduced agent productivity.
- **Limited analytics:** Hindered reporting and performance improvement.

### Five9 Solutions

- **Unified system:** Streamlined operations and created a seamless customer experience.
- **Enhanced agent tools:** Reduced wait times and improved workflows.
- **Real-time analytics:** Enabled data-driven decisions to improve agent performance and service quality.

**Products:** Five9 Intelligent CX Platform, Five9 Voice, Five9 Chat, Five9 Workforce Engagement Management, Five9 Workflow Automation, Five9 Quality Management, Five9 Microsoft Dynamics Adapter

"We needed a platform that could do more than just connect calls — one that could integrate all our communication channels, provide advanced analytics, and support our growing need for automation and personalization."

Brian Sibbitt, VP Infrastructure and Operations, Equitable Bank



[Learn More →](#)





Automotive | 2,000+ Employees | NA, EMEA |

# IAA, an RB Global Inc Company

## Key Successes

- 10%**  
reduction in repeat call rates
- 300%**  
growth in chat and text utilization
- 52%**  
reduction in attrition rates

## Accelerates Digital Growth While Cutting Attrition by 52%

IAA (Insurance Auto Auctions), an RB Global Inc Company, is a global marketplace specializing in the sale of total-loss, damaged, and low-value vehicles. Serving buyers and sellers across 170 countries, IAA faced challenges with high call abandonment rates, fragmented workflows, and limited digital channels. To modernize operations, improve customer satisfaction, and support its workforce, IAA implemented scalable, automated solutions that streamlined call routing, expanded digital engagement, and empowered agents with flexible tools.

### Key Challenges

- **High call abandonment:**  
Long hold times and frustrated customers.
- **Fragmented workflows:**  
Slowed resolutions and reduced efficiency.
- **Limited digital channels:**  
Hindered accessibility for tech-savvy customers.

### Five9 Solutions

- **Callback options:**  
Reduced hold times and improved satisfaction.
- **Streamlined workflows:**  
Enabled faster resolutions and better efficiency.
- **Expanded channels:**  
Added chat and text to meet customer preferences.

**Products:** Five9 AI agents, Five9 Chat, Five9 Workforce Management, Five9 Intelligent Call Routing, Five9 Quality Management

“We selected the Five9 platform because it aligns with our vision of creating a more proactive and efficient contact center that prioritizes both customer satisfaction and agent experience. The platform provided the right solution to meet our goals and drive improvements across the board.”

Millicent McIntyre, Senior Director Buyer Services/Consumer Support, IAA, an RB Global Inc Company



[Learn More →](#)





Retail | 500–2,000 Employees | North America |

# Mason Companies Inc

## Key Successes

**93%**  
Quality Management  
score within the first year

**95%**  
CSAT score

**45%**  
call containment rate,  
4,000 + agent hours freed

### PARTNER POWERED

Salesforce **ORACLE**



## Reaches 93% Quality Management and 95% Customer Satisfaction

Mason Companies, a 118-year-old family-owned e-commerce and catalog retailer, handles 3.9 million calls annually across two contact centers that generate half of its revenue. Struggling with an outdated on-premises system, Mason partnered with Five9 to modernize operations. By transitioning to the cloud, adding omnichannel capabilities, and implementing AI-driven tools, Mason improved agent performance, automated routine tasks, and enhanced customer satisfaction, laying the foundation for future CX innovation.

### Key Challenges

- **Outdated system:** Limited scalability and efficiency.
- **Routine tasks burdened agents:** Reduced focus on complex queries.
- **Ineffective quality management:** Lacked tools for effective agent coaching and feedback.

### Five9 Solutions

- **Cloud platform:** Scaled operations and improved efficiency.
- **AI automation:** Freed agents to handle complex tasks.
- **Dashboards and gamification:** Boosted engagement and reduced attrition.

**Products:** Five9 Performance Dashboard, Five9 Quality Management, Five9 Email, Five9 Gamification, Five9 Adapter for Oracle, Five9 Voice, Five9 Chat, Five9 Interactive Voice Response

“Five9 enables us to give our customers the channels they prefer, while freeing our agents to focus on more complex queries.”

Mason Companies Inc



[Learn More →](#)





# Serefin

## Key Successes

**80%**  
call deflection rate

**Scaled**  
to 100 agents  
within days

**Robust**  
reporting to meet  
customer needs

PARTNER POWERED

Salesforce



## Drives 80% Call Deflection, Reducing Costs and Boosting Efficiency

Serefin is a dynamic, versatile Canadian organization that features three distinct but connected divisions: Serefin Health, a healthcare concierge service to help patients navigate the Canadian healthcare system; Serefin Experiences, a business process outsourcer offering contact center services for major brands; and Serefin Travel, which offers outstanding travel rewards programs for companies.

### Key Challenges

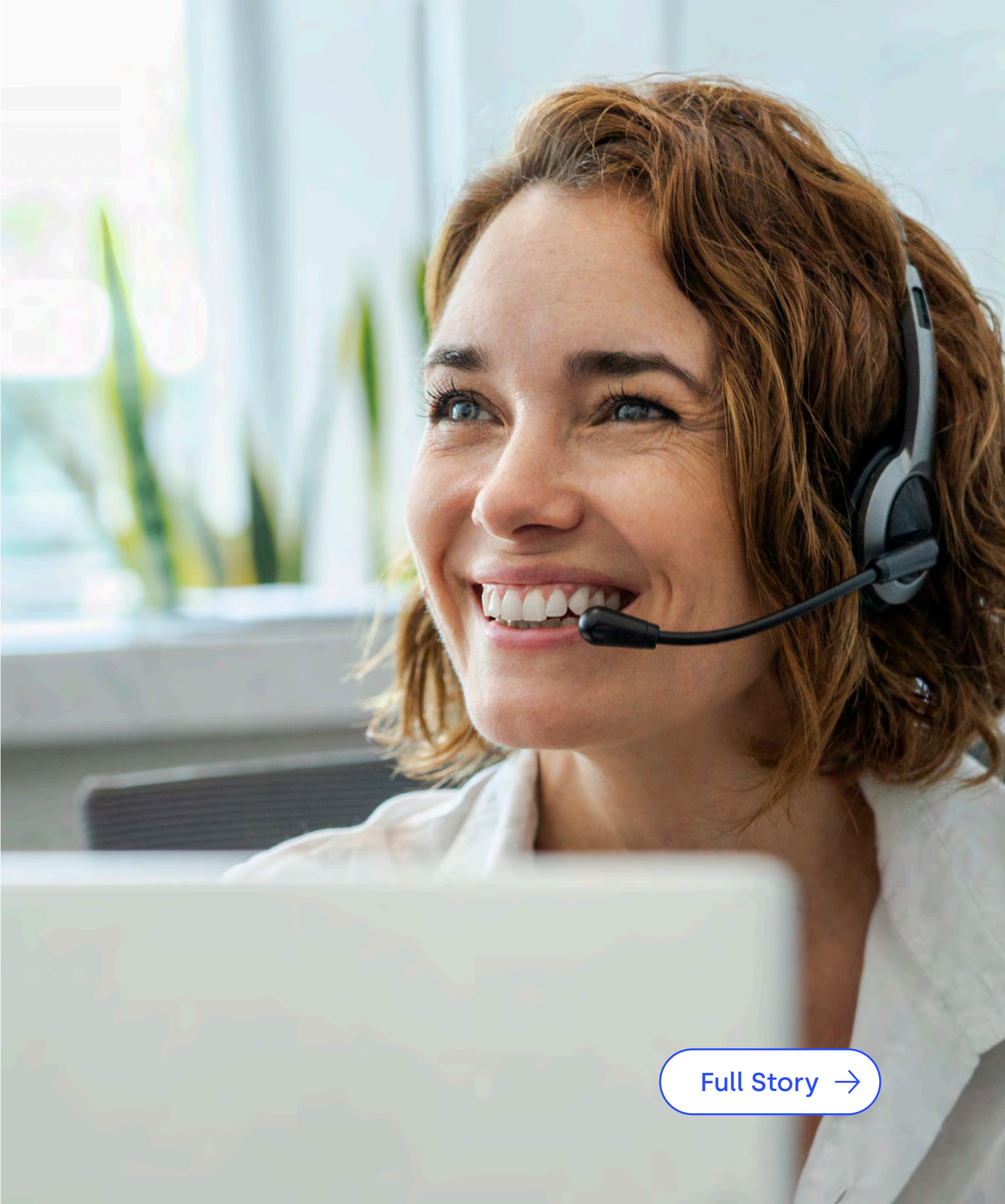
- **Legacy on-premises system:** Limited scalability and lacked modern capabilities.
- **High agent workload:** Routine inquiries overwhelmed agents, reducing focus on complex issues.
- **Inefficient reporting tools:** Limited insights into performance and customer needs.

### Five9 Solutions

- **Cloud-based platform:** Scaled operations quickly and supported growing customer demand.
- **Self-service automation:** Deflected routine calls, enabling agents to focus on complex tasks.
- **Enhanced reporting tools:** Provided real-time insights to improve decision-making and customer service.

**Products:** Five9 UC integration with Microsoft Teams, Five9 Quality Management, Five9 Workforce Management

“With Five9, I’ve never had to tell them we can’t do something. It just works.”  
Skip Schwartz, President, Serefin



[Full Story →](#)





# Employee Engagement

Apex America

Central Bank

Crutchfield

From You Flowers

Hanna Andersson

TruConnect Communications







BPO | 2,000+ Employees | LATAM |

# Apex America

## Key Successes

**One**  
simplified contact  
center platform

**System**  
integration comprehensive

**Enables**  
easy changes with  
self-managing system

PARTNER POWERED

**Movigo**

## Transforms 12,000 Daily Calls with a Unified CX Platform

A business process outsourcing company, Apex America is a leader of the digital customer experience industry in Latin America. It employs 5,000+ people who provide a variety of support services to companies, including contact centers for customer care. Known for its innovative, entrepreneurial spirit, Apex America focuses on creating solutions that drive engaging employee experiences that translate to positive end-user experiences.

### Key Challenges

- **Fragmented systems:**  
Multiple vendors and poor integration slowed operations and increased costs.
- **Inflexible tools:** Making system changes required costly and time-consuming development.
- **High operational costs:**  
Managing disparate tools reduced profitability and client satisfaction.

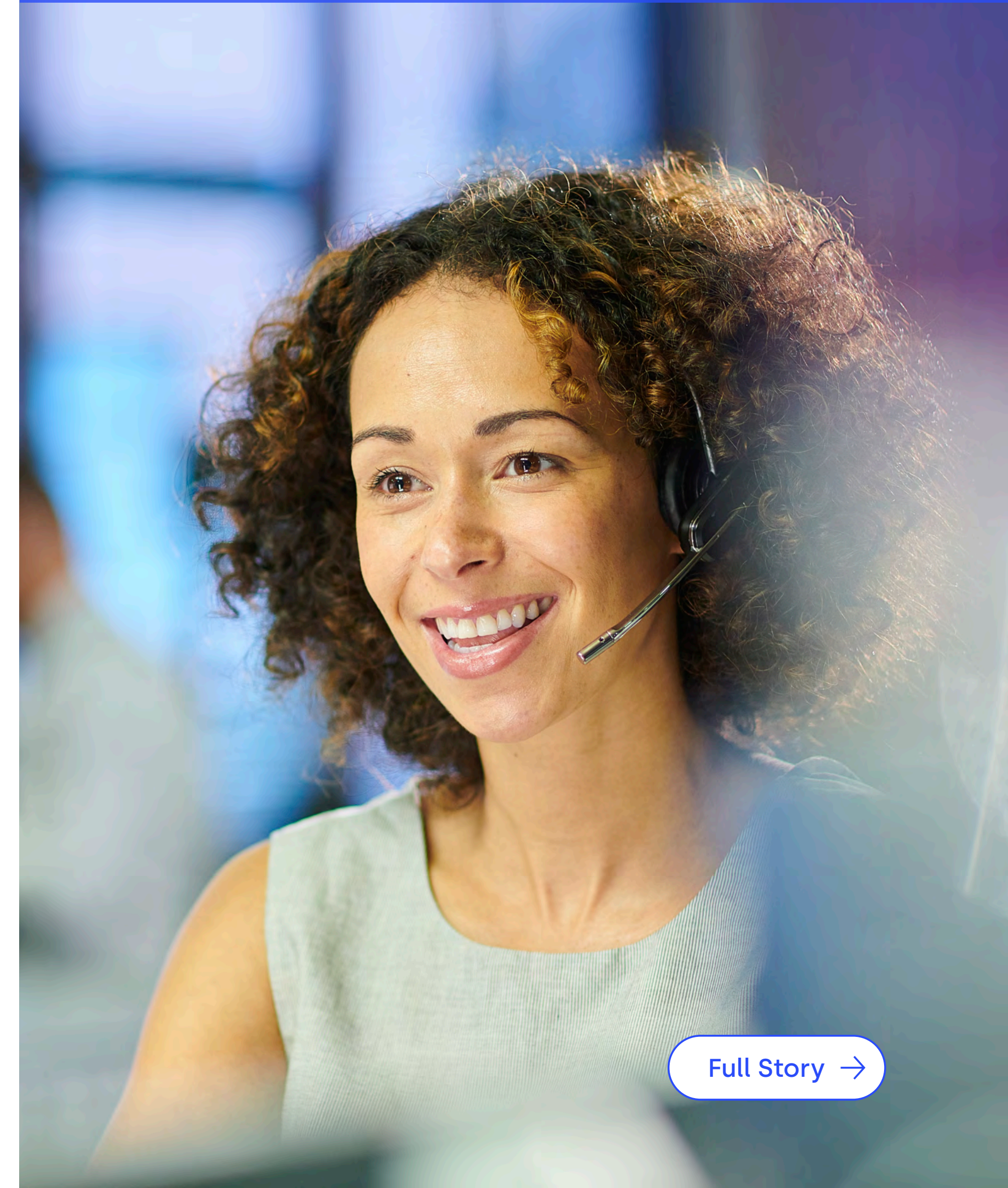
### Five9 Solutions

- **Unified platform:**  
Replaced fragmented systems with a comprehensive, integrated solution.
- **Flexible, scalable tools:**  
Allowed easy changes and adaptation to new technologies.
- **AI-driven innovation:**  
Enhanced agent efficiency and elevated customer experiences.

**Products:** Five9 Adapter for Salesforce, Five9 Inbound/Outbound Dialer

**"Five9 is the only one that gives you a 100% comprehensive, integrated solution."**

David Benadoff, Vice President, Apex America



[Full Story →](#)





# Central Bank

## Key Successes

**80%**  
success in matching  
customer intent with NLP

**50%+**  
reduction in agent  
call volume

**20%**  
fail rate for AI self-service

## Achieves 80% Success in Matching Customer Intent

A \$20 billion bank, Central Bank offers big banking services with a small hometown focus; delivering personal customer service is central to its customer experience. Central Bank has maintained a community banking legacy while leveraging AI to slash the call volume handled by its customer service center agents.

## Key Challenges

- **High call volume:** Overwhelmed agents, reduced efficiency, increased wait times.
- **Limited Staffing:** Competitive hiring market made it difficult to scale agents.
- **Lack of AI capabilities:** Limited process efficiency and customer interactions.

## Five9 Solutions

- **AI-driven call containment:** Reduced agent call volume, freeing agents for complex tasks.
- **Self-service and automation:** Empowered customers to resolve routine inquiries.
- **NLP-powered routing:** Streamlined calls with AI, improving processes and interactions.

**Products:** Five9 AI agents, Five9 Chat, Five9 Email, Five9 Workforce Engagement Management

“We want to optimize what we have with Five9 now, because we’re just scratching the surface of the automated AI environments. I look forward to seeing how Five9 can solve our business problems that other technology up until now hasn’t been able to.”

Jeff DeBourge, Head of Customer Service NLP and AI, Central Bank







Retail | 500–2,000 Employees | North America |

# Crutchfield

## Key Successes

**250–300**  
event-driven handlers  
streamlined

**Faster**  
development

**Real-time**  
data sharing

### PARTNER POWERED

Microsoft Dynamics 365    Salesforce

Microsoft Teams    zoom

## Enhances CX and Advisor Efficiency with Low-Code Automation

Crutchfield, a premium consumer electronics retailer, delivers personalized customer experiences through expert advisors and innovative tools. Struggling with manual integrations and a complex on-premises system, Crutchfield sought a modern solution. Five9’s low-code automation streamlined workflows, reduced manual efforts, and enhanced customer personalization while empowering advisors with real-time data for seamless service.

### Key Challenges

- **Manual integrations:** Increased workloads and inefficiencies.
- **Complex customizations:** Burdened IT resources and slowed updates.
- **On-premises system:** Limited scalability and real-time responsiveness.

### Five9 Solutions

- **Low-code automation:** Simplified workflows and reduced manual efforts.
- **Integrated customer data:** Enabled hyper-personalized service with real-time insights.
- **Cloud platform:** Improved scalability and efficiency for seamless CX operations.

**Products:** Five9 Intelligent CX Platform, Five9 Workflow Automation

“It was important to us that the automation tool we chose be customizable and enable us to shape it in ways to work amidst our homegrown systems. Five9 Workflow Automation fit that criterion.”

Jeff Bingaman, CIO, Crutchfield



[Full Story →](#)





# From You Flowers

## Key Successes

### Centralized

communications across multiple channels

### Gained

flexibility and scalability

### Expanded

omnichannel options for customers

PARTNER POWERED



## Delivers Personalized Service Across Every Channel

From You Flowers is the leading online floral and gifting company in the US. It offers quick customer support on any channel the customer chooses: chat, email, or phone. The company prioritizes personalization to ensure each customer has the experience that's right for them.

### Key Challenges

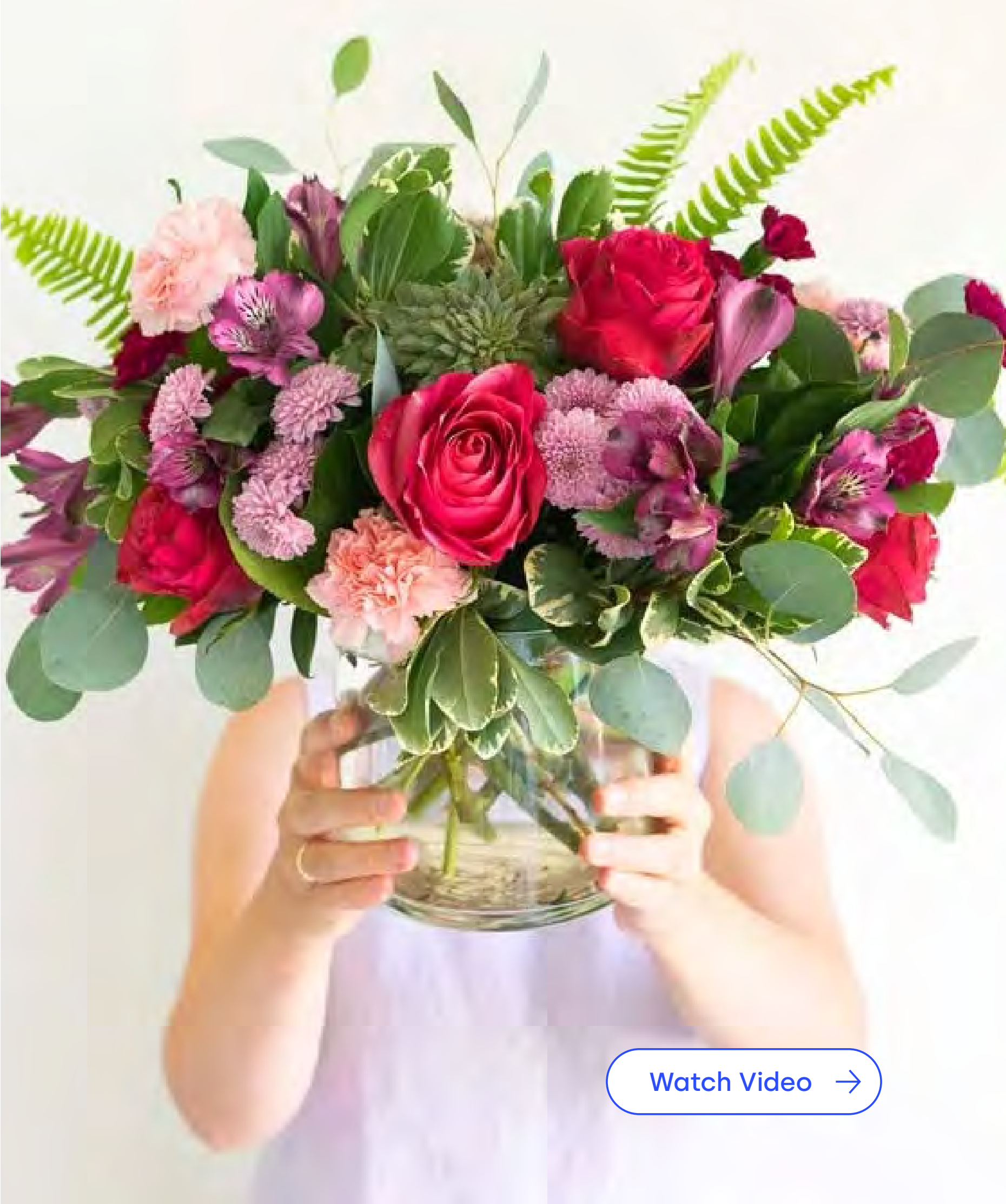
- **Disjointed communication tools:** Delayed responses and inefficiencies.
- **Inability to scale during peaks:** High demand overwhelmed agents and frustrated customers.
- **Limited omnichannel strategy:** Customers couldn't easily switch between communication methods.

### Five9 Solutions

- **Centralized communication system:** Streamlined chat, email, and phone channels.
- **Scalable system:** Managed peak demand, reducing delays and agent strain.
- **Omnichannel expansion:** Enabled seamless switching between channels.

**Products:** Five9 Chat, Five9 Email, Five9 Technical Account Manager

**"Five9 has brought us to that elevated level."**  
Aimee Baldassaro, Chief Experience Officer, From You Flowers



[Watch Video](#) →





# Hanna Andersson

## Key Successes

**33%**  
increase in service levels

**3%**  
abandonment rate

**10,000-**  
email backlog eliminated

### PARTNER POWERED



## Hanna Andersson Dresses for CX Success

Hanna Andersson (Hanna) is a leading, direct-to consumer, premium, sustainable children's apparel and lifestyle brand headquartered in Portland, Oregon. Hanna is known for its iconic, globally recognized products with happy designs, "Hanna-me-down" quality, and construction details built for comfort and play. The company's products are designed for children ages newborn to 12 years, with a complementary assortment of family apparel.

### Key Challenges

- **Low cloud adoption:** Tenured agents avoided using the platform, limiting its benefits.
- **Inefficient workflows:** Misconfigured tools and manual processes caused delays.
- **Manual processes:** Inefficient workflows caused delays and backlogs.

### Five9 Solutions

- **Agent retraining and automation:** Improved adoption and streamlined workflows.
- **Optimized tools:** Enabled agents to meet KPIs and SLAs.
- **Workforce management enhancements:** Reduced scheduling time and eliminated email backlogs.

**Products:** Five9 Workforce Management, Five9 Technical Account Manager, Five9 Performance Dashboard, Five9 Chat, Five9 Email

**"Agents felt proud once they saw Five9 automation making their work easier and helping them meet their goals."**  
Angela Kourtoglou, Head of Customer Care, Hanna Andersson



[Watch Video](#) →





Telco | Less than 500 Employees | Global |

# TruConnect Communications

## Key Successes

**40%**  
reduction in After-  
Call Work (ACW)

**184%**  
revenue growth

**27%**  
increase in Employee  
Satisfaction (ESAT)

### PARTNER POWERED

Salesforce

Microsoft Teams

## Saves Time and Empowers Agents with 40% Reduction in After-Call Work

TruConnect Communications, a leading MVNO, faced challenges with its homegrown contact center system during the pandemic, including limited scalability, inefficient workflows, and increasing customer demands. By transitioning to Five9's cloud platform, they introduced AI-driven tools and automation, improving agent productivity, reducing After-Call Work (ACW) by 40%, and scaling operations to meet customer needs efficiently.

## Key Challenges

- **Outdated system:** Couldn't scale for remote agents or higher demand.
- **High after call work:** Manual tasks reduced agent efficiency.
- **Inefficient workflows:** Slowed responses and frustrated users.

## Five9 Solutions

- **Cloud platform:** Scaled for demand and supported remote work.
- **AI automation:** Reduced ACW and improved agent focus.
- **Streamlined workflows:** Enhanced response times and satisfaction.

**Products:** Five9 AI Agent Assist, Five9 AI Insights, Five9 Workforce Optimization, Five9 Adapter for Salesforce

"My agents are not physically in the contact center right now but they are just as efficient and motivated and that is thanks to Five9."

Lucy Sung, COO, TruConnect

**2024  
WINNER**  
CX LEADER OF THE YEAR



[Full Story →](#)





Five9 is proud to share

# User Feedback from Gartner Peer Insights

"I've been very impressed overall with the speed, functionality, and reliability of the tools. In particular, the support staff that have been assisting with [AI agents] maintenance and development as well as general administrative setup."

Customer Service and Support | 500M–1B USD | Healthcare and Biotech

"They are forward thinkers in ways to leverage technology to enhance a customer's experience while having an easy-to-use platform from both an IT and business perspective."

IT | 500M - 1B USD | Insurance (except health)

"Agent summary is an amazing [AI agents] feature, I like the built-in reporting and how extensive and customizable it is, but overall, I like the people at Five9 and their always great attitude."

Customer Service and Support | 30B+ USD | Healthcare and Biotech

"Five9 is a truly exceptional platform and allows us to flex and provide world class service to our customers. The team at Five9 is always willing to provide insights and recommendations."

Customer Service and Support | 50M–250M USD | Services (non-Government)

"One of the most robust CCaaS platforms on the market. I had the opportunity to work directly with a competing platform recently, and it didn't hold a candle to Five9."

Customer Service and Support | 50M–250M USD | Services (non-Government)

"With [Five9's] global presence, great sales and delivery teams, and its customization, we have been able to deliver our platform globally, connecting to multiple different back-end systems (in house and external) as well as front end CRMs (Zendesk, Salesforce, and ServiceNow). This on top of an extremely stable and dependable service, which has been a problem with other vendors historically."

Finance | 10B–30B USD | Banking

"Five9 helps us put the Service in Customer Service—Five9 is a trusted partner for us and allows us to serve Fortune 500 clients with the best in class call center software available."

General Management | <50M USD | Services (non-Government)

"Five9 has always been a fantastic thought partner. The biggest thing I have seen with my long tenure of working with and collaborating with Five9 is the strength of their people and the talent they bring to the work and to the discussion."

IT Services | Gov't/PS/ED 5,000–50,000 employees | Education

"The up time is 99.999%, the case management is exceptional. Their product offerings are always cutting edge and have helped our contact center gain efficiency."

Operations | 50M - 250M USD | Retail

"Fantastic support from Five9. The training was very informative, but it didn't stop there. Even after deployment, Five9 stays in contact with all parties."

Customer Service and Support | 3B–10B USD | Retail





Five9 is proud to share

# User Feedback from G2

“Five9 is the best cloud-based contact center software that provides all in one service, omnichannel like voice, email, chat, etc. Most importantly, services are never down, so there will be no business impact.”

Anonymous | Enterprise (> 1000 employees) | Logistics and Supply Chain

“Five9 is a leading CCaaS suite, a comprehensive solution with exceptional teams and approach. Five9 stands out as a truly comprehensive, capable solution, set apart by their unique approach, exceptional teams, and deep understanding of contact center operations and customer needs.”

Vice President, Operations & Information Technology  
Mid-Market (51-1000 employees) | Consumer Services

“Its customization, AI insights, and omnichannel make it a fantastic upgrade from our previous system. It helps our contact center streamline their workload and be able to report on any metric we choose.”

Anonymous | 51–1000 employees | Retail

“On top of a good, solid core product for multichannel contacts (VCC/SCC), Five9 excels in its ability and ease in integrating to other CRMs, backend systems, and new techs (e.g. Studio, Diagloueflow, and other AI products). Integral to this is the fantastic support and availability offered by the support teams (TAMs, SMEs, hypercare and Project teams) to achieve and maintain these integrations.”

Senior Specialist — Telecommunications | >1000 employees | Anonymous

“The easy navigation feature of being messaged by your supervisor while you are in a call is one of my favorites. Second is the real-time record you see to track calls and missed calls. These features are really helpful so you can be guided and work on your next call. I am using this feature a lot since I am a newbie here in my position. It helps me a lot to be guided with customers questions that I am not familiar with.”

Admission Advisor | 50 or fewer employees | Anonymous

“Five9 is bringing automation to our center. Currently our agents are manually dialing, which is preventing us from being as productive and effective as we would like. Bringing Five9 onboard will significantly improve our dialing capacity and improve our performance tenfold.”

IT Specialist | 51–1000 employees | Healthcare

“Best software ever. User-friendly, incredible features and integration, and the best customer support!”

Anonymous | 51–1000 employees | Consumer Services

“I have been using Five9 for four months now, and I find it very easy to navigate. I utilize the program every day at work and find it very easy to make, track, and receive calls.”

Student Success Coach | 51–1000 employees | Education

“It’s helping our outreach team to reach out to our members and enroll them in different programs that we offer. After implementing Five9 dialer, the amount of calls and enrollments have been record numbers.”

Software Engineer III (Sr. Salesforce Engineer) | 51–1000 employees | Healthcare

“Improve customer satisfaction by providing a more efficient and personalized customer experience. Increase agent productivity by equipping agents with the tools they need to handle calls effectively. Reduce costs by eliminating the need for expensive on-premises infrastructure. Gain valuable insights through detailed analytics and reporting.”

Consultant | 50 or fewer employees | Partner





3001 Bishop Drive, Suite 350  
San Ramon, CA 94583  
925.201.2000

[www.five9.com](https://www.five9.com)

**About Five9** | Five9 empowers organizations to create hyper-personalized and effortless AI-driven customer experiences that deliver better business outcomes. Powered by Five9 Genius AI and our people, the Five9 Intelligent CX Platform is trusted by 3,000+ customers and 1,400+ partners globally. The New CX starts here and it's at the heart of every winning experience.

For more information visit [www.five9.com](https://www.five9.com).

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