



The Intelligent Cloud Contact Center

4000 Executive Parkway, Suite 400
San Ramon, CA 94583
925.201.2000

www.five9.com

Driving Faster Customer Service with Five9 Salesforce Integration



Customer Profile

CARFAX owns the world's largest vehicle history database. Their vehicle history reports help millions of customers every day to confidently shop, buy, own, and sell used cars.

In their Centreville, VA location they have 150 agents in customer service and sales who on a daily basis assist customers, dealers, banks, insurance agents and service shops to interpret a vehicle's past. Salesforce's CRM (customer relationship management) platform has been integral to CARFAX's sales and customer service teams.

Challenge

CARFAX customers expect to not only access a CARFAX report when needed, but to be able to contact support and have the agent explain the implications and usage of the information. CARFAX agents use Salesforce to understand the customer, but without a strong integration between their contact center and Salesforce, each agent had to manually bridge the two systems. This led to unnecessary delays in responding to customers and often gave the agents an incomplete view of the customer.

Solution

A cloud-based contact center solution that integrates with Salesforce out of the box, allowing CARFAX agents to work from a single platform and have all the customer information they need at their fingertips.

Five9 seamlessly integrates into the Salesforce Lightning Experience, Sales Cloud, and Service Cloud – providing agents with powerful call controls for inbound, outbound, blended calls, and campaigns with chat and email capabilities from Salesforce in a single environment.

With the new integration CarFax gained new insights due to the new reporting capabilities. They've been able to gain intelligence around sales cycles, improving prediction. For example, they now have a true measure of how many calls it takes to close a deal and can give these insights to sales and marketing to inform their strategies. Agents are better coached in what it takes to successfully close deals.

To schedule a live demo or find out more information, visit www.five9.com or call 1-800-553-8159.



Initial Business Results

- 85% of calls now answered within 12 seconds
- Improved agent workflows
- Valuable insights into trends and deal intelligence
- Smooth "one platform" integrated experience
- Improved customer experiences scores

"We've found Five9 to be exceptional in their knowledge of contact centers and especially their knowledge of Salesforce and contact centers."

Davo Muttiah – Change Manager, CARFAX

About Five9

Five9 is the leading provider of cloud contact center solutions, bringing the power of the cloud to more than 2,000 customers worldwide and facilitating more than five billion call minutes annually. Five9 helps contact centers increase productivity, boost revenue, and create customer loyalty and trust.

For more information visit www.five9.com or call 1-800-553-8159.

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