

# **Visual Benefit Communication Streamlines Insurance Enrollment through the Power of Five9**

## **Leading Internet Site, EnrollMyBenefits.com plus Five9 Virtual Call Center Make Employee Insurance Sign-up a Snap**

**PLEASANTON, Calif. – November 25th, 2008** – Five9, the leader in on demand call center software announced today the successful deployment of its flexible predictive dialing platform at Visual Benefit Communication. An innovator in the insurance industry, Visual Benefit simplifies the employee insurance enrollment process through the use of a creative website and a follow-up set of enrollment campaigns powered by Five9.

“We were challenged by this insurance benefits communication company to enhance their agent productivity and streamline the overall enrollment process. Taking advantage of our routing technology and reporting capability, Visual Benefit Communication pre-screened candidates for various levels of insurance and fulfilled their requests for coverage based on rules loaded in to the predictive dialer. The result was a clever and effective use of our call center software to deliver efficient results,” said Mike Burkland, CEO of Five9.

“The Five9 system was easy to understand and use. Our agents accepted it in no time. As our clients requested more campaigns, we were able to add seats quickly and design customer campaigns that saved time and money. Many of our clients’ employees use our website EnrollMyBenefits.com to select insurance coverage they want according to their needs and their levels of eligibility. In the call center, we handle the cases that are not completed through our site. It’s important we customize rules to act on these cases quickly and complete the enrollment process using Five9 technology,” said Tearle Bagwell, CEO of Visual Benefit Communication.

Visual Benefit Communication uses a personalized, cyber guide to assist employees through their company’s menu of insurance options. Enrollment is navigated step by step and employees are able to ask questions. Call center agents manage exceptions, support employees who want to speak to someone, and conduct outbound calls to support enrollment. Visual Benefit needed a flexible solution for a variety of seasonal campaigns. The Five9 Virtual Call Center plus consultation with Five9 Support yielded a solution optimized for Visual Benefit Communication.

As a leader in on demand call center software, Five9 sees many creative applications in deployments on five continents. Industries in many sectors including, mortgage and loan, collections, insurance, and professional services choose Five9 for its robust functionality,

track record of reliability, ease of use, flexibility and affordability. Release 7, launched in July, provides significant enhancements to predictive dialing and reporting capability.

## **About Five9**

[Five9](#) is the leading global provider of on-demand [call center software](#) for telemarketing, customer service, and business continuity. The award-winning Five9 [Virtual Call Center](#) and [Predictive Dialer](#) serves customers of all sizes on five continents. Customers profit from Five9's reliable, robust functionality that is fast, easy, and affordable to deploy. For more information, visit [www.five9.com](http://www.five9.com).

## **About Visual Benefit Communication**

We bring service to self-service™

Visual Benefit Communication is the leading provider of interactive on-line insurance enrollment and communication solutions. We support quick and accurate enrollment for employers and affinity group clients. Visual Benefit Communication has both online benefits specialists and licensed professionals who educate and enroll individuals in various insurance programs. For more information, visit [www.visualbenefitcommunications.com](http://www.visualbenefitcommunications.com).

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