

Omega Direct Response Transcends Geography with Five9

PLEASANTON, Calif. – September 15th, 2008 – Five9, the leader in on-demand call centers announced a worldwide implementation of their Virtual Call Center Suite with Predictive Dialer for Omega Direct Response. A global provider of outsourced call center services, Omega delivers a wide spectrum of customer care and sales support, including outbound campaigns with in-language services in Spanish, French, Mandarin, Cantonese, Hindi, and other languages.

Omega CEO Bharat Hansraj said, “We specialize in inbound, outbound and multilingual customer contact at every stage of the customer lifecycle. We wanted a proven partner committed to high service standards and growing demand.” Five9’s Virtual Call Center Suite provides a common, unifying platform that links distributed agent operations and introduces call center efficiencies. Since Omega delivers client solutions that can sustain the challenges of accelerated, 24 by 7 business, the company works with technology partners that understand the pace of the call center industry and work collaboratively to provide additional functionality, integrations, and customizations. “Building and sustaining a strong relationship with Omega is top of mind. We share similar goals--- quick, affordable, flexible solutions in markets around the globe,” echoed Five9 CEO Mike Burkland.

Clients of Omega’s multilingual call centers include financial institutions, telecommunications companies, public utilities, and cable operators. Armed with daily reports and feedback, the Omega team ensures delivery of excellent service tailored to each customer. Using Five9 as the underlying platform offers Omega competitive advantage and confidence that market entry in other regions such as Europe and the Middle East will be supported aggressively and flexibly.

About Omega Direct Response Inc.

Omega Direct Response (Omega) is a global provider of outsourced call center services. They specialize in inbound, outbound and multilingual customer contact at every stage of the customer lifecycle. Omega's delivery centers support customers in Spanish, French, Mandarin, Cantonese, Hindi and other languages. For more information, visit www.omegadirect.com.

About Five9

[Five9](http://www.five9.com) 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.

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