

Seton Hall University Leverages Five9's On-Demand Call Center Software to Provide Innovative Insights into Topical Sports Issues and Ethics

Seton Hall Sports Polling Center Funded by the Sharkey Institute Uses Five9 to Increase Response Rates by 200% in Cost-Effective Public Opinion Polls

PLEASANTON, Calif. – March 23, 2009 – Five9, the leader in on-demand call center software announced today the dramatic results achieved by Seton Hall University by using the Five9 Virtual Call Center Suite to run their Sports Polling Center. Powered by Five9 on-demand call center software, the Seton Hall Sports Poll has achieved a tremendous amount of national exposure. ESPN, Bloomberg, the Associated Press, CNBC, PBS, and newspapers, radio stations, and business journals across the U.S. have all cited the center's poll results.

The first and only ongoing university-based polling service to delve into the multi-billion dollar sports industry, the Polling Center's findings serve as a barometer of public opinion on the many important issues confronting the sports world today. Since its inception in 2006, students in the center have used the Five9 on-demand call center software and sophisticated statistical analysis to offer insights into sports issues of general interest to society, such as public funding for stadiums and franchises, gambling, steroids, recruiting, labor disputes, role models, ethical behavior, drug testing, legislative issues, equality for women's sports, and more. With the productivity benefits and automation provided by the Five9 solution, Seton Hall has been able to increase polling response rates by as much as two hundred percent.

When starting the program, Seton Hall evaluated leading on-demand and on-premise call center solutions, ultimately selecting Five9 for its ease of use and on-demand delivery model using Voice-over-IP (VoIP). According to Elven Riley, Executive in Residence, Stillman School of Business, when evaluating the solutions available on the market "Five9 was way ahead of everybody else. They were hands-down the only vendor on the planet that could meet all our criteria. It was an easy answer, and their pricing model allowed us to get started with very little funding."

"We've supported the Seton Hall University Sports Polling Center for several years," said Mike Burkland, CEO of Five9. "Throughout our relationship, we have helped them execute sophisticated and relevant surveys that benefit the sports world as well as the community at large. We're pleased that our solution continues to contribute to the success of their innovative program," continued Burkland.

As a leader in on-demand call center software, Five9 helps companies of all sizes use today's technology in innovative ways to respond to challenging economic conditions and reduce costs while improving business results. Companies in sectors such as education, marketing services, insurance, and debt counseling choose Five9 for its world-class capabilities, track record of reliability, ease of use, flexibility and affordability.

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.

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