

# SendMe Switches to Five9 and Realizes 80% Cost Savings in Call Center Operations

*Provider of ringtones, graphics and games for mobile phones significantly reduces customer service costs with Five9 virtual call center software*

**PLEASANTON, Calif. – April 5th, 2010** – Five9, Inc., the leader in on-demand call center software, announced today that SendMe, Inc., the premier mobile media company, has switched to Five9 Virtual Call Center software for their customer service call center, realizing an eighty percent cost savings as a result.

A leading provider of direct-to-consumer mobile entertainment, SendMe offers the broadest selection of mobile subscription services currently available online in the United States, including interactive mobile trivia, the latest ringtones and wallpaper and mobile sweepstakes. SendMe's customer service center handles incoming calls from mobile phone users served by all the major wireless telephone companies in the country.

SendMe switched to Five9 to reduce their monthly operating costs by taking advantage of the extensive capabilities of the Interactive Voice Response (IVR) system in Five9's Virtual Call Center software. SendMe's customers are now able to make changes to their service entirely within the self-service IVR without having to connect to a live agent, resulting in substantial savings. Their call center administrators are now able to make on-the-fly changes to audio scripts and the IVR menu and, with Five9, they have been able to implement much-needed voice mail queuing and priority call routing based on call origination. The flexibility of the Five9 system is essential for SendMe's ability to respond to fluctuating business needs.

Chris Gaughan, Call Center Manager for SendMe, Inc., said, "We knew that a Five9 call center would be quick to get up and running, but we were even more impressed with the substantial cost savings we realized after making the switch."

Another key enabler of the cost-saving Five9 solution is the web connector, an element of the Five9 [Cloud Computing Platform for Call Centers](#), which integrates the self-service IVR application to SendMe's in-house provisioning tool and facilitates self-provisioning for their subscribers. The complete solution gives SendMe's subscribers more control over their services while reducing operational costs.

Jim Dvorkin, CTO of Five9, said, "This deployment with SendMe demonstrates how the Cloud Computing Platform for Call Centers can solve unique, industry-specific needs while providing substantial cost savings for our customers."

The Five9 [Cloud Computing Platform for Call Centers](#) enables software vendors, systems integrators, call center consultants, developers and I.T. professionals to build native software integrations between Five9 on-demand call center software and other enterprise software applications. Five9 introduced the Cloud Computing Platform for Call Centers and accompanying Five9 Developer Program to facilitate customer-driven application extensions to the Five9 Virtual Call Center Suite, enabling Five9 customers to solve unique problems and gain competitive advantage through integrated enterprise applications.

#### About SendMe

SendMe, Inc. turns any mobile phone into a portable playground. As the premier mobile media company, SendMe's family of destination sites lets you take the fun from the Web to your mobile phone with the broadest and best content, entertainment and community out there. SendMe's four core properties — SendMeMobile.com, SoLow.com, mbuzzy.com and wt411.com — deliver content from today's pop culture sensations, niche independent creations, and stuff from our own community that will keep you coming back for more. Included in our premium content at SendMeMobile.com are wallpapers, one-of-a-kind mobile games, and the hottest, latest [ringtones](#). Whether you're searching for MP3 ringtones or [music ringtones](#), SendMe brings it all to you — how you want it, when you want it. So when you're looking for new ways to show your personal style, eager for some mobile gaming excitement, or trying to stay connected to the people and things you love the most, turn to SendMe. Founded in 2006 by three veteran online and mobile entrepreneurs, SendMe is funded by True Ventures, Spark Capital, GrandBanks Capital and Triangle Peak Partners. For more information, visit [www.sendme.com](http://www.sendme.com).

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#### 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](#) serve 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). Become a fan of Five9 at: [www.Facebook.com/CallCenterSoftware](http://www.Facebook.com/CallCenterSoftware)

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