

Five9 and Leads360 Help Call4You Double Call Center Productivity

Integrated cloud computing solution for call center software and lead management dramatically improves customer win rate

PLEASANTON, Calif. – March 29th, 2010 – Five9, Inc., the leader in on-demand call center software, announced today that New Jersey-based mortgage lender Call4You has significantly improved on customer win rates after deploying an integrated lead management software solution from Leads360 and Five9, built on Five9's [Cloud Computing Platform for Call Centers](#).

The industry-first 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 provides a suite of pre-packaged integrations between the Five9 Virtual Call Center Suite and multiple on-demand software applications such as Leads360.

“Generating leads that turn into paying customers is always challenging and expensive,” said Bob DiCesare of Call4You. “With the integrated solution from Five9 and Leads360 we have been able to more than double the number of leads that our call center generates and turns into customers. For a mortgage call center, this is a tremendous accomplishment. I have over ten years of call center experience,” he continued, “and the performance of the Five9 system, and the 24/7 support, exceed that of any solution I’ve worked with in the past.”

Jim Dvorkin, CTO of Five9, said, “Call4You’s success demonstrates how deploying integrated on-demand call center applications built on our industry-first Call Center Cloud Computing Platform produces immediate results, without significant capital investment or a lengthy implementation cycle.”

Call4You processes mortgage leads for multiple online financial services companies and the integrated solution improves speed-to-contact, allowing Call4You to reach leads faster than the competition and close more deals. After consumers complete an application online, Leads360 captures the information and passes it to the Five9 Virtual Call Center software for automated dialing through the Predictive Dialer. Inbound calls are also immediately qualified in the Five9 Interactive Voice Response system and transferred to a licensed loan officer. Five9 and Leads360 exchange data instantly and seamlessly trigger appropriate actions in each system based on call results and other important business events.

The pre-packaged application integration used by Call4You leverages the Five9 [Cloud Application Programming Interfaces](#) (APIs) provided by the Five9 [Cloud Computing Platform for Call Centers](#), and built-in web services features of the Leads360 system to automate all outbound calling activities. In addition to immediate callbacks to Internet leads, Call4You can automatically create follow-up and “drip” campaigns for their existing lead database based on business rules such as the age of the leads, lead ownership rules, and more. With ongoing contact to existing leads, companies such as Call4You maximize their return on investments in lead acquisition.

Five9 pioneered the on-demand call center software market in 2001 and with the largest engineering team in the on-demand call center industry continues to enhance its call center product portfolio based on market demand, customer and partner feedback, and a promise to offer companies of all sizes access to sophisticated and innovative call center solutions quickly, at a cost of ownership far lower than traditional premise-based solutions. In 2009, 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 or gain competitive advantage through integrated enterprise applications.

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. Become a fan of Five9 at: www.Facebook.com/CallCenterSoftware

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About Leads360

Founded in 2004 and headquartered in Los Angeles, Calif., Leads360 develops hosted software solutions for managing sales leads. Distinguished by its focus on solutions that address the unique needs of businesses who sell to consumers, Leads360 is recognized as a market and technology leader, managing more than 20 million leads for over 5,000 clients. With a suite of solutions scaled for small to enterprise organizations, the company offers the industry’s most comprehensive and configurable lead management platform. For more information, visit www.leads360.com.

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