

Hi-Rez Studios Deploys On-Demand Call Center Software from Five9 and RightNow CX to Support Debut of Massive Multiplayer Online Spy-Fi Game *Global Agenda*

Integrated on-demand call center solution from [Five9](#) and [RightNow](#) solves challenge of handling online subscriptions for action game that has amassed numerous industry awards

PLEASANTON, Calif. – March 15th, 2010 – Five9, Inc., the leader in on-demand call center software, announced today that Hi-Rez Studios, the largest Georgia-based independent video game developer, has deployed its Virtual Call Center Suite to support a rapidly growing customer base in the wake of the debut of Hi-Rez Studios' highly anticipated, action-oriented, massive multiplayer online game *Global Agenda*.

[Five9](#) on-demand call center software provides Hi-Rez Studios with on-demand interactive voice response, computer telephony integration and call routing capabilities, integrated with the [RightNow CX](#) customer experience suite. [RightNow CX](#) helps Hi-Rez deliver exceptional customer experiences via the web and contact center. Five9's Virtual Call Center Suite and RightNow CX are integrated through a Five9 adapter that was built on Five9's industry-first Cloud Computing Platform for Call Centers.

"As an online game provider, most of our support inquiries come through our website, directly from in-game or other online channels. But we needed a way for our customers to contact us directly via telephone, and for our support to be seamless across our different contact channels," said Maria Walters, Director of Game Operations at Hi-Rez Studios. "Because Five9 is on-demand and uses voice-over-IP, the solution was easy and affordable to implement, and the integration with the RightNow agent desktop ensured that our support technicians are able to handle calls efficiently and expertly."

Incoming customer telephone inquiries are delivered to Hi-Rez through the Five9 Virtual Call Center Suite, which then automatically triggers a case within the RightNow [Contact Center Experience](#) for Hi-Rez's customer support representatives to act on. Any calls that aren't answered by a representative create a voice mail recording in the Five9 system which is also automatically transferred to the RightNow agent desktop and included in the new customer interaction record. [RightNow CX](#) manages customer incidents to ensure that Hi-Rez provides timely and accurate responses, increasing loyalty and satisfaction.

Jim Dvorkin, CTO of Five9, said, “Hi-Rez is exemplary of a company deploying integrated best-in-class on-demand call center software and on-demand customer experience solutions. This is the only way any customer service organization can be built quickly, without up-front capital investment and still deliver a high level of efficiency.”

The pre-packaged solution, integrating the Five9 [Virtual Call Center Suite](#) and the [RightNow CX](#) customer experience suite, is easy for agents to learn and rapid to deploy. Built on the Five9 [Cloud Computing Platform for Call Centers](#), it takes advantage of the Five9 Cloud APIs (Application Programming Interfaces) to automate interactions between the Five9 Virtual Call Center Suite and the [RightNow CX](#), customer experience suite. Agents enjoy a seamless unification of their telephony and customer experience solutions.

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 Hi-Rez Studios

Hi-Rez Studios, Inc. was established in 2005 to create exceptional online interactive entertainment. It is located just outside of Atlanta, GA. For more information, visit <http://www.hirezstudios.com/>. Global Agenda, the Hi-Rez Studios debut title, is a fast-paced, action-oriented, massive multiplayer online game set in the Earth’s near future - a spy-fi world of advanced technology and player-driven conflict. To learn more visit <http://www.globalagendagame.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](#) 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. Become a fan of Five9 at: www.Facebook.com/CallCenterSoftware

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