

New York Daily News Accelerates Advertising Renewals by Deploying Five9 On-Demand Call Center Software with Integrated CRM from Salesforce.com

New York City's most widely circulated daily newspaper implements unified on-demand call center/CRM solution to improve call center productivity

PLEASANTON, Calif. – May 24th, 2010 – Five9, Inc., the leader in on-demand call center software, announced today that New York Daily News has deployed Five9 on-demand call center software that integrates Salesforce CRM with the Five9 software to increase advertising renewal rates.

New York Daily News uses the Five9 Virtual Call Center for its classified ad sales agents, who call advertisers as their ad approaches expiration. New York Daily News call center agents have dramatically increased their productivity by using Five9 call center capabilities built into their Salesforce CRM interface, providing click-to-call functionality and timely screen pop-ups with relevant advertiser records from Salesforce.com. The deployment is also reducing agent attrition and improving customer loyalty, thanks to the full transparency on agent activity accomplished through the robust Five9 and Salesforce.com reporting capabilities.

“Our classifieds agents were dialing manually before,” said Chris Thompson, Director of Advertising Administration and Financial Operations for New York Daily News, “and tracking renewals to properly credit our agents was next to impossible. With Five9, we have full tracking and management capabilities on all agent activity and all orders. We can now better manage our entire staff and properly credit each agent for the accounts they’ve earned, reducing agent churn. Our advertisers are also happier because we are better able to manage outbound renewal calls.”

Jim Dvorkin, CTO of Five9, stated, “New York Daily News’ call center solution is delivered entirely from the cloud, enabled by the Five9 **Cloud Computing Platform for Call Centers** and Salesforce.com. By deploying cloud-based call center software, New York Daily News was able to improve productivity without the long implementation cycles and up-front capital investment associated with deploying traditional premise-based call center equipment.”

Five9 pioneered the on-demand call center industry in 2001, and is a Salesforce.com partner. The Five9 Adapter for Salesforce.com is available on the [app exchange](#).

About New York Daily News

The Daily News is the largest and most widely read newspaper in the New York metropolitan market, in addition to being the sixth largest daily and fifth largest Sunday newspaper in the country. The Daily News continues to lead all other newspapers as the paper of choice for New York City residents. Average daily readership for the Daily News nears 2.3 million, with Sunday readership reaching 2.5 million (Scarborough Research, New York Market, 12 months ending 2009 R2). In addition to print readership, NYDailyNews.com features over 21 million unique users per month (WebTrends, April 2010). The Daily News has the largest combined print and online audience of any metropolitan newspaper at 4.6 million and NYDailyNews.com is the 6th most visited newspaper website in the country (Nielsen NetView, March 2010). The Daily News became the city's first and only full-color daily newspaper in 2009. With new, cutting-edge printing technology, New York's #1 newspaper now reaches out and grabs even more readers and advertisers with unsurpassed color quality, dynamic new ad placement options and exceptional content.

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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