Five9®

The Intelligent
CX Platform

University Doubles its Call Volume without Adding Staff by Using Five9

REGENT UNIVERSITY

Virginia Beach, Virginia
Founded: 1977
Higher Education
www.regent.edu

Customer Profile

Regent University is a faith-based institution of higher learning located in Virginia Beach, Virginia. Its student enrollment has doubled within the last five years to more than 11,000 with 70 percent attending as online students. The university has been providing online education since 2000 and runs a contact center primarily focused on outbound calls for admissions, financial aid, and student advisory services.

The Regent University IT department is responsible for running the contact center, which employs 300 agents who currently handle over 40,000 calls per week. Prospective students who complete an online form for more information are called within two to five seconds. Faced with rapid growth and the need to meet ever-increasing service level agreements (SLAs) for response times, Regent University chose to migrate from an on-premises solution to the Five9 Intelligent CX Platform.

Doubling the Number of Calls Without Adding Staff

The university's leadership set large growth goals that required the call center to make more calls and respond faster to online inquiries. Since its on-premises solution was not capable of scaling and could not integrate with its CRM, Microsoft Dynamics 365, the university turned to a cloud-based solution. "We were looking for a cloud-based solution and an organization that could grow with us," said Jonathan Harrell, Assistant Vice President of IT, Regent University. "That's where Five9 came in. With Five9, we were able to double the amount of calls without having to increase our staff. Moving to the cloud was easy."

The contact center had been using the same on-premises solution for 20 years. "For us, moving to the cloud was a big change. We had to create new training, including technical training. But when we found Five9, we were immediately impressed," said Harrell.

When an agent receives an inbound call, a screen pop appears on her desktop from Microsoft Dynamics 365 providing the customer's profile details. The agent sees all of the customer's information and interaction history so she can provide a more personalized and contextual experience.

"Five9 was very easy to implement. The agents love it. During our testing, we put several agents on it for a couple of weeks, then had them go back to the

Challenges

- Lack of scalability to meet growth goals
- CRM not integrated
- Poor omnichannel delivery
- Unable to handle large call volumes

Benefits

- Flexibility to scale
- Integrates with multiple systems
- Optimal omnichannel delivery
- Doubled call volume without adding agents

Solutions

- Adapter for Microsoft Dynamics 365
- Digital Engagement — SMS
- Digital Engagement — Email
- Inbound
- Outbound

on-prem solution. They all wanted to go back to the cloud, and didn't like our old solution at all," Harrell said.

With Five9, the contact center was able to go from an average of 10,000 calls per week to 25,000 within two weeks of implementing the cloud platform. It has recently been making 100,000 calls per week.

Delivering an Omnichannel Experience To Everyone

Five9 enables the contact center to use text, email, and voice on both inbound and outbound interactions so its admissions, financial aid, and advisors can all communicate with students in their channel of choice using a single platform.

The university's average student age is 34 years. "Our student body is older than average, and they want to contact us in many ways. Omnichannel is very important to us because it allows our students to contact us on whichever channel they choose. They can switch between channels and it all goes to the same team of agents," Harrell said. Since agents are more efficient using Five9, they are able to connect with students on a personal level. "Five9 gives agents more time to talk with students and really develop a relationship," said Harrell.

"I would absolutely recommend Five9 to anyone that needs a power dialer or complex IVRs, but most importantly to companies that want to connect with their customers and make them feel like their needs are being met," Harrell added. "You know, we make calls back to students within a couple of seconds

of them getting in contact with us. They feel like we care because we can do it so fast, and with a personal touch."

Five9 as a Partner in Growth

Harrell reports that from an IT perspective, he was most impressed with the ease of the Five9 deployment and its manageability. "After deploying Five9, there were things that really surprised us. One, the efficiency at which the calls were delivered to the agents, and two, the voice quality was much better than we had expected even though it's going over the same internet connection with our other traffic."

"One of the reasons we chose Five9 is because we wanted a partner as we grew," Harrell added. "We knew the solution we implement today will need to change in the next couple years. We know things like AI is coming and we're going to be making more calls. The Five9 solution is going to grow with us. They are not static in nature and their software is continually improving.

Continuing Great Customer Experience for Students During Adverse Times

During the pandemic, Regent University was faced with having its teams work remotely. "Five9 gave us the ability to seamlessly transition the admissions, advising, and financial aid teams offsite. We saw no reduction in call volume or productivity," shared Harell. The university is also using Five9 Quality Management to record calls for training and performance enhancements.

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Technical Account Managers (TAMs) Work to Support the University's Journey

"One of the things we really love about Five9 is working with our TAM. We meet with them every week to help create new solutions, and we are confident they understand our business. As we need to add new fields, add data, make more calls, or adjust routing, they're there for us. We could not grow without the Five9 solution," said Harrell.

About Five9

The Five9 Intelligent CX Platform provides a comprehensive suite of solutions to engage with customers across their channel of choice, empower managers with insights and intelligence into contact center performance, and elevate your business to deliver better business outcomes and Bring Joy to CX™. Our cloud-native, scalable, and secure platform includes contact center; omnichannel engagement; Workforce Engagement Management; extensibility through more than 1,400 partners; and innovative, practical AI, automation, and journey analytics that are embedded as part of the platform. Five9 brings the power of people, technology, and partners to more than 2,500 organizations worldwide. For more information, visit **www.five9.com**.