NexRep Success Story

Partners in the Cloud

NexRep has become a powerhouse in the highly competitive world of virtual contact centers using 100 percent US-based at-home agents. For the past eleven years, Five9 has been a key driver behind its success.

Customer Profile
NexRep provides customer service and sales support for a wide range of product and service providers.

- 1,000 agents in 45 US states
- More than 500,000 inbound/ outbound calls monthly
- Scalable, on-demand solutions
- Consistently generates 30-60% more revenue per call than competitors

Industry
- Call center management/outsourced contact center services

Website
- www.NexRep.com

Challenges
- Ability to maximize agent expertise, time, and performance
- Management of vast virtual agent network
- Need for secure technology

Solution
- Blended inbound/outbound solution from Five9
- Easy-to-use technology and call recording capabilities save training time and money
- Call routing tools ensure most qualified, knowledgeable agents handle each and every call
- Secure, cloud technology for virtual workforce

Company Background
Based in Portland, Maine and San Francisco, California, NexRep is a leading outsourced full service call center specializing in multi-channel customer service and direct response sales for businesses including Priceline, GrubHub, AAA Insurance, Drybar, and Tristar Products. With the most renowned and flexible scheduling solution in the industry, NexRep has also managed call center operations for mass telethon events like "Stand Up 2 Cancer", where NexRep assembled over 5,000 agents to raise money for cancer research. Unlike conventional call centers, NexRep recruits, contracts, and certifies agents who work from home. The company provides inbound and outbound calls services, multichannel customer care (email, chat, and social media), call center consulting, scriptwriting, agent certification and development, database management, and revenue enhancement programs.

Approximately 1,000 NexRep agents located in 40+ U.S. states handle hundreds of thousands of calls every week. NexRep conducts a wide array of campaigns for its clients, ranging from retail sales to customer service to appointment setting.

A Unique Approach
According to NexRep CEO Teddy Liaw, there are a growing number of companies pursuing an at-home agent business model, but NexRep is different. NexRep creates customized call centers where agents are dedicated to the specific client they service, and come to the job equipped with a sophisticated understanding of the clients and products they will be servicing. "When we recruit from a pool of thousands of applicants a week, we can find agents who are already knowledgeable users of the products our clients are selling. This is where we are able to better service the consumer," says Liaw. "We optimize agents for skill and performance, providing better results and a better agent experience."

That's where NexRep's contact center solution comes in. For the past eight years, NexRep has been a customer of cloud contact center software provider Five9, and currently uses the Five9 Virtual Contact Center (VCC) suite. By utilizing the cloud, NexRep is able to support and grow its virtual workforce of agents. In fact, NexRep has a 90 percent retention rate for agents who work with the company for over one month. Five9 also helps NexRep keep its IT infrastructure costs down. Partnering with Five9 allows NexRep to focus solely on creating results for its clients.

Shared Philosophies
By leveraging its unique business approach, NexRep has grown fast and is currently doubling revenues every year. According to Liaw, a key reason behind the company's success is its technology partner.

Five9 and NexRep are very similar, says Liaw. "Five9 has built a one-of-a-kind contact center platform, and we at NexRep have carved out a similar niche for ourselves in outbound calling," he says. "The company's product roadmap and its values toward innovation are very much in line with our desire to constantly innovate."

"I also love the Five9 approach to client support. From their sales account managers to their technical support staff," he added, "we've been very happy with their support services."

Driving Growth and Agent Efficiency
Five9 is the ideal partner, Liaw says, because the VCC platform yields results. "Five9 is more than an ACD and phone system." he says. "Their suite of products allows our agents to perform at a higher level, which allows us to provide lower

handle times, and produce higher conversions and revenue for our clients."

For example, when a consumer calls or goes to a client's website and does not complete an order, NexRep agents can call the consumer back using the Five9 outbound dialer. As the consumer's history of activity appears on the agent's computer screen, the NexRep agent can offer to help using the information provided by Five9. Says Liaw, "Being able to sit on top of a world-class platform like Five9 has been a markedly improved experience for our agents."

Another area in which Five9 excels is configuring agent pools. "A common difficulty for a business like ours is when inefficient systems leave an agent sitting idle waiting for the next customer interaction." Liaw says. "If you're not configured correctly, inefficiencies begin to infiltrate your workforce, and your business suffers."

Since Five9 offers a variety of configuration options, NexRep has the flexibility it needs to maximize results. "Five9 allows us to ensure our agents have the right number of calls," Liaw says. "Additionally, we can make those changes in real-time. That's been critical."

Getting Clients Up and Running Fast

According to Liaw, the Five9 cloud contact center solution helps NexRep ramp up customer campaigns with unparalleled speed. Recently, NexRep brought on a large new client that was launching eight different sales campaigns. The Five9 technical support staff helped NexRep add 50 agents quickly and configure its agent pools, and NexRep went on to help the customer quadruple sales revenues in just eight weeks. But that wasn't the best part.

The client had been "testing" NexRep against another company and comparing results between the two. Even though the other call center had worked with the client for years, "we were able to outperform them by an average of 50 percent on every campaign," Liaw says. "It was a resounding victory, and the customer switched 100 percent of their business over to us."

Empowering Expert Agents to Deliver Superior Support

While outbound calls are NexRep's specialty, Five9 has also made a difference in the way the company handles inbound calls. "Other contact centers use a traditional, round-robin format, where each agent gets the same amount of calls," Liaw explains. "But if a particular agent is always the best at handling a certain type of call, that agent should always be handling those calls."

Five9 makes this happen. The skills-based routing capability of the Five9 platform allows NexRep to identify a caller's needs based on the telephone number dialed, the caller's number, or any choices the caller made through the Five9-enabled IVR system. Then Five9 automatically routes the call to the NexRep agent whose skills and experience best match the caller's needs. "That means better service to our clients," Liaw says. As a result, NexRep is able to consistently deliver more than 30 percent more revenue per call opportunity than its competitors.

Simplicity Equals Savings—and Results

Brick-and-mortar contact centers can take weeks and sometimes months to bring agents on board, because they use archaic, overly complicated systems that are difficult to learn. According to Liaw, "The majority of call centers in the U.S. are paying for an excess amount of training time because of the archaic systems they are using. Thus, they are unable to deploy new agents into the workforce in a reasonable and efficient amount of time."

"Because Five9 is so easy to use," he adds, "we're able to condense training time and deploy agents faster. That means we get results for our clients in an efficient manner, which translates to faster results for our business."

And because Five9 allows NexRep agents to work from anywhere with only a high-speed connection and a headset, there are no barriers to growth. "With Five9, we have literally been doubling our year-over-year growth," says Liaw.

Peace of Mind in the Cloud

Both the cloud technology and the secure, redundant server architecture of Five9 are a perfect fit for NexRep's virtual business model. "Being in the cloud means that a hurricane on the east coast, an earthquake in California, or a tornado in Oklahoma won't destroy our business," says Liaw. "We're basically impervious to natural disasters."

That security and dependability are huge selling points when NexRep talks with potential customers. "A reliable platform is something our clients think about, and our partnership with a world-renowned solution like Five9 provides our clients with added confidence in our brand," he says.

Today, NexRep continues to expand into new industries and merge its contact center into other channels such as email and online. Because Five9 is doing the same, Liaw says the two companies are a perfect fit. "Five9 is a critical partner for us," he said. "We look forward to leveraging the full power of the Five9 platform in these other areas, and we're eager to see how our partnership will grow."

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Teddy Liaw
CEO

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