NetSuite Success Story
Confidence in the Cloud

Cloud computing leader NetSuite tried multiple contact center providers before finding the call quality and integration capabilities it needed with Five9. Now the company has a highly efficient, enterprise-level platform that is built for growth—and a partner it can trust.

Company Background
San Mateo, California-based NetSuite is the industry’s leading provider of cloud-based financials/ERP and omnichannel commerce software suites. By providing a single, integrated system that manages all of a company’s business needs in the cloud, NetSuite helps more than 16,000 organizations run more effectively without the high cost and inefficiencies of on-premise systems.

NetSuite’s customers call into the company for help on everything from password resets to scripting. The company has 329 agents located in multiple global locations—Manila, Toronto, Czech Republic, Hong Kong, Japan—and several US cities, including Boston, Las Vegas, Austin, and Atlanta. NetSuite’s call volume averages around 15,000 calls per month at a ratio of 60/40 outbound/inbound calls.

Struggling with Lackluster Platforms
When Technical Support Director Bernie Fraser joined the company nine years ago, NetSuite was using a premise-based contact center solution that “was not scalable whatsoever,” he said.

Eventually the company moved to a cloud contact center provider, which was expected to better handle the company’s growth. “It wasn’t flexible or nimble enough to keep up with us, and the provider could not implement enhancements that were critical to our success,” Fraser said.

Worse, the call quality was so poor, NetSuite’s customers couldn’t even hear the agents. “Imagine you have a critical project and you can’t get the answers you need, because you can’t hear the person you’re talking to,” Fraser said. “Our customers would have to repeat things, and sometimes the agent would misunderstand and go down the wrong path.”

Selecting Five9
In 2011, NetSuite began looking for a new contact center platform and ultimately selected Five9. By partnering with the leader in the cloud contact center space, NetSuite hoped to increase the efficiency of its agents and improve customer satisfaction levels. According to Fraser, NetSuite liked the fact that Five9 integrates with NetSuite’s CRM solution. “Also, Five9 provided a number of tools ‘out of the box’—such as call recording, reports, and customized IVR tools—that we could only get from other providers if we customized their solution,” Fraser said. “So we went with Five9.”

Five9 NetSuite Adapter Enables Seamless CRM and Cloud Contact Center Integration
NetSuite’s former contact center platform had many other limitations—for example, agents could not save call information into its internal CRM.

Five9, on the other hand, has a pre-built adapter that integrates with NetSuite’s CRM solution. For companies that use both the Five9 cloud contact center and NetSuite, the integration allows a seamless agent and customer experience. This unified desktop solution has proven to be a tremendous benefit both for NetSuite’s agents and its clients.
“We’re now able to get all of our call details into NetSuite and attach them to each customer,” Fraser said. “When we view a customer account, we can see what kind of case the customer had, how many calls there were, how long the calls took, and what products they’re attached to.”

Additionally, NetSuite needed to record and download calls onto its own server, then delete them from its contact center platform. Five9 made this happen, plus it allowed NetSuite to use MPLS lines, which gave the company direct access between the Five9 platform and its own platform.

Meanwhile, with Five9’s advanced reporting capabilities, now NetSuite can also easily identify which types of calls take too long, and then can determine agent training needs. Moreover, says Fraser, “Five9 improved our forecasting and our ability to determine how many agents we need in a specific product area, and how to adjust our staffing levels based on the time of day or for seasonal differences.”

Flexible, Customizable Queues
After choosing the Five9 Blended Contact Center, NetSuite’s internal administrators began customizing its IVR scripts and call queues, which allowed a more efficient, streamlined call structure.

For example, when a NetSuite customer calls in, the customer can press one on their keypad for e-commerce assistance, two for accounting help, and three for scripting. “Inside each of those options is the appropriate support representative,” Fraser said. “One agent may be in several queues because of their skill set, while another may only be in one or two. Five9 is very flexible and lets us control who gets every type of call.”

When NetSuite needs to change its IVR scripts and queues, Five9 makes it easy. “We simply click and drag what we need into place, and then we’re done,” he said. “Immediately, we can test the new configuration. When we’re ready, we can go live right away.”

Cloud Scalability Supports Global Expansion
Because NetSuite was growing quickly—with four contact centers and 15,000 inbound calls monthly—it needed an enterprise-level solution that could keep pace. Five9 not only supported the expansion of NetSuite’s global customer support operation, but also complemented its multichannel service strategy, including email support.

With Five9, agents can work from anywhere—even from home—with only a high-speed Internet connection and a headset. This ability corresponds perfectly with NetSuite’s international growth and dispersed agent pools. It also offers protection from natural disasters, which could have devastating impacts on a more centralized operation. “A couple of years ago, we couldn’t allow all our agents to work from home,” Fraser said. “Five9 has allowed us to scale better, grow very quickly, and be very flexible.”

An Integrated Desktop Solution Equals Happier Agents—and Customers
The feedback on Five9 from NetSuite agents has been very positive. “Because we didn’t make any dramatic changes in how the IVR or queues looked, it only took a half hour training session, and our agents were ready to go. It was a seamless transition,” he said. But the Five9 platform makes work easier for NetSuite agents, too.

For example, the Five9 “click-to-dial” feature that is integrated with NetSuite means agents don’t have to cut and paste a customer’s contact information between systems. “Our agents just click a button from within the NetSuite application and Five9 makes the call,” says Fraser. Five9 also allows a customer’s case number to pop up on the agent’s screen along with the call information, so agents don’t have to hunt for it.

But most of all, NetSuite has dramatically improved call quality. “Recently I met with 60 of my team leads and agents, and not one person said they were experiencing call quality issues,” Fraser said. “There’s been a huge improvement.”

Five9 Multichannel Cloud Capabilities Support NetSuite’s Future Growth
With its support infrastructure expanding internationally, NetSuite is currently adding language support—including Spanish, Portuguese, Japanese, and German—to its growing network of call centers. Meanwhile, NetSuite is increasing the number of agents handling both calls and online cases. Five9 is helping NetSuite with both initiatives. Soon, Fraser says, Five9 will be able to take online cases and drop them into the calling queue, which will allow NetSuite agents to serve more customers—whether by phone or email—with greater efficiency.

“The fact that Five9 is scalable and flexible is extremely important,” he said. “It’s also secure and very customizable.”

Fraser added, “Whatever concept we come with, Five9 seems to have a solution for it. Our confidence level is very high with Five9.”