

Fast Fix 123 Success Story

Developing Strong Customer Relationships Through Five9



Fast Fix 123 offers computer services and diagnostics for home users and businesses. Exceptional customer service is the foundation of the company, and implementing Five9 since its inception has helped Fast Fix 123 rapidly expand its business while ensuring that customers are satisfied with the service they receive.



Company Profile

Fast Fix 123 is a worldwide provider of technical support services for home users and businesses.

- Online company providing services and diagnostics for computers, specializing in multiple devices and brands
- Serves customers in North America, UK, Australia, and Germany
- Founded in 2012, its 24/7 contact center has 200 agents

Industry

Technology services

Website

www.fastfix123.com

Challenges

- Routing calls to the right agent
- Seamless integration with third party ticketing system
- Detailed reporting to help reduce advertising waste
- Expanding and growing the business

Solution

- Blended inbound/outbound dialing solution from Five9
- Call routing ensures the right agent handles the right call
- Integrated with ticketing system to provide customer information

Company Background

Florida-based Fast Fix 123 is an online provider of computer services and diagnostics for home users and businesses across a variety of devices and brands. The company's remote connection technology allows certified technicians to repair and configure IT issues online. Fast Fix 123 offers a wide range of services such as one-time repairs, full system tune-ups, and virus and infection removal.

Founded in 2012, the company has grown rapidly and expanded its business to the UK, Australia, and Germany. It recently began supporting small-to-medium sized businesses and gradually has been growing that sector of its customer base. About 80 percent of Fast Fix 123's customers are individual end users and 20 percent are small-to-medium sized businesses. Today, the company offers 24/7 support and has 200 agents handling an average of 2,000+ inbound and outbound calls a day.

Utilizing 'The Industry Standard' Since Inception

When founder and CEO Paul Cozzolino and his two partners started Fast Fix 123 as an online IT support operation, they knew they needed a contact center solution that would be cost-effective but robust and technologically advanced enough to support the company's needs. The founders recognized that an on-premise solution would require huge capital expenditure, as well as additional staff to implement and sustain the system—which required resources they didn't have. Additionally, it was crucial that the chosen solution was easy-to-use, and provided detailed reporting and analytics. The stellar reputation of Five9 in the contact center industry and the features it offered were the main reasons why Cozzolino and his partners decided to utilize the Five9 solution.

"We chose Five9 because it's the industry standard for cloud contact centers," explains Cozzolino. "We needed a partner that was as technology-savvy as we are. We researched other vendors, but we didn't see any other company doing what Five9 could do."

Added Cozzolino, "Five9's ability to integrate call tracking, analytics, detailed reporting, and the ability to listen in and evaluate agent performance was important. No other vendor we evaluated was able to handle our requirements."

Improving Sales Conversions and Reducing Wasteful Spending

Fast Fix 123 has implemented the Five9 solution in both its sales and support departments. A significant part of Fast Fix 123's sales strategy involves online advertising and affiliate marketing with RevenueWire, which connects the company to a vast partner community that promotes its services. When a potential customer calls in, the agent diagnoses the IT problem and then offers services or products to resolve the issue. Five9 Automatic Call Distribution (ACD) cloud software ensures that the right agent takes the right call. Skills-based routing and conditional routing features distribute calls based on each customer's needs. Says Cozzolino, "Being able to allocate calls in an intelligent manner enriches the customer experience, which ultimately leads to more predictable sales conversions."

FastFix 123 has also integrated Five9 call data and reports into RevenueWire's CallStream models, so the company has a holistic view of everything from agent performance and sales figures to campaign details and statistics. This integration allows Fast Fix 123 to break down calls on a granular level and create better campaigns and more effective sales strategies.

Five9 reporting capabilities also help Fast Fix 123 reduce spending on advertising. "The old saying in Internet marketing is that you waste half of your online spend, but the problem is you don't know which half," says Cozzolino. "In our industry, wasteful advertising spending can cripple your business, so the reporting information we get from Five9 has been extremely beneficial."

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*Paul Cozzolino
Founder and CEO,
Fast Fix 123*

Excelling in Customer Service and Achieving a High Net Promoter Score

Once a customer agrees to the services being offered, they are passed onto a support technician. As soon as a service is ordered, a ticket is generated. The ticketing system used by Fast Fix 123 is integrated with Five9, so technicians have all of a customer's information at their fingertips.

Support takes inbound calls from customers following up on tickets, as well as from 3,000+ monthly subscribers who expect prompt service when they need IT assistance. Agents also make outbound calls to schedule appointments with existing customers and prospects. The QA department listens to and monitors calls to ensure customer satisfaction.

Fast Fix 123 relies heavily on Five9 Interactive Voice Response (IVR), which streamlines customer service automation for more prompt responses. By customizing its IVR scripts, Fast Fix 123 was able to decrease queue times significantly. These support enhancements enabled the company to raise its Net Promoter Score—a key metric in the services industry that measures consumer loyalty—by 25 percent.

"To improve the customer experience, we try to promote a strong relationship between our agents and our customers," says Cozzolino. "Certain customers know our agents by name and will request their services. One customer was so happy with the service he received that he sent our agent Alaskan salmon to say thank you."

Training Future Agents

Because the Five9 contact center solution is easy to use, training new agents is very straightforward. "We walk agents through the features and functionality, and let them observe other agents using the dialer," says Cozzolino. "Most of our new hires master the Five9 agent console in a less than a week."

As the company and its reputation grew, Fast Fix 123 received more applicants from local IT schools. Over time, the schools proactively began training their students on the Five9 system so that they would be ready to work in Fast Fix 123's contact center upon graduation. Today, many of Fast Fix 123's certified technicians come directly from these schools, and because of their familiarity with Five9, the transition is seamless.

Expanding Internationally

When Fast Fix 123 expanded outside of North America into the UK, Australia, and Germany, it received significant savings by utilizing international toll-free numbers offered by Five9. Currently, about 20 percent of Fast Fix 123's business is done internationally. By eliminating third party vendors for international toll-free numbers and using Five9, Fast Fix 123 has saved thousands.

Continued Rapid Growth with Five9

Due in large part to its successful relationship with Five9, Fast Fix 123 expects to double its agents to over 400 within the next six months. Five9 will continue to be the company's partner of choice as it enhances its contact center operations and explores the possibility of expanding to brick-and-mortar retail stores.

Says Cozzolino, "I really don't know why anyone would bother with an on-premise system when Five9 has developed such a feature-rich cloud contact center solution. We have grown to rely and depend on Five9 for our continued success."

