



The Intelligent Cloud Contact Center

A 16-Year Relationship Built on Trust



CEO Teddy Liaw trusts the team at Five9 to get the job done right. In the highly competitive world of virtual contact centers, NexRep has grown to become one of the largest 100% cloud-based virtual contact center marketplaces in the United States. Five9 has been an important contributing factor behind NexRep's success, helping keep IT infrastructure costs down and allowing NexRep to focus solely on creating results for its clients.

Even before the pandemic, NexRep agents worked remotely. Today, more than 1,000 NexRep agents in 49 states handle hundreds of thousands of calls every week. NexRep conducts a variety of campaigns for clients ranging from retail sales to customer service to appointment setting.

"We get results for our clients in an efficient manner, which translates to faster results for our business."

Teddy Liaw, CEO, NexRep

With one of the most flexible scheduling solutions in the industry, NexRep also manages call center operations for mass telethon events. After Hurricane Harvey hit, for instance, they assembled more than 5,000 agents to raise money for relief efforts in a matter of days. Five9 provided the technology.

NexRep came to Five9 in 2006 for an inbound and outbound calling solution. A customer since then, NexRep now operates a fully blended contact center and customer engagement platform for thousands of agents.

NexRep has added capabilities including automation, workforce optimization, multichannel customer care, call center consulting, scriptwriting, agent certification and development, database management, and revenue enhancement programs.

Customer-First Philosophies

NexRep creates custom call centers built on the Five9 platform. Its customer service representatives are dedicated to a specific client and come to the job equipped with a sophisticated understanding of the client's customers and products.

"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," Liaw 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, we've been very happy with their support services."

Liaw calls Five9 an ideal partner because the platform yields results.

"Five9 is more than an ACD and phone system," he says. "The 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 without completing an order, NexRep agents can call the consumer back using the Five9



NexRep Case Study

NexRep operates outsourced full-service remote cloud based contact center marketplaces that provide multichannel customer service and direct response sales for hundreds of enterprise companies across multiple industries.

Industry

Business Process Outsourcing

Benefits

- 90% retention rate for agents employed for longer than 30 days
- Intuitive technology reduces training time and saves money
- Call routing ensures the most qualified agents handle each call

Five9 Solutions

- Agent Desktop Plus
- Inbound
- Outbound
- Technical Account Manager
- CRM Integration with Salesforce and Zendesk

"I think the key to the success of our partnership is that when Five9 makes a promise, they keep that promise. Whether it's calm seas or the middle of a storm, Five9 delivers."

Teddy Liaw, CEO, NexRep

outbound dialer. As Five9 displays the customer's activity history on the agent's screen, the agent can offer to help. "Being able to sit on top of a world-class platform like Five9 has been a markedly improved experience for our agents," says Liaw.

Driving Growth and Agent Efficiency

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

Utilizing the cloud allows NexRep to support and grow its virtual workforce. 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. In fact, NexRep also has a 90% retention rate for agents who work with the company for over one month.

Both the cloud technology and the secure 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.

That security and dependability are huge selling points when NexRep talks with its 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 build upon its offerings. Because Five9 is doing the same, Liaw says the companies are well aligned. "Five9 is a critical partner for us," he says. "We look forward to leveraging the full power of the Five9 platform in additional new areas. We're eager to see how our partnership will grow."

Learn more about why so many companies [trust the team at Five9](#).



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About Five9

Five9 is an industry-leading provider of cloud contact center solutions, bringing the power of cloud innovation to more than 2,500 customers worldwide and facilitating billions of customer engagements annually. Five9 provides end-to-end solutions with digital engagement, analytics, workforce optimization and AI to increase agent productivity and deliver tangible business results. The Five9 platform is reliable, secure, compliant and scalable. Designed to help customers reimagine their customer experience, the Five9 platform connects the contact center to the business while delivering exceptional customer experiences that build loyalty and trust.

For more information visit www.five9.com or call **1-800-553-8159**.

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