Call Center Cost Control Strategies

Five9

Program Overview

➢ Gatepoint Research invited selected call/contact center and customer service executives from a wide range of industries to participate in a survey themed *Call Center Cost Control Strategies.*

➢ Candidates were invited via email and 100 executives participated.

➢ Survey participants were management level decision makers with responsibility for contact centers, customer service, and technical support. 11% held title the CxO; 24% were VPs; 42% were Directors, and 23% were Managers.

➢ Of the companies represented by survey participants, 33% had annual revenues of greater than $1 billion, 6% had annual revenues of between $250 million and $1 billion, 11% had revenues of $100-250 million, and 50% had revenues of less than $100 million.
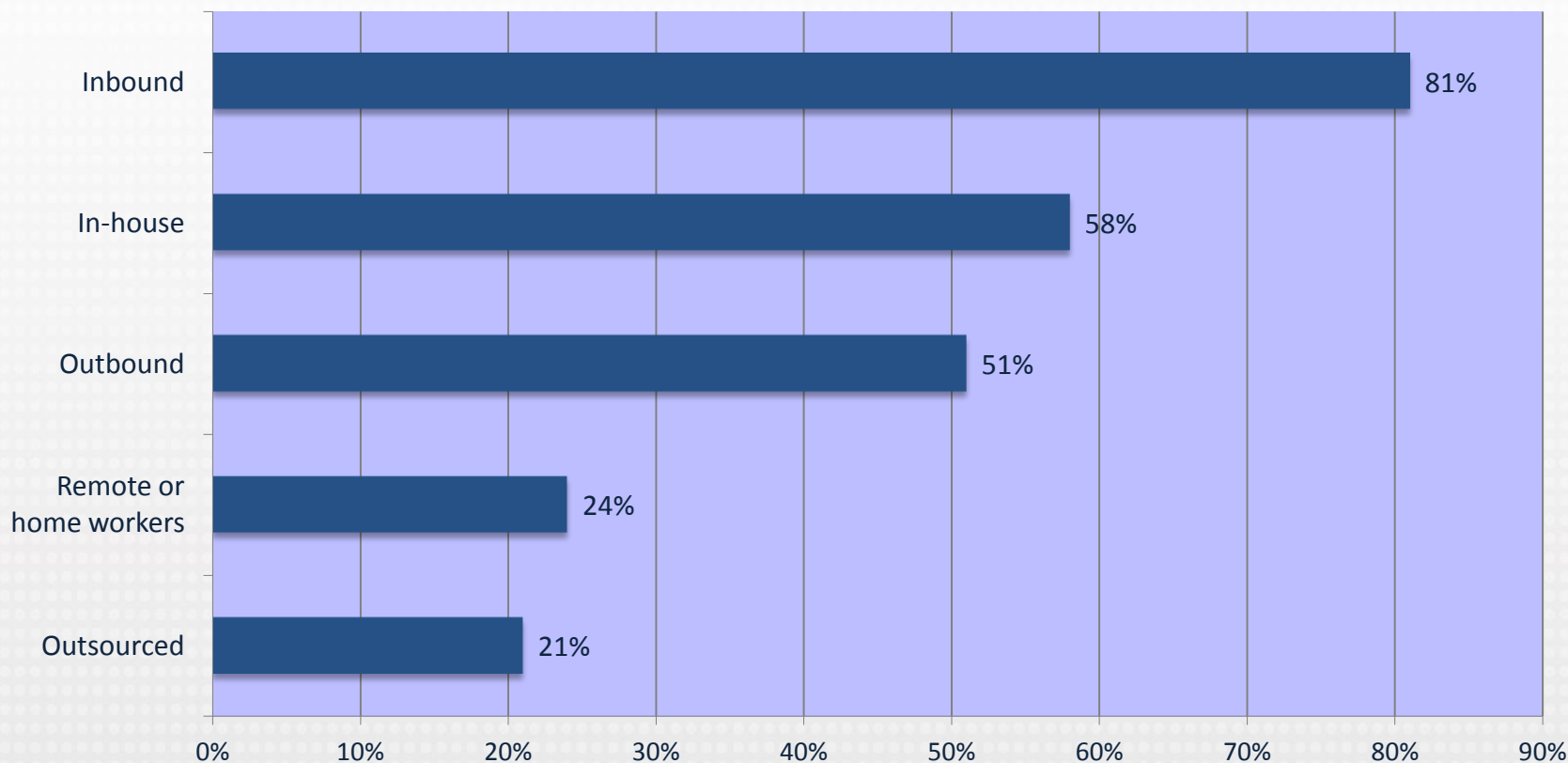
➢ 100% of responders participated voluntarily by email.

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Observations and Conclusions

➤ 82% of responders operate inbound contact centers; 58% maintain in-house centers.

➤ Responders are responsible for a large number of contact centers and agents: 36% operate more than 5 contact centers, 21% have 11 or more. 27% have a total of more than 500 agents in their contact centers.

➤ While it is critically important to be able to recognize high-value customers, a third merely aspire to have that capability.

➤ VoIP is widely used among responders: 58% are 100% IP based; 20% are more than 50% IP-based.

➤ Fully 52% have plans to replace or upgrade their current contact center solution.

➤ 61% use or would consider using a cloud-based system for their contact center solutions.

➤ Web co-browsing comes top in desired non-voice channel solutions.

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What type of contact center(s) do you currently have?

Type	Percentage
Inbound	81%
In-house	58%
Outbound	51%
Remote or home workers	24%
Outsourced	21%

81% of responders have inbound contact centers; 58% have in-house centers.

How many contact centers does your company operate?
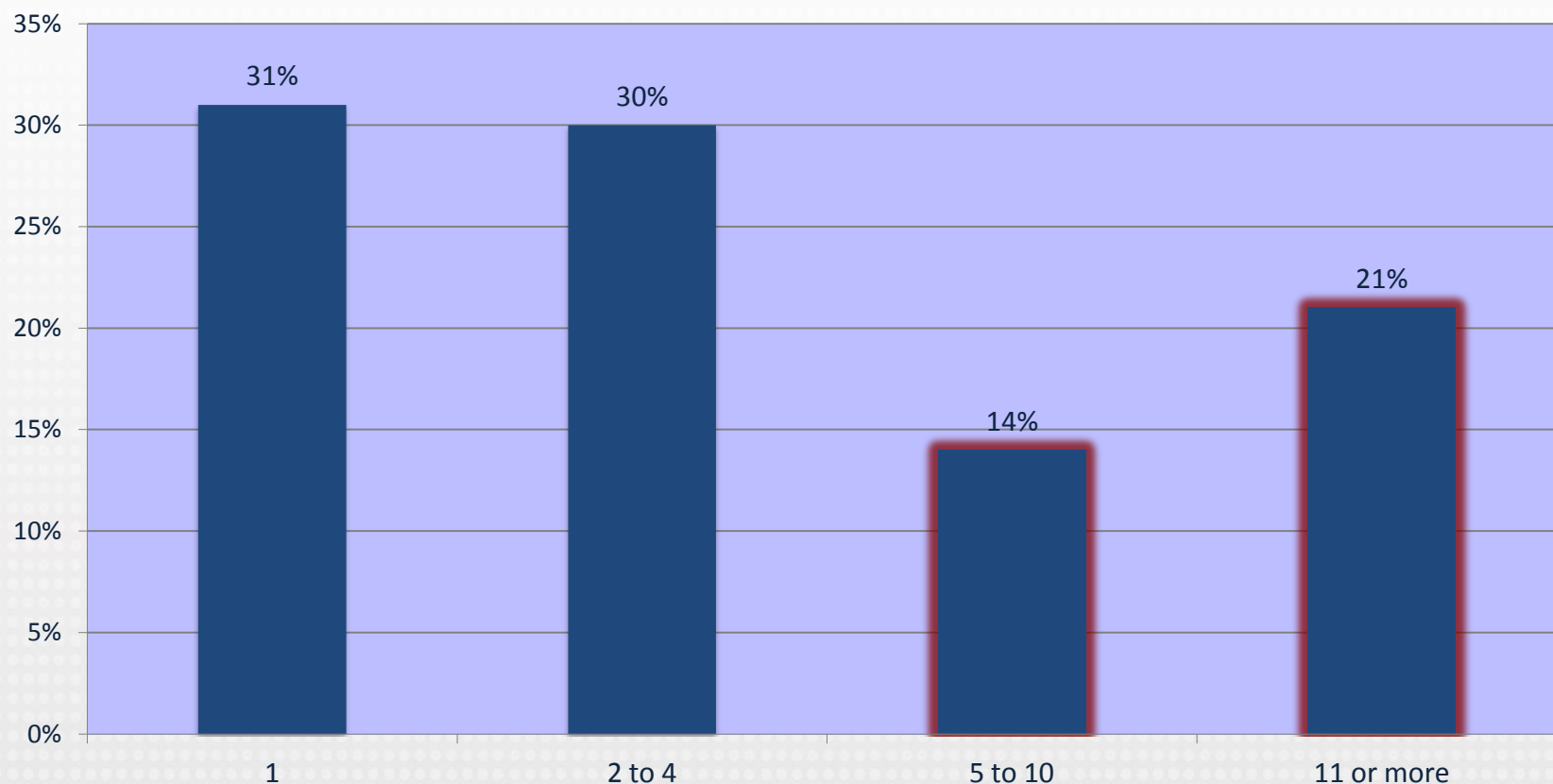
36% operate more than 5 contact centers.

What is the total number of agents in your contact center(s)?

< 50 agents
29%

> 50 agents
71%

50-100 agents
18%

101-500 agents
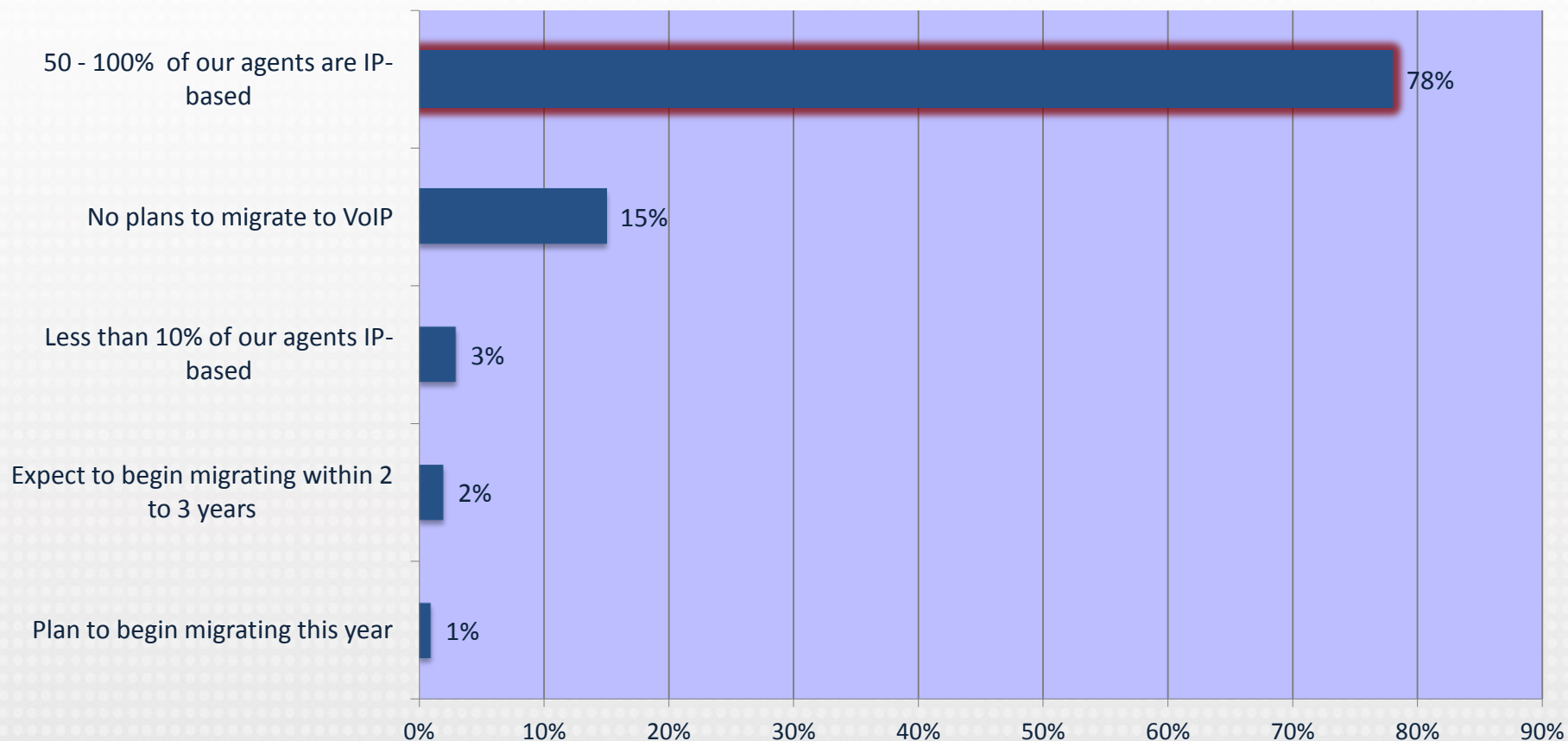24%

501-1000 agents
11%

>1000 agents
18%
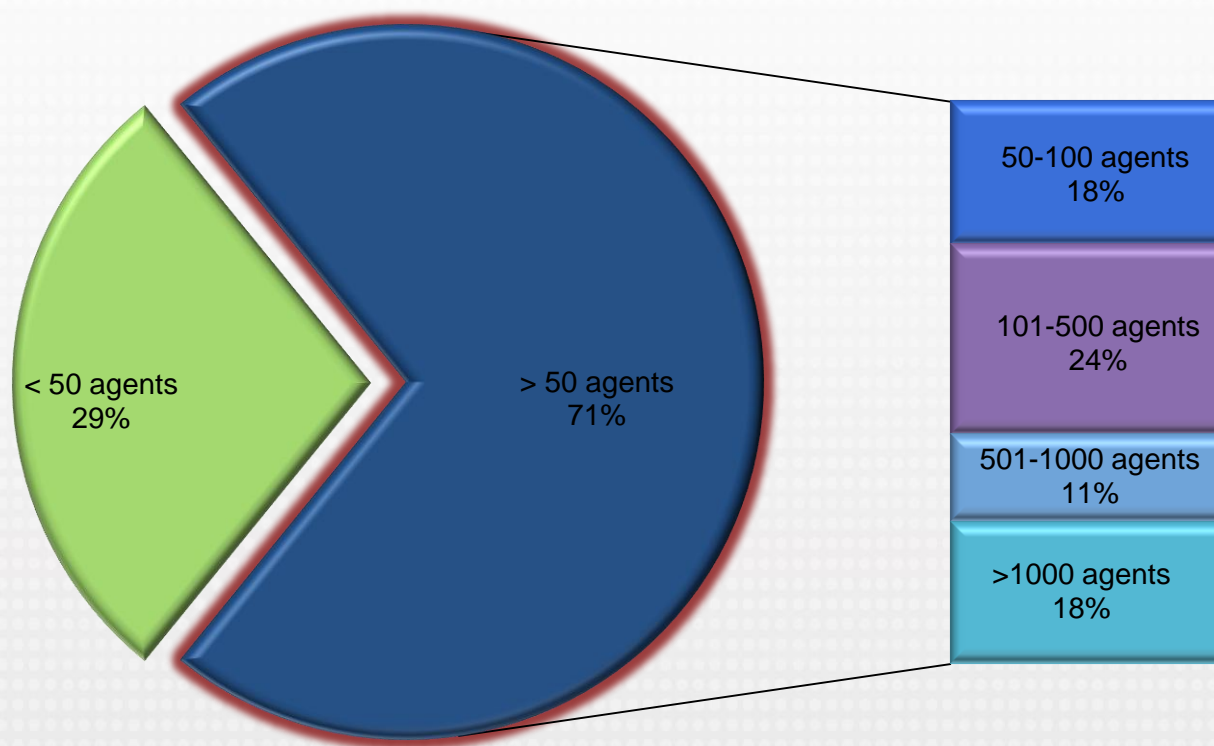
71% of responders have a total of more than 50 agents in their contact centers.

Do you currently have or desire the following capabilities with the existing contact center solution?

Legend: ■ Desire ■ Currently Have ■ No Desire

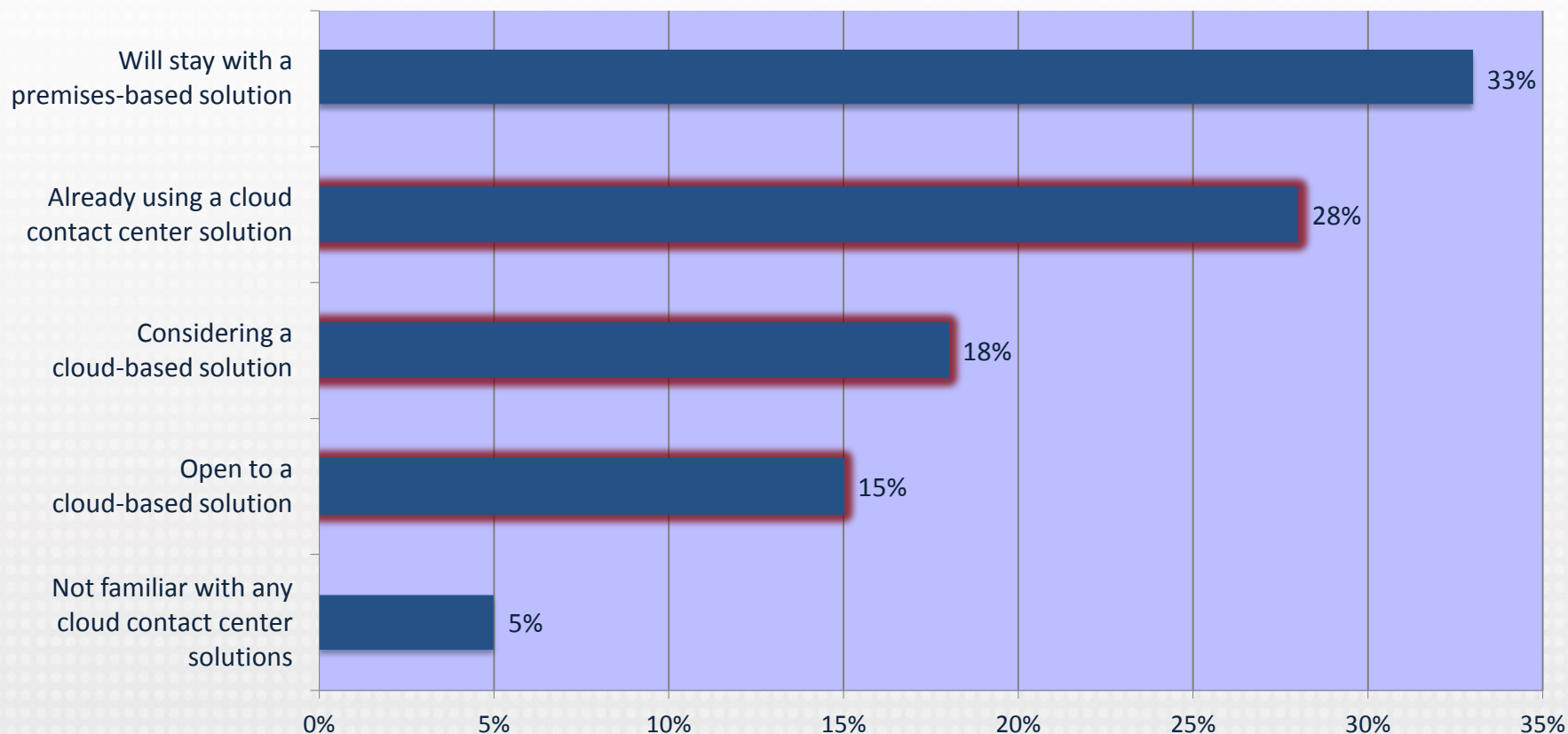| Capability	Desire	Currently Have	No Desire
Recognize and prioritize important customers	31%	49%	18%
Optimize agent time for inbound and outbound activities	23%	61%	14%
Proactively communicate service request status to customers	22%	55%	21%
Auto call-back option	22%	51%	26%
Optimize calls to minimize wait times	17%	70%	12%
Route work to idle agents	14%	78%	7%
Route calls based on agent skill sets	14%	76%	9%
Call monitoring and recording	11%	81%	7%
Real-time reporting	8%	86%	4%
Manage SLAs with outsourced agents	8%	43%	46%

The ability to recognize and prioritize important customers comes top in desired improvements to contact center capabilities.

What is your posture regarding utilizing VoIP in your contact center(s)?

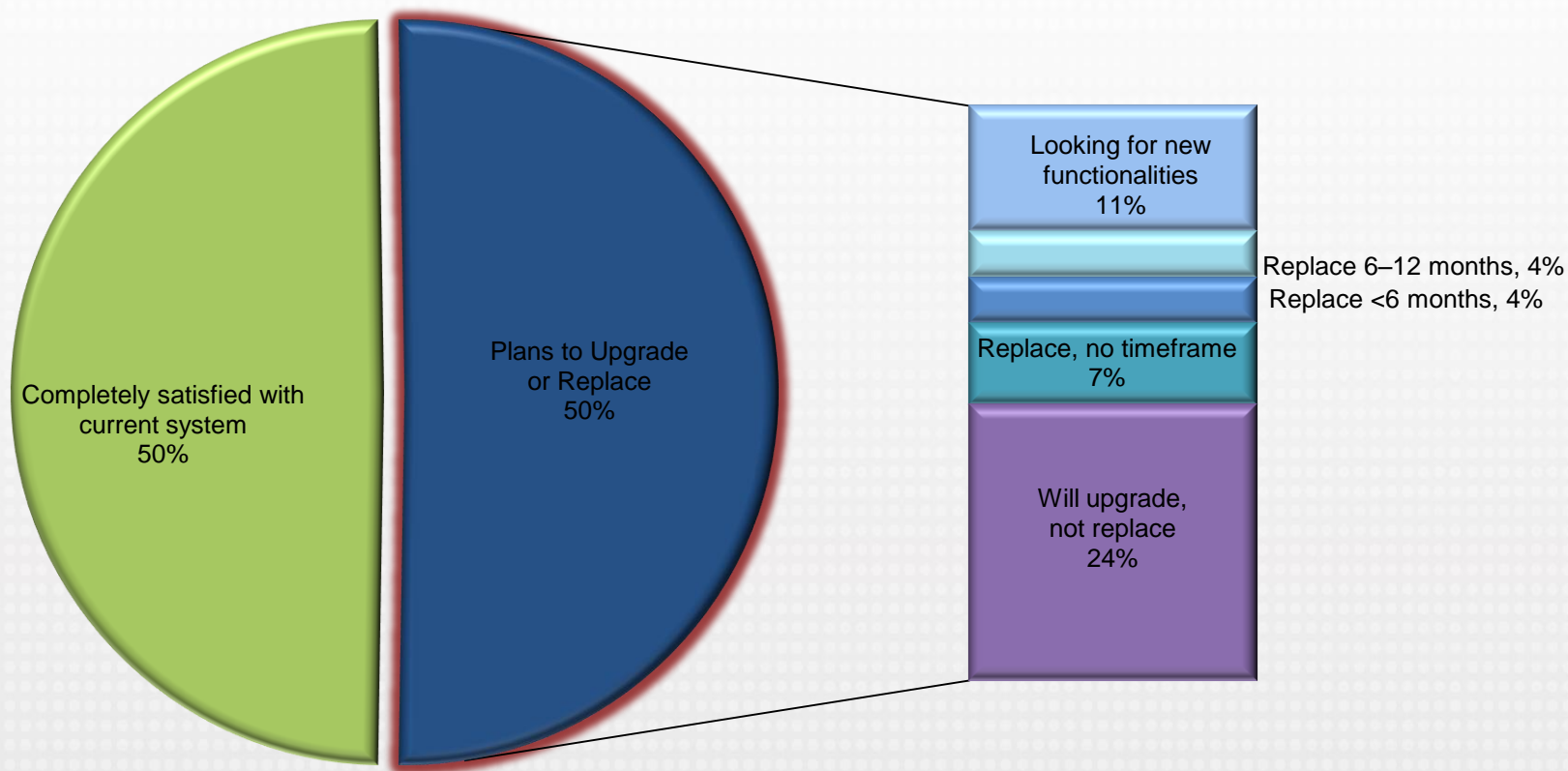| Category	Percentage
50 - 100% of our agents are IP-based	78%
No plans to migrate to VoIP	15%
Less than 10% of our agents IP-based	3%
Expect to begin migrating within 2 to 3 years	2%
Plan to begin migrating this year	1%

VoIP is widely used among responders:
78% are more than 50% IP-based.

What are your plans for integrating a cloud strategy into your contact center solution?

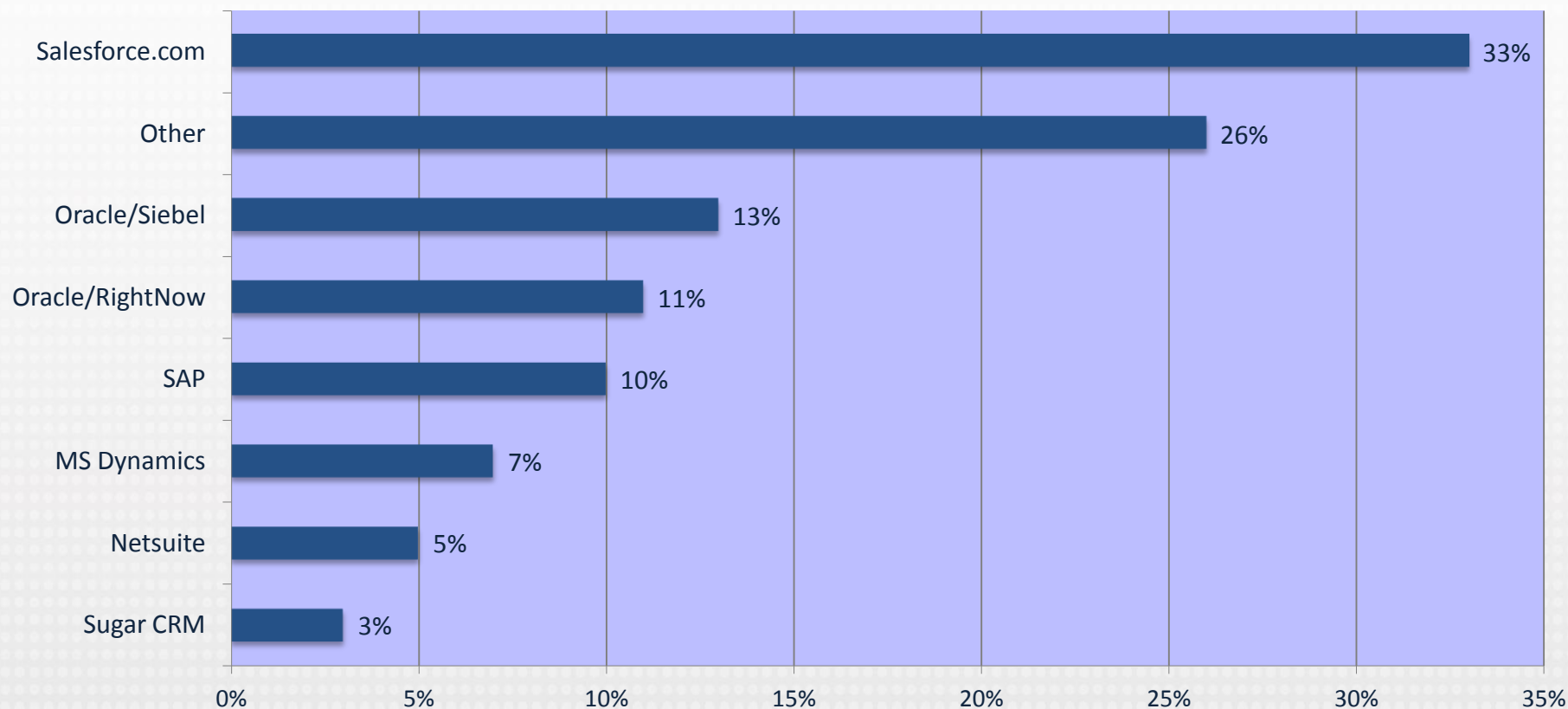| Category	Percentage
Will stay with a premises-based solution	33%
Already using a cloud contact center solution	28%
Considering a cloud-based solution	18%
Open to a cloud-based solution	15%
Not familiar with any cloud contact center solutions	5%

61% use, or would consider using, a cloud-based system for their contact center solutions.

Do you have any plans to explore alternatives to your current contact center solution?

Completely satisfied with current system
50%

Plans to Upgrade or Replace
50%

Looking for new functionalities
11%

Replace 6–12 months, 4%
Replace <6 months, 4%

Replace, no timeframe
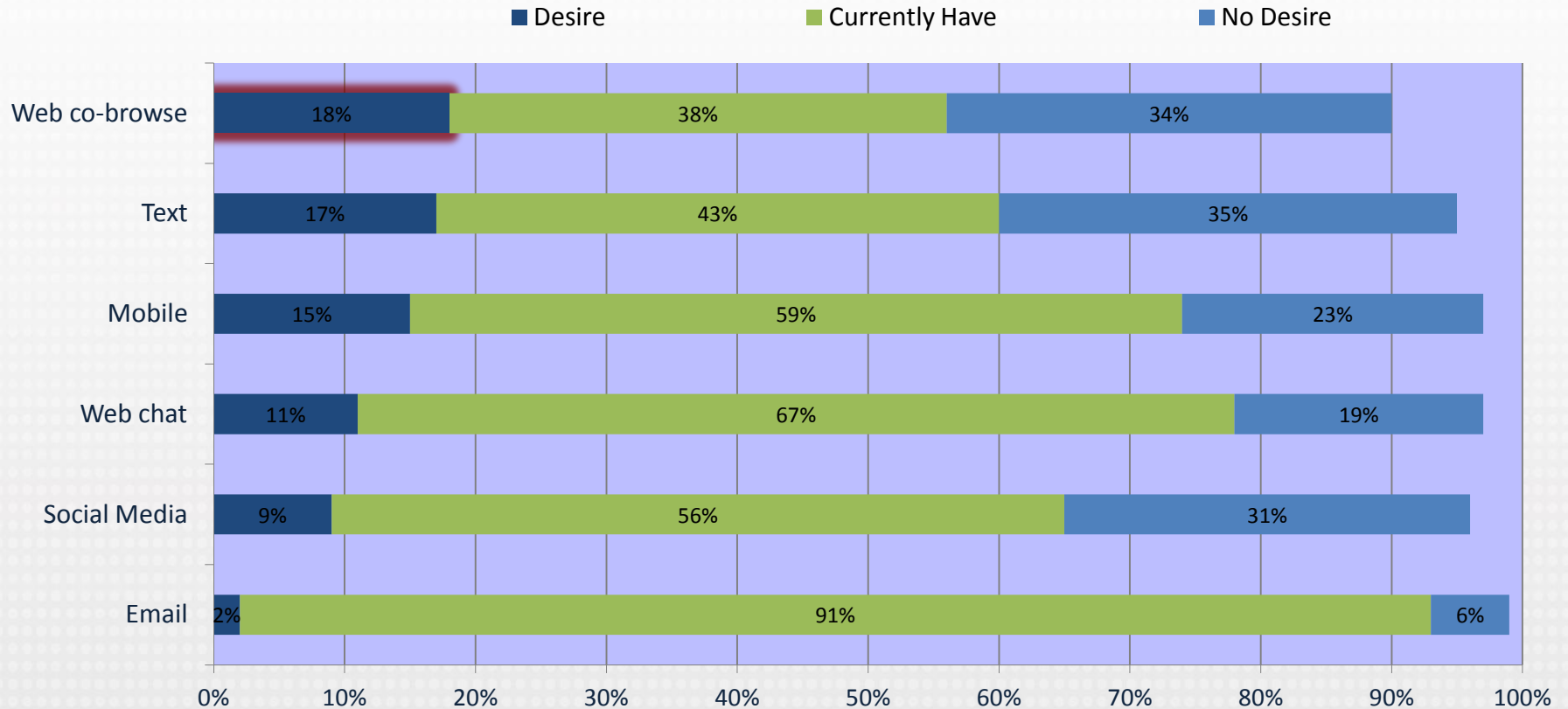7%

Will upgrade, not replace
24%

50% have some sort of plans to replace or upgrade their current contact center solution.

Do you use any of the following CRM systems in your contact center(s)?

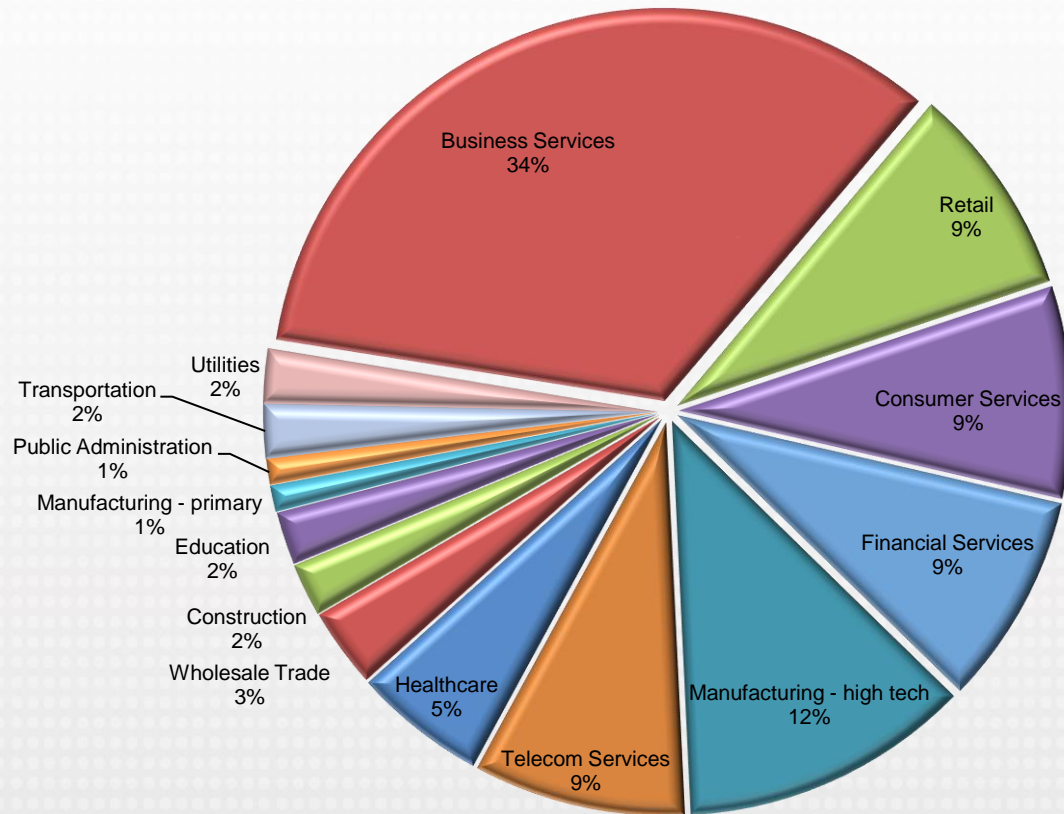| System	Percentage
Salesforce.com	33%
Other	26%
Oracle/Siebel	13%
Oracle/RightNow	11%
SAP	10%
MS Dynamics	7%
Netsuite	5%
Sugar CRM	3%

Salesforce.com dominates in CRM solutions.

What non-voice channels are you using or would like to be using?

Legend: **Desire** ■ (dark blue) | **Currently Have** ■ (green) | **No Desire** ■ (light blue)

Channel	Desire	Currently Have	No Desire
Web co-browse	18%	38%	34%
Text	17%	43%	35%
Mobile	15%	59%	23%
Web chat	11%	67%	19%
Social Media	9%	56%	31%
Email	2%	91%	6%

*Web co-browsing comes top in desired non-voice channel solutions.*

Profile of Responders: Industry Sectors

Pie chart of industry sectors:
- Business Services 34%
- Retail 9%
- Consumer Services 9%
- Financial Services 9%
- Manufacturing - high tech 12%
- Telecom Services 9%
- Healthcare 5%
- Wholesale Trade 3%
- Construction 2%
- Education 2%
- Manufacturing - primary 1%
- Public Administration 1%
- Transportation 2%
- Utilities 2%

Responders come from a wide range of industries, including business services, retail, consumer services, and financial services.

Profile of Responders:
Job Level

CxO 9%

VP 23%

Director 40%
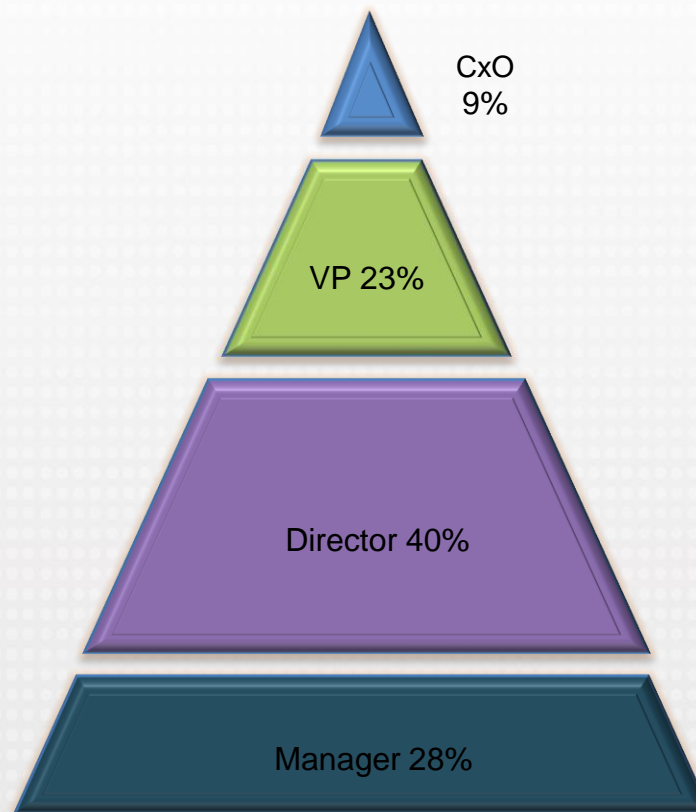
Manager 28%

9% of responders are CxOs, 23% are VPs, 40% are Directors, and 28% are managers.

About Five9

Five9 is the leading provider of cloud contact center software, bringing the power of the cloud to more than 1,800 customers worldwide and facilitating more than three billion customer interactions annually. Since 2001, Five9 has led the cloud revolution in contact centers, helping organizations of every size transition from premise-based software to the cloud. With unparalleled expertise, technology, and ecosystem of partners, Five9 helps businesses take advantage of secure, reliable, scalable cloud contact center software to create exceptional customer experiences, increase agent productivity and deliver tangible business results. For more information visit www.five9.com.

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