



Driving Faster Customer Service With Five9 Salesforce Integration



"We've found Five9 to be exceptional in their knowledge of contact centers and especially their knowledge of Salesforce and contact centers."

Davo Muttiah – Change Manager, CARFAX

Customer Profile

CARFAX owns the world's largest vehicle history database. Their vehicle history reports help millions of customers every day to confidently shop, buy, own, and sell used cars.

In their Centreville, VA location they have 130 agents in customer service and sales who on a daily basis assist customers, dealers, banks, insurance agents and service shops to interpret a vehicle's past. Salesforce's CRM (customer relationship management) platform has been integral to CARFAX's sales and customer service teams.

INITIAL BUSINESS RESULTS

- 85% of calls now answered within 12 seconds
- Improved agent workflows
- Valuable insights into trends and deal intelligence
- Smooth "one platform" integrated experience
- Improved customer experiences scores

Challenge

CARFAX customers expect to not only access a CARFAX report when needed, but to be able to contact support and have the agent explain the implications and usage of the information. Salesforce plays a major role in CARFAX's customer support agent's understanding of the customer's identity and history with the organization. But without a strong integration between their contact center and Salesforce, they were manually tasked with working between two systems that did not talk to each other. This led to unnecessary delays in responding to customers and often an incomplete view of the customer.

Solution

A cloud-based contact center solution that fully integrates with Salesforce, allowing CARFAX agents to work from a single platform and have all the customer information they need at their fingertips. Five9 seamlessly integrates into the Salesforce Lightning Experience, Sales Cloud, and Service Cloud via Open CTI and Lightning CTI – providing agents with powerful call controls for inbound, outbound, blended calls, and campaigns with chat and email capabilities from Salesforce in a single environment.

About Five9

Five9 is the leading provider of cloud contact center solutions, bringing the power of the cloud to more than 2,000 customers worldwide and facilitating more than three billion customer interactions annually.

Five9 helps contact centers create exceptional customer experiences, increase productivity, and boost revenue. For more information visit www.five9.com or call **1-800-553-8159**.