

Five9 Digital Outreach

Improve Outbound Results with Digital Follow-up

Outbound calling is a powerful tool for proactive engagement, especially for sales and collections organizations. If you fail to connect, however, the results are greatly diminished. Five9 Digital Outreach automates follow-up when calls fail through email, SMS, or social to let your contacts know you missed them.

Connect More Often, Personally

Response rates to voice messages left with outbound calls are often in the low single digits, and they can approach 0% when using canned pre-recorded messages. Personalized messages work much better, but it can take valuable time to leave them and they rely heavily on personal skills. Following up over digital channels has been shown to generate better results. Five9 Digital Outreach automatically personalizes content with information from Five9 and other systems and adds digital channels as a delivery option to connect more often and drive higher response rates than calling alone.

Respect Contact Preferences and Permissions

When a call fails to connect, follow-up is most effective when sent in a person's preferred communication channel. Sending email, SMS, or social messages without permission could expose your business to potential compliance violations and, at a minimum, could create ill will. Five9 Digital Outreach determines customer contact preferences and checks for permissions before initiating outbound contact.

Boost Inside Sales Performance

Inside sales performance is a direct result of the number of successful contact attempts and response rates. Five9 Digital Outreach automates personalized digital follow-up after leaving voice messages to increase response rates and close more sales opportunities.

Increase Customer Satisfaction

Proactively calling customers with reminders of appointments, bill due dates, service interruptions, and other important events significantly increases customer satisfaction and loyalty. Five9 Digital Outreach follows up in your customers' preferred digital channels when calls go unanswered.

Learn More

Let Five9 Digital Outreach, powered by Whendu, help your business increase results for your outbound calling campaigns. To get started, visit www.five9.com or call **1-800-553-8159**.



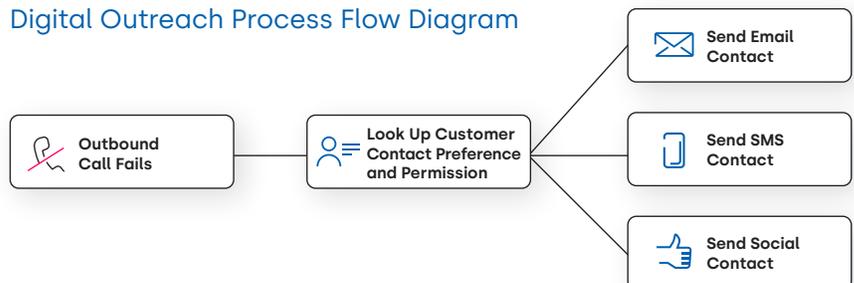
Features

- Automatically follow up failed outbound calling attempts with email, SMS, or social
- Respect customer contact preferences and permissions
- Personalize follow-up content

Benefits

- Increase sales response and close rates
- Improve collections connect and promise to pay rates
- Enhance customer outbound notification
- Boost agent productivity with automation

Digital Outreach Process Flow Diagram



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 five billion call minutes annually. Five9 helps contact centers increase productivity, boost revenue, and create customer loyalty and trust.

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

