

## CriticalRiver helps a leading high-tech company Five9 automate its DXP platform

Explore how CriticalRiver worked with the customer to fully comprehend their challenges and came up with solutions to best serve the requirements of the business



### IMPACT DELIVERED



**51% Increased**  
Operational efficiency



**100% Increased**  
Inbound and outbound  
calls tracking



**Provides a 360-degree**  
view of salesforce tasks  
and information

### THE CUSTOMER

Five9 is a leading provider of cloud contact center solutions, bringing the power of cloud innovation to more than 2,000 customers worldwide and facilitating billions of customer engagements annually. The platform helps increase agent and supervisor productivity, connects the contact center to the business, and ultimately delivers tangible business results, including increased revenue and enhanced customer trust and loyalty.

### THE CHALLENGE

Large high-tech firms rely significantly on data to keep their operations running efficiently in today's fast-paced technological world. Five9 needed to streamline its inbound and outbound call tracking to retain important information in Salesforce. The company was also facing a challenge in figuring out which call was tied to which customer, resulting in increased staff-hours and decreased operational efficiency.

### THE SOLUTION

CriticalRiver had built a solution for this requirement:

- CriticalRiver's Salesforce team came up with a solution to automate Five9's DXP platform.
- While ensuring that the business remained operational, the team introduced a task logger to store data efficiently.
- Streamlined both inbound and outbound call tracking to retain important information.
- Helped obtain information related to call duration and update it against the matching record.



**Solution Component: Salesforce Apex**

### THE RESULTS

CriticalRiver's initiative to digitally transform operations with Salesforce enhanced the client's position in the market by easing their data handling process and retaining important information. As the processes and data integration were automated, their planning, budgeting, and reporting increased significantly.

- The reliance on staff personnel was cut in half.
- Hassle-free, flawless, and proficient deliveries.
- Personalized experiences and trusted relationships with customers.
- Improved security levels for the platform.
- Using transactional logic, where the entire transaction is recorded rather than a single entry.

Want to learn more about how our Salesforce experts can drive your digital transformation journey? Write to us at [contact@criticalriver.com](mailto:contact@criticalriver.com).