



## RJR Technology Reduces Call Back Time and Increases Conversion Rates with Five9

*Remodeling Industry Software Provider Implements Five9 and Increases Conversion Rates*

SAN RAMON, Calif.--(BUSINESS WIRE)-- [Five9](#) (NASDAQ:FIVN), a leading provider of cloud contact center software, today announced that RJR Technology uses Five9 to reduce call back time and increase lead conversion rates for its clients.

**Tweet This:** .@Five9 customer RJR Technology helps home remodelers convert more leads faster #cloud #cctr #leads #predictivedialer <http://bit.ly/1lnN7rC>

[RJR Technology](#) is a software development firm that specializes in designing and creating state-of-the-art technology systems for some of the country's largest home remodelers. Its flagship product, LeadPerfection, is an enterprise-class software solution designed to manage remodeling and home services businesses from top to bottom, including lead management and [CRM tools](#). LeadPerfection can do everything from handling basic accounting to booking appointments and tracking leads.

To take the solution to the next level, RJR Technology paired it with the [Five9 predictive dialer](#) to enable contractors to make [outbound calls](#). Using the integrated solution, RJR estimates that home remodelers were able to:

- Increase conversion rates by 10+ percent
- Call back Internet leads in less than 25 seconds
- Create a competitive advantage over other home remodelers
- Improve training and supervision using Five9 monitoring and recording capabilities

"Remodelers - like marketing companies - do a lot of dialing and cold calling. What really makes or breaks a company is the conversion rate from when they receive leads to the time the sale takes place. With Five9, our customers are able to get more appointments because they are calling much faster and making a lot more calls. It's made a big difference."

*Bob Rubertone, founder, RJR Technology*

To learn more about RJR Technology and its use of Five9, [click here](#)

To learn more about the Five9 solution, [click here](#)

To read the Five9 blog, [click here](#)

### About Five9

Five9 is a leading provider of cloud contact center software, bringing the power of the cloud to thousands of customers and facilitating more than three billion customer interactions annually. Since 2001, Five9 has led the cloud revolution in contact centers, delivering software to help organizations of every size transition from premise-based software to the cloud. With its extensive expertise, technology, and ecosystem of partners, Five9 delivers secure, reliable, scalable cloud contact center software to help businesses create exceptional customer experiences, increase agent productivity and deliver tangible results. For more information visit [www.five9.com](http://www.five9.com).

### Forward Looking Statement

This news release, and our website, contains certain forward-looking statements that are based on our current expectations and involve numerous risks and uncertainties that may cause these forward-looking statements to be inaccurate. Risks that may cause these forward-looking statements to be inaccurate include, among others: (i) a decline in our dollar-based retention rate could cause our revenues and gross margins to decrease and our net loss to increase and we may be required to spend more money to grow our client base to maintain our revenues; (ii) third-party telecommunications and internet service providers on which we rely may fail to provide our clients and their customers with reliable telecommunication services and connectivity to our cloud contact center software; (iii) that our other customers may not achieve the same or similar benefits as those experienced by RJR Technology and that we may lose one or more key customers for a variety of reasons; and (iv) the other risks detailed from time-to-time under the caption "Risk Factors" and elsewhere in our Securities and Exchange Commission filings and reports, including, but not limited to, our most recent quarterly report on Form 10-Q. Such forward looking statements speak only as of the date hereof and readers should not unduly rely on such statements. We undertake no

obligation to update the information contained in this press release or on our website, including in any forward-looking statements.

**Analyst & Media Contacts:**

**Five9**

Meghan Hammitt, 925-364-9162

[Meghan.Hammitt@Five9.com](mailto:Meghan.Hammitt@Five9.com)

or

**SHIFT Communications**

Katie Halloran, 415-591-8459

[Five9PR@shiftcomm.com](mailto:Five9PR@shiftcomm.com)

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