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BPO Straight Forward Has Achieved an Annual Revenue Growth Rate on Average of 40 Percent Year-Over-Year, Using Five9 Cloud Contact Center Software

SAN RAMON, Calif.--(BUSINESS WIRE)-- [Five9](#) (NASDAQ: FIVN), a leading provider of cloud contact center software, today announced that outsource contact center [Straight Forward](#) turned to Five9 to power its inbound/outbound operations after switching from premise-based call centers and other cloud solutions. Straight Forward recently opened a new facility in Sauk City, Wisconsin to accommodate its growth.

Straight Forward held a grand opening in May 2015 in their uniquely re-designed, historic, hundred-year-old building that now houses the company's corporate office and one of their call centers. The building needed to be functional while still preserving the integrity of its original monument heritage. Dating back to 1915, it was originally a granite showroom and manufacturing plant. When Straight Forward purchased the building the company made it a point to restore and maintain as much of the building history as possible.

Founded in 2009, Straight Forward is a outsource contact center and consulting company providing inbound and outbound contact services for clients ranging from cable TV operators to charter schools. Since its inception, Straight Forward has grown to six call centers throughout Wisconsin and relies on Five9 to better manage its multichannel inbound and outbound sales and service contacts.

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With Five9's cloud software, Straight Forward has been able to streamline operations and exceed customer expectations all while critically increasing contacts per hour.

"Five9 is an integral part of our business, helping set up our advisors to be successful. Prior to Five9, we tried onsite solutions and other cloud providers, but we were missing key factors in the technology like adaptability and performance. With real-time reporting and customized solutions for every aspect of our business, Five9 has been a reliable and flexible partner that's helped our business grow and stay competitive in a crowded market," said Rod Schwegel, President, Straight Forward.

Five9 cloud contact center software allows Straight Forward to improve customer satisfaction with features such as Queue Callback, which gives callers the option to request a callback instead of sitting and listening to hold music. Additionally, with Five9's active blending inbound/outbound technology, Straight Forward is able to more efficiently manage peaks and valleys in activity by automatically adjusting its operations based on call traffic.

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, helping organizations of every size transition from premise-based solutions to the cloud. Five9 provides businesses 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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