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Five9 & ICMI Release New eBook Onsite at Contact Center Demo & Conference

The Definitive Guide Helps Organizations to Improve Customer Satisfaction Through Metrics and Best Practices

COLORADO SPRINGS, Colo.--(BUSINESS WIRE)-- The International Customer Management Institute (ICMI), in partnership with Five9 (NASDAQ:FIVN), today released *ICMI's Guide to Contact Center Metrics (First Edition),* a new eBook detailing what is happening in the contact center industry today and where organizations stand in delivering a best in class experience. The eBook, co-authored by Brad Cleveland and Justin Robbins, provides organizations with actionable insights to deliver improved efficiency and customer satisfaction by aligning strategic goals with contact center key performance indicators (KPIs). **For more information and to download the eBook, visit: www.icmi.com/metrics**

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http://www.businesswire.com/news/home/20151021005388/en/

ICMI's Guide to Contact Center Metrics (First Edition) is based on findings from *Understanding Modern Contact Center Metrics,* a survey distributed to provide contact center professionals with the data, benchmarks, best practices and case studies needed to implement metrics that improve operations. ICMI and Five9 boiled down the survey findings into a comprehensive eBook - a guide to understanding today's contact center industry and measuring the level of customer service being delivered by organizations. The guide will help contact center leaders:

- Understand current communication channels
- Recognize common contact drivers
- Identify the right key performance indicators
- Define the seven categories of metrics
- Align metrics to appropriate channels
- Evolve their metrics over time

"This eBook serves as a detailed guide for contact center leaders working to elevate the level of service their organizations provide. Further, it provides insight into what the appropriate metrics can do to help," says Justin Robbins, senior analyst for ICMI. "Making changes within an organization should stem from a larger understanding of current standings; improvements should be made based on proven measurements, and this guide helps professionals do just that."

Seven Key Measurement Categories for Contact Centers

At the core of this guide are the seven key categories of measures that should be in place within any contact center. This list includes what metrics must be implemented by each organization, despite operational differences. Each of these measures provides essential information key to the evolution and success of any growing contact center.

1. **Forecast accuracy** - If you don't have an accurate prediction of the workload coming your way, it's almost impossible to deliver efficient, consistent service and achieve high levels of customer satisfaction.

2. **Schedule fit and adherence** - If you have a good handle on the workload, you can build accurate schedules that ensure the right people are in the right places at the right times.

3. **Resource accessibility** - If customer contacts don't get to the right places at the right times, little else can happen.

4. **Quality and first contact resolution** - Quality is the link between contact-by-contact activities and the organization's most important high-level objectives. First-contact resolution is essentially an extension of quality - a tangible result for getting quality right.

5. **Employee satisfaction** - Employee satisfaction clearly influences, even drives, customer satisfaction and is an essential measure in any environment.

6. **Customer satisfaction** - Customer satisfaction is essential in all environments and has the greatest value as a relative measure and in conjunction with other objectives.

7. **Strategic value** - What contributions does the contact center make to revenues, marketing initiatives, product innovations and other primary business objectives?

"Many companies struggle with identifying and measuring performance within their contact center. Five9 partners with enterprises to help them identify the most critical measurements they need to increase the efficiency and performance that a modern contact center requires. The momentum for cloud contact center software is being driven by these needs," said Mayur Anadkat, vice president product marketing for Five9.

Aside from deep diving into these seven essential measures, the eBook also details six critical mistakes made by organizations implementing or serving a new channel, as well as five recommendations to identify and prevent service delivery problems. This type of insight not only gives contact center leaders the tools to overcome common issues within the customer management industry, but also the knowledge to prevent such issues from reoccurring - resulting in a stronger and longer lasting foundation for organizations to grow from.

About ICMI

The International Customer Management Institute (ICMI) is the leading global provider of comprehensive resources for customer management professionals -- from frontline agents to executives -- who wish to improve customer experiences and increase efficiencies at every level of the contact center. Since 1985, ICMI has helped more than 50,000 organizations in 167 countries through training, events, consulting, and informational resources. ICMI's experienced and dedicated team of industry insiders, trainers, and consultants are committed to helping you raise the strategic value of your contact center, optimize your operations and improve your customer service. ICMI is a part of UBM plc (www.ubm.com), a global events-led marketing services and communications company.

About Five9

Five9 is a leading provider of cloud software for the contact center market, 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 transition from legacy premise-based solutions to the cloud. Five9 provides businesses with reliable, secure, compliant, and scalable cloud contact center software designed to create exceptional customer experiences, increase agent productivity and deliver tangible business results. For more information visit www.five9.com.

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