

2024
WINNER
CX LEADER OF THE YEAR

Five9
NEW ERA
OF CX
AWARDS

Five9
The Intelligent
CX Platform

AI-Powered Solutions Drive 184% Revenue Growth for TruConnect

TruConnect Communications is an American mobile virtual network operator offering affordable mobile and internet services. It was the first prepaid broadband provider in the US to offer pay-as-you-go, portable Wi-Fi service plans. TruConnect also participates in the US government's Lifeline program, making essential communication services accessible to low-income and underserved communities.

Customer Service Roadblocks, Limited Legacy Systems

As the COVID-19 pandemic forced businesses worldwide to shift to remote operations, TruConnect needed to adapt quickly to keep their contact centers running efficiently. However, their existing homegrown system couldn't keep up

with the surge in calls — it lacked the scalability, modern functionality, and integration needed to support remote agents and meet increasing customer demands. This made it harder for agents to stay productive and provide great service, highlighting the need for a more reliable and flexible solution.

Boosting Contact Center Efficiency with AI Agent Assist

To address these challenges, TruConnect realized it needed a system that went beyond simple call management. The [Five9 Intelligent CX platform](#) provided the scalability and advanced features their previous system lacked, enabling seamless integration with Salesforce and a robust set of tools to support contact center operations.

"By leveraging Five9's AI Agent Assist, we've successfully reduced inefficiencies, minimized after-call work, and enabled faster, more streamlined interactions that ensure customers feel well-supported."

William Ye, TruConnect Director of Operations



Telco
Global
Less than 500 employees
www.truconnect.com

Challenges

- **Routine call burden:** Agents spent too much time on simple inquiries, limiting focus on complex issues.
- **High call abandonment rates:** Customers left due to long hold times, reducing satisfaction and loyalty.
- **High attrition rates:** Inefficient workflows and inflexible schedules led to burnout and turnover.
- **Limited digital channels:** Lack of chat and text options hindered accessibility for tech-savvy customers.

Benefits

- 40% reduction in After-Call Work
- 62 second reduction in Speed to Answer
- 9% improvement in Average Handle Time
- 184% revenue growth
- 27% increase in Employee Satisfaction
- 3.74 Customer Satisfaction score

Products

- AI Agent Assist

Powered by next-generation AI technology like OpenAI, [Five9 AI Agent Assist](#) gave agents access to real-time transcription, call summaries, and actionable guidance during customer interactions. The tool acted as a second set of ears for agents, automatically generating accurate notes and updates for their CRM and reducing after-call work. Freed up from time-consuming routine tasks, agents were able to focus on more meaningful interactions, improving efficiency while ensuring consistent, high-quality customer experiences.

"Virtual Observer has also contributed to these improvements by automating agent scorecard postings, reducing the need for manual processes like using Excel sheets or drive storage," said William Ye, Director of Operations at TruConnect. Additionally, real-time reminders created opportunities for upselling and enhanced customer engagement across multiple channels from chat, email, to voice.

Faster Responses, Better Service with AI

"By leveraging Five9's AI-powered Agent Assist, we've successfully reduced inefficiencies, minimized after-call work, and enabled faster, more streamlined interactions that ensure customers feel well-supported," said Ye. Since implementing Agent Assist, TruConnect has seen:

- **40% Reduction in After-Call Work (ACW)** as automating routine tasks has freed up agents to focus on more complex and meaningful customer interactions.

- **Around 60% Reduction in Speed to Answer (STA)**, reduced from 106 seconds to 44 seconds.
- **9% Improvement in Average Handle Time (AHT)**, dropping from 542 to 494 seconds.
- **Lower Call Volume** thanks to a self-service knowledge base which has empowered customers to resolve issues independently.

Triple Digit Growth and Increased Employee Satisfaction

Investing in stronger CX infrastructure has helped the company scale quickly and efficiently while keeping customer and employee satisfaction at the forefront. Key results achieved from TruConnect's use of the Five9 platform include:

- **3.74 Customer Satisfaction (CSAT) score** in 2024, up from 3.43 in 2022, reflecting higher service quality.
- **184% Revenue Growth** since adopting Five9 in 2022, aligning with the company's goal of continually scaling their business while maintaining high engagement.
- **27% Increase in Employee Satisfaction (ESAT)** as streamlined workflows and better tools led to higher job satisfaction, reduced burnout, and improved retention.

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The changes have not only helped the company scale its operations but are setting new benchmarks for efficiency in customer support. By embracing AI-powered innovation, TruConnect is shaping the future of how contact centers deliver value to CX.

Learn More

Explore [Five9 AI solutions for CX](#).



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About Five9

The Five9 Intelligent CX Platform provides a comprehensive suite of solutions to engage with customers across their channel of choice, empower managers with insights and intelligence into contact center performance, and elevate your business to deliver better business outcomes and Bring Joy to CX™. Our cloud-native, scalable, and secure platform includes contact center; omnichannel engagement; Workforce Engagement Management; extensibility through more than 1,400 partners; and innovative, practical AI, automation, and journey analytics that are embedded as part of the platform. Five9 brings the power of people, technology, and partners to more than 2,500 organizations worldwide. For more information, visit www.five9.com.

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