



Stratasys Moves to the Cloud with Five9



Founded over 30 years ago, Stratasys, Ltd. is an American-Israeli manufacturer of 3D printers and 3D production systems for rapid prototyping and direct digital manufacturing solutions with offices in the US, Israel, Europe, and Asia. Trusted by many of the global leaders in aerospace, automotive, medical, industrial, recreational, educational, consumer, and tech companies, Stratasys systems model complex shapes using a wide range of materials including ABS, Nylon 12, polycarbonate, etc.

3D-printing technology company provides exceptional customer service one print at a time

Stratasys' US contact center is based in Minnesota with customer service handling the bulk of the calls. Customers and resellers call the contact center for technical support for their Stratasys printers. The goal is for agents to resolve 50 percent of incoming calls before dispatching technicians onsite. Inside sales, order management, support, logistics, and accounts payable are part of the contact center.

Stratasys was growing but its on premises contact center was holding the company back from providing the level of service today's customers expect. The system was difficult to use, wasn't integrated with its Salesforce CRM, routing was a manual

adjustment, and agents could not work from home which was an issue during severe weather. Stratasys needed a contact center solution that could grow with them and provide a seamless agent experience, the ability to work remotely, and comprehensive reporting capabilities.

Evolving with Our Customer Base

After careful consideration, Stratasys moved to the cloud with Five9, the Intelligent Cloud Contact Center. "It was a seamless set up from what everyone had shared," said Kevin Brett, Senior Manager, Sales Operations. "But when I came on board the platform did not have an owner; it worked fine but I knew I had to get experience. Luckily for me, our Technical Account Manager (TAM) is a wealth of knowledge and is always there for me when I need a sounding board or recommendations."

Stratasys receives on average over 250 inbound calls a day – 80% of which are for the customer service department. "We want 90% of callers to be on hold for less than 2 minutes. An NPS metric of 65% is the goal and it is all measured at the end of the case, which can include phone and field support. It's a full lifecycle," said Brett.

As industry-leading companies have continued to raise the bar for customer experience, customers now expect more out of the service and support they receive. Customers get frustrated when they call and have to explain their issue more than once. Five9 has helped the department enable a seamless agent experience, which has resulted in improved customer service. As customers call in, agents are able to see customers' previous interactions from screen pops within the Salesforce environment. By being able to quickly identify them and access their interaction



Stratasys Case Study

Company Profile

Stratasys, Ltd. is an American-Israeli manufacturer of 3D printers and 3D production systems for rapid prototyping and direct digital manufacturing solutions.

Industry

Manufacturing
Retail

Website

stratasys.com

Challenges

- Limited data visibility
- Lack of integration with Salesforce CRM
- Inability for agents to work remotely

Benefits

- Enhanced reporting capabilities
- Improved flexibility and control
- Increased agent efficiency
- Ability to shift to a remote workforce

"Now, with Five9 and all these continued innovations, the transformation of the customer experience is a big win,"

Kevin Brett, Senior Manager, Sales Operations

history, agents are able to make customers feel more understood and get to the reason they called faster – ultimately resulting in a better customer experience.

Brett and team noticed that customers were calling in and asking for documentation that was easy to find online. Stratasys implemented a visual IVR to give customers another route to communicate – mimicking their voice IVR to direct customers to the support center website. Customers can find documentation, email for support within 24 hours, or submit a request through a form and the next available agent will contact them.

"Agents really like this 'Contact Us' option because it has reduced the number of calls asking for documentation, but also the fields are pre-populated for the agent with the product serial numbers and other details," said Brett. "We have even added a hyperlink to emails so that it can be a point of entry and hopefully become a first preference."

When COVID-19 Changed the World

Stratasys was put into a holding pattern when the COVID-19 pandemic hit in 2020. Many organizations had to shelter in place, which impacted Stratasys as well. "Being able to offer agents the ability to work from home during these times was an added plus of Five9," said Brett. "Agents can work seamlessly from home without any issues."

Suddenly forced to pivot and make the product launch digital, Stratasys created a great digital launch including a video and a unique hotline. The company trained new agents to assist with the launch. This was a great training exercise for staff as they learned how to use the Five9 platform in ways they previously hadn't.

"Remote troubleshooting has become the new normal for us," explained Brett. "Our agents and sales team can't walk over to each other and interact the way they could before when we were in the office. We had the ability to put a customer on hold, walk over to a peer, and ask about an issue, or we could go to a specific machine and see what to do. This experience has highlighted for us that we could do more if needed."

Printing for the Future

More printers were starting to come back online and engineers were returning to the office. Stratasys started seeing customers reach out more as people went back into the office and schools opened up. Many began calling in for printer advice because they were not properly shut down. With this return, Stratasys is looking towards the future and additional ways for digital engagement to find easier and accessible options for its customers.

"We successfully transformed," said Brett. "Three years ago it was text to speech and you were on hold with some random text to speech module. On top of that, your phone system was hard to use. Now, with Five9 and all these continued innovations, the transformation of the customer experience is a big win," said Brett.

About Five9

Five9 is a leading provider of intelligent cloud contact center solutions, bringing the power of the cloud to more than 2,000 customers worldwide and facilitating more than five billion call minutes annually. Five9 helps contact centers increase productivity, boost revenue, and create customer loyalty and trust.

For more information visit www.five9.com or call 1-800-553-8159.



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