



Hoglund Leverages Five9 to Save Over \$1 Million



Hoglund, Chwialkowski & Mrozik PLLC (Hoglund) is a Minnesota-based legal firm that handles cases involving bankruptcy, social security, and faulty drug and toxic exposure cases. Hoglund is the largest social security disability firm in the Midwest, handling over 12,000 social security cases a year. The main business unit at Hoglund takes on a high volume of customers and turns them into new clients on the bankruptcy and social security side, while the secondary business unit at Hoglund is a full-service digital marketing and analytics agency that offers expert approaches to market analytics.

Private firm streamlines contact center experience by moving the entire office to Five9

About six years ago, Hoglund discovered it was not equipped to handle the flow of calls it was receiving. "We were getting up to 6,000 net new calls a day and realized we needed to hire substantially in order to handle the call flow," said Jason Adams, Call Center Director at Hoglund Law. The call abandonment rate was extremely high. When there was an overflow of calls, clients would wait on hold for 15-20 minutes, get transferred to intake, and then wait another 20-25 minutes until they could speak to a live representative. Another cumbersome process was representatives having to work with multiple screens. They were using four to five applications at once,

resulting in longer call handle times and distracting representatives from providing the best customer experience possible for clients. Hoglund knew it needed to find a solution for its contact center.

Hoglund chose the Five9 Intelligent Cloud Contact Center to automate and help handle its increasing call volume.

Creating Efficiency Within the Contact Center

Representatives at Hoglund have different skill sets with every skill being a department and every campaign a different marketing source. On the social security side of the house, representatives, or "intakers," pull up and pre-populate information to determine if it's a case that they can take. At the end of the call, an intaker hits send, which prompts an attorney to review the case. The attorney may decide whether or not to take the case and the representative will set the disposition to "yes" or "no" to create the file in Pipedrive, a cloud-based sales software that maintains the client database. The mail team then creates mail packets for the client, which includes retainer agreement forms sent from the fields within the Five9 platform.

On the bankruptcy side, representatives book appointments and gather information for the attorneys. The attorneys mark the results of these appointments, move them through Pipedrive, and export the records to Clio (a legal software solution). These calls and appointments have extensive details and representatives can spend upwards of 45 minutes on a call.

With Five9 Intelligent Cloud Contact Center in place the average call handle time, calls disconnected, and customer wait times have been significantly reduced to create a better client experience.



Hoglund Case Study

Company Profile

Hoglund, Chwialkowski & Mrozik, PLLC (Hoglund) is a Minnesota-based legal firm that handles cases involving bankruptcy, social security, and faulty drug and toxic exposure cases. Hoglund receives over 6,000 calls on a daily basis.

Industry

Legal
Consumer
Professional Services

Website

hoglundlaw.com

Challenges

- Meeting inbound and outbound call needs
- Manual reporting taking up resources
- Poor visibility into agent performance
- Lack of integrations

Benefits

- Reduced manual report generation time by 50%
- Increased YOY productivity by 2%
- Moved workforce to a 100% work from home environment
- Saved \$1.2 million by moving to Five9
- Significantly reduced call handle time
- Improved call abandonment rate

"In lead costs we used to spend \$220,000 on marketing in a month and now, with new leads, we dropped that monthly spend to \$120,000. We bought less, got the same results, and saved over \$1.2 million a year."

Jason Adams, Call Center Director, **Hoglund Law**

Saving Over \$1.2 Million in a Year

"A lot of the technology that we brought in has helped us automate and make a huge dent in the budget spend," shared Adams. "In lead costs we used to spend \$220,000 on marketing in a month and now, with new leads, we dropped that monthly spend to \$120,000. We bought less, got the same results, and saved over \$1.2 million a year. We saw immediate ROI in 30 days of running the Five9 platform."

The average speed to answer is now 5 seconds for the bankruptcy division, 17 seconds for social security, and 2 seconds for general answering. Speed to answer has improved exponentially from previous customer experiences of 20 to 40-minute wait times.

Adams previously spent hours on manual reporting. With Five9, he has seen a 50% reduction in manual report generation – freeing up his time to focus on agent performance. "I can do anything with Five9 reporting," says Adams.

Using Five9 Performance Dashboard, Adams is able to view reports in real time, see how engaged representatives are, and make necessary adjustments to help re-engage representatives or add representatives if there are an influx of calls. Hoglund has seen over a 2% increase in productivity YOY for their representatives. When the COVID-19 pandemic spread through the world in 2020, Hoglund was able to transition 100% of its representatives to work from home with ease.

Increase in Sales Through CX Insights

In 2019, Hoglund went live with Tethr, a cloud-based communications intelligence platform that analyzes phone calls, offers insights that can improve sales conversions, and provides operational efficiency. The integration between the Five9 platform and Tethr enables a seamless integration which can easily identify high-effort issues from every call. Hoglund was able to use this integration to identify referral opportunities across the contact center resulting in a significant increase in outside firm referrals.

Preparing for Future Growth

"Being able to leverage Five9 has been extremely beneficial," Adams said. "Using Five9 has been tremendous for us. "The Five9 interface is truly impactful for our representatives and is very intuitive. I would absolutely recommend Five9 to any potential customer. Our partnership is strong. We have a great relationship with our Customer Success Manager. Five9 is a partner who will grow with us."

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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4000 Executive Parkway, Suite 400
San Ramon, CA 94583
925.201.2000

www.five9.com