

Case Study

2024
WINNER
JUDGES' CHOICE



Five9
The Intelligent
CX Platform

IAA, an RB Global Inc Company, Drives 52% Reduction in Attrition with Five9



Automotive
NA & EMEA
2,000+ employees
www.iaai.com

Improving Customer and Employee Satisfaction with Smart Technology

IAA (Insurance Auto Auctions), an RB Global Inc Company is a global marketplace that connects buyers and sellers of commercial assets and vehicles across 170 countries. The company uses advanced technology to help sellers maximize the value of total-loss, damaged, and low-value vehicles while providing buyers with digital bidding options and evaluation services. Its platform is designed to streamline the sales process — reducing costs, shortening selling times, and ensuring the best returns for sellers.

Tackling Customer Experience and Employee Engagement Challenges

IAA faced two key challenges: meeting rising customer expectations for faster, more efficient service while fostering a more engaged and motivated workforce. The need for transformation was clear — both in how the call center operated and how it could better support its employees and customers.

“At an RB Global Inc Company, it’s our priority to create an environment where employees feel supported and empowered to deliver the highest standards of customer service. This includes providing our team with the right tools and resources to maximize their impact and excel in their roles,” said Millicent McIntyre, Senior Director Buyer Services/Consumer Support.

The challenges stemmed largely from outdated contact center technology that lacked the flexibility and intelligence to support IAA’s evolving needs. The previous system struggled to handle rising customer volumes effectively, leading to longer wait times, frustrated agents, and diminished customer satisfaction and loyalty. Additionally, the lack of digital channels like SMS hindered accessibility for tech-savvy customers, leaving gaps in the overall customer experience.

Recognizing the connection between employee satisfaction and the quality of service delivered, the company took decisive action to modernize its contact center operations.

Challenges

- **High call abandonment:** Long hold times and frustrated customers.
- **Fragmented workflows:** Slowed resolutions and reduced efficiency.
- **Limited digital channels:** Hindered accessibility for tech-savvy customers.

Benefits

- 10% reduction in repeat call rates
- 300% growth in chat and text utilization
- 52% reduction in attrition rates

Products

- Five9 Intelligent Call Routing
- Five9 Queue Callback
- Five9 AI agents
- Five9 Chat
- Five9 Workforce Management
- Five9 Quality Management

Streamlining Operations with Smart Routing and Five9 AI Agents

IAA selected Five9 for its ability to address their contact center challenges and align with their goals of improving both employee and customer experiences. Key initiatives included matching agent expertise to customer needs with [Interactive Voice Response](#) routing, introducing callback functionality, and launching outbound dialing campaigns for a more proactive service approach.

Next, the team moved to the fast lane with Five9 AI agents handling routine inquiries, freeing agents to focus on more complex issues with a personal touch. Adding chat functionality expanded customer contact options, ensuring quick and convenient support. [Workforce Management](#) (WFM) and [Quality Management](#) (QA) tools allowed the team to better forecast call volumes, manage scheduling, and monitor performance — driving faster, stronger service.

"We selected the Five9 platform and the several suites because it aligns with our vision of creating a more proactive and efficient contact center that prioritizes both customer satisfaction and agent experience. The platform provided the right solution to meet our goals and drive improvements across the board," said Cordell Miles, IAA Workforce Manager.

How a More Dynamic Work Environment Boosted Customer and Employee Satisfaction

By integrating new tools and optimizing workflows, the team was able to create a more responsive and supportive work environment, benefiting

"Our choice of Five9 was driven by its capability to support our vision of a more proactive, efficient, and customer-focused contact center culture, ultimately leading to improved satisfaction for both our customers and our agents."

IAA

both customers and employees. The changes fueled improvements in efficiency, engagement, and satisfaction across the board, including:

- **10% reduction in repeat calls:** Improved first call resolution boosted operational efficiency, ensuring timely and accurate responses for customers. This was particularly critical in time-sensitive scenarios like auto-bidding, where quick resolutions are essential.
- **300% growth in chat and text utilization:** Adding chat and text channels boosted customer engagement and allowed the Workforce Management team to stay agile, balancing phone and chat interactions. The result: a more dynamic work environment gave contact center specialists a more varied and engaging experience.
- **52% reduction in attrition rates:** Flexible scheduling, supported by Workforce Optimization tools, improved employee well-being, leading to higher job satisfaction and better retention.

- **Higher employee satisfaction and engagement:** A unified phone and digital platform lightened workloads, offering employees more varied and meaningful tasks, which helped reduce burnout and foster a positive, energized workplace.

"The flexibility offered by Five9 helped reduce burnout, increase engagement, and improve retention, while streamlining customer journeys led to quicker resolutions," said McIntyre.

Modernizing IAA an RB Global Inc Company's communication capabilities created a more dynamic and responsive work environment. This transformation enhanced customer service, boosted employee productivity and well-being, and strengthened IAA's competitive position, paving the way for sustained growth.

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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