Five9

CASE STUDY
YOPA PROPERTY
REAL ESTATE
EMEA
LESS THAN 500 EMPLOYEES
YOPA.CO.UK

Yopa Sees 4x Increase in Contact Center Productivity

Online realtor Yopa is transforming the real estate market with a fixed-fee model that offers buyers and sellers a smarter, more affordable alternative to traditional commission-based services.

As a digital-first business, Yopa relies on reaching tens of thousands of potential customers each month to drive property valuations and sign-ups.

Fazal Shah, Head of Group Telephony at Yopa Property, explained, "It's all about speed, efficiency, and results—but our existing contact center systems were struggling to cope."

Hidden friction in the contact center

One of the biggest challenges at Yopa was the inability to monitor contact center information. Team reporting was delayed by 30 minutes, making it difficult to track agent productivity and service levels in real time. A lack of data slowed decision-making, ultimately hurting Yopa's ability to serve customers effectively throughout the day.

Yopa's agents were managing tens of thousands of leads in Google Sheets and manually dialing each one—wasting valuable time on calls that often went to voicemail.

"Slow and inefficient processes meant that we struggled to meet targets such as booking property valuations, a critical metric for Yopa," said Shah.

At the same time, the company's interactive voice response (IVR) system for inbound calls was not integrated with Yopa's Salesforce CRM and offered the same generic menu to all callers.

Shah remarked, "Because the IVR solution was unable to route calls effectively, we relied on manual handling, intervention and transfers, leading to longer resolution times."

With around 60 customer service agents and more than 250 staff in total, Yopa needed to improve its telephony workflows, boost team productivity, and enhance customer experiences for customers.

"Yopa is committed to offering a great customer experience—putting customers at the heart of our operations," said Shah. "We knew we had to change."

Why Yopa chose Five9 to power smarter CX

Following an in-depth research and review process, Yopa selected the Five9 Intelligent CX Platform.

"We liked Five9's flexibility and scalability, automated dialing strategies, and the ability to introduce personalized IVR for customers. Most importantly, Five9 provides robust, seamless integration with Salesforce. With Five9, we can automatically route calls based on a customer's journey, improving outbound and inbound processes, and enhancing the customer experience."

For Yopa, Five9 provides a cloud-based model that could be easily deployed for both on-site

CHALLENGES

- Lack of real-time monitoring: Business was reactive not proactive, preventing data-driven decisions
- Poor inbound customer experience: Generic IVR was not linked to the company's Salesforce CRM
- Manual processes reduced productivity: Manual outbound dialing based on Google Sheets was slow and inefficient

SOLUTIONS

- Real-time insights: Optimized agent resources and workflows
- Five9 IVR integration: Linking IVR directly to Salesforce CRM enhanced customer satisfaction
- Integrated, automated dialing: Boosted contact center productivity and outreach to prospects

BENEFITS

- 120,000 calls dialed, up from 30,000, with no increase in headcount
- <60 seconds speed-to-lead, down from two minutes
- 30% agent on-call time, up from 22%

PARTNER POWERED

- Babble
- Salesforce

FIVE9 PRODUCTS

- Five9 Adapter for Salesforce
- Five9 Intelligent CX Platform
- Five9 Workforce Engagement Management

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Five9
NEW ERA OF CX
AWARDS

and remote agents, accessed solely through a web browser and deployed on a subscription basis without capital expenditure. With Five9 in place, including automated dialing, integration with [Salesforce](), IVR, and real-time monitoring and reporting, Yopa began seeing results within days.

"One of our most important KPIs is speed to lead—how quickly we connect with new leads," Shah said. "Before, our average speed to lead was over two minutes. Since switching to Five9, we've consistently reduced that to under 60 seconds, significantly improving our engagement with prospects."

4x more calls, same team—unlocking scalable growth

Working with Five9, Yopa has radically transformed its productivity. "Previously, our team made between 20,000 and 30,000 outbound dials a month. With Five9, we've scaled to around 120,000 dials per month with an average Sales team of just 10 to 13 agents connecting to 16-22% of prospects on average. This increase in efficiency has been key to scaling our operations and reaching more customers without needing a much larger team," said Shah.

The Five9 solution delivers essential team insights with real-time reporting, enabling managers to optimize resources and workflows on the fly.

"In the past, our team averaged 18% to 22% on-call time. Now, with Five9's automated dialer and

smarter workflows, that number has risen to over 30%. This reflects how much more time agents now spend on productive conversations rather than waiting or manually dialing. Five9's real-time reporting tools have been invaluable in providing visibility and allowing us to make proactive, in-day decisions that keep us on target with our business goals."

Smarter routing, happier customers

Alongside the technical and productivity transformation, Five9 is is actively partnering with Yopa to create tailored solutions for CX improvement.

"The personalized IVR solution that we built with Five9 has been a game-changer," said Shah. "By routing customers based on where they are on their journey with Yopa, we've improved query resolution times and reduced the number of repeat calls, significantly boosting customer satisfaction."

For Yopa, Five9's cloud-based infrastructure enabled remote and hybrid work models, expanding its pool of potential hires. With this flexibility, Yopa was able to attract and retain top talent, regardless of location.

More growth, more success through CX

"Ultimately, Yopa is a growth business that depends on contact center efficiency, and the operational improvements driven by Five9 are

> "With Five9 we can reach more customers, connect with more people, and have more conversations, giving us more opportunities to work toward long-term profitability."

FAZAL SHAH, HEAD OF GROUP TELEPHONY YOPA PROPERTY

having a tremendously positive impact on our bottom line," said Shah.

"With Five9 we can reach more customers, connect with more people, and have more conversations, giving us more opportunities to work toward long-term profitability."

Learn more

Discover how Five9 can guide your [CX transformation]().

About Five9

Five9 empowers organizations to create hyper-personalized and effortless AI-driven customer experiences that deliver better business outcomes. Powered by Five9 Genius AI and our people, the Five9 Intelligent CX Platform is trusted by 3,000+ customers and 1,400+ partners globally. The New CX Starts Here and it's at the heart of every winning experience.

For more information, visit **www.five9.com**.