

Migrating Your Contact Center to Five9

Operational, Technical, and Reputation Considerations for a Smooth Transition

SOLIDOPS TECHNICAL WHITEPAPER

A field guide for COOs, operations leaders, and technical teams planning a migration from legacy or on-prem contact center environments into Five9.

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Dialer migrations, reputation recovery, and contact center engineering

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“The technical migration and buildout is usually the straightforward part. The challenge is moving the operation without disturbing the business.”

Audience

COOs, operations leaders, IT leadership, dialer admins, and implementation teams

Primary lens

Anything-to-Five9 migration, with equal attention to outbound and inbound operations

Positioning

Educational first, commercial second: useful enough to circulate internally before a buying decision

1. Executive summary

A successful dialer migration is rarely just a technical deployment. While the platform itself can often be configured quickly, the surrounding operational environment is far more complex. Numbers must be ported or replaced, inbound routing must be replicated and tested, integrations must behave predictably, and the flow of leads and outcomes must remain consistent so the business can continue operating without interruption.

Leaders are often unsure who should own the transition. Is it a developer, a systems engineer, an operations leader, or a dialer administrator? At the same time, organizations frequently underestimate the time required to execute a smooth migration. They may over-trust a one-to-one rebuild of legacy campaigns, assume reporting parity on day one, or blame the new dialer for issues that are actually caused by data quality, dialing cadence, or agent readiness.

In practice, most migrations encounter small hiccups during transition. Something will inevitably be overlooked, a routing path may behave differently than expected, or a workflow may need adjustment once agents begin using the new system. These moments are normal. What matters is whether the migration was approached with enough structure to identify and resolve those issues quickly.

This paper approaches a Five9 migration as an operational program rather than a simple system swap. It outlines the workstreams that matter most: number strategy, campaign architecture, data ingestion discipline, CRM/platform integrations, inbound routing, dialing behavior, and caller reputation management. When these elements are addressed deliberately, migrations tend to proceed smoothly and organizations gain an opportunity to simplify their dialer environment rather than merely replicate it. While this paper focuses on transitions to Five9, the underlying principles apply to contact center migrations more broadly.

2. What this paper covers

This guide is written for hiring-side stakeholders first: COOs, heads of operations, IT leadership, and contact center managers who need to move to Five9 without disrupting revenue or service levels. It is also technical enough for engineers, developers, implementation partners, and dialer administrators who need to understand why the target-state design matters.

The scope is intentionally broad. The source environment may be on-prem, legacy PBX, another CCaaS platform, or a mixed environment. The target, however, is consistent: a stable Five9 deployment with cleaner campaign architecture, disciplined data ingestion, predictable routing, and a measured cutover plan.

MIGRATION APPROACH

Migration topology: old environment to Five9

Recommended path: move forward first, port in parallel, and cut over only after flows, reporting, and CRM dependencies have been validated.

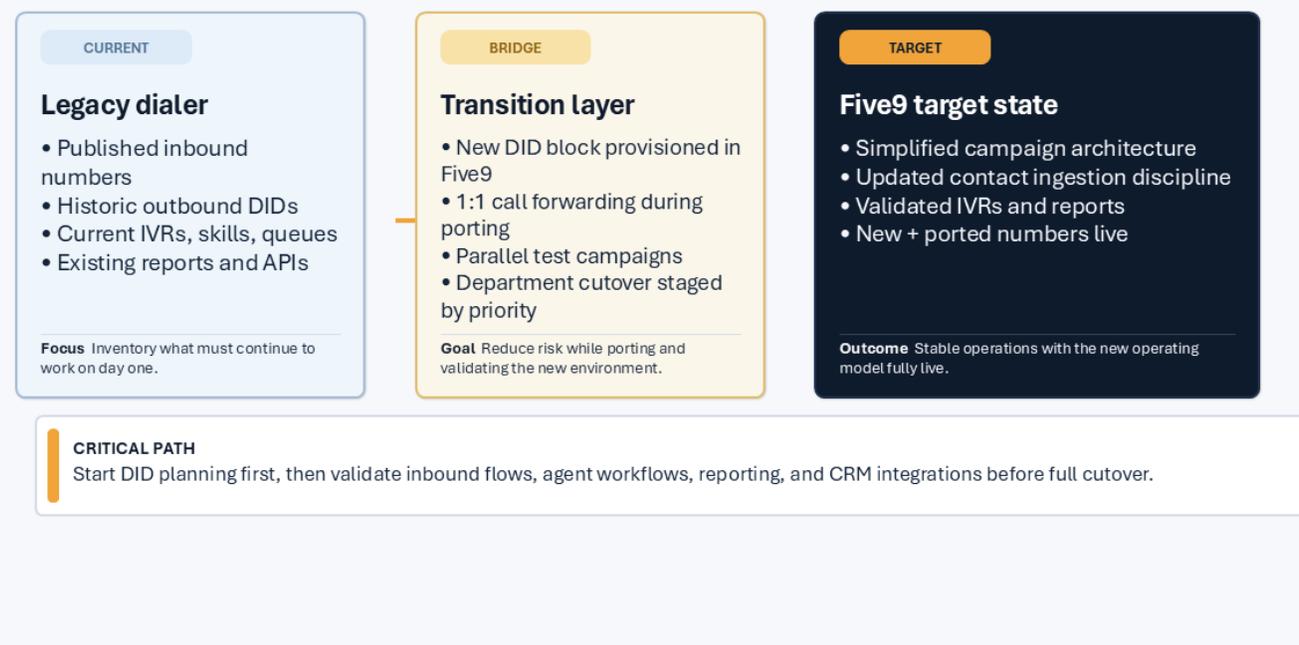


Figure 1. Recommended migration topology: forward first, port in parallel, cut over only after routing and reporting validation.

3. Migration workstream 1: assessment and target-state design

Every migration should begin with a full environment assessment. The real goal is not to inventory screens and buttons. The goal is to identify the business rules living inside the current operation: inbound menus, queue priorities, campaign ownership, recycling logic, lead ingestion paths, agent workflows, external dependencies, and the reports leadership uses to decide whether the day is going well or badly.

This phase is also where a target-state design should be drawn. The mistake many teams make is treating the existing dialer as the blueprint. That approach usually carries technical debt directly into the new platform. A better approach is to document the current state faithfully, then decide which complexities are truly required and which ones only exist because the old system grew without discipline.

- Inventory every public-facing DID, toll-free number, and attribution number that cannot move casually.
- Map inbound call flows, time-of-day logic, voicemail behavior, failover routing, and after-hours treatment.
- Document every campaign, skill, queue, disposition, and agent group that affects real operations.
- Freeze the handful of reports leadership truly needs during migration, then defer redesign until the system is stable.
- Export recordings, transcripts, and historical call data from the legacy platform before the environment is decommissioned.

4. Migration workstream 2: DID strategy, forwarding, and porting

DID planning is usually the first true critical-path item in a dialer migration. Number porting is slow, externally dependent, and difficult to compress once a project is underway. In practice, the safest operator playbook is to provision a fresh block of numbers in Five9, forward legacy numbers one-to-one during the transition, and port only the numbers that must survive.

This approach allows the new platform to begin handling live traffic while port orders move through carrier workflows. It also reduces downtime risk because the migration no longer depends on every number completing its port window before the system can operate. The additional DID expense is temporary and often worth the cost of avoiding missed calls or routing failures during cutover.

The strongest candidates to keep are static public numbers: published service lines, established toll-free numbers, and attribution numbers already embedded in media, websites, or long-standing customer behavior. Everything else should be reevaluated. If an outbound DID can be replaced without breaking attribution or confusing customers, replacement is often the cleaner choice because a port carries reputation history with it.

Depending on the carrier and the number type, port windows commonly range from 7 to 30 days, and complex toll-free migrations can extend longer.

That detail matters more today than it did a decade ago. Carrier analytics and call protection providers continuously evaluate traffic behavior and complaint signals. Reusing old outbound blocks may preserve familiar reporting patterns, but it can also preserve filtering problems. A fresh numbering strategy gives an operation a better chance to relaunch with cleaner trust signals, assuming dialing cadence and complaint drivers are corrected at the same time.^{[5][6][8]}

Decision area	Preferred default	Why it matters
Published service or toll-free numbers	Usually keep and port	Customers already know them and they may be embedded in marketing or support workflows
Most outbound sales DIDs	Usually replace	Fresh numbers avoid carrying over historical nuisance labeling
Transition behavior	Forward old to new 1:1	Lets the new dialer run before every port is complete
Port timing	Start early and track obsessively	Porting delays cascade into training, QA, and cutover windows

5. Migration workstream 3: campaign architecture and operational simplification

A migration is the right moment to simplify. Many environments accumulate too many campaigns, too many skills, too many routing exceptions, and too many reporting-only structures that make the dialer harder to manage without improving the experience for the customer or the agent. Five9 is flexible enough to reproduce that complexity, but reproducing it is often the wrong move.

Over time, many dialer environments accumulate complexity through incremental fixes, temporary campaigns, and reporting requests that become permanent structures.

Naming conventions matter more than many teams expect. Campaigns, skills, profiles, custom fields, variables, and IVR modules should follow a documented naming scheme before build begins. Clear naming reduces administrative confusion, speeds troubleshooting, and prevents operational drift as the environment grows.

The target-state principle should be operational clarity. Use the minimum campaign count required to support the business. Use skills because routing actually requires them, not because every supervisor wants a separate reporting label. Keep dispositions as simple as the workflow allows.

Design the dialer for execution first. Secondary reporting needs should be solved through dashboards or downstream BI tools rather than by bloating the core dialer configuration.

During migration, teams should actively reduce operational debt:

- Do not perform a blind one-to-one copy of the old dialer.
- Use the migration to standardize dispositions and remove redundant queues.
- Keep blended inbound/outbound structures intentional; complexity should justify itself.
- Treat campaign simplification as debt reduction rather than feature loss.

6. Migration workstream 4: Five9 data architecture and ingestion discipline

Five9's own admin documentation is clear that call lists are records from the contact database and that records can be added or updated through imports and other workflows. That architectural choice is powerful, but it also means ingestion logic directly shapes dialing behavior. The design question is not just 'How do we load leads?' It is 'How do we preserve a clean canonical contact while keeping the dialer predictable?'^{[1][2]}

In the field, the default recommendation is update-in-place. Search for the existing record using a truly unique matching strategy, update it if found, and create only when a contact is genuinely new. Using phone number alone as a matching key is risky in many businesses. It may work for some flows, but it is rarely sufficient as a universal identity model because the same number can appear across time, products, household members, or stale records.

The classic failure mode is this: a new record is inserted without a prior search, a duplicate contact is created, and later searches or dialer logic surface an older or unintended contact. The result may look like random

behavior to operations, but the root cause is usually deterministic ingestion logic. Search discipline costs API overhead, but chaos costs far more.

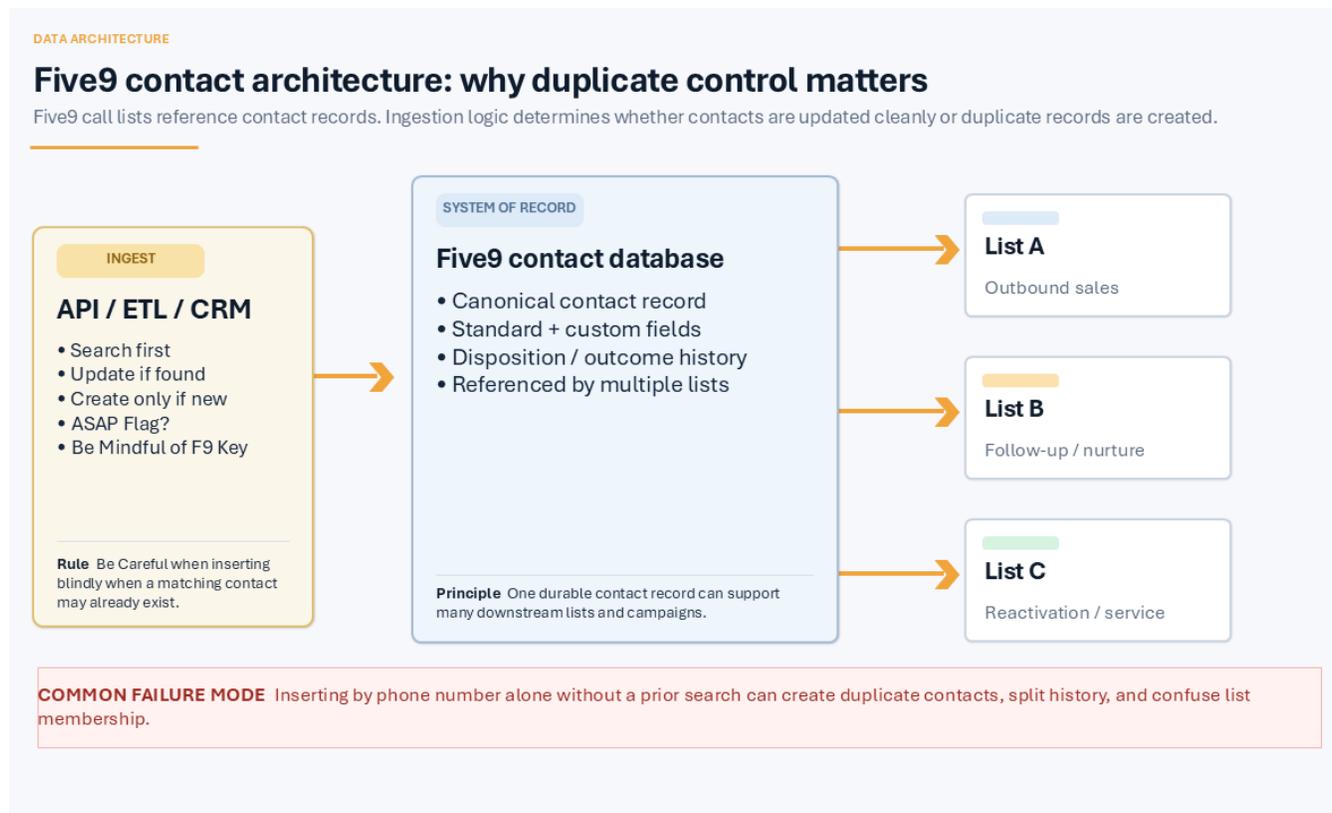


Figure 2. Five9 contact architecture: call lists reference contacts, so duplicate control is an operational requirement, not just a data hygiene preference.

List hygiene matters too. Very large, long-lived lists can accumulate stale records and unexpected eligibility paths. Some operations choose nightly rebuilds, some choose targeted purges, and some preserve more history in-platform. The right answer depends on reporting and business model. What should not vary is the design discipline: clear keys, a documented search/update pattern, and named contact fields that are purposeful rather than improvised. ^{[2] [9]}

Where Five9-specific priority flags or ingest methods are used, they should be documented in plain English before go-live. If the implementation relies on a special field, update path, or record state to determine who gets dialed now versus later, that behavior belongs in the migration runbook, not in one engineer's memory.

Another frequently overlooked migration task is loading archived records from the legacy dialer. Many environments have years of historical data that can be selectively reintroduced into the new platform as lower-priority dialing inventory. This approach gives agents meaningful work immediately after go-live while fresh lead pipelines stabilize.

Mature contact databases often include explicit consent fields for different communication channels such as voice calls, SMS, and email, along with optional attributes like preferred contact time. These fields allow dialing logic to filter traffic intelligently and support compliance with evolving communication regulations.

7. Migration workstream 5: CRM, APIs, DNC controls, and reporting continuity

CRM integrations deserve their own workstream because they often look easier than they are. Five9 supports Salesforce synchronization approaches, including List Sync and campaign synchronization workflows. Those tools can be useful, but high-volume outbound environments often need a more deliberate ingestion pipeline than a default sync pattern can provide. [10]

The operational questions are straightforward: where does the lead originate, when is it supposed to become dialable, which fields are authoritative, how are updates applied, how is DNC enforced, and which system owns the final outcome history? Until those answers are clear, the integration is not truly designed.

Another common operational failure occurs when integrations quietly stop delivering data into the dialing environment. In high-volume operations, lead ingestion pipelines, CRM synchronization jobs, or third-party APIs often operate continuously in the background. When those processes fail or slow down, dialing performance can change dramatically even though the dialer itself is functioning correctly.

A sudden drop in contact rate, unexpected agent idle time, or a sharp change in dialing volume should always trigger a simple verification step: confirm that the expected lead flow is still reaching the dialer. Many operational teams initially suspect pacing settings or campaign configuration when the underlying problem is simply that the inbound data pipeline has stalled or degraded.

In practice, mature operations monitor both dialing performance and ingestion health simultaneously. If the expected number of records is not arriving, the dialer cannot perform as designed.

On compliance operations, Five9 documents DNC list management and telemarketing list update requirements, and its own material emphasizes checking lists against the appropriate DNC controls before import. That should be extended in practice to internal DNCs, opt-out handling, vendor-provided opt-in metadata, and downstream suppression logic in the CRM or data warehouse. [9] [11]

For reporting, resist the temptation to redesign everything during the migration. The first objective is continuity. Leadership needs to know whether SLAs are intact, whether records are being worked on time, whether connect rates are holding, and whether agents are behaving normally in the new workflow. A migration is a terrible time to surprise the business with a brand-new KPI language. [12]

Early reporting stability builds confidence that the migration has preserved operational behavior even if the platform underneath has changed.

Metrics leaders usually ask for immediately	Why they matter during migration
Speed to lead	Confirms that fresh records are still being worked inside the service expectation.
Contact / connect rate	Separates real dialability changes from general go-live panic.
Attempts per lead and cadence adherence	Proves whether the new environment is actually working records the intended way.
Agent utilization / queue behavior	Shows whether routing and staffing assumptions remain intact.
Transfers, conversions, and final outcomes	Validates that the workflow still produces business results, not just call volume.

8. Migration workstream 6: inbound architecture, IVRs, and queue behavior

Inbound work cannot be treated as secondary. A real migration must cover IVR rebuilds, queue priorities, time-of-day behavior, failover paths, voicemail routing, after-hours handling, and any cross-functional transfer behavior between support, sales, billing, or specialist teams. Outbound may drive urgency, but broken inbound logic is what creates instant organizational pain. Sometimes unintentionally turning one department into the switchboard for the entire organization.

The safest migration approach is to preserve behavior first and optimize later. If the current IVR is imperfect but familiar, the migration should usually reproduce the existing logic faithfully unless a change is required to make the target platform workable. Separating platform change from process change reduces operational risk and makes post-cutover troubleshooting far easier.

Overlap testing should focus heavily on inbound paths. Teams should call every published number, traverse every IVR branch, test invalid input, verify after-hours behavior, test transfer scenarios, and confirm that the correct queues, skills, and agents are reached. Teams should also validate failover behavior, including backup routing for queue overflow, agent unavailability, and system maintenance windows.

Queue priorities and staffing assumptions should be validated against real agent availability, especially in environments where inbound and outbound work share the same agent pool.

The purpose of overlap testing is not simply to confirm that the happy path works, but to intentionally break the call flow before customers do.

9. Migration workstream 7: predictive dialing, pacing, and practical operator thresholds

Five9 distinguishes among predictive, power, and progressive dialing modes, and its campaign administration documentation makes clear that each mode operates with different control logic and assumptions. The platform provides flexibility, but it does not remove the need for operator judgment regarding campaign size, staffing levels, and operational stability. [2] [13]

One of the most persistent misconceptions in contact center operations is the belief that a hidden setting explains every good or bad dialing day. In reality, dialer performance is usually governed by a small set of fundamentals: agent availability, list quality, dialing cadence, campaign structure, data flow, and trunk capacity. If those inputs are wrong, endless pacing adjustments rarely solve the problem. Outcomes are also influenced by human and organizational factors such as agent morale, seasonal patterns, office culture, and the informal “platform superstitions” that often emerge in busy contact center environments.

Similar misunderstandings often appear around agent priority or routing weight. Priority values do not prevent an agent from receiving calls; they simply influence the order in which eligible agents are selected when multiple options are available. If the only available agent has a lower priority value, the call will still route to that agent. Confusing priority with eligibility often leads teams to misdiagnose routing behavior that is actually functioning as designed.

Call distribution relative to agent availability or time worked is often the clearest indicator that prioritization settings are influencing routing behavior.

Another useful field heuristic is that predictive dialing tends to stabilize once a campaign has a meaningful agent pool rather than only a handful of agents. In many environments, somewhere around seven or eight active agents is where predictive behavior begins to feel materially more stable. This should not be interpreted as a vendor-defined threshold; it is simply an operational observation. Smaller teams can still run successfully, but they often benefit from more conservative dialing modes or lower-aggression pacing settings (Ratio/Power 1:1).

Blended inbound and outbound operations introduce additional complexity because inbound demand consumes agent availability in bursts. Predictive logic may be operating correctly and still appear erratic when the agent pool is repeatedly interrupted by inbound queue activity. Similarly, insufficient active lines or trunk limits can masquerade as pacing problems by preventing the dialer from placing enough calls to maintain its intended dialing rhythm. [14]

Campaign strategy parameters such as list penetration, vertical dialing behavior, and extended dialing strategies also influence how traffic is distributed across records and time. These controls can be powerful when used intentionally, but they should be tuned in the context of list quality, staffing stability, and compliance requirements rather than treated as independent performance levers.

The practical approach is to choose the dialing mode that matches the staffing reality rather than attempting to force predictive dialing onto every team. Predictive works best when campaigns are large enough and stable enough to support it. Progressive or power dialing is often more appropriate when the agent pool is small, volatile, or heavily blended with inbound responsibilities. [13] [14]

10. Migration workstream 8: caller reputation, registration, and authentication

Call reputation is now a core migration concern. The FCC explains that STIR/SHAKEN verifies caller ID information across IP-based call paths, but it does not itself tell the consumer who is calling or guarantee that a carrier or analytics engine will treat the call as desirable. The FCC has also separately explored call branding because authentication and identity presentation are not the same thing. [4] [7] [15]

This distinction is why number registration and branding must be discussed carefully. Free Caller Registry explains that registration routes business information to the major call protection providers through a centralized process and helps establish that numbers belong to a legitimate business. However, it also makes clear that registration does not guarantee calls will never be blocked or labeled and should not be treated as a substitute for active reputation monitoring. [5] [6]

That distinction matters in practice. Registration helps. Branding can help. CNAM can help. Authentication and attestation also help. None of these mechanisms, however, can compensate for a poorly run calling program. If an operation repeatedly calls the same leads, violates quiet hours, ignores complaint signals, or treats consent as a checkbox rather than a structured data model, filtering problems eventually return.

The major ecosystem players describe this space in similar terms. First Orion offers free number registration and branded calling services; Hiya describes number registration and branded call display as related but distinct capabilities; and TNS positions branded calling alongside reputation monitoring and authentication services. The common theme across providers is that identity services work best when paired with disciplined calling behavior. [8] [16] [17] [18]

Another operational factor is call concentration across outbound numbers. Analytics systems frequently evaluate traffic behavior at the individual number level, which means repeatedly dialing large volumes from a single ANI can accelerate reputation degradation. Many outbound programs therefore distribute dialing traffic across a managed pool of outbound DIDs and monitor call counts, answer rates, and complaint signals at the number level.

Some organizations manage this distribution internally within the dialer itself, while others rely on specialized tooling designed for outbound number lifecycle management. Tools such as **OutboundANI from OutboundIQ, along with monitoring platforms like Pulse**, can help operations teams manage ANI rotation, monitor number reputation signals, and maintain healthier outbound number pools without relying solely on manual dialer configuration.

Mature outbound programs often track call volume and connect behavior per DID to identify early reputation degradation before it spreads across the entire number pool.

Operationally, a few practices are worth establishing early in a migration:

- Register business numbers early and often (monthly) and keep registration data current.
- Treat branded calling as additive, not curative.
- Push CNAM where appropriate, but do not assume CNAM alone solves modern filtering/branding.
- Monitor complaint signals, answer-rate changes, and nuisance labeling trends during the overlap period.
- Track outbound call distribution and performance at the individual DID level to detect early reputation degradation.

Another common operator observation is what many teams refer to as the **“honeymoon phase.”** A fresh DID pool often produces an immediate contact-rate lift after migration because the numbers have not yet accumulated the same complaint history. Teams should enjoy the lift, but they should not misdiagnose it as proof that the dialer itself solved a structural cadence problem. Without disciplined calling behavior, the old reputation pattern usually returns.

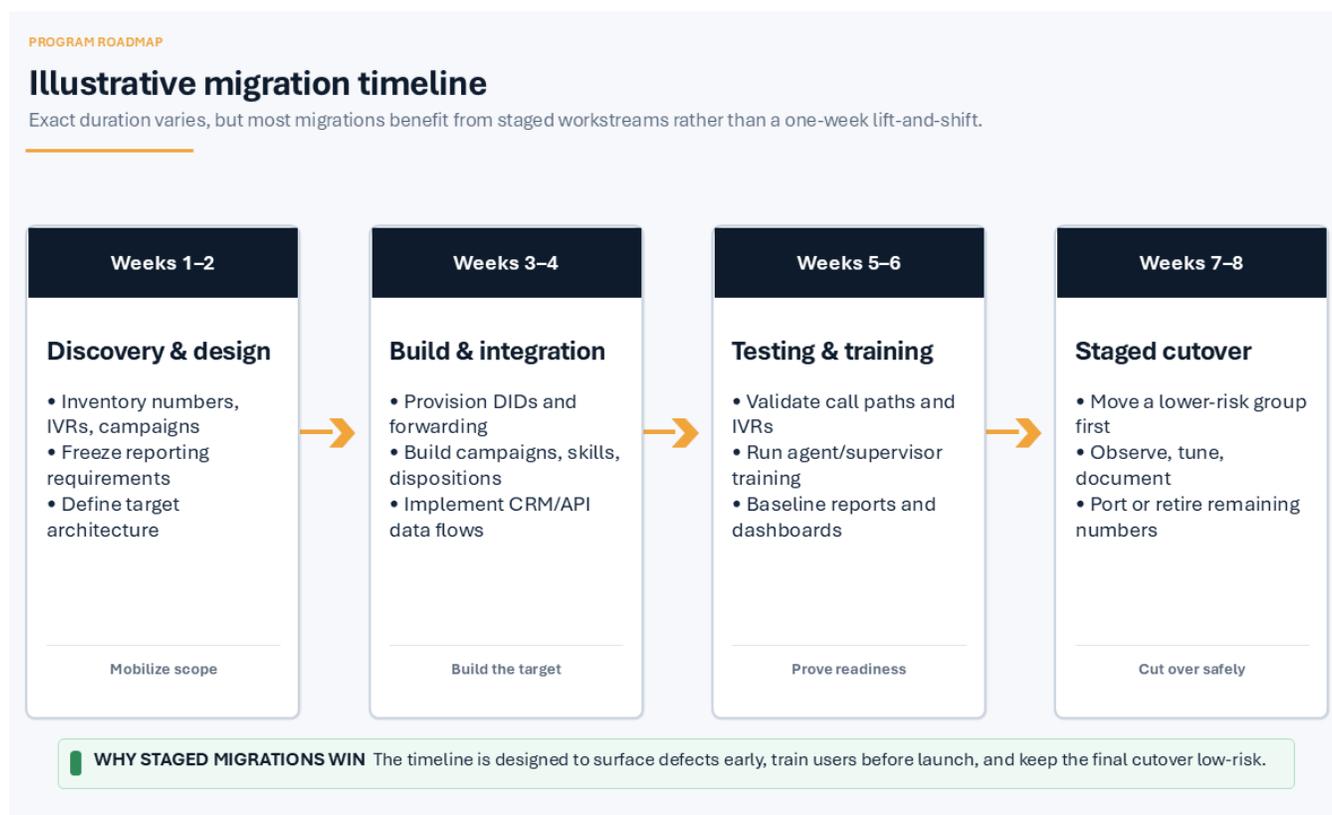


Figure 3. Example timeline. The point is not the exact week count; it is the staged sequencing of design, build, testing, and controlled cutover.

11. Cutover planning, overlap, rollback, and hypercare

A one-week lift-and-shift is usually fantasy. Most contact center migrations require a meaningful overlap period between the legacy environment and the new platform. In practice, a month is often the minimum workable overlap because it provides enough time to validate call flows, train agents and supervisors, forward or port numbers, and push meaningful call volume through the new system. One to two months is generally more comfortable, and two to three months is even better when budgets and contracts allow.

That said, fast cutovers are technically possible. Experienced teams have occasionally rebuilt environments and switched platforms in a single night or weekend. Those “cowboy cutovers” can work when the system is simple and the planning is meticulous. However, speed almost always increases the risk that small but important details are missed. The time saved during the initial transition is often spent later fixing overlooked routing paths, repairing reporting gaps, or addressing missed calls and workflow issues that only appear under real traffic. Overlap exists precisely to surface those problems before customers do.

During the overlap period, the team should focus on proving a small number of operational fundamentals every day. The daily validation checklist is straightforward:

- Inbound calls are routing correctly across all published numbers.
- Agents can execute their workflow cleanly in the new environment.
- CRM integrations and data ingestion paths are behaving predictably.
- Leadership can still read the business through stable reporting and operational metrics.

If those four signals remain healthy, the migration is generally on track. Everything else is secondary.

Rollback planning should also be explicit. If the cutover goes badly, who disables campaigns, who reprints numbers, what happens to records created during the failed window, and how does leadership communicate internally? A rollback plan is not pessimism; it is what allows a confident cutover.

After the final cutover, most teams enter a short hypercare period during which monitoring is intentionally heightened. Operations leaders should watch routing behavior, answer rates, agent utilization, CRM data paths, and inbound call handling closely while the new environment absorbs full production traffic.

Go-live readiness checklist

Area	Ready when...	Owner
Numbers	Forwarding confirmed, port statuses tracked, CNAM/registration tasks assigned	_____
Routing	Every inbound DID, IVR branch, and transfer path test-passed	_____

Agents	Login, state control, transfer, disposition, and wrap workflows validated	_____
Data	Search-before-insert logic documented; DNC and opt-out controls verified	_____
Reports	Day-one KPI views approved by operations leadership	_____
Rollback	Named owner, trigger conditions, and repoint steps documented	_____

12. The seven migration failures that create avoidable chaos

1. Treating the move like a quick lift-and-shift

Leadership assumes the new platform can be swapped in over a few days. The result is rushed porting, thin testing, and immediate panic when the new environment behaves differently.

2. Rebuilding legacy clutter instead of simplifying it

A one-to-one rebuild preserves complexity, technical debt, and weak reporting logic instead of using the migration to clarify operations.

3. Weak data matching and duplicate control

New contacts are inserted without a disciplined search/update pattern, which creates stale records, wrong histories, and inconsistent dialing.

4. Underfunding the overlap period

Teams try to save money by shortening the double-run period, then pay for it in lost productivity, missed routing issues, and rushed troubleshooting.

5. Assuming reporting parity on day one

Reports almost never match perfectly across platforms. If that expectation is not set, perfectly normal differences get mistaken for platform failure.

6. Misreading reputation lifts or drops

Fresh numbers create temporary improvements, while aggressive cadence recreates the same filtering problems later. Both are often misattributed to the dialer.

7. Neglecting agent enablement

Even a technically successful migration can feel like failure if agents do not understand states, transfers, dispositions, or how the new workflow differs from the old one.

13. Executive FAQs

How long should a Five9 migration take?

There is no universal timeline, but serious migrations usually require staged assessment, build, testing, and overlap. Treat any promise of a trivial one-week full cutover with caution unless the environment is genuinely tiny.

Should we port all of our numbers?

Usually no. Keep the public-facing and attribution-critical numbers. Reassess most outbound sales DID's and replace the ones that do not need to survive. Fresh outbound numbers often make the relaunch cleaner.

Will contact rates improve immediately?

Often, yes, but do not over-credit the platform. Fresh numbers and cleaner trust signals frequently produce a honeymoon lift that only lasts if calling behavior is also fixed.

What breaks most often?

Integrations, data matching, report expectations, inbound edge cases, and agent workflow readiness.

Should we redesign processes during the migration?

Only where the existing process would make the target state unstable. In general, preserve behavior first, then optimize after the operation is stable.

Can branding or registration fix spam labeling by itself?

No. Registration and branding help establish legitimacy and identity, but reputation still depends on calling patterns, complaints, consent quality, and overall operational discipline.

14. SolidOps migration checklist

The following checklist summarizes the core readiness conditions described throughout this paper:

Use this checklist internally or hand it to your implementation team. If a migration partner cannot answer these questions cleanly, the project is not ready.

Number planning and call reputation

- Have we documented every public-facing DID, toll-free line, and attribution number?
- Have we decided which numbers will be kept, replaced, forwarded, or ported?
- Have we reviewed outbound number strategy and reputation considerations before go-live?

Campaign architecture and dialing strategy

- Have we simplified campaigns, skills, and dispositions instead of blindly copying legacy structure?
- Have we chosen outbound dialing modes that match actual staffing levels rather than ideal staffing assumptions?

Data architecture and integrations

- Have we documented the Five9 contact matching strategy and search/update pattern?
- Have we validated DNC, opt-out, and opt-in handling across CRM and dialer workflows?
- Have we verified that the data ingestion pipeline and CRM integrations deliver leads reliably?

Inbound routing and operational workflow

- Have we called and tested every inbound path, including bad IVR inputs, transfers, and after-hours treatment?

Reporting continuity

- Have we frozen the day-one KPI package leadership needs to read the business confidently?

Cutover execution

- Have we planned overlap, rollback, and hypercare ownership by name?
- Have we set expectations that the migration will involve normal platform differences without assuming failure?

How SolidOps fits

SolidOps specializes in contact center migrations, dialing architecture, caller reputation recovery, and post-cutover optimization.

Use this paper internally as a planning framework. If you need help designing or executing a migration, SolidOps can assist with architecture planning, operational simplification, and stabilization after cutover.

15. Final perspective: migrations succeed through operational discipline

Dialer migrations are often described as technical projects, but in practice they behave more like operational change programs. The platform itself can usually be configured quickly. The challenge is moving the surrounding business processes without disrupting revenue, service levels, or agent productivity.

The migrations that succeed share several common traits. Leadership treats the transition as an operational program rather than a simple system swap. Teams document their data architecture, inbound routing, dialing strategy, and reputation management before the first production calls occur. Overlap periods are respected, testing is thorough, and expectations are set that minor differences between platforms are normal.

When those disciplines are followed, migrations tend to proceed smoothly and the new platform becomes an opportunity to simplify operations rather than merely reproduce legacy complexity.

Five9 migrations in particular often create a moment where organizations can improve dialing architecture, strengthen data ingestion practices, and relaunch outbound programs with healthier caller reputation signals.

The platform matters, but operational discipline matters far more.

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