



Brand guideline

The Five9 brand

As we move forward in this new era of AI-driven innovation, it's important we continue to evolve the Five9 brand to express our unique position as leaders on the cutting edge of modern CX, while still embracing the core elements that define us and reflect our deep knowledge, history and experience in the field.

Communicating with clarity and simplicity reflects the spirit of the great experiences we deliver and expresses the streamlined elegance of what a contemporary, enterprise-grade brand should be.

This document is intended to guide our expression across touchpoints—empowering everyone at Five9 to tell our story in a repeatable, consistent, and resonant way that works across all mediums.

01

Logo

02

Color palette

03

Typography

04

Graphic elements

05

Photography

06

Applications

01

Logo

The Five9 logo

The Five9 logo has been refined to become more sleek, contemporary and future-proof. It stands as the most immediate representation of the brand and one of the most valuable assets in telling our story. It conveys who we are now, but has the flexibility to evolve with us as we move into the future.



CLEAR SPACE

To protect the clarity and visual integrity of the logo, always maintain a clear space around it. The x-height of the wordmark functions as a guide to the minimum clear space allowed.



MINIMUM SIZE

The minimum digital size of the logo is 75 pixels wide (always use the logo with the ® symbol on screen). The minimum print size of the logo with the ® symbol is .75" wide. The minimum print size of the logo without the ® symbol is .5" wide.

Color application

The Five9 logo should only be expressed in the following approved color applications: Five9 Blue, Black, reversed, and occasionally in Citrus.



When legibility and accessibility allows, Five9 Blue should be the main color used to represent the logo. On medium, bright, or dark colors where the brand blue will not show up well, reverse the logo in white.

The reversed logo should be used over most graphic or colorful backgrounds. In some primarily dark and monochrome layouts, the logo may be represented in Citrus if an additional touch of color is needed.

The reversed logo is also the preferred version for use over photography.

In some instances where use of color is not an option, represent the logo in pure black and white.

Logo misuse

To maintain the integrity of the Five9 logo and promote brand consistency, it is important to use only the official logo files as described in these guidelines. Here are examples of improper logo use that are damaging to the brand.



Don't use the color logo on any backgrounds that clash or create accessibility issues with the Five9 blue.



Don't use the logo in non-approved or multiple colors.



Don't separate elements of the logo or add additional elements.



Don't rotate the logo.



Don't stretch or alter the logo's proportions.



Don't use drop shadows, reflections, or glow effects with the logo.



Don't recreate or alter the logo artwork in any way.



Don't place the logo on top of overly busy or detailed imagery that may interfere with legibility.

Partner lockups

When representing Five9 in partnership with other organizations, use a hairline rule as a dividing element between the Five9 logo and any partner logos, and always maintain the appropriate clear space between elements. Partner logos should be a single neutral color whenever possible.

Partner logos come in a wide variety of sizes and shapes, so there is no one-size-fits-all solution for defining the relationship between the Five9 logo and the partner logo. The goal is to visually balance the lockup.

Alignment

In most cases, the Five9 and partner logos should be aligned horizontally along the baseline of the Five9 mark or center aligned, depending on the composition of the partner logo.



Sub-brand logos

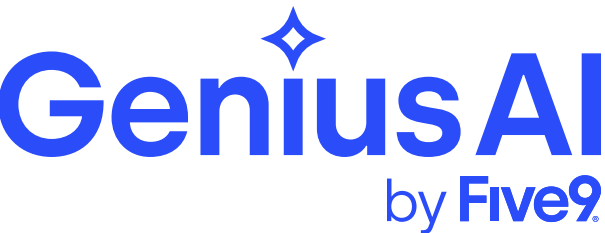
Within the overarching Five9 brand, some sub-brands are represented by their own distinct logos. Each may have additional rules for how they should be represented, but the examples on this page serve as a general guide for pairing the Five9 name and logo with other brand elements.

BRAND EXTENSION



In special cases, the Five9 logo may become the main component of a new logo for an extension of the brand. Following the guidance on the previous pages, represent the logo in brand blue when possible.

PRODUCT LOGO



When the Five9 logo is a supporting element of a unique sub-brand logo, place it below the main logo at a smaller scale. For internally developed sub-brands, Five9 blue may be used.

LOGO ACQUISITION



For external logo acquisitions, generally a neutral color should be used for pairing the acquired logo with the Five9 name.

Themeline treatment

The New CX Starts Here expresses our unique position as a leader on the cutting edge of modern CX. Transformed by AI and powered by Five9, The New CX enables hyper-personalized interactions that meet each customer’s unique needs, delivering experiences that set a new standard.

Depending on the use case, the themeline can appear on its own or in a lockup with the logo, as in the treatments shown on this page.

It is important to understand the elements of the themeline, as it is multi-faceted, containing a proper name “The New CX” within the phrase.

HEADLINES

The New CX Starts Here

When used in a headline, the themeline should be set in title case. When used in all caps, the letterspacing should be generous and punctuation is optional based on use case.

BODY COPY

Making every customer experience a great experience. The New CX Starts Here.

When used in body copy, the themeline should always be set in title case.

THEMELINE ELEMENTS

The New CX

This is a proper name, referring to what our solutions enable. It can be defined as the new standard for enterprise CX, unifying all aspects of the customer journey, and delivering actionable intelligence and insights to the whole company. As a proper name, it can be used in a sentence, separate from the theme line, but as such it must always be set with initial caps.

EX: Thanks to The New CX, we now leverage powerful insights that transform our customer experience.

...Starts Here

This is the part of the themeline that both completes the phrase and speaks to the fact that Five9 is the enabler of The New CX. While as a rule it should be used as a part of the themeline, it can also be used separately—but only when paired with the themeline. In that instance, “starts here” must be used in sentence case, or as part of an all caps headline treatment.

EX: Customer satisfaction starts here. Five9. The New CX Starts Here.

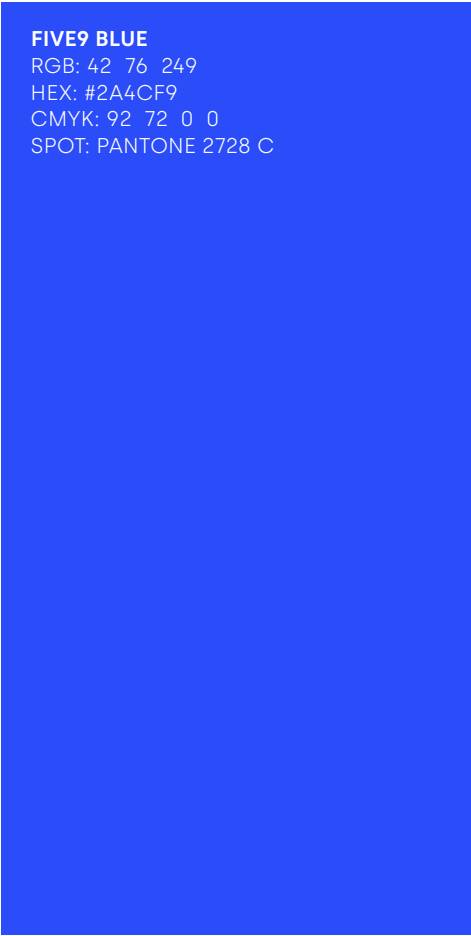
02

Color

Core palette

We’ve evolved the core Five9 brand colors to create a more contemporary palette that is bold without sacrificing maturity. The colors have all been finessed with harmony and accessibility in mind. The core color palette should be used consistently across all touch points as a primary brand indicator.

Five9 is a digital-first brand and the palette has been crafted with the needs of digital to the fore. However, these colors have been formulated to work equally well in print to create maximum consistency across all materials.



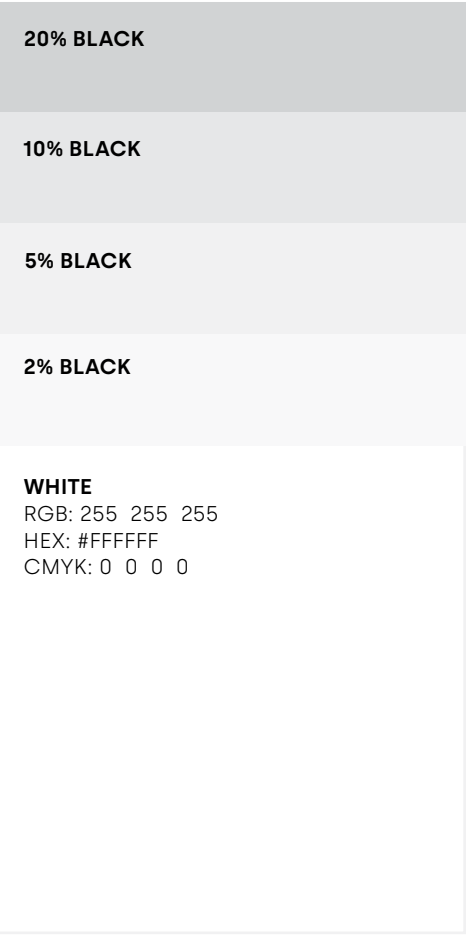
An essential Five9 color but should be used sparingly for accents, large text, and CTAs to add excitement, emphasis, and "pop" rather than dominate a layout.



A dark blue to contrast more vibrant tones and provide an alternate to black.



A vibrant yellow-green to be used in minimal amounts for graphic touches and hairline treatments.

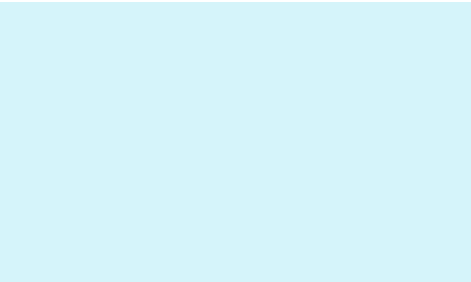


Lighter grays and pure white are an important ingredient in all materials, providing a sense of openness and clarity that helps define the brand.

Supporting palette

The supporting color palette is used to complement the core palette and provide further flexibility in areas such as illustration, supporting graphics, and charts or diagrams.

SKY
RGB: 213 244 250
HEX: #D5F4FA
CMYK: 16 0 2 0
SPOT: PANTONE 9460 C



A bright, light blue to balance more saturated hues.

AQUA
RGB: 47 159 200
HEX: #2F9FC8
CMYK: 70 17 20 0
SPOT: PANTONE 7702 C



A medium blue-green that bridges the strong yellow and blue hues in the core palette.

FOREST
RGB: 13 73 77
HEX: #0D494D
CMYK: 100 65 70 10
SPOT: PANTONE 7722 C



A deep green for a complimentary dark tone that pairs well with Citrus.

MEDIUM BLUE
RGB: 75 121 249
HEX: #4B79F9
CMYK: 70 42 0 0
SPOT: PANTONE 2727 C



A medium blue to bolster the core brand blue in darker layouts.

LAVENDER
RGB: 148 137 232
HEX: #9489E8
CMYK: 46 39 0 0
SPOT: PANTONE 2715 C



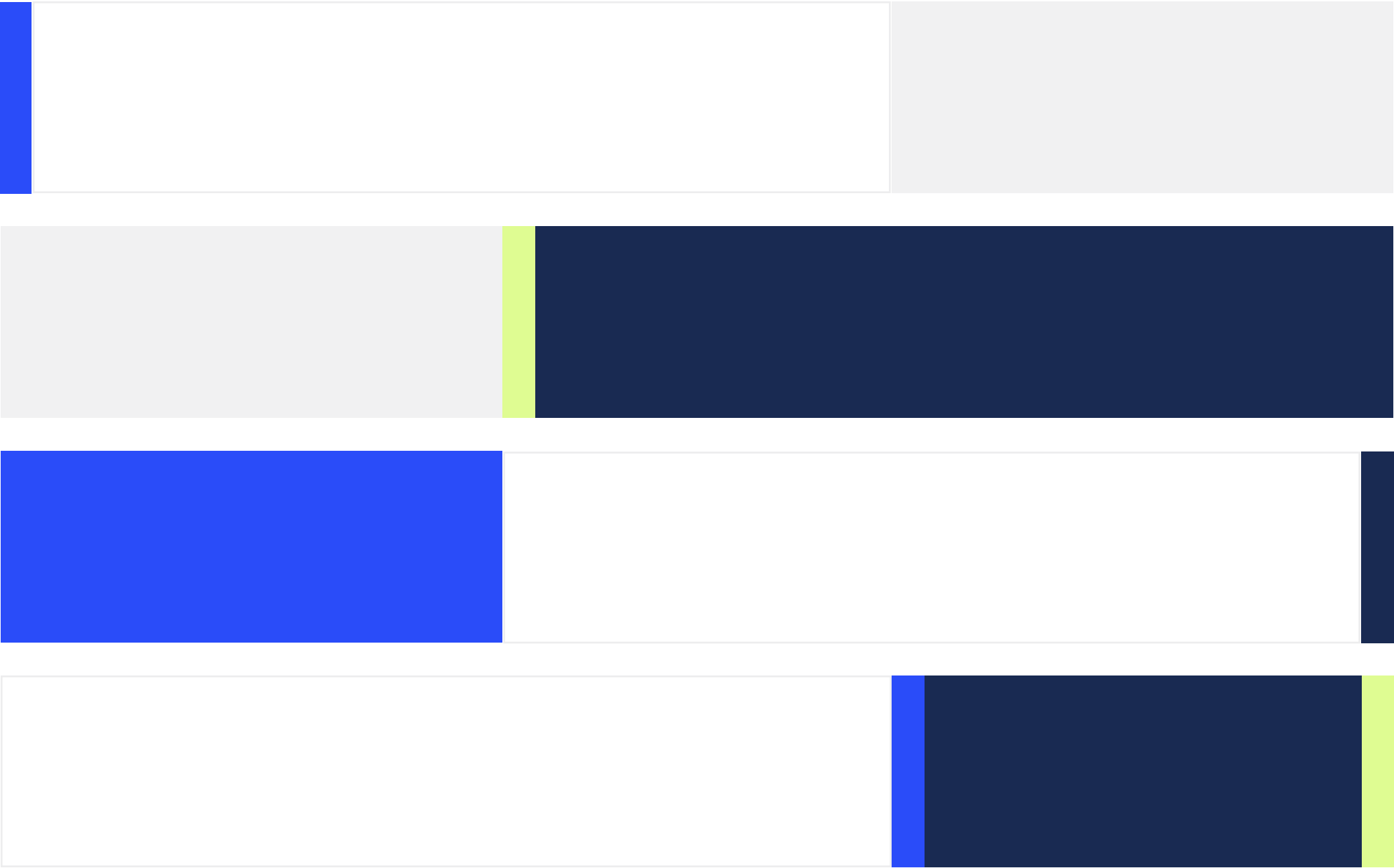
A warmer tone to add variety to charts and graphics when needed.

Color balance

Color must be used thoughtfully to ensure balance, legibility, and accessibility. These examples represent abstract color hierarchies—the more saturated colors speak louder and can therefore be used in smaller amounts, while the less saturated colors can be used to offset and balance them.

Our Five9 brand blue should generally be used as an accent color, for CTAs, and for providing areas of pop rather than dominating the layout. Black should be used for most text, but in some instances Five9 Blue, shades of gray, or Citrus against dark backgrounds may also be used to support information hierarchy. Large fields of light brand tones bring subtlety and depth without overwhelming the layout. Fields of darker brand colors may be used more occasionally for emphasis.

In general, don't use more than three brand colors together in one layout.



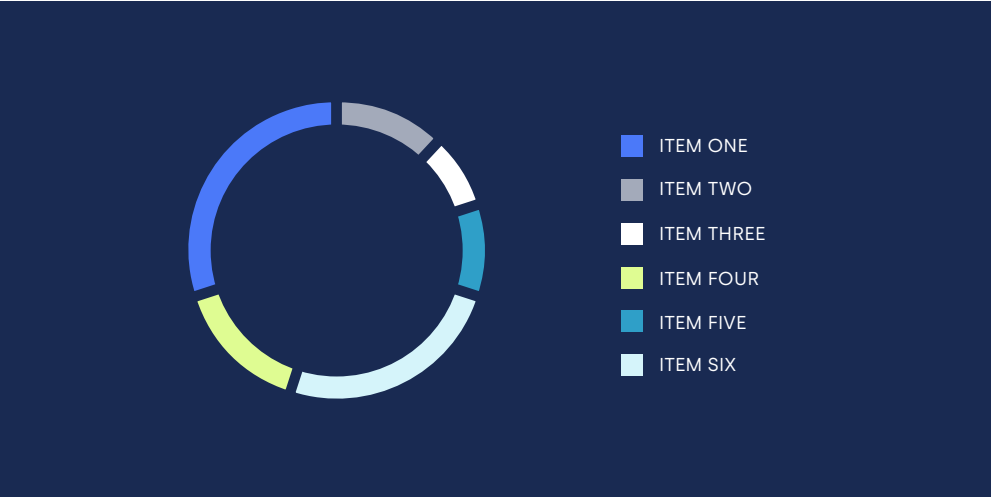
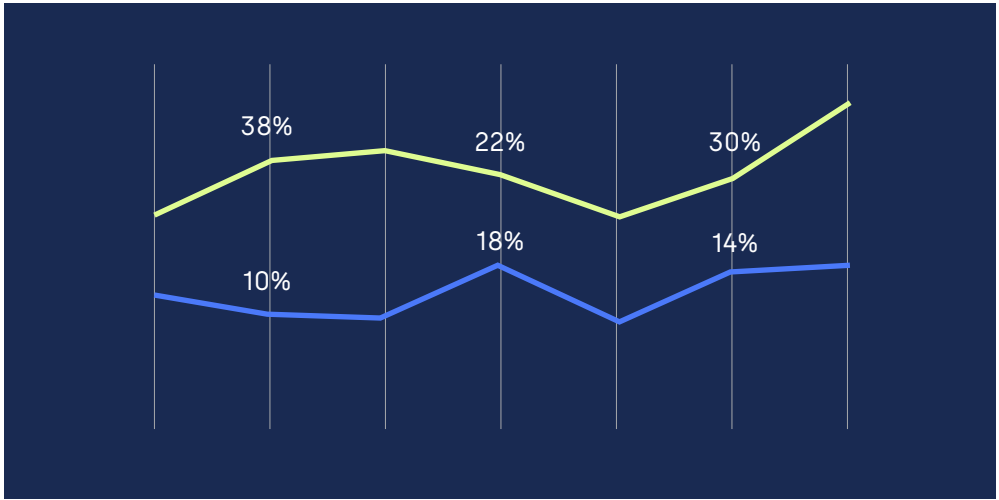
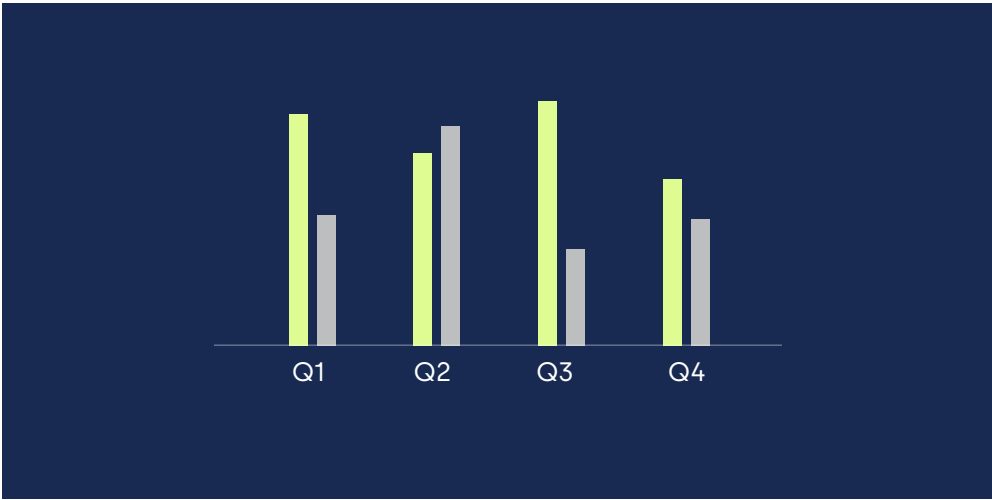
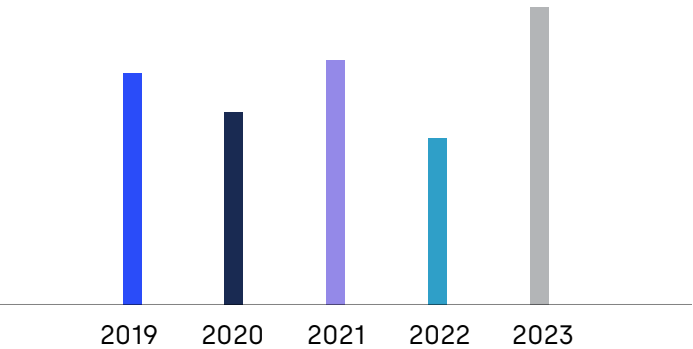
Color and differentiating information

When building charts and graphs, try limiting the palette to one bright color on a neutral background. Tints and shades of gray can create variation where needed and help avoid visual clutter.

Color alone does not convey meaning, so always consider whether adding additional colors actually aids understanding. One bright color paired with a supporting color (or a second bright color in small amounts) should be sufficient for most uses.

Adding complexity

Even for more complex charts and graphs, first try pairing one or two bright colors from the palette with more neutral supporting colors. Only bring in additional colors when they are needed to support clarity or accessibility.



03

Typography

Primary typeface

Silka is Five9’s primary brand typeface, a modern, geometric sans with some subtle humanist touches and a full range of weights and glyphs.

Silka should be used in all design materials, marketing communications, external advertising, and on the web.* For visual consistency, Five9 generally uses the weights of Silka displayed on the right of this page. However, take care to use italics only when stylistically appropriate, for instance for delineating titles of books or articles in a larger paragraph, rather than for emphasis or decoration. While more extreme weights of Silka are available, including Black, Extra Light, and Thin, they should only be used to add variety in special cases, such as for major events or specific marketing campaigns.

*The use of Silka is restricted to individuals with a proper license. If you are an agency or partner working with Five9 or a Five9 employee, it is your responsibility to ensure that you have properly licensed the Silka font for usage. Unlicensed usage of the Silka font is not permitted.

Silka

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Type hierarchy

Good typography organizes information so it can be quickly and easily taken in at a glance. Although each layout will have its own unique needs, refining how we set type will impact the way the brand shows up.

Generally headlines should be set tracked fairly tight for a punchy feel in Semibold or Medium weight, while body copy should be at least two weights lighter, in Regular or Light weight. Ensuring a strong contrast in size and weight between headlines and body copy helps to organize information and visual flow. Typesetting specifics are always dependent on size, but to the right are some general examples.

LAUT AUT HICIMUS SAPELIG

Lorem ipsum dolor
sit amet ebis millore

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Eyebrow
Silka Bold
All caps
Tracking +15-20%

Headline
Silka Semibold or Medium
Sentence case
Tracking -3-5%

Body copy
Silka Regular or Light
Sentence case
Tracking 0%

Secondary typeface

Tenorite is our secondary typeface and the preferred font for PowerPoint presentations, as well as the rest of the Microsoft business suite. It is available in all Microsoft applications and will automatically install when opening a document or template that uses Tenorite.

Tenorite

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

REGULAR ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789***

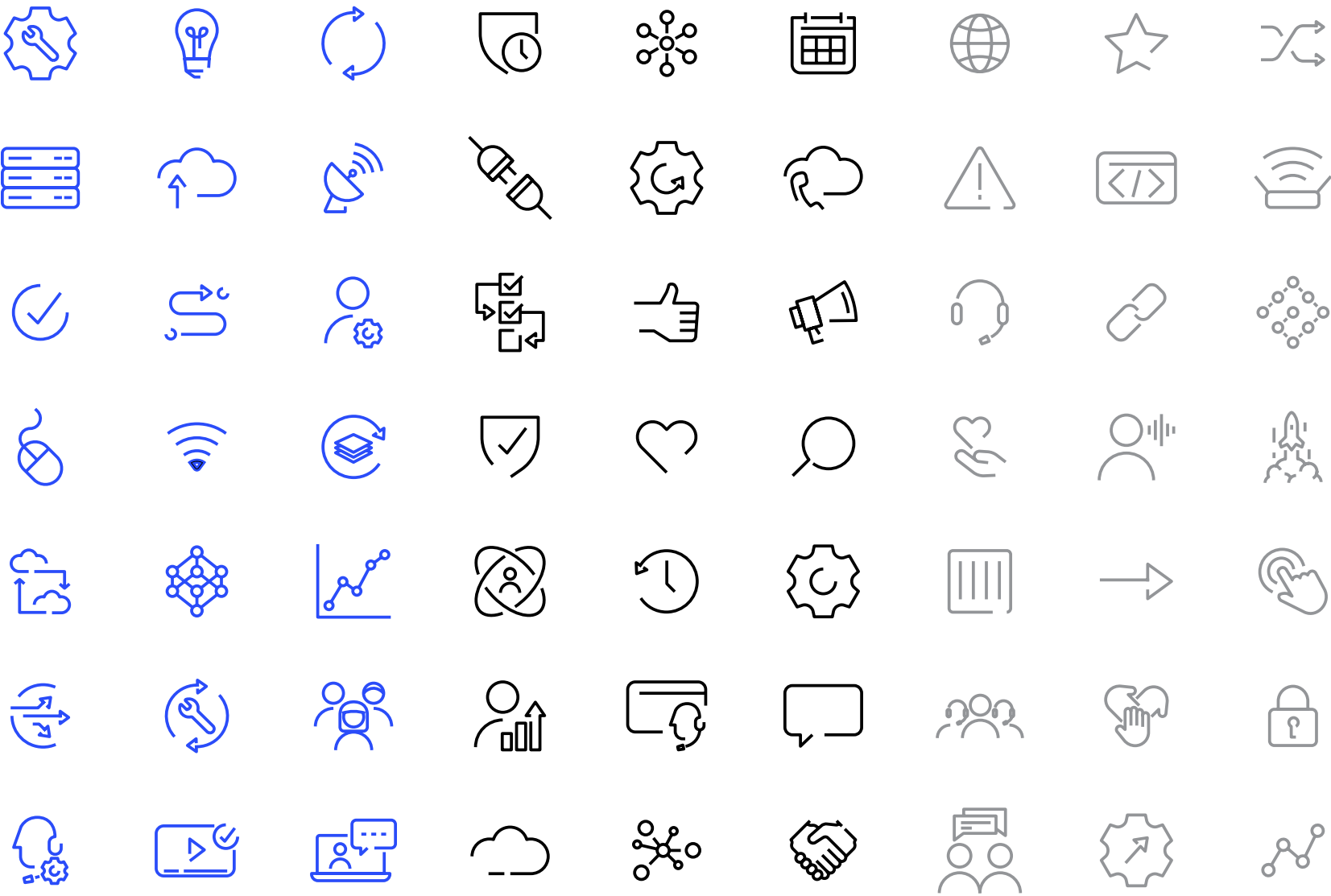
04

Graphic elements

Icons

The Five9 icon set represents a library of modern, minimal symbols that can visually signify key concepts and add graphic interest to a layout. As shown to the right, brand icons should be outlined rather than solid, presented in a single color, and compact in scale.

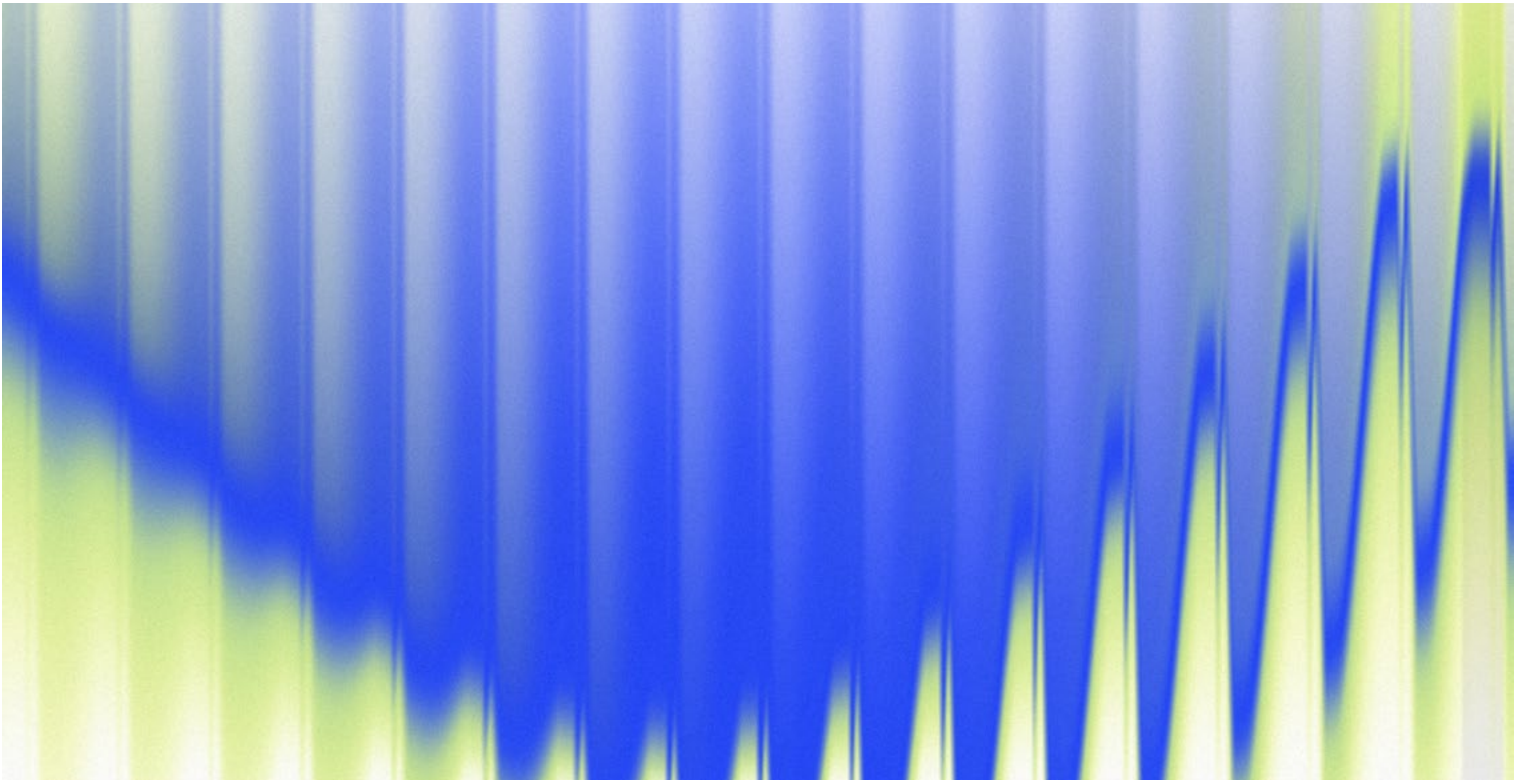
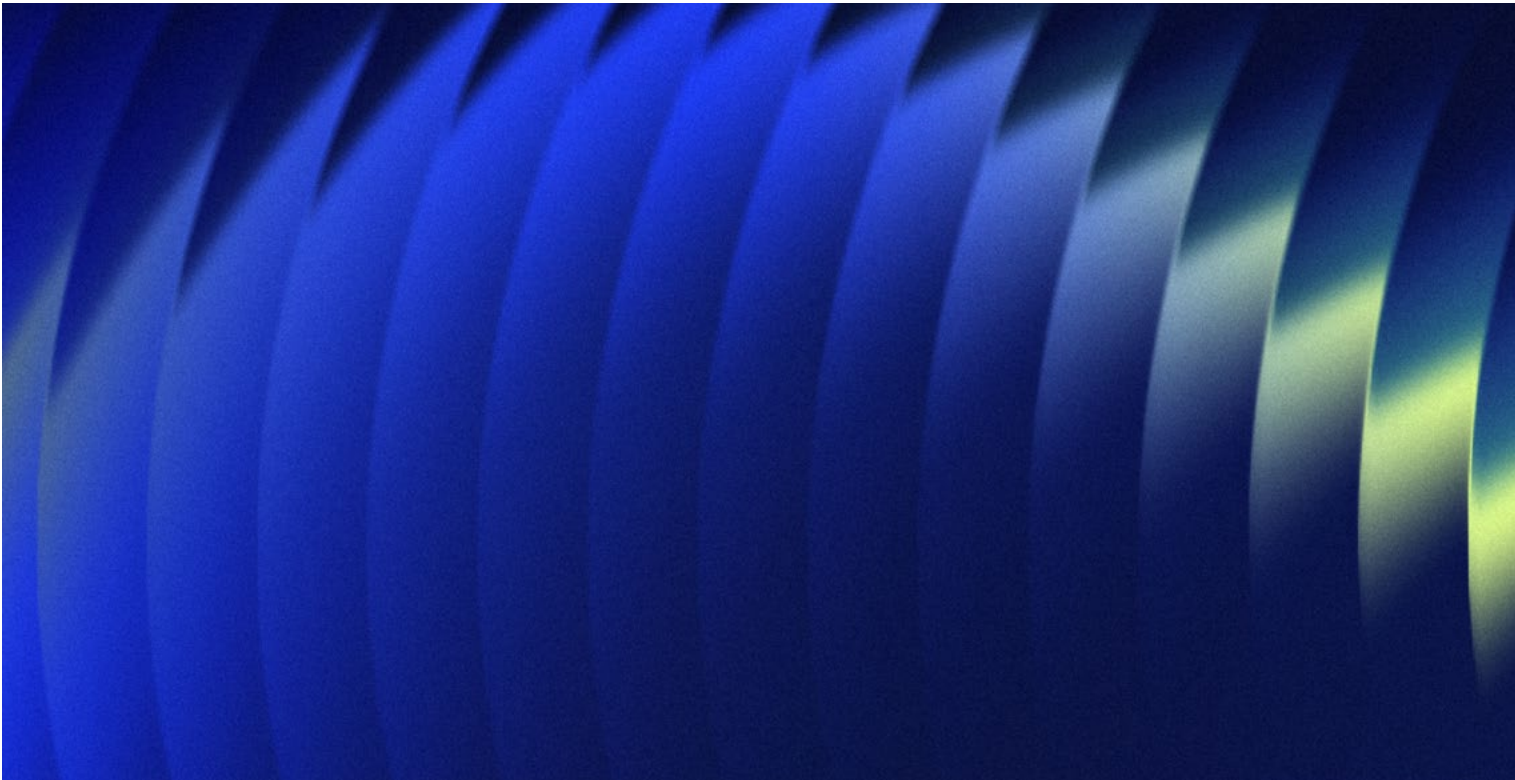
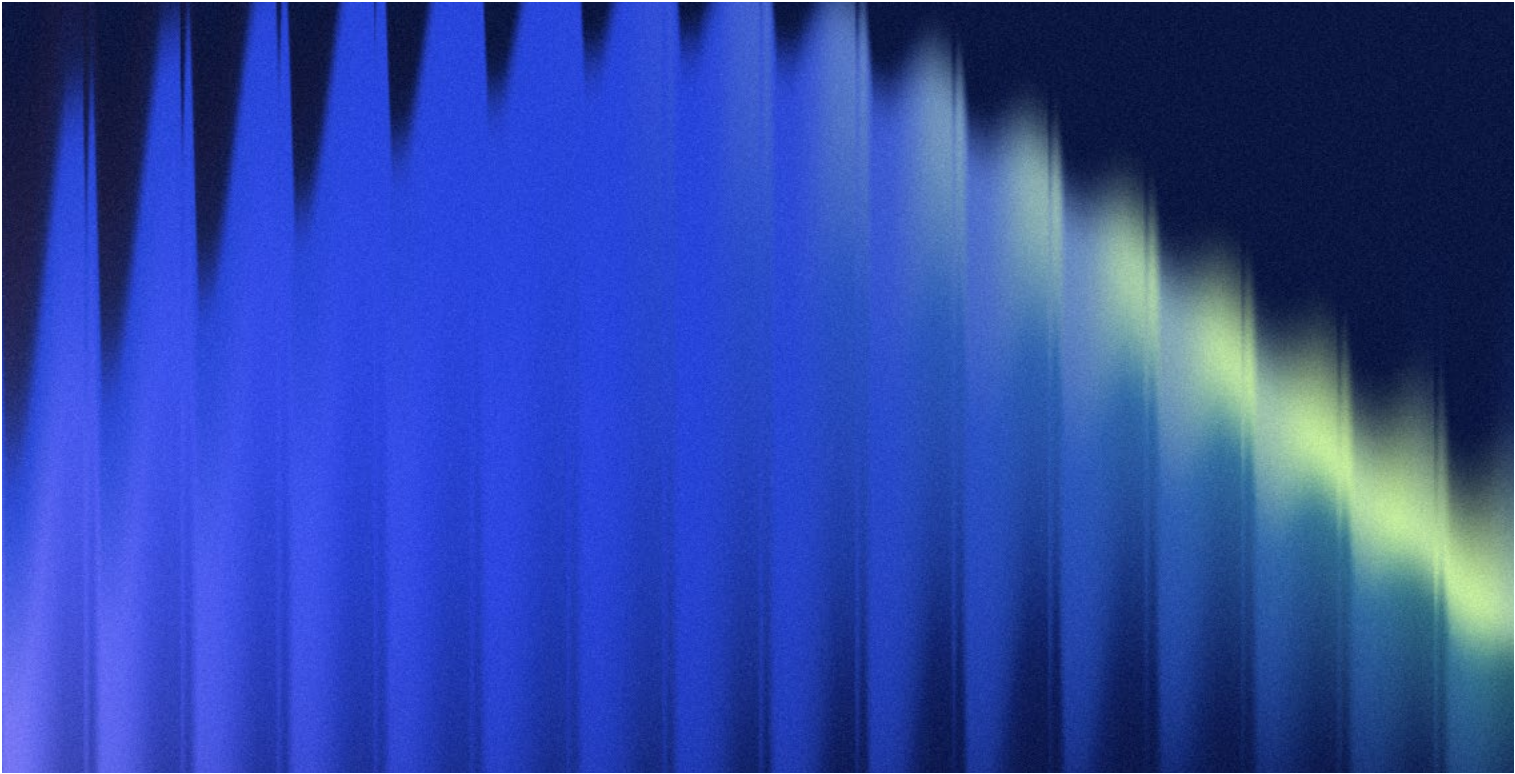
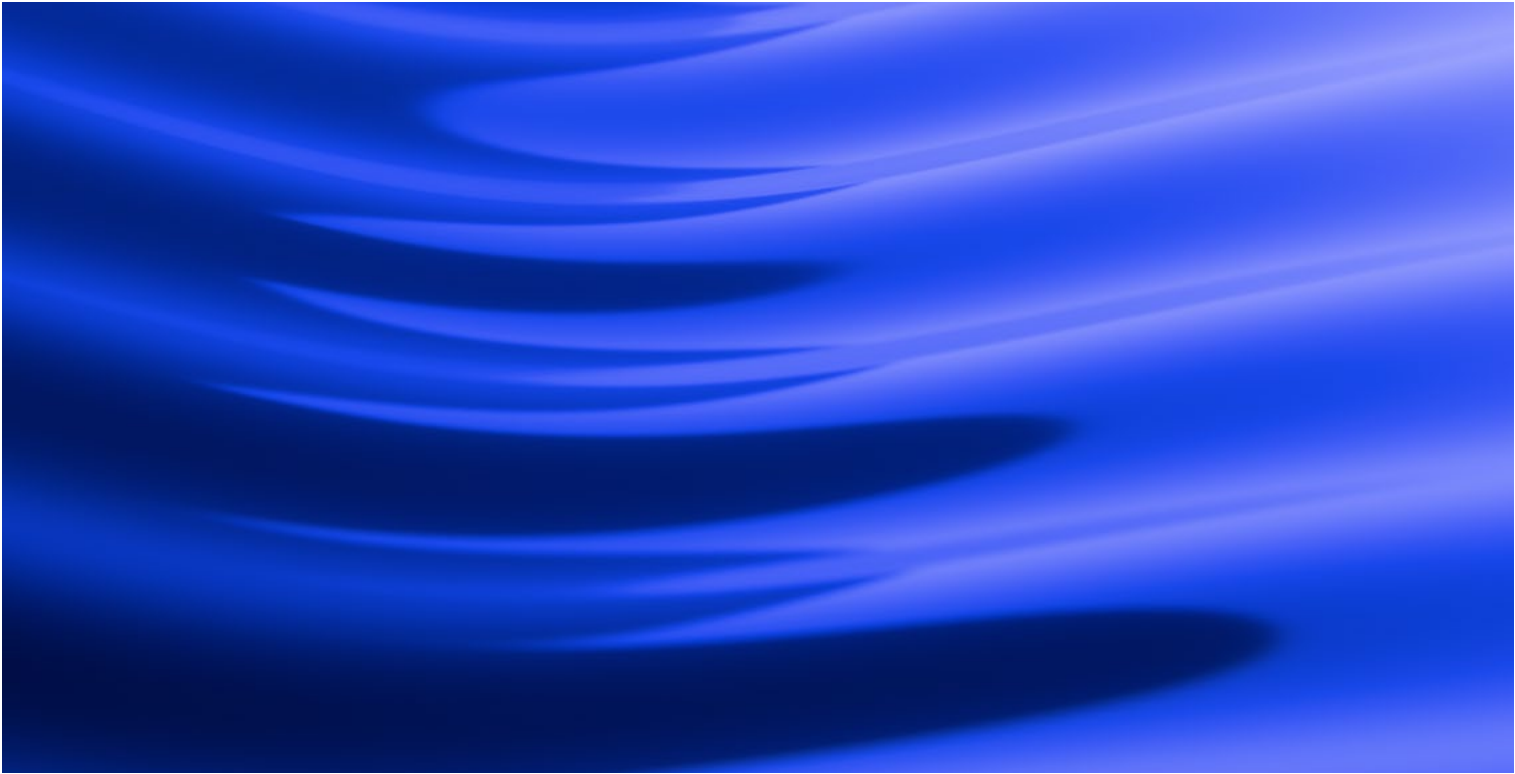
Keep in mind that icons work best when paired with text—they should not be relied upon to convey meaning independently, or to represent overly technical or complex concepts, but rather to reinforce and call attention to accompanying content.



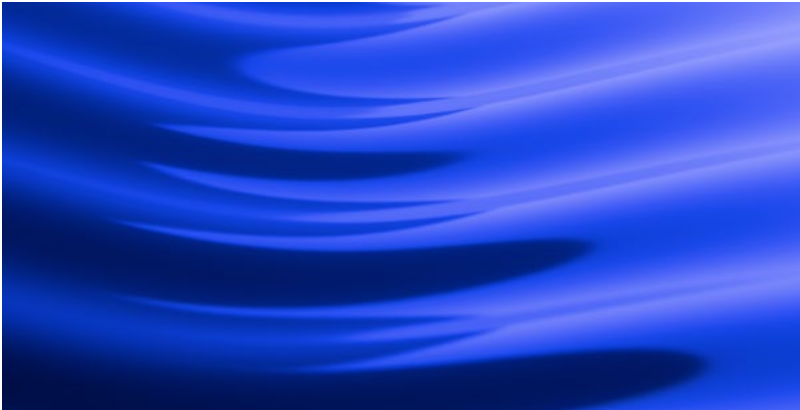
Abstract graphics

Inspired by themes of connection, conversation, experience and AI, these graphic gestures help bring the brand to life, implying fluidity, sound, data and motion. Use these abstract images to bring color and impact to layouts or to ground complex ideas that may not benefit from literal representation.

Graphics in this style should feature one brand color as the focus, with one or two additional supporting colors from the palette. When applying text or other graphic elements on top of these images, use additional colors sparingly, if at all.



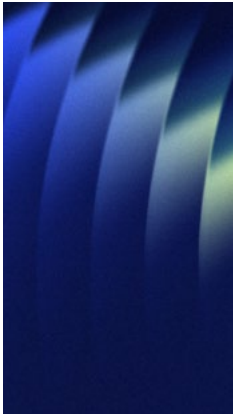
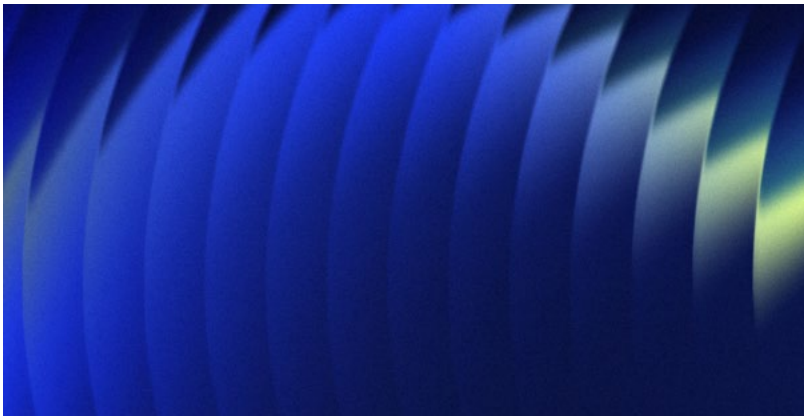
Cropping Suggestions | Cropping shown for horizontal and vertical formats.



Vertical image crop



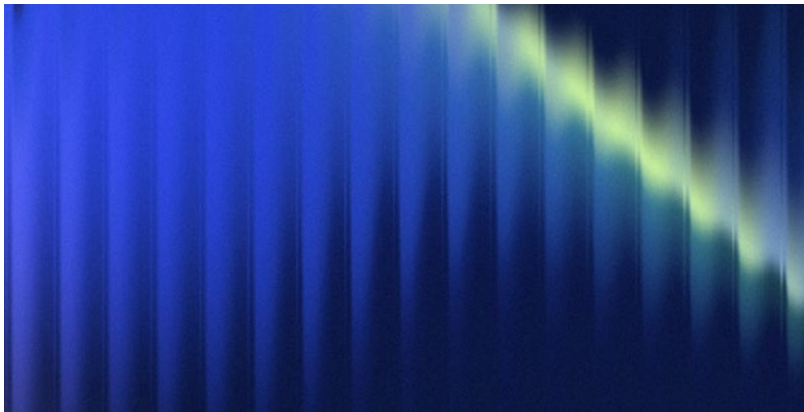
Horizontal image crop



Vertical image crop



Horizontal image crop



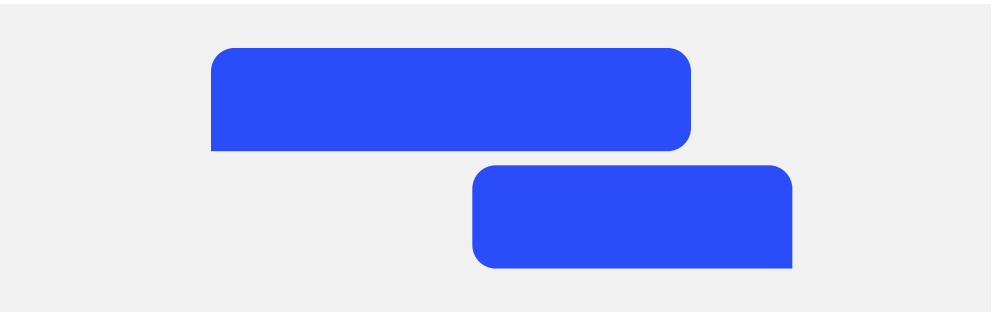
Vertical image crop



Horizontal image crop

Graphic shapes and containers

Further expanding on representations of conversation and connection, the chat or speech bubble provides a distinct, recognizable, and relevant foundational shape for potential use in flat graphics, photo crops, and as organizing elements in a composition, as shown in the notional layouts to the right.



A simple triangular notch along a straight edge, whether as part of a solid shape or a stroked line, implies a speech bubble and directs the eye.

As a general guide, the angle of the notch should be roughly 35-40 degrees. In most cases it will be centered, but especially when used as part of a rule, the position of the notch may be adjusted to point toward and highlight important content.

A rounded rectangle with one sharp corner, a minimal chat bubble, can also be used as a framing device for content or photography.

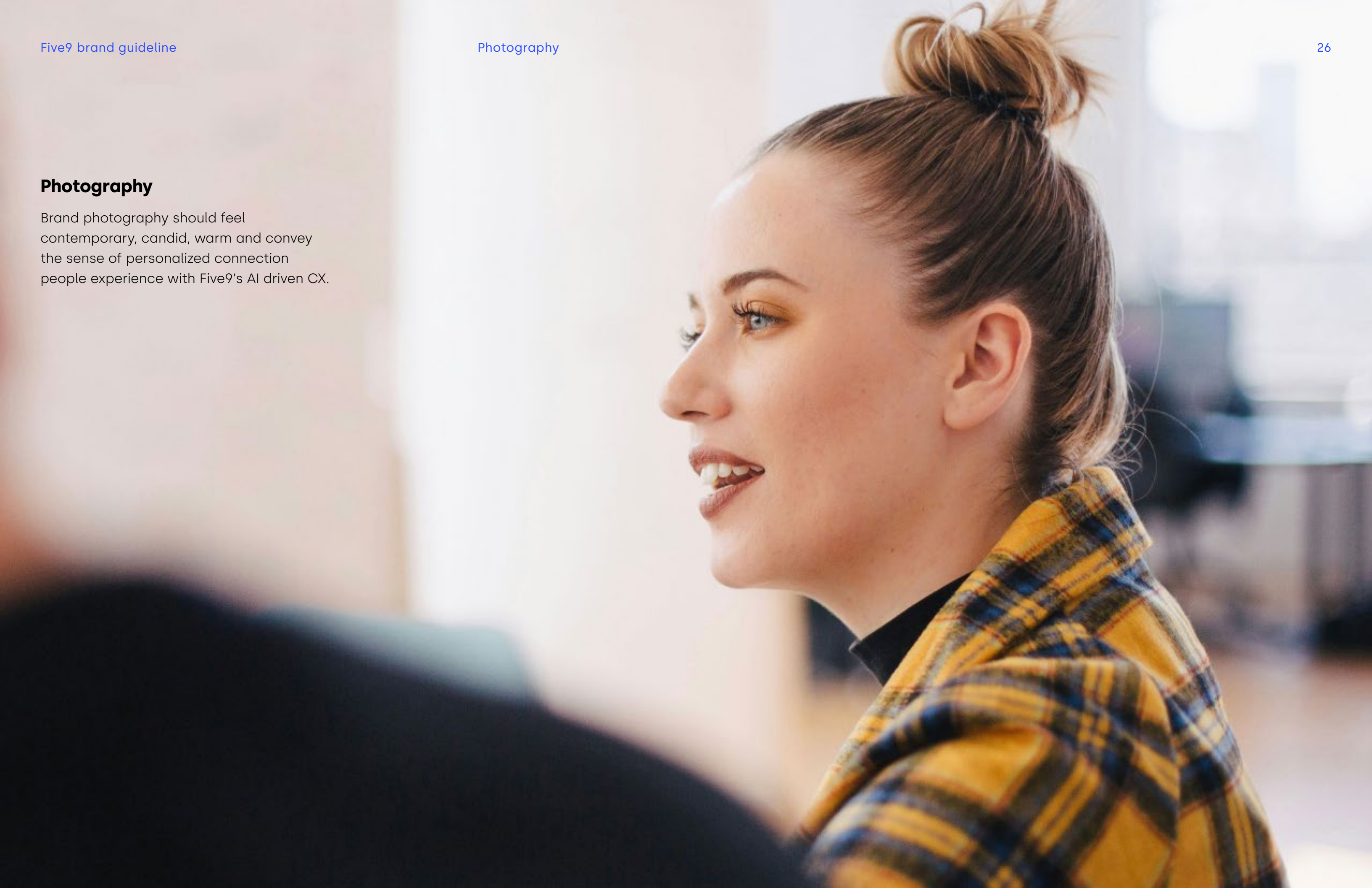
When creating this shape, take care to make sure the corners are rounded to a degree that creates a visible contrast to the remaining pointed edge. The exact radius of the rounded corners will depend on the scale of the rectangle, but generally it should be no less than 10% of the average value between the longer and shorter sides.

05

Photography

Photography

Brand photography should feel contemporary, candid, warm and convey the sense of personalized connection people experience with Five9's AI driven CX.

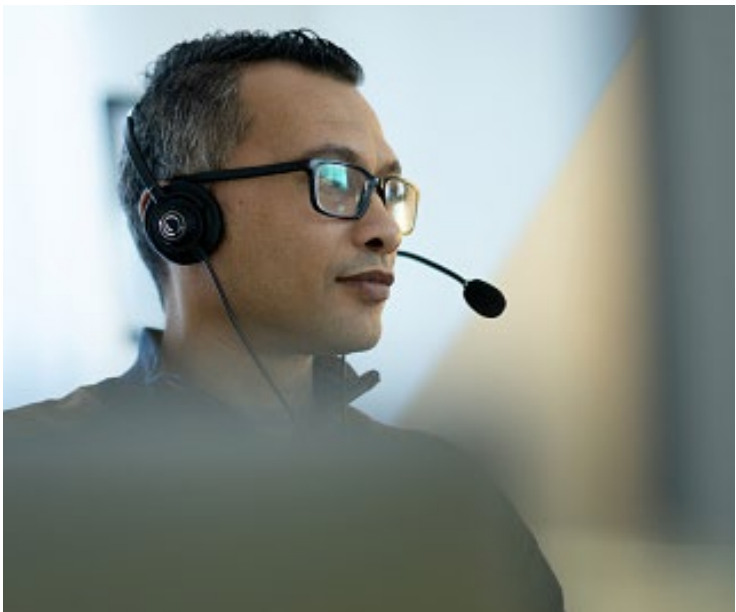


When selecting images, look for...

Color harmony | Compositions that are largely grounded by neutral tones and feature only one or two strong colors pair best with the Five9 palette.



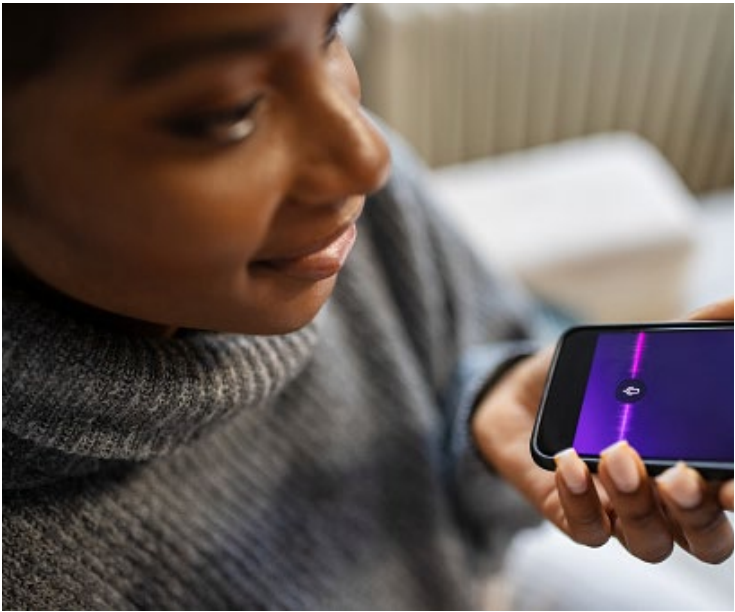
Relevant subjects | Images should be human-focused and reflect our employees, customers, and business in subject matter and environment.



Naturalism | Our photography should represent real world subjects with natural or candid poses and expressions.



Compositional clarity | Look for images with one or two clear elements, without too many extraneous details. Depth of field can help to emphasize the main point of focus.



When selecting images, avoid...

Harsh lighting | Lighting should feel natural or appropriate within the context of the image. Avoid lighting that overwhelms the image or that washes out the subject.



Over-emphasis on digital effects | Digital and color effects on photography should be used sparingly.



Stilted poses and expressions | Avoid images where the subject or environment appears overly posed, or the expression too extreme.



Visual clutter | Avoid images that are poorly composed with too many elements, awkward camera angles, or overly complex backgrounds.



Five9 Photography Examples

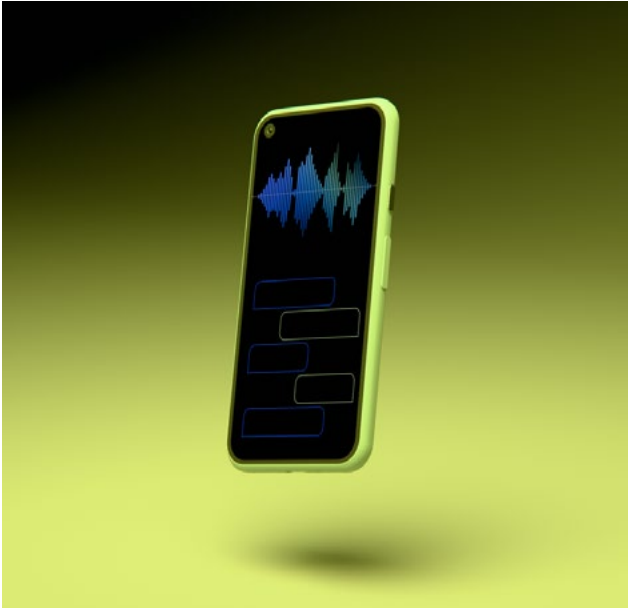
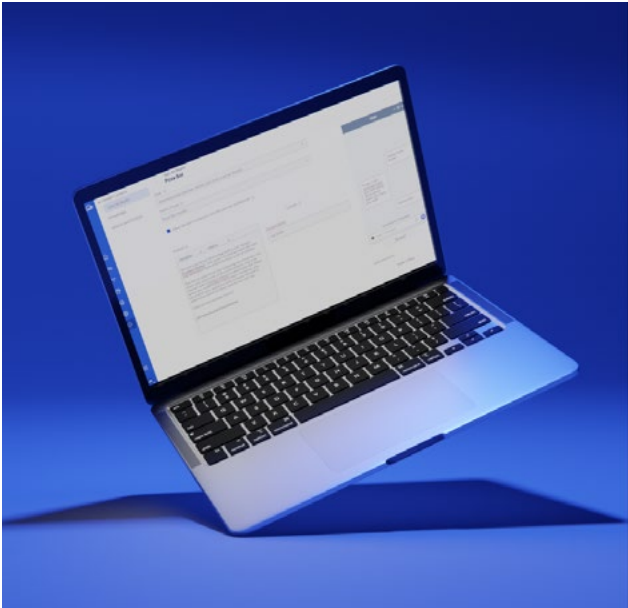
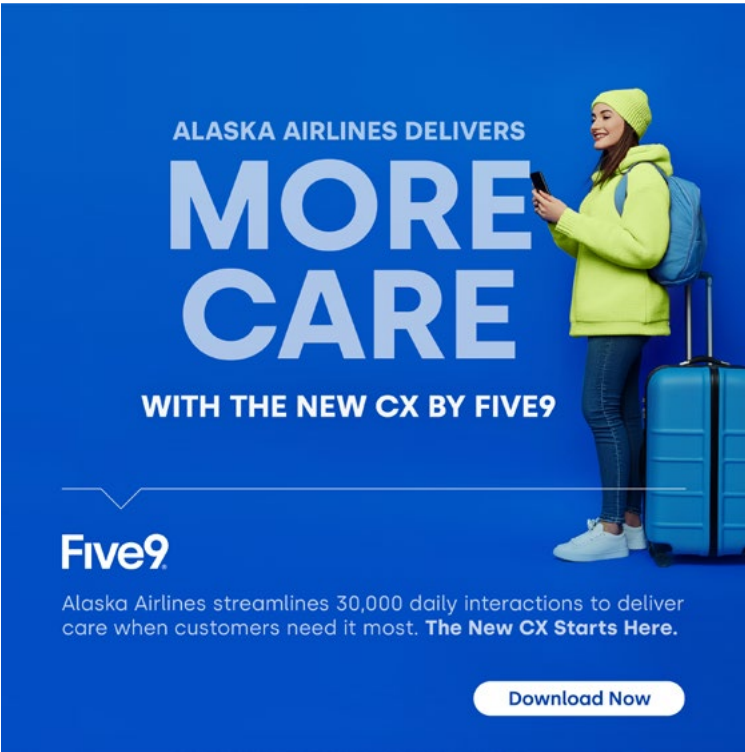


Five9 Photography Examples



Bespoke imagery and renders

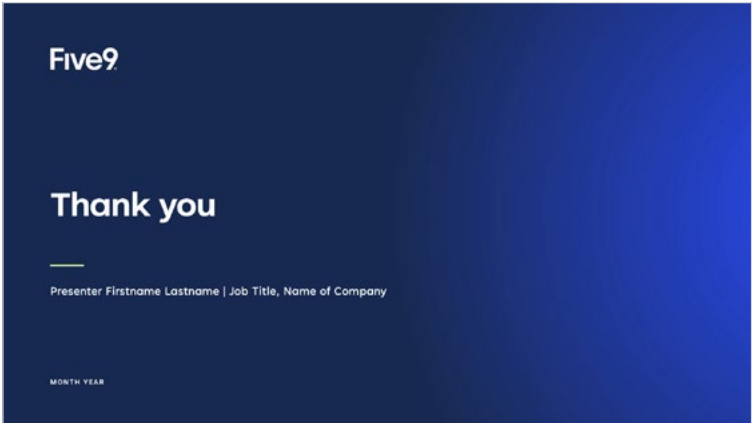
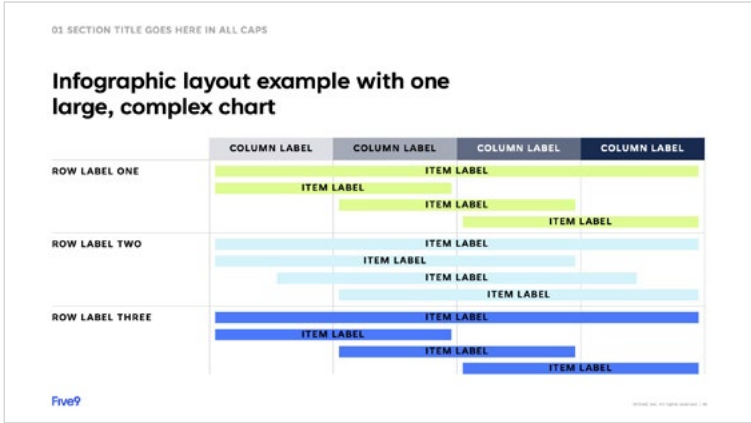
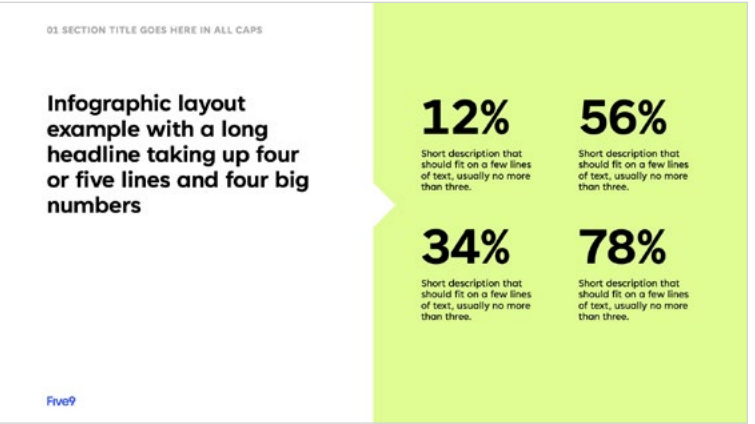
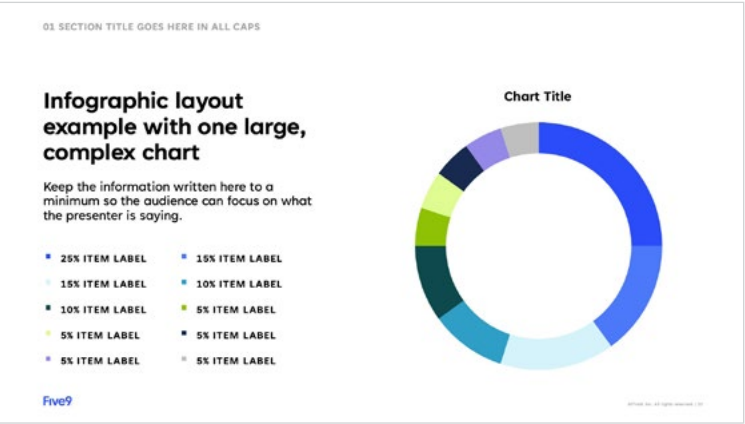
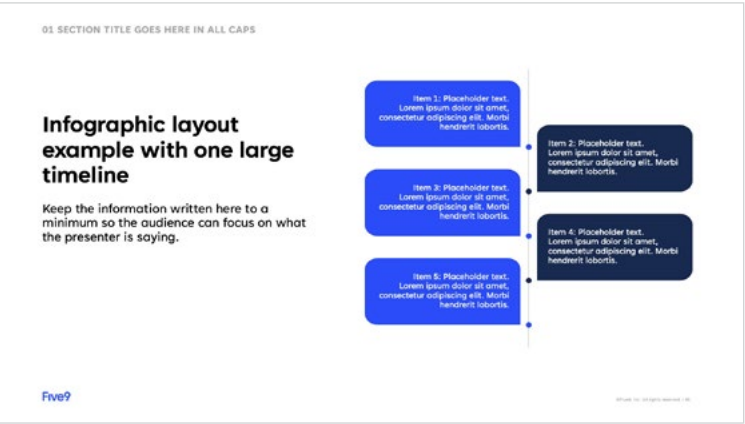
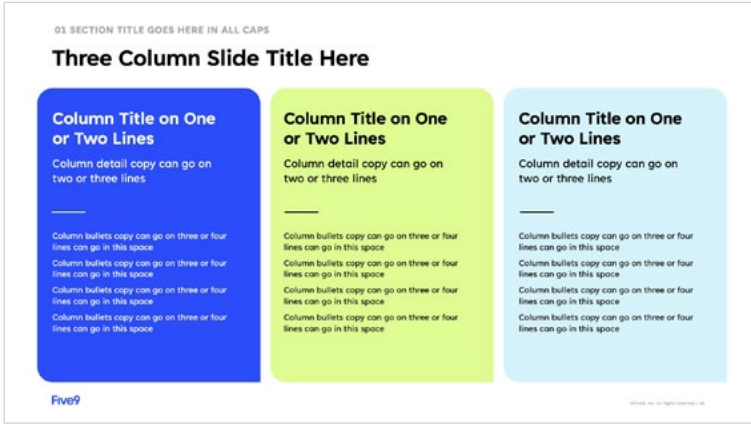
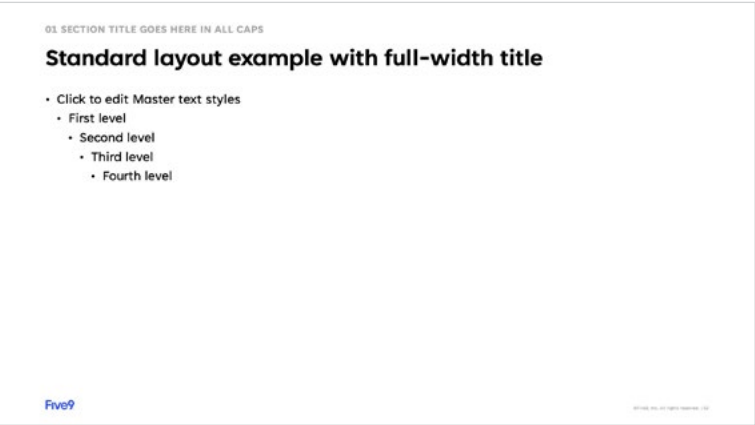
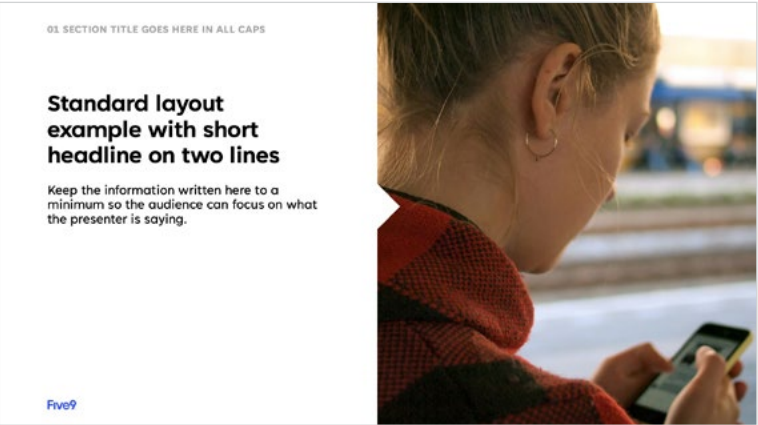
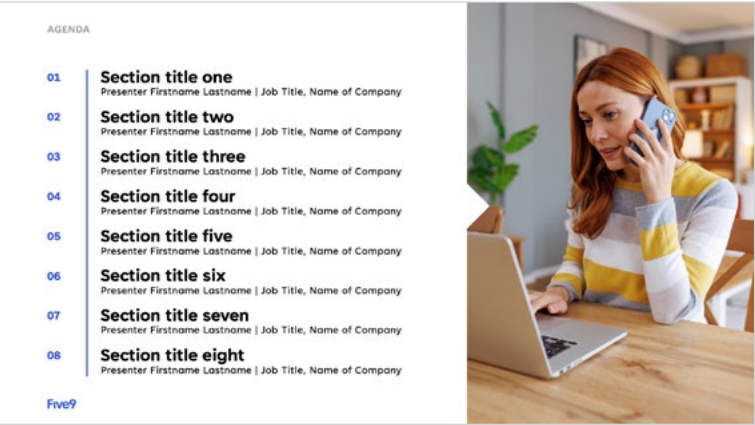
At times, other types of photography or realistic digital renders may be developed for specific marketing efforts or events. As shown in the examples to the right, this style of bespoke imagery can be treated in the Five9 brand palette.



06

Applications

Powerpoint Presentation Examples



Corporate and Product Collateral Examples

Five9

DATA SHEET

FIVE9 SOLUTION BUNDLES

Create a fluid customer experience while modernizing your contact center

Five9 helps you keep your CX promise by modernizing your contact center through the power and agility of the Five9 Intelligent CX Platform.

Whether you want to digitally transform your business by utilizing digital omnichannel tools to engage with customers, manage onsite or remote teams with intuitive workforce optimization tools, or streamline how everyone works through automation, Five9 has a solution bundle to fit your needs.

Digital-Only Bundle | Digital

- Get all the essential tools your teams need to operate a best-in-class digital-only global contact center.
- Support thousands of concurrent agents located anywhere in the world.
- Leverage inbound and outbound communications to maximize agent productivity.
- Identify successful outcomes and areas of improvement with powerful, real-time reporting and administrative tools.

Core Bundle | Voice

- Get all the essential tools your teams need to operate a best-in-class voice-only global contact center.
- Support thousands of concurrent agents located anywhere in the world.
- Leverage blended inbound and outbound calling to maximize agent productivity.
- Identify successful outcomes and areas of improvement with powerful, real-time reporting and administrative tools.

Premium Bundle | Digital Engagement

- Get all the capabilities of the Core Bundle plus chat, email, and essential quality management.
- Create a fluid customer experience with complete context and continuity across channels – never interrupting their journey.

Digital-Only Bundle | Digital

- Gain supervisor-enabled capabilities to maximize agent performance on digital channels.
- Use Essentials QM to help evaluate the entire customer experience for better outcomes, trends, and customer insights.

Optimum Bundle | Workforce Optimization

- Get all the capabilities of the Premium Bundle plus enterprise Workforce Management (WFM) and Quality Management (QM) to manage and motivate onsite or remote teams.
- Improve staffing accuracy with workforce management.
- Maximize agent performance with quality management.
- Reach out to customers proactively to reduce inbound traffic and enhance the customer experience.

Ultimate Bundle | Analytics

- Get all the capabilities of the Optimum Bundle plus analytics.
- Understand reasons customers contact your business.
- Enhance productivity and results of your QM program.
- Drive continuous improvement with insight into operational performance.

BENEFITS

01

Select the capabilities to meet today's needs while knowing you can scale and add as your business evolves

02

Create fluid customer experiences while modernizing your contact center

03

Better equip agents and supervisors with unified tools and streamlined workflows that make their lives easier

04

Add on AI agents to lower costs, mitigate compliance risk, and expand capacity

05

Utilize real-time and historical data and reports for critical agent, customer, and business insights

Five9

DATA SHEET

FIVE9 SOLUTION BUNDLES | VALUE LINEUP

Five9 offers five pre-configured solution bundles to make it easy for you to select the right value to meet your needs, while giving your organization the flexibility to add new applications and capabilities as your business grows.

	Digital Digital-Only Exceptional CX for digital-native customers.	Core Voice Contact Center Foundational platform for an inbound, outbound, or blended voice contact center.	Premium Digital + Voice Core bundle, plus omnichannel digital & voice to communicate with customers on their channel of choice.	Optimum Digital + Voice + WEM Premium bundle plus tools for quality & workforce management.	Ultimate Digital + Voice + WEM + Analytics Optimum bundle plus analytics & automated quality management.
CHANNELS					
Voice		•	•	•	•
Chat	•		•	•	•
Email	•		•	•	•
SMS/MMS	•				
Social Messaging	•				
ESSENTIAL FUNCTIONALITY					
Blended inbound/Outbound	•	•	•	•	•
Agent Desktop	•	•	•	•	•
Geo Redundancy	•	•	•	•	•
Recording	•	•	•	•	•
Dialer		•	•	•	•
WORKFORCE ENGAGEMENT					
Essentials QM			•		
Enterprise QM				•	•
Enterprise WFM				•	•
Interaction Analytics					•
WORKFLOW AUTOMATION					
Full Platform	•	•	•	•	•
SUPPORT					
24/7 World Class Support	•	•	•	•	•

Subject to change without notice

Five9

DATA SHEET

FIVE9 SOLUTION BUNDLES | UNIVERSAL ADD-ONS

Artificial Intelligence

AI Agents

Blends generative AI with conversational AI and Natural Language Processing (NLP) to automate tasks.

AI Agent Assist

Empower your agents with real-time guidance, transcription, and call summarization.

Management

Admin & Supervisor Consoles

Web-based applications let you configure and manage contact center operations (Admin) and view real-time statistics, manage campaigns, and monitor agents (Supervisor).

Admin Assist

A turnkey managed service offering provides technical assistance with administrative moves, adds, changes, and delete activities.

Expert Support

Technical Account Manager (TAM)

Leverage your main Five9 point of contact for training, projects, operational improvement, and reporting.

Digital Engagement

SMS

Stay highly responsive and engaged with customers by filtering and intelligently routing SMS messages to the best possible agent and tracking progress from initial message to resolution.

Video

Shorten resolution times and create better experiences by letting your customers show and share their problems with agents in real time.

Social

Automate the process of interacting with your socially engaged customers to ensure prompt and consistent responses.

Digital Outreach

Automate follow-up when calls fail by providing automated outreach through email, SMS, or social to let your contacts know you missed them.

Connect & Integrate

Connectivity, Security, Toll-Free and Direct Inward Dialing Numbers

Turn to a point of contact within the Five9 telecom department that coordinates all your telecom activities.

CRM Connectors

Benefit from pre-built integrations with leading CRM solutions including Salesforce, ServiceNow, Microsoft, Oracle, and Zendesk.

Workforce Optimization

WFO Recording Data Protection

Get a protective layer of security to prevent exposure of valuable customer data and assist with PCI and HIPAA compliance.

Essentials WFM

Plan, optimize, and manage your workforce with a single WFM solution that is interactive and customizable for end users.

Performance Dashboard

Leverage real-time dashboards and wallboards that provide holistic reporting from all of your disparate systems to understand contact center performance.

Quantification

Provide a variety of rewards to motivate agent behavior, increase engagement, reinforce training, and improve productivity.

Payment & Storage

Extra Storage

Extend the length of time that critical customer information is stored for governance and regulatory purposes.

Secure Pay

Collect payments and securely send the payment information directly to the payment processor.

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925.201.2000
www.five9.com

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.

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Five9

DATA SHEET

Five9 + Zendesk Sell

SUPERCHARGE YOUR SALES TEAMS WITH SEAMLESS INTEGRATION

Five9 and Zendesk Sell

Zendesk Sell integrates seamlessly with Five9 to create a unified platform for sales and customer engagement. Empower your sales teams with real-time customer insights, simplify sales workflows, and manage interactions effortlessly – so your team can close deals faster and build lasting relationships.

Seamless interface, better experiences

With better conversations and streamlined pipelines, reps can focus more on closing deals and less on managing data. Five9 and Zendesk provide a seamless interface where teams can handle calls, track interactions in real time, and access key customer and prospect data – all in one place. Integrated Five9 cloud contact center features like click-to-dial, screen pop, real-time interaction logging, and lead contact creation

eliminate the extra leg work of screen switching and data disorganization – keeping reps engaged and energized.

Smarter teamwork, stronger relationships

Build deeper customer connections by equipping your reps with the tools they need to engage prospects – tools that make inbound and outbound communication seamless. Prospects can connect directly with a sales or customer service representative using Five9 inbound campaigns, while admins can launch outbound campaigns using advanced dialing options – predictive, power, progressive, preview, and manual touch.

Meanwhile, managers and supervisors gain real-time analytics and reporting to ensure every prospect receives top-tier service. Administrators can also set up skills-based routing with ease, matching customers with the right agent every time.

BENEFITS

Streamline sales workflows and customer engagement

Boost productivity and sales effectiveness

Accelerate resolutions with AI-powered guidance

Increase customer satisfaction and loyalty

FEATURES

Centralized platform: Manage sales and customer interactions in one place

Click-to-dial functionality: Quickly connect with prospects and customers

Intuitive interaction controls: Effortlessly handle calls and messages

AI-driven tools: Leverage real-time transcriptions, agent guidance, and call summaries to boost productivity

My Dashboard

My Sales Data

My Leads

My Campaigns

My Reports

My Sales Data

My Leads

My Campaigns

My Reports

My Sales Data

My Sales Data

My Leads

My Campaigns

My Reports

My Sales Data

My Sales Data

My Leads

My Campaigns

My Reports

My Sales Data

My Sales Data

My Leads

My Campaigns

My Reports

My Sales Data

Advanced Partner

Figure 1. A unified interface for reps to view sales data while making inbound and outbound calls – all in one place.

Data Sheet Front

Data Sheet Page 2

Data Sheet Back

Data Sheet Partner

Corporate and Product Collateral Examples

Five9

WHO WE ARE

Five9 is an industry-leading provider of the intelligent cloud contact center, bringing the power of cloud innovation to more than 3,000 customers worldwide and facilitating billions of customer engagements annually.

Five9 provides end-to-end solutions with digital engagement, analytics, workforce optimization, and AI and automation to increase agent productivity and deliver tangible business results.

20+

years of cloud contact center experience

2600+

employees around the world

3000+

customers worldwide

350K

concurrent agent seats (avg. as of Q4 '23)

3X

YoY growth in global partner sales certifications

1400+

global SI, channel, and technology partners

2X

YoY growth in partner-led implementations

6X

YoY growth in Agent Assist bookings in Q4 '23

THE NEW CX STARTS HERE

The New CX combines AI innovation with human expertise to deliver hyper-personalized, seamless experiences that drive loyalty and efficiency.

Powered by Genius AI and our Intelligent CX Platform, we help businesses transform customer interactions into competitive advantages. Let's build the future of CX together.

Artificial Intelligence with less hype and more Actual Intelligence.

Advanced orchestration across the entire customer journey.

Deep CX and AI expertise to guide your transformation.

Streamline with AI and automation.

TOP INDUSTRIES

Healthcare

Financial Services

Retail

BPO

SLED (Government + Education)

FIVE9 CORE BELIEFS

01 | LLMs are game changing, but AI benefits should be easy to enjoy and fast to deploy.

02 | Leading CCoaaS vendors must help solve the data silo problem.

03 | Engagement experiences should be fluid, effortless, and enjoyable.

FIVE9 DIFFERENCE

Engage customers and interact across their channels of choice.

Empower agents and managers with AI and automation.

Close the loop with customers and be proactive.

Connect your contact center to the business.

PwC Research

Gartner

DMG

Forrester

Sparks Research

Frost & Sullivan

AIQ Research

FACT SHEET 2025

FIVE9 MILESTONES

2024

Five9 named to 2024 Fortune Best Workplaces in Technology List

Five9 named a leader in the 2024 Gartner Magic Quadrant for Contact Center as a Service

Five9's Desk Studio named as a Best New Product of 2024 for Industry Excellence

Five9 Wins 2024 Aragon Research Innovation Award for AI Contact Center

Five9 named a Leader in 2024 IDC MarketScape for Contact Center as-a-Service Applications Software

Five9 Wins 2024 "Workforce Innovation of the Year" at the Customer Contact Week (CCW) Excellence Awards

Five9 acquires Acquia

Five9 recognized as a Leader by Aragon Research Global for Conversational AI in the Intelligent Contact Center (ICC)

Five9 opens new European engineering hub in Porto, Portugal

MCM Telecom, Five9, and XTT Mexico announce Strategic Partnership to deliver integrated CX solutions in LATAM

Five9 introduces Agent Assist 2.0 with AI Summary powered by Copilot

BT and Five9 expand partnership to accelerate cloud adoption for contact centers globally

Five9 earns Frost & Sullivan's 2023 LATAM Competitive Strategy Leadership Award

Five9 earns Metrigy MetriTron Top Provider Award for Contact Center as a Service Platform

Five9 recognized by Frost & Sullivan as a Growth and Innovation Leader in EMEA and LATAM

Five9 recognized as a Leader in Gartner Magic Quadrant for Contact Center as a Service

Five9 acquires Acquia

ISO provider Lens for CCoaaS – CX in Europe & UK Leader

Glassdoor Employee's Choice Award, Best Places to Work

Aragon Research Innovation Award (4th consecutive) & Women in Tech Award

Best in Biz Award for Enterprise Product of the Year

Growth and Innovation Leader, Frost Radar™ North American Enterprise Cloud Contact Center Market

Leader in Aragon Research Globe for Conversational AI and Intelligent Contact Centers

Metrigy MetriTron Top Provider for Workforce Optimization Platforms

Leader in Forrester Wave™ for Cloud Contact Center

Leader in Gartner Magic Quadrant for CCoaaS, 5th year

Leader in Gartner Magic Quadrant for CCoaaS, 4th year

Leader in Gartner Magic Quadrant for CCoaaS, 3rd year

Leader in Gartner Magic Quadrant for CCoaaS, 2nd year

Leader in Gartner Magic Quadrant for CCoaaS

Completed IPO on NASDAQ as FIVN

Began cloud contact center operations

Fact Sheet Front

Five9

Alaska Airlines setzt auf die Cloud und verbessert die CX

Das Leitbild von Alaska Airlines lautet: "Eine Fluggesellschaft schaffen, die Menschen lieben". Die aufrichtige Fürsorge, die Alaska Airlines ihren Gästen, Mitarbeitern und sich selbst entgegenbringt, unterscheidet sie von anderen Unternehmen der Branche. Die Betreuung des Gastes steht bei jedem Schritt auf der Reise im Mittelpunkt.

Als fünftgrößte Fluggesellschaft Nordamerikas, gemessen am Passagiervolumen beschäftigt Alaska Airlines 14.000 Mitarbeiter und hat 1.500 Kundendienstmitarbeiter, die hauptsächlich inremote arbeiten. Die Mitarbeiter bearbeiten 20.000-50.000 Anrufe pro Tag.

Die Fluggesellschaft musste von einem lokalen Contact Center-System auf eine Cloud-basierte Plattform umsteigen, die KI-Fähigkeiten ermöglicht, ihre Omnichannel-Kapazitäten stärkt und ihre Strategie der Remote-Arbeit unterstützt. Die Airline entschied sich für Five9 als Partner, da das Unternehmen ihre Vision verstand und ihren Fokus auf die Betreuung der Menschen teilte. Die *Five9 Intelligent CX Platform* bot die moderne, integrierte und fortschrittliche Contact Center Software, die das Unternehmen suchte - mit erheblichen Kosteneinsparungen.

Modernisierung zur Kostensenkung und Verbesserung von CX

Dem lokalen Contact Center der Fluggesellschaft mangelte es an Flexibilität bei der Bereitstellung neuer Funktionen und es war schwierig, Remote-Kollet zu unterstützen. Es verfügte über begrenzte Omnichannel- Funktionen und erforderte manuelles Routing zwischen Kanälen. Als im Unternehmen eine Initiative zur Senkung der Software-Kosten startete, beschloss das CX-Team, seine Suche von Geschäftslösungen zu modernisieren. Die Verlagerung in die Cloud würde die Kosten für Software-Lizenzen senken und einen besseren administrativen Zugriff ermöglichen, um eine bessere Kontrolle über Änderungen und Konfigurationen zu gewährleisten, ohne dass die IT-Abteilung zuständig wäre. Außerdem würde sie Omnichannel-Funktionen und automatisiertes Routing bieten.

Die Umstellung auf die Cloud stärkt die Mitarbeiter, nicht nur die Technik

Die Wahl der Technologie basiert häufig auf dem technischen Stack und den Infrastruktur- Anforderungen des Unternehmens, wobei darauf geschaut wird, wie diese Technologie das Kunden- und Nutzererlebnis unterstützt. Diese Dinge waren für Alaska Airlines wichtig, aber das Unternehmen schaut sich auch genau an, wie die neue Technologie Mitarbeiter dabei unterstützen könnte, ihr Potenzial voll auszuschöpfen und den Kunden ein noch angenehmeres Erlebnis zu bieten.

Einige Mitarbeiter von Alaska Airlines sind schwermütig. Mit Five9 unterstützt die Fluggesellschaft dabei, diese Agenten mit *Five9 Agent Assist*, das KI nutzt, um Empfehlungen und automatische Transkription bietet während Kundeninteraktionen zu bieten. Agent Assist ermöglicht Fallstudie es Agenten, in Echtzeit zu lesen, was ein Gast sagt - zusätzlich zum Hören des Tons - und sich vertrauensvoll mit ihm unterhalten.

Die Fluggesellschaft musste auch die Weiterleitung für Omnichannel-Interaktionen verbessern. Zuvor wurden die Agenten manuell von Chat zu Voice weitergeleitet. Five9 entwickelte gemeinsam mit der Fluggesellschaft komplexe Routing-Strategien, die das Routing auf Basis des Kontextes, der Fähigkeiten der Mitarbeiter und der Verfügbarkeit automatisieren. Dies führte zu einem verbesserten Gesamterlebnis für die Gäste und zu kürzeren Wartezeiten.

Alaska Airlines hat eine weitere Routing-Strategie implementiert, die bei Bedarf auf interne Support-Agenten zurückgriff, um zusätzliche Hilfe zu erhalten. Die Fluggesellschaft legt fest, wie viele interne Support-Agenten sie benötigt, und die Routing-Konfiguration erkennt, wann diese einen Überschuss an Anrufen bearbeiten können. Der Algorithmus mindert das Risiko, dass alle internen Supportmitarbeiter mit der Bearbeitung externer Gästeanrufe beschäftigt sind, und sorgt für einen reibungslosen Ablauf für Kunden und Mitarbeiter.

HERAUFORDERUNGEN

- Teures, schwer zu konfigurierendes, lokales Kontaktzentrum
- Manuelle Anruferweiterung
- Fehlende Möglichkeit, Anrufe während Spitzenzeiten effizient weiterzuleiten
- Unzureichende Omnichannel Fähigkeiten

VORTEILE

- Modernes, cloud-basiertes Kontaktzentrum
- Automatisierte Anruferweiterung
- Effizientes Routing bei Spitzenbelastungen
- Nahtloses Omnichannel-Leistung

LÖSUNGEN

- Agent Assist
- Supervisor Flus
- Performance-Dashboard
- Digital Engagement

CASE STUDY

ALASKA AIRLINES TRANSPORTATION 2,000+ EMPLOYEES GLOBAL ALASKAAIR.COM



Five9

"Unter neues Routing hält unsere Mitarbeiter produktiv, macht eine manuelle Umschulung der Agenten überflüssig und senkt die Betriebskosten für die Contact Center", so Gail Mahan, Director of Contact Center Planning and Technology bei Alaska Airlines.

Kostenreduzierung, Leistungsverbesserung und Bereitstellung einer fürsorglicheren CX

"Vom ersten Tag an war Five9 ein unglaublicher Geschäftspartner, der dafür gesorgt hat, dass unsere Anforderungen erfüllt wurden und der Übergang für unsere Agenten nahtlos verlief. Der Service, den Five9 während unserer gesamten Reise geboten hat, hat uns bestätigt, dass wir mit der Wahl von Five9 als Cloud-Anbieter die richtige Entscheidung getroffen haben", sagt Mahan. Die Fluggesellschaft schätzt, dass sie durch den Wechsel von ihrer On-Premises-Plattform zu Five9 erhebliche Einsparungen erzielt hat. Sie berichtet über die folgenden Vorteile der Five9 Intelligent CX Platform:

Vereinfachte Kostenstruktur mit einer Stützerangebuhr, die mehrere Lösungen umfasst

Native Unterstützung von Omnichannel-Routing-Funktionen

Schnellere Implementierung und Flexibilität bei Änderungen an bestehenden Lösungen oder bei der Erweiterung von Funktionen

Berichterstattung in Echtzeit

Flexibilität bei der Anpassung von Dashboards einschließlich einer benutzerfreundlichen Benutzeroberfläche für das Omnichannel-Management

Verbesserte Integrationsmöglichkeiten mit anderer Kernsoftware

Mit Five9 Reporting & Analytics kann Alaska Airlines einfach auf die Daten zugreifen, die für wichtige Geschäftsentscheidungen benötigt werden. Zuvor musste das Unternehmen einen Report anfragen und auf die Ergebnisse zu warten. Five9 liefert sofortige Daten mit einfach zu verstehenden Dashboards: "Es ist erstaunlich, dass wir die Berichte sofort zur Hand haben, dass wir sie an unsere Bedürfnisse anpassen können und nicht erst etwas erstellen lassen müssen. Es ist ein echter Wendepunkt in der Art und Weise, wie wir Entscheidungen treffen", sagte ein Alaska Airlines Manager of Customer Care. "Wir sind nicht nur davon beeindruckt, dass Five9 sein Kundenversprechen einhält, sondern auch von der Kultur bei Five9, die der Kultur bei Alaska Airlines sehr ähnlich ist", so Mahan. "Sie sind ein echter Partner, sie wollen uns helfen, und wann immer wir ein Geschäftsproblem vorbringen, helfen sie uns, eine Lösung zu finden. Sie sind wirklich für das, ich habe noch nie mit einem Geschäftspartner zusammengearbeitet, bei dem ich mich so umsorgt und unterstützt gefühlt habe."

Was kommt als Nächstes?

Alaska Airlines arbeitet an der Implementierung von ausgehenden Textnachrichten an Gäste und an einer stärkeren Automatisierung. Sie beabsichtigt, mehr Self-Service-Optionen zu ermöglichen und ihre Five9-Funktionalität zu erweitern. "Letztendlich geht es darum, wie das Five9-Team mir das Gefühl gegeben hat. Es ist eine starke Partnerschaft geworden, ich sehr schätze, und mein gesamtes Team sieht das genauso", sagte Mahan. Alaska Airlines wurde 2023 mit dem Five9 Remote CX Award ausgezeichnet. Mit den Auszeichnungen werden Unternehmen gewürdigt, die

Über Five9 | Die Five9 Intelligent CX Platform bietet eine umfassende Suite von Lösungen für die Orchestrierung von flexiblen Kundenerlebnissen und die Stärkung von Agenten. Unsere Cloud-native, modularerfähige, skalierbare, zuverlässige und sichere Plattform umfasst Contact Center, Omnichannel-Engagement, Workforce Engagement Management, Frontendbetrie durch mehr als 1.000 Partner sowie innovative, praktische KI, Automatisierung und Journey Analytics, die als Teil der Plattform eingebettet sind. Five9 bringt die Kraft von Menschen, Partnern und Technologie in mehr als 2.500 Organisationen weltweit ein. Durch diese Kombination unterstützt Five9 die Kundenbedürfnisse vom ersten Tag an und hält unser Kundenversprechen ein. Wir halten unser CX-Versprechen, damit Sie Ihre Vision können. Weitere Informationen finden Sie unter www.five9.com.

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Case Study Front

Case Study Back

2025 Customer Experience Report

KEY TAKEAWAYS

Over 1,000 global consumers share what you need to know about the state of customer service today.

Customer service must do more

Nearly half of customers leave a brand after one negative customer service experience, and 95% voice frustration to someone.



More answers

72% of customers are interested in using AI agents for quicker answers



More speed

Customers feel most valued by businesses that respect their time.



More compassion

Customers want brands to show they care with proactive, empathetic support.

86%

want empathy

77%

want proactive support



More personal

Customers want brands that know them—and show they care.

87%

of customers value brands that understand their own history

79%

of customers expect companies to anticipate their needs

Deliver more. Nothing less.

Download the 2025 CX Report →



Five9

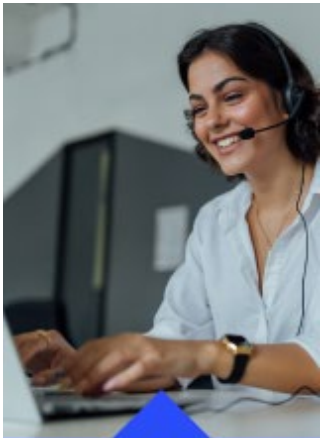
Five9 is a leading provider of cloud contact center solutions, helping businesses improve customer service and operational efficiency. For more information, visit www.five9.com.

Infographic

Tradeshhow and Experiential Examples



Ad Suite Examples –UK Retail



Retail CX Solved

Free AI discovery session.

Book Your Spot

Five9



Retail CX Solved

Free AI discovery session to tackle your biggest challenges.

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Free AI discovery session.

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Retail CX Solved

Free AI discovery session to tackle your biggest challenges.

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Retail CX Solved

Free AI discovery session to tackle your biggest challenges.

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Ad Suite Examples –UK Retail



The
Future
of Retail
CX

Win brand
loyalty.
Drive revenue.

Download E-book

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The Future
of Retail CX

Win brand loyalty.
Drive revenue.

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The Future of Retail CX

Win brand loyalty. Drive revenue.

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The Future
of Retail CX

Win brand loyalty. Drive revenue.

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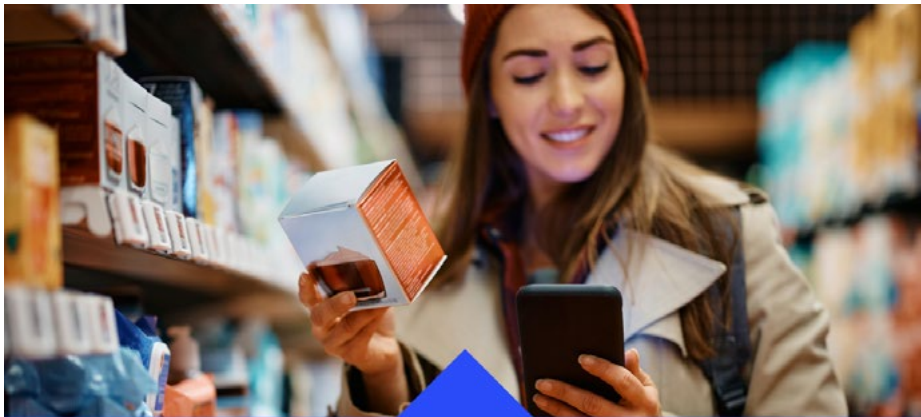
The Future
of Retail CX

Win brand loyalty.
Drive revenue.

Download E-book

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Ad Suite Examples – Retail DACH ad



**Die Zukunft
CX in Retail**

Markenloyalität gewinnen.
Umsatz steigern.

[Bissell Fallstudie herunterladen](#)

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Ad Suite Examples – ABM CX Report



54% of Consumers Expect AI to Improve CX

Are You Ready?

[Learn More](#)





54% of Consumers Expect AI to Improve CX

Are You Ready?

[Learn More](#)



54% of Consumers Expect AI to Improve CX

Are You Ready?

[Learn More](#)





54% of Consumers Expect AI to Improve CX

Are You Ready?

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54% of Consumers Expect AI to Improve CX

Are You Ready?

[Learn More](#)





Ad Suite Examples – Power of More Campaign – Life Style Imagery

CENTRAL BANK UNLOCKS

MORE LOYALTY

WITH THE NEW CX BY FIVE9



Five9 |  Central Bank

Download Now

CENTRAL BANK UNLOCKS

MORE LOYALTY

WITH THE NEW CX BY FIVE9



Five9 |  Central Bank

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MORE LOYALTY

WITH THE NEW CX BY FIVE9



Five9 |  Central Bank

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CENTRAL BANK UNLOCKS

MORE LOYALTY

WITH THE NEW CX BY FIVE9



Five9 |  Central Bank

Knowing why customers are calling with 80% accuracy, Central Bank quickly builds loyalty one connection at a time. The New CX Starts Here.

Download Now

CENTRAL BANK UNLOCKS

MORE LOYALTY

WITH THE NEW CX BY FIVE9



Five9 |  Central Bank

Download Now

Ad Suite Examples – Power of More Campaign - Asset Imagery

LESS
FRUSTRATION
MORE
JOY.



GET
YOUR
ROADMAP
TO THE
NEW CX

Five9 | metrigy

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FRUSTRATION
MORE
JOY.



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GET YOUR ROADMAP TO THE NEW CX



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GET YOUR ROADMAP
TO THE NEW CX



Five9 | metrigy

Discover the roadmap to The New CX. Learn how to cut costs, drive growth and efficiency, and create personalized experiences your customers will love.

Download Now

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MORE
JOY.



GET YOUR ROADMAP
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