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- 03 **Five9 Differentiators**
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Product Alone Is No Longer Enough to Compete

82%

increased cloud use
in response to
pandemic and
shift to remote work¹

89%

of businesses are
expected to compete
mainly on customer
experience²

\$1.6T

lost by US businesses
annually due to
bad customer
service³

\$775M

average revenue gain
over three years by
moderately improving
CX³

1 Computer Weekly

2 Forbes

3 Qualtrics XM Institute

This market is on fire!

Starting 2020

16M Contact
Center Agents
Globally

\$24B Global
Addressable Market

Only 15% Migrated
to the Cloud



Cloud Contact Center Demand

- Prem / Legacy Solutions Simply Cannot Deliver
- Lead with CCaaS
- Complimentary within technology ecosystem



2020 Changed Everything

- eCommerce Grew 2X in 3 Months
- Agent Counts Grew 2X
- Agent Minutes Grew 1.5X



Customer Outcomes Era

- Deliver with Confidence
- Expand Reach with Omnichannel & Workflow Automation
- Rise of the IVA

Demand for AI & Automation is expanding our TAM

Digital Transformation

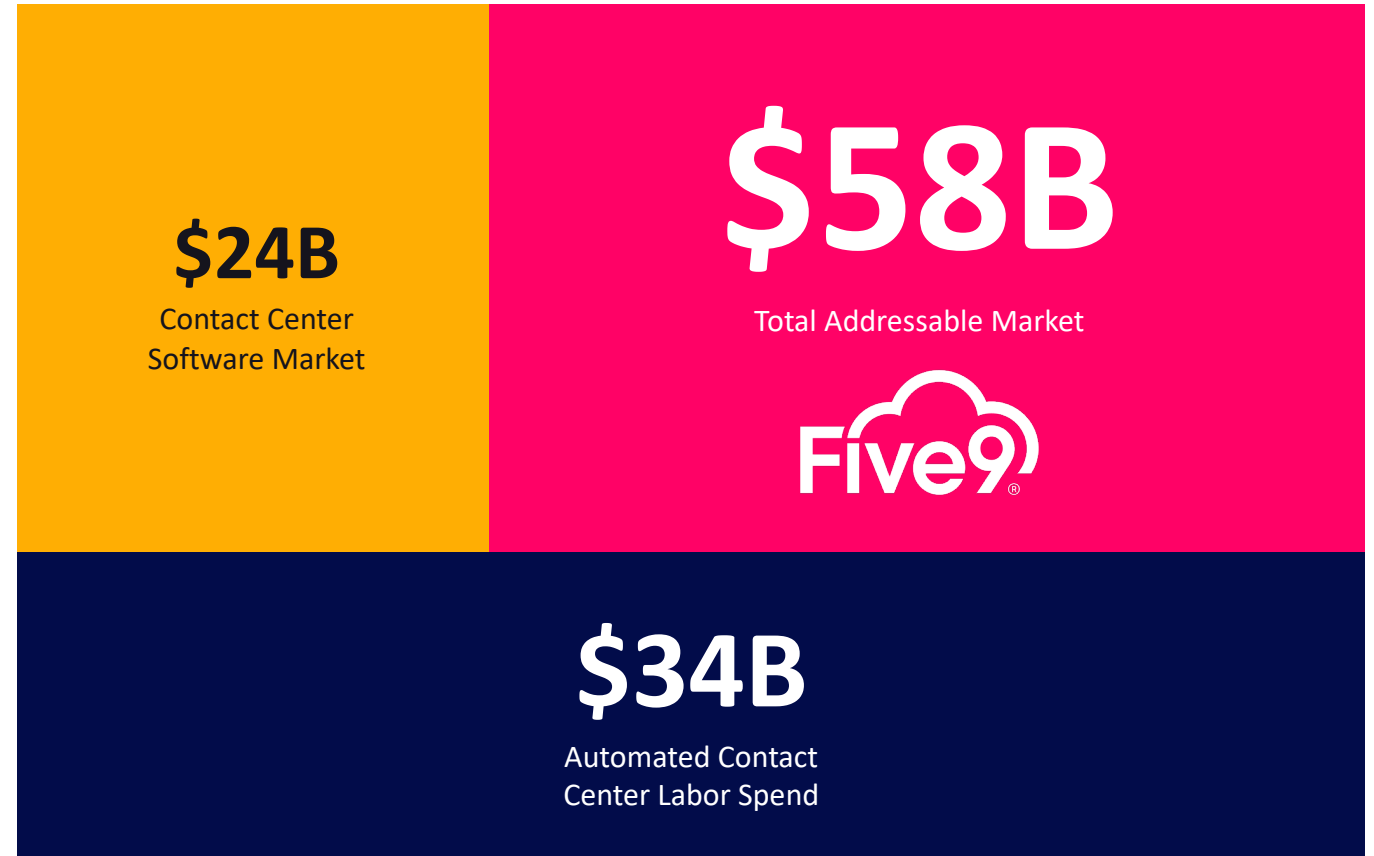
enhances customer experience

Cloud Migration

empowers contact centers

AI & Automation

improves efficiency



Note: \$34B = 16% of \$210B contact center labor market being automated (per McKinsey)

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Why Five9?

GLOBAL

- Presence in 80+ countries worldwide
- 400+ Global SIs, channel resellers, technology software partners
- 90+ NPS for Pro Services and Customer Support

INNOVATIVE

- #1 CCaaS Forrester, Omdia, Aragon, Frost & Sullivan, Gartner
- #1 in AI Conversational AI for self-service & agent assistance
- Elite Google DORA-Certified HyperScale Architecture

ENTERPRISE

- Global Data Centers & POPs: no-latency carrier grade and in-country data centers
- 2100+ Global SMB, mid-market, and enterprise customers

TRUSTED ACROSS INDUSTRIES



GRUBHUB

SIEMENS



COMCAST

GOODYEAR



ESTÉE LAUDER



MCKESSON



fromyouflowers.com

snhu



TELADOC

A woman with blonde hair tied back is smiling and talking on a black mobile phone. She is wearing a dark-colored sweater. The background is a blurred office environment with other people working at desks. The entire image has a blue tint.

Why do customers choose Five9?

Five9: A market leading AI platform

Multi Award Winning

- IVA Named a Leader in 2022 Opus Research Decision Makers' Guide to Enterprise Intelligent Assistants
- #1 in Conversational AI for self-service & agent assistance 2021
- Winner Enterprise Connect 2021 'Best Application of Artificial Intelligence'
- Frost & Sullivan Market Leadership Award – Intelligent Virtual Agents
- #1 Market Share (DMG Consulting) 2x
- 2021 Aragon Research Innovation Award for Intelligent Contact Centers (4th Consecutive)
- Best in Biz Awards: Enterprise Product of the Year & Support Dept of the Year

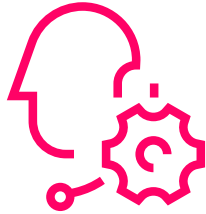
Recognized by the Market

Innovator
2021 Aragon Research



The Power of the AI Engine

Intelligent Virtual Agent



Greet every caller with conversational AI

- Get a clear understanding of why your customers are reaching out across any channel
- Solve simple and repeatable issues for you customers without ever speaking with an CSR

Agent Assist



Ensure every agent performs like your best

- Provide coaching and guidance based on conversational context
- Transcribe and Summarize every customer conversation to reduce ACW

Conversation Architect and Insights (Beta)



Leverage insights from a comprehensive view of your customer

- Access to customer intents gathered during interactions with the IVA and Agents
- Identify and increase self-service options or reducing points of friction leading to customer outreach

Five9 IVA's Unique Value Proposition



Fast

With Five9, businesses can deploy new more quickly. IVA Studio enables non-technical users to build & manage applications. Management of Voice & Digital IVAs are centrally managed in IVA Studio.



Scalable

Enterprises can easily, scale to meet spikes in service demand using virtual agents to augment their human workforce.



Flexible

Five9 allows businesses to use the latest Conversational AI services from providers like Google, IBM Watson & Microsoft. They are free to switch from one engine to another and embrace new solutions as they come to market. There's no lock-in.



Trusted

Telecommunications providers around the world trust Five9 to power self-service and real-time communications for leading brands. Five9 has been recognized as the worldwide market share leader by DMG Consulting.



Integrated

Deeply integrated with Five9's Intelligent Cloud Contact Center. IVA interactions can be escalated to live agents with context. Five9 offers multiple SKUs along with PS deployment and optimization services.

Five9 Differentiators

Technical Advantages

True Blended Agents

Every Agent license offers full IB/OB functionality in a single agent interface

Agent Ports for Call Queueing

Each agent license offers 3 lines pooled across Enterprise, i.e. one connected call plus two queued.

Native CRM Integrations

CRM integrations that integrate the Agent Desktop within the CRM or stand-alone

Integrated IVR/IVA

Integrated IVR functionality built-in and easy to deploy

Service Advantages

High Touch Deployment

Five9 badged teams deploy Five9 customers. Sales team integrated into deployment phase. High NPS

High Published Uptime

Highest published Uptime in the industry. SLI **not** and SLA

Customer Success Teams

Dedicated Post Install teams to grow and maintain customers

Contract Levers

Contractual Flexibility

A man wearing a headset is shown in a call center environment. The image is overlaid with a blue tint. The text "What makes a good opportunity?" is displayed in white on the left side of the image.

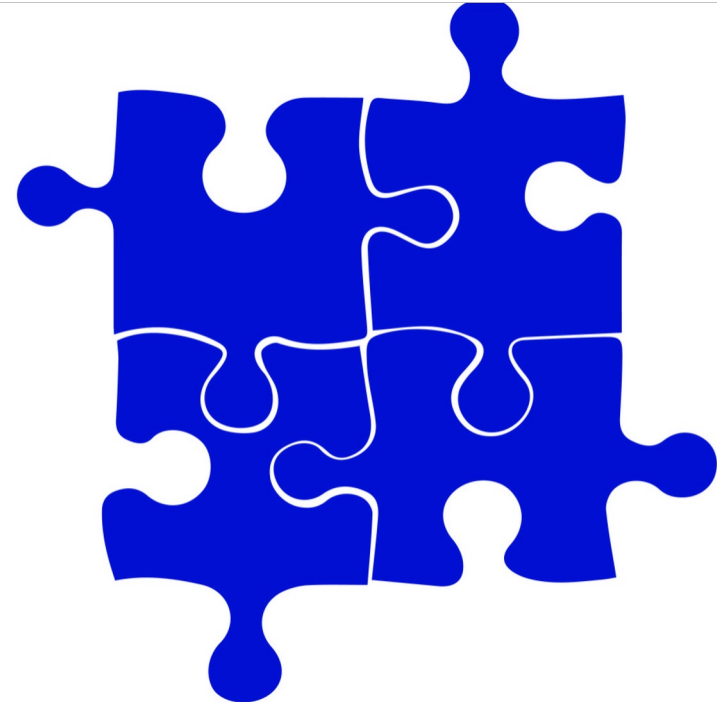
What makes a good opportunity?

Where we fit

- 31-1000+
- Inbound, Outbound, or Blended Contact Centers
- Seasonal peaks, Rapid deployments, WFH agents
- UCaaS Customers – 100+ seats
 - ~10% of any UCaaS deployment is likely to be CCaaS
- Multi-channel: email, chat, mobile, SMS, or social
- CRM integrations
- Intelligent Virtual Agent
- Work Flow Automation
- **SOC2, PCI, HIPAA certified**

Where we don't

- Federal government
- Emergency services
- Price sensitive customers



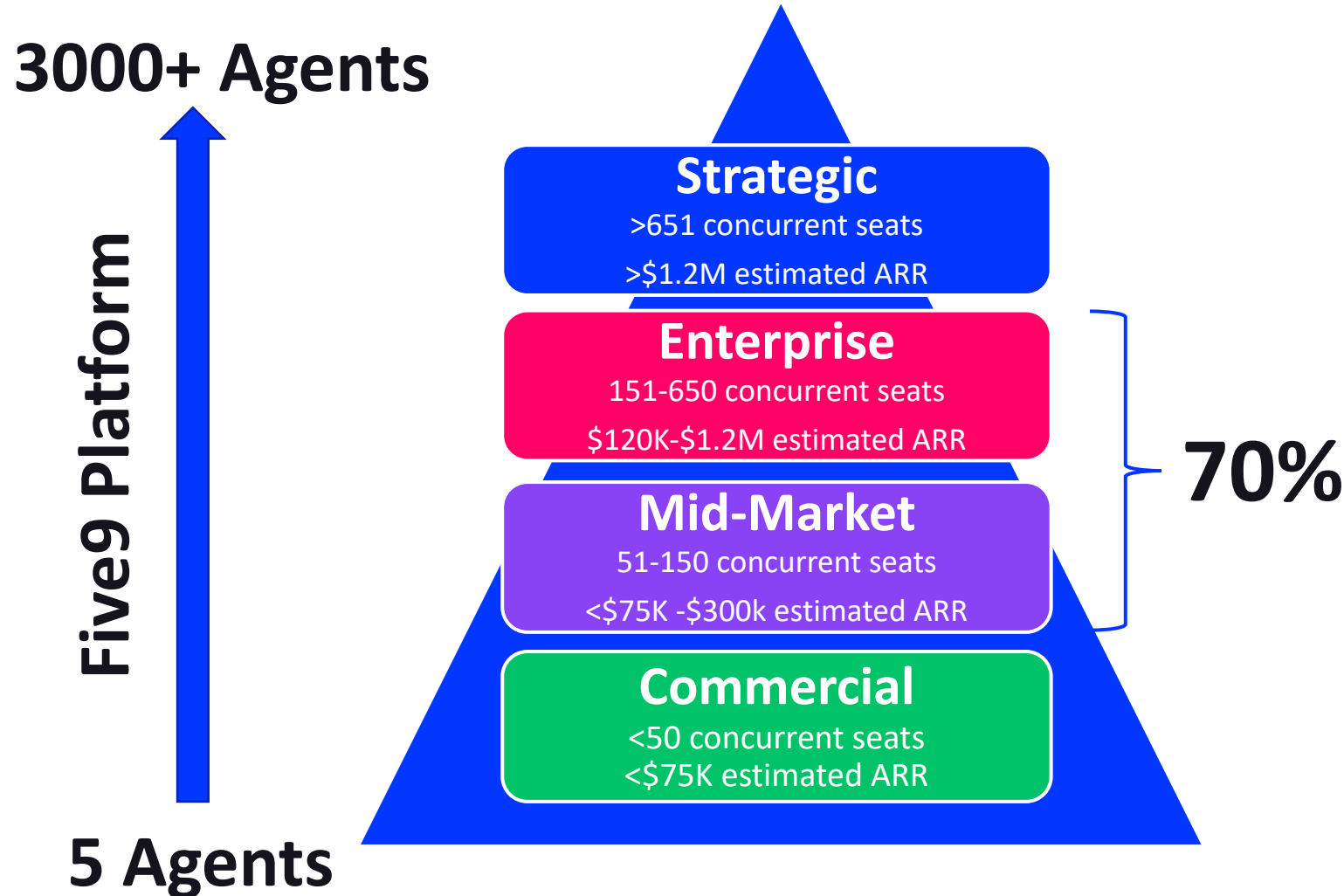
Good Opportunities

- ✓ Premise Solution
 - End-of-Life
 - End-of-Maintenance
- ✓ Corporate level cloud initiatives
- ✓ Rapidly growing business
 - Outbound/Outreach
 - Improve efficiencies
 - T CPA
- ✓ New Product, Services Introductions and Integrating Acquisitions
 - Land and Expand
- ✓ “I migrated to cloud some time ago, but my current provider doesn’t offer sufficient support.....the implementation did not deliver what I expected.”

*This list is not all inclusive. When in doubt, please connect with your Partner Manager.



Five9 Market Segmentation



Customers by Industry

Commercial

- Business Services 23%
- Financial 20%
- Healthcare 12%
- Real Estate 10%

Enterprise

- Financial 21%
- Business Services 17%
- Healthcare 17%
- Retail 10%

What to Look For

Business Stakeholders

- Looking to expand to channels beyond voice
- Investing in, or exploring AI solutions
- Seasonality – Retail, healthcare, financial services
- Struggling with work-from-home visibility
- Industries facing disruptive competitors (fintech, healthcare)
- Moving physical locations, scaling challenges
- Non-traditional calling groups (i.e. inside sales)
- Businesses that are underserved by legacy

IT/Network Stakeholders

- Legacy premise platforms: Cisco and Avaya
- Migrating to **Teams**
- New CRM (Salesforce, ServiceNow, Dynamics)
- Looking to simplify technology stack and reduce number of vendors.
- Business user is asking for more control
- Requirement for business continuity and disaster recovery
- Requirement to add the use of email, chat, text, mobile, social or video
- Current platform stability issues

Questions to Ask

Business Stakeholders

- What drives revenue? How much impact does the contact center have on revenue? (quantify)
- What is your customer retention rate?
- How do you measure customer satisfaction?
- How do you differ from your competition?
- How do you define CX?
 - Is their company known for delivering the best CX in their industry? What impact would that recognition have on revenue?
- How critical is your CRM platform to your success?
- **Contact their customer support via phone, chat, email & report back**

IT/Network Stakeholders

- How was the process moving CS to WFH?
- Was 3rd party assistance or a hardware purchase required? What did that entail?
- Were there maintenance contract costs to move to home?
- Is your cloud strategy focused on customer-facing applications or internal workflow processes like CRM or ERP?
- Many clients will move their CC to the cloud before UC to help with Customer Experience

IVA Vertical Use Cases

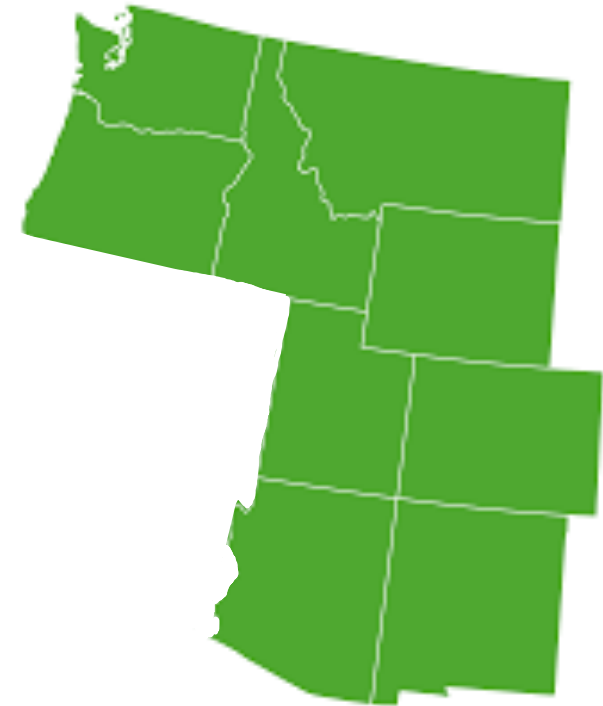
Government	Retail	Healthcare	Hospitality	Insurance	Banking
Increased demand as consumers look for:	Home ordering & delivery	COVID questions	Queue Callback	Health insurance questions	Automated loan applications
Departments & information	Natural language call steering	Appointment booking & reminders	Reservations	Enrollment	Balance lookups
Emergency services	Outbound promotions	Testing locations	Hotel finder	Changes	Biometric Authentication
Financial Assistance	In-store paging integration	Collections	FAQ's	Claims	Outbound alerting
Healthcare	Customer surveying and feedback	Prescription refills	Outbound promotions		Payment & Transfers
	Product recalls	Eligibility assessment			
	Store Locators	Staff and customer feedback			

IVA Questions to Ask

- What are your top 3 to 5 calls or interactions do your agents do?
 - If engaged, then try to have them rank and give an estimate of percentage of calls
 - What have you always wanted to automate, or you think are an inefficient use of your agent's time in your current environment?
 - How many calls do you take per month or per year?
 - What are the main CX or Automation initiatives you have this year?
- Strong Interest – Prep for Next Steps
- List the IVA/IVR task(s) or function(s) e.g. Location locator, Outbound campaigns, appointment reminders/scheduling, surveys, speech enabled IVR, password reset, natural language call steering, self-service fulfillment, FAQ's, account lookups, etc.
- Inbound or outbound tasks or both?
- Languages?

Five9 Mountain West Sales Team

- **Reid Bozak (PHX) – Enterprise team 151+ agents**
- Darren Ervin (PHX) – Darren.ervin@five9.com
- Nabila Lulow (SEA) – Nabila.lulow@five9.com
- Paul Albrecht (DEN) – Paul.albrecht@five9.com
- Randy Clark (PHX) – Randy.clark@five9.com
- **Brandon Warren (DEN) – Mid-Market 51-150 agents**
- Alex Novosel (DEN) – Alex.novosel@five9.com
- Ted Sendejas (SEA) – Ted.sendejas@five9.com
- Heather Brewington (PHX) – heather.brewington@five9.com
- **Kevin Tuckness – Commercial <50 agents**
- **Taysia Brock – IVA + Automation Sales Director**
- **Dedicated Solutions Consultant**



Questions & Calls to Action

