



2026

Customer Success Book

five9.com/customers

Christian Healthcare Ministries

"With Five9 automation we can look at how we can offer services 24/7, and enable our agents to concentrate on the real issues that require the human touch."

Wayne Pierce, Operations Manager at
Christian Healthcare Ministries





Jay Lee
Chief Marketing &
Growth Officer,
Five9

Introduction

The most effective way to understand customer success is through outcomes — how organizations turn strategy into measurable improvements in customer experience, efficiency, and growth.

This year's Five9 Customer Success Book brings those outcomes into focus. Inside, you'll find examples from organizations across financial services, retail, healthcare, travel, and more. While each journey is different, they share a common objective: delivering better customer experiences while operating with greater speed and discipline.

The environment we are all operating in is changing. Customer expectations continue to rise, while organizations are under pressure to do more with the same, or fewer, resources. At the same time, AI and automation are pushing us to reimagine customer engagement end to end.

We describe this as experiencing the New CX. At its core, it's an operating model that combines automation with human expertise, uses data to guide decisions, and creates interactions that are efficient, relevant and personal. When executed well, it leads to tangible outcomes: faster resolution, improved customer satisfaction, and more productive teams.

What you'll see in these stories is how that model comes to life. Not just through technology adoption, but through alignment across teams, clear prioritization, and a focus on continuous improvement.

This year, we're also recognizing a group of customers through our New Era Awards. These organizations are setting a higher bar. They're moving beyond isolated initiatives and building scalable approaches to CX that drive measurable business impact.

Five9 is here to support that execution. Providing the platform and partnership to help organizations scale what works and adapt as expectations continue to evolve.

At the end of the day, the advantage goes to organizations that can turn insight into action— quickly, consistently, and at scale. The companies featured here demonstrate what that looks like in practice.

As you read this year's edition, we hope it provides a clear perspective on how leading organizations are delivering measurable CX outcomes today, and what's possible as customer experience continues to evolve.



THE NEW CX

Where AI Meets Human Connection

In today's fast-paced world, exceptional customer experiences require more than just great service — they demand innovation, personalization, and seamless interactions across every touchpoint. At the heart of this evolution is The New CX — a balance of cutting-edge AI, intelligent platforms, and trusted partnerships that empower brands to deliver meaningful and memorable customer journeys.

As businesses scale, the ability to anticipate customer needs, automate routine tasks, and engage across channels becomes essential. Five9 sits at the forefront of this transformation harnessing AI, enabling cloud agility, and strengthening the bond between agents and customers — all while working alongside you as a trusted partner, guiding your CX evolution every step of the way.

But don't just take our word for it. The voices of our customers tell the true story — showcasing how AI enhances efficiency, platforms drive innovation, and partnerships elevate the entire experience.





AI INNOVATION

Artificial Intelligence with less hype and more Actual Intelligence

Exact Sciences

"Five9 continues to be at the forefront of revolutionizing contact centers! Being one of the first cloud-based contact center solutions, they are now charting the way forward with AI technology and helping contact centers push the envelope on what can not only assist agents but also assist customers and the business in leveraging how to further optimize!"

Buddy Reeves | Lead Application Analyst

VSP Vision Care

"Five9 demonstrated that it could enable us to configure and support our [AI agents] on our own. That was huge for us."

Chris Ruff | Senior Contact Center Manager

Wyndham Hotels & Resorts

"We wanted a partner that would facilitate easy integration with Salesforce and our core systems. Five9 had the functionality we were looking for, the integrations, and the AI capabilities to serve as the foundation for our future state."

Joe DeLuca | Senior Director Voice, Contact Center and Collaboration

PennyMac Loan Services, LLC

"Having partnered with Five9 for over 12 years, I've seen the platform grow from a dependable cloud dialer into a powerhouse of AI-driven innovation..."

Jeff Ellis | AVP, Architect

SumUp

"We added Five9 [AI Agents] and saw the number of customers who opted to speak to a human agent drop by 50%. This is a huge decrease for us and shows us that our [AI agents] are truly serving customers."

Bruno De Melo Fransoni | Global Contact Center Chapter Leader

The Ivy Collection

"Implementing Five9's [AI Agents] has allowed us to give our customers the answers they need more quickly and more efficiently so they can get on with their day and not waste any time."

John Davis | CTO

TruConnect Communications

"By leveraging Five9's AI-powered Agent Assist, we've successfully reduced inefficiencies, minimized After-Call Work, and enabled faster, more streamlined interactions that ensure customers feel well-supported."

William Ye | Director of Operations





INTELLIGENT CX PLATFORM

Advanced orchestration across the entire customer journey

The Aldo Group

"Implementing Five9 fundamentally transformed our contact center operations, consolidating legacy systems and integrating phone, chat, and email. This led to significantly reduced response times and lower staff attrition. The introduction of AI-driven forecasting, coaching, and actionable insights enabled proactive management, while seamless integration with platforms such as Shopify and Microsoft Copilot streamlined workflows and enhanced service delivery across channels."

Victor Saldana | Senior Workforce Manager

Mason Companies

"Five9 has enabled us to meet our customers where and when they want to be met. They helped us implement self-service through chat and IVA, increasing our efficiency and freeing up our agents for more high-value interactions and being available to our customers 24/7 — even outside of our business hours."

Nicole Darby | Director of Customer Care

IAA, an RB Global Inc Company

"We selected the Five9 platform because it aligns with our vision of creating a more proactive and efficient contact center that prioritizes both customer satisfaction and agent experience."

Millicent McIntyre | Senior Director Buyer Services/Consumer Support

Tax Defense Network

"Five9 helped us turn the contact center into a growth engine. We've improved speed to lead and routing, reduced manual work for agents, and created a more consistent experience for customers, which ultimately shows up in higher conversions and better retention."

Christina Rosa | VP Marketing

Machias Savings Bank

"Thanks to Five9, we've taken a more holistic approach to improving our customer experience. This has helped boost engagement across our team and throughout the entire organization, making a noticeable difference for everyone involved."

Danielle Worster | VP of Customer Service

Doctor Care Anywhere

"We've witnessed a transformation in our coordinators' engagement and quality of work. By prioritising their development and satisfaction, we're not just hitting targets; we're elevating the entire patient experience."

Hollyanne Burgess | Patient Experience Support Manager





TRUSTED EXPERTISE & PARTNERSHIP

Deep CX and AI expertise to guide your transformation

Aeroflow

"Five9's people 100% make the difference. They look out for us and take an interest in learning our business."

Ashley Haynes | Director of Customer Operations

Alaska Airlines

"I've never worked with a business partner where I felt so cared for and supported."

Gail Mahan | Director of Contact Center Planning and Technology

SNHU

"More than just a tech company, Five9 provides amazing technology paired with industry-leading support to help you get the most out of their product."

Kyle Skov | Senior Director of Platform Operations

IAA

"Our excellent partnership with Five9 has helped leverage technology to enhance both our customer and employee experience, expand our contact channels, improve metrics, and assist in maintaining our strong contact center culture."

Cordell Miles | Workforce Manager

From You Flowers

"I've been using Five9's CX solutions for over seven years and must say it's been an incredible journey. Their dedication and support have played a crucial role in our company's growth. They're not just a service provider; they're a true partner, continuously helping us through challenges. The customer-centric approach has genuinely transformed our customer interactions, making them more meaningful and effective. Recommended!"

Dana Urban | CIO

Penn Foster Group

"From discovery and sales through implementation and beyond, Five9 has been in lock-step with our team. Their implementation team provided best practices and knowledge transfer, allowing our team to take over application management with ease, and the Five9 TAM team has become an extension of our own staff. We're grateful to be working with a provider that prioritizes service and platform agility as we continue to grow and change as an organization."

Emily Cramer | Principle Contact Center Engineer





Table of Contents

I	Introduction	25	Mason Companies Inc
II	The New CX: Where AI Meets Human Connection	26	Omaha Steaks
07	2025 New Era of CX Award Winners	27	Serefin
10	Powered by AI	28	Smart Metering Systems
11	The Aldo Group	29	Yopa
12	The Dufresne Group	30	Employee Engagement
13	Exact Sciences	31	Apex America
14	The Ivy Collection	32	Central Bank
15	SumUp	33	Christian Healthcare Ministries
16	Lumexa Imaging	34	Crutchfield
17	VSP Vision Care	35	Doctor Care Anywhere
18	Wyndham Hotels & Resort	36	From You Flowers
19	Migrate to the Cloud	37	Hanna Andersson
20	adHere	38	SONDA
21	Alaska Airlines	39	TruConnect Communications
22	BTG Pactual	40	User Feedback from Gartner Peer Insights
23	Equitable Bank	41	User Feedback from G2
24	IAA, an RB Global Inc Company		



2025 Award Winners



2025

New Era of CX Award Winners

Five9's New Era of CX Awards honors the most innovative companies redefining CX and AI in business. Winning companies meaningfully aligned CX strategies to achieve their business goals and embraced technology to deliver exceptional customer and employee experiences.



Christian Healthcare Ministries | Most Trusted Expert Award

Christian Healthcare Ministries scaled rapidly while keeping member experiences personal and dependable. With Five9 AI and automation, they reduced wait times and call abandonment, improved resolution rates, and increased conversions. They gave their agents more time for meaningful conversations while delivering the responsiveness members trust.



The Dufresne Group | Best CX Self-Service

The Dufresne Group transformed retail service with Five9 Intelligent Virtual Agents, giving customers faster, more personalized support through self-service. With intelligent routing connecting guests to the right agent when needed, their teams can focus on high-value interactions that strengthen loyalty and improve the overall experience.



SONDA | Best CX Platform Innovator

SONDA reimagined its helpdesk with Five9, bringing together systems and channels into a single, connected experience. With AI-driven automation and real-time insights, teams can resolve issues faster and work more efficiently — reducing friction for both agents and customers. The result is a more responsive, scalable service model that supports growth across LATAM.



2025

New Era of CX Award Winners



Omaha Steaks | Revenue Execution Expert

Omaha Steaks strengthened revenue performance during peak holiday demand with Five9, turning high call volumes into more effective sales opportunities. By streamlining payments, enabling a flexible workforce, and reducing wait times, they created a faster, more reliable buying experience. The result is stronger conversion and protected revenue when it matters most.



BTG Pactual | Judges Choice Award

BTG Pactual built a CX foundation with Five9 designed to scale with rapid growth while maintaining trust and service quality. By combining AI-driven orchestration with human expertise, they deliver more personalized, secure, and consistent experiences across millions of client interactions. The result is a resilient, high-performing operation that supports expansion while maintaining the high standards their clients expect.





Powered by AI

The Aldo Group

The Dufresne Group

Exact Sciences

The Ivy Collection

SumUp

Lumexa Imaging

VSP Vision Care

Wyndham Hotels & Resorts





Retail | 2,000+ Employees | Canada |

The Aldo Group

Key Successes

24%
reduction in ASA and 12.71% fewer abandoned calls

20%
reduction in agent attrition

80%
CES achieved, up from 60%

The Aldo Group Cuts Contact Center Costs by 40%

The The Aldo Group, a global retail brand, faced growing pressure from fragmented and outdated contact center systems that limited scalability and consistency across channels. Legacy, on-premise infrastructure required heavy IT support, slowed innovation, and drove up costs. As customer expectations evolved, the organization needed a more flexible, unified solution to modernize operations, streamline experiences, and support future omnichannel growth.

Key Challenges

- **Fragmented platforms:** Uneven experience across channels.
- **Manual processes:** Delays, reduced availability and high maintenance.
- **Limited platform flexibility:** Unable to boost scalability with BPO expansion.

Five9 Solutions

- **Unified platform:** Seamless omnichannel interactions.
- **Automated workflows:** Faster routing, context-aware support.
- **Intelligent workforce planning:** Dynamic staffing and live performance insights.

Products: Five9 AI Agent Assist, Five9 AI Insights, Five9 Chat, Five9 Email, Five9 Genius AI, Five9 GenAI Studio, Five9 Global Voice, Five9 Workflow Automation, Five9 Workforce Engagement

“We faced frequent disruptions and a broken experience for both customers and agents. We needed a scalable, unified platform to modernize our operations and future-proof our customer experience.”

Victor Saldana, Workforce Manager at The Aldo Group

**2025
FINALIST**
CX LEADER OF THE YEAR



[Full Story →](#)



Retail | 500–2,000 Employees | North America |

The Dufresne Group

Key Successes

30
days to deploy new
contact center solution

66%
decrease in average
guest wait time

95%
customer
satisfaction score

Reduces Guest Wait Time by 66% While Elevating Service

Founded in 1986, The Dufresne Group (TDG) is one of Canada’s leading home furnishings retailers, operating the Dufresne and Ashley brands across Canada and parts of the United States. As the company expanded, its aging contact center technology struggled to keep pace. Manual workflows, rigid systems, and a sudden telephony outage made it difficult to support guests, creating an urgent need for a resilient, modern customer service platform.

Key Challenges

- **Legacy systems:** Slowed support and frustrated guests.
- **Manual processes:** Increased guest wait times, slowed agents, and caused higher call abandonment.
- **Aging software:** Downtime that disrupted service and guest experience.

Five9 Solutions

- **Unified omnichannel experience:** Consistent, connected service across every guest touchpoint.
- **AI-powered guest support:** Faster responses and immediate resolution for common inquiries.
- **Context-rich guidance:** Agents resolve issues faster with real-time context and next-best actions.

Products: Five9 AI Agent Assist, Five9 AI Summaries, Five9 AI Transcription, Five9 Intelligent Virtual Agent, Five9 Workflow Automation

“Expanding self-service with Five9 has completely reshaped how our guests experience support.”
Norman J. Alegria, Director of Guest Care, The Dufresne Group



[Full Story →](#)



Healthcare | 2,000+ Employees | NA, EMEA, APAC |

Exact Sciences

Key Successes

45%
call containment

60%
patient time savings

20%
call deflection to self-service

Elevates Patient Support and Achieves a 45% Containment Rate

Exact Sciences is a healthcare leader specializing in cancer screening and diagnostics. With a commitment to early detection and cancer prevention, their flagship product, Cologuard®, enables convenient at-home colorectal cancer screening. Rapid growth led to overwhelming call volumes and highlighted the limitations of their legacy, on-premises contact center. Exact Sciences sought a scalable, automated solution to enhance patient experience and streamline agent workflows.

Key Challenges

- **Inflexible systems:** Limited scalability, high costs.
- **Limited self-service:** Longer wait times, lower CSAT, agent strain.
- **Growth bottlenecks:** Resource strain, lower CSAT, agent turnover.

Five9 Solutions

- **Cloud platform:** Scalable, cost-effective.
- **Self-service tools:** Reduced wait times, improved CSAT.
- **Automation:** Relieved strain, boosted morale, met demand.

Products: Five9 AI Agents, Five9 Intelligent CX Platform, Five9 Interactive Voice Response, Five9 Chat, Five9 Email

"Five9 was a disruptor... it knocked the socks off our IT department and our contact center folks."

Darran Haessig, Associate Director of IT Applications, Exact Sciences



[Full Story →](#)



Hospitality | 2,000+ Employees | EMEA |

The Ivy Collection

Key Successes

4.8
customer feedback score

50%
reduction in
employee attrition

20%
improvement in
conversion rate

Boosts Conversion by 20%, Driving Upsell Opportunities

The Ivy Collection, part of Caprice Holdings, faced challenges with legacy systems, routine inquiries, and reservation inefficiencies. By implementing AI-powered solutions and CRM integration, they automated repetitive tasks, improved customer engagement, and empowered staff to deliver exceptional fine dining experiences while maximizing revenue.

Key Challenges

- **Non-revenue generating calls:** Consumed agent time, reducing opportunities to upsell and cross-sell.
- **Reservation no-shows:** Unfilled tables caused significant revenue losses.
- **Limited digital engagement:** Needed tools to target younger customers via WhatsApp and chat.

Five9 Solutions

- **Call automation:** Freed agents to focus on revenue-generating tasks.
- **Reservation reminders:** Automated notifications to reduce no-shows and resell tables.
- **Digital engagement tools:** Expanded channels to reach younger generations effectively.

Products: Five9 AI Agents, Five9 Intelligent CX Platform, Five9 Salesforce Adapter

"Implementing Five9's [AI Agents] has allowed us to give our customers the answers they need more quickly and more efficiently so they can get on with their day and not waste any time. It's also given us a foundation to then start looking at how we use AI to improve what we're doing."

John Davis, Chief Technology Officer, The Ivy Collection

**2024
WINNER**
AI-ELEVATED CX TRAILBLAZER

Five9
**NEW ERA
OF CX
AWARDS**



Financial Services | 2,000+ Employees | EMEA |

SumUp

Key Successes

50%
call containment

23%
cost savings
with AI agents

10%
increase in self-
service in first year

PARTNER POWERED

Salesforce

babble

Achieves 50% Call Containment with AI

Scaling and automating global customer support in multiple languages can be challenging. For global payment processing provider SumUp, finding a partner offering voice and AI agents solutions in diverse languages while automating workflows to increase self-service created a path toward improving customer experience.

Key Challenges

- **Limited multilingual support:** Hindered service in customers' native languages.
- **No intelligent call routing:** Delayed customer connections to the right agents.
- **Complex voice response:** Frustrating navigation and low containment rates.

Five9 Solutions

- **Multilingual support:** Seamless local language support improved global customer experience.
- **Intelligent routing:** Connected customers to agents faster for smoother interactions.
- **Simplified self-service options:** Simplified navigation and boosted self-service efficiency.

Products: Five9 AI Agents, Five9 Workflow Automation

“We added Five9 [AI Agents] and saw the number of customers who opted to speak to a human agent drop by 50%. This is a huge decrease for us and shows us that our [AI agents] are truly serving customers.”
Bruno De Melo Fransoni, Global Contact Center Chapter Leader, SumUp



[Full Story →](#)



Healthcare | 2,000+ Employees | North America |

Lumexa Imaging

Key Successes

+4M
revenue via
outbound calling

25%
more call volume
handled with AI

400k
in labor savings annually

PARTNER POWERED

Salesforce

Unlocks \$4M in Untapped Revenue

US Radiology, a leading provider of diagnostic imaging, faced challenges with inefficient technology and manual processes, causing delays and rising costs. Using Five9’s intelligent CX solutions, US Radiology improved call routing, reduced operational costs, and unlocked \$4M in additional revenue while enhancing patient experiences with seamless automation.

Key Challenges

- **Inefficient AI agents:** Misrouted 6,500 calls per month, confusing callers.
- **Manual outbound dialing:** Limited scalability and reporting.
- **Lack of CRM integration:** Slowed workflows and caused delays in accessing real-time data.

Five9 Solutions

- **Intelligent call routing:** Reduced misrouted calls and improved agent efficiency.
- **CRM integration:** Delivered real-time data to agents, improving service speed.
- **Automated outbound dialing:** Scaled campaigns, saving time and unlocking revenue.

Products: Five9 Intelligent CX Platform, Five9 AI Agents, Five9 Voice, Five9 Salesforce Adapter

“We saw ROI within 30 days and full ROI in 3 months. Five9 was able to tell us that calls were being routed to back rooms or empty areas, something our former system could not do”
CTO, US Radiology



[Full Story →](#)



Healthcare | 2,000+ Employees | NA, EMEA, APAC |

VSP Vision Care

Key Successes

95%
of calls routed
through AI agents

+100K
annual savings

90%
faster updates

PARTNER POWERED

Salesforce

Saves Over \$100K Annually with AI

As the first national not-for-profit vision benefits company, VSP Vision Care serves over 85 million members globally. Struggling with a costly, inflexible on-premises system, VSP needed a scalable solution to support its fully remote workforce and streamline AI agents management. Five9's cloud platform empowered VSP to cut costs, improve efficiency, and deliver seamless customer experiences.

Key Challenges

- **Inflexible on-prem system:**
Couldn't scale or support a remote workforce.
- **Costly AI agents management:**
Delayed updates and raised operational costs.
- **Fragmented workflows:** Slowed resolutions and hurt customer experience consistency.

Five9 Solutions

- **Cloud-based platform:**
Enabled seamless scalability and efficient remote support.
- **Internal AI agents management:**
Reduced costs and allowed faster updates.
- **AI-driven automation:**
Enhanced productivity and improved customer self-service.

Products: Five9 Intelligent CX Platform, Five9 AI Agents, Five9 Voice, Five9 Supervisor Plus, Five9 Salesforce Adapter, Five9 Workforce Engagement Management, Five9 Interaction Analytics

"Five9 demonstrated that it could enable us to configure and support our [AI agents] on our own. That was huge for us."

Chris Ruff, Senior Contact Center Manager, VSP Vision Care

**2024
FINALIST**
CX LEADER OF THE YEAR

Five9
**NEW ERA
OF CX
AWARDS**



[Full Story →](#)



Hospitality | 2,000+ Employees | Global |

Wyndham Hotels & Resorts

Key Successes

40,000+
monthly password
resets automated

80%
of booking cancellations
streamlined

<1%
call abandonment rate

PARTNER POWERED

Salesforce

AmpliX

Cuts Wait Times, Boosts Satisfaction with an AI-Driven Contact Center

Wyndham Hotels & Resorts, a global leader in hospitality, faced mounting challenges with its outdated contact center — frustrating travelers and limiting its ability to scale. Disconnected systems, operational bottlenecks, and complex agent tools made seamless service difficult. Partnering with Five9, Wyndham modernized its contact center with AI and automation, enabling faster resolutions and more personalized guest interactions. Today, travelers enjoy effortless support, while Wyndham operates with greater efficiency, setting the stage for future innovation.

Key Challenges

- **Limited integration:** Disconnected systems forced agents to juggle tools, increasing inefficiency.
- **Operational delays:** Onboarding new locations was slow, delaying time-to-market.
- **Complex agent tools:** Outdated systems hindered productivity and service quality.

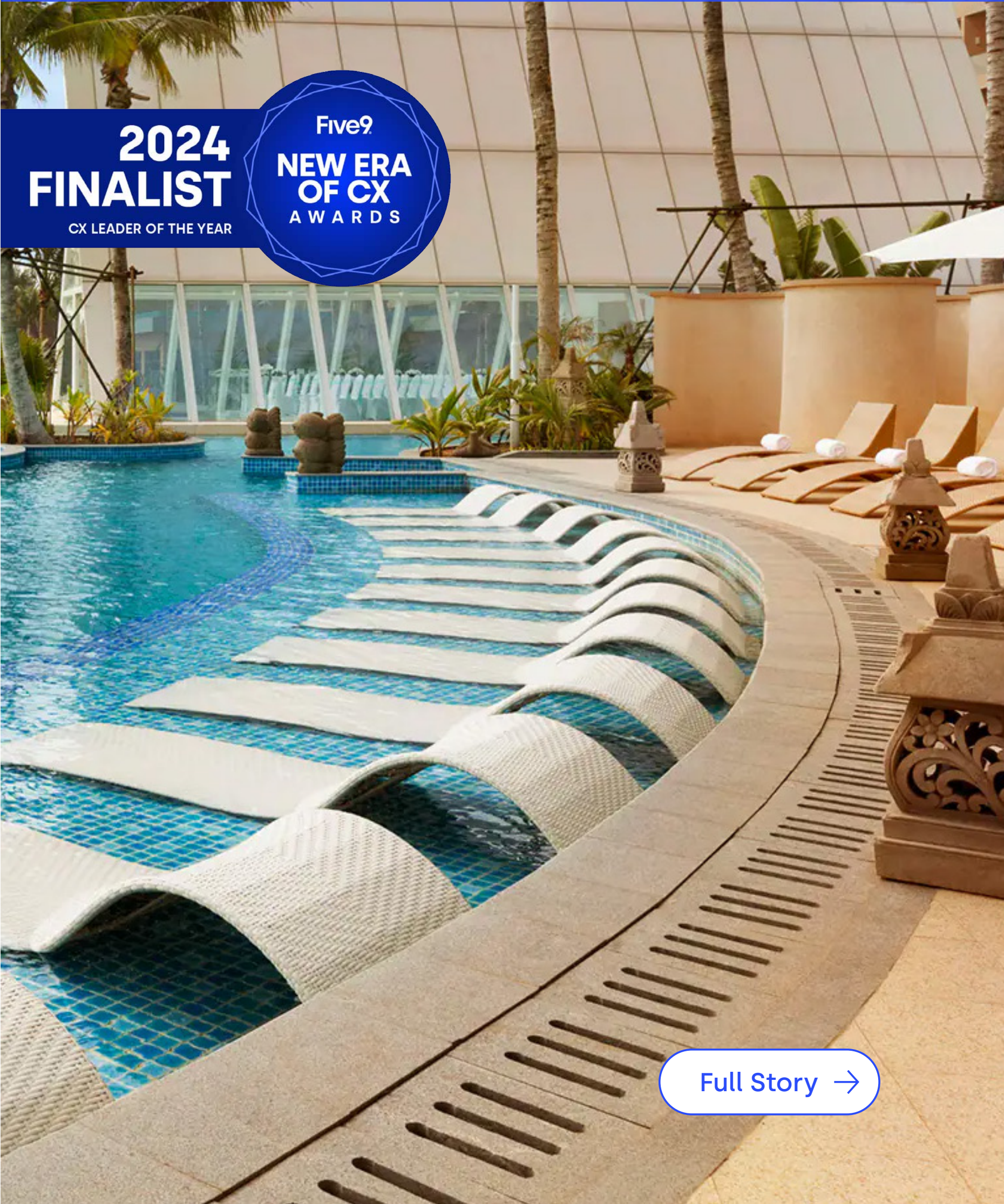
Five9 Solutions

- **Integrated systems:** Unified CRM, loyalty, and booking tools, streamlining agent workflows.
- **AI-powered automation:** Efficiently handled routine calls like password resets and cancellations.
- **Scalable platform:** Simplified operations, reduced abandonment rates, and enabled future growth.

Products: Five9 Salesforce Adapter, Five9 AI Agents

“One of the biggest differentiators for Five9 is that it gave Wyndham the foundation to realize a level of digital transformation that we would not even have been able to discuss when we were on our previous platform.”

Joe DeLuca, Senior Director Voice, Contact Center and Collaboration, Wyndham Hotels & Resorts



[Full Story →](#)



Migrate to the Cloud

adHere
Alaska Airlines
BTG Pactual
Equitable Bank
IAA, an RB Global Inc Company
Mason Companies Inc
Omaha Steaks
Serefin
Smart Metering Systems
Yopa





adHere

Key Successes

564%

YoY increase in call center revenue growth

20K

live interactions per day

Automated

dialer and configuration

Scores a 564% Revenue Increase

When colleges and universities need high-quality leads for prospective students, they often turn to adHere for its lead generation model based on social media channels and first-party data. But when adHere needed to make a final attempt to rescue its call center, it turned to Five9. The move enabled the advertising agency to turn its call center into a flagship channel.

Key Challenges

- **Unprofitable call center:**
Operating at a loss, the channel failed to contribute to business goals.
- **Low contact rates:**
Manual processes and inefficiencies resulted in a poor 5% contact rate.
- **Inefficient dialer management:**
Required extensive manual setup, reducing time for agent training and coaching.

Five9 Solutions

- **Automated dialing tools:**
Improved efficiency and contact rates by reducing manual setup.
- **Seamless integrations:**
Enabled optimized outbound strategies by connecting with third-party tools.
- **Scalable cloud platform:**
Transformed the call center into a high-performing, profitable channel.

Products: Five9 Chat, Five9 Outbound Dialer

“Moving to Five9 saved us. Our call center is now more profitable than any of our other channels.”

Ruben Resendez, President, adHere





Transportation | 2,000+ Employees | Global | 

Alaska Airlines

Key Successes

Modern
cloud contact center

Automated
call routing

Seamless
omnichannel performance

Delivers More Care, Less Complexity with AI for CX

Alaska Airlines, the fifth-largest carrier in North America, needed to move from an on-premises contact center to facilitate AI abilities, solidify its omnichannel capacity, and support its remote work strategy. Five9 delivered all of that and more.

Key Challenges

- **Inflexible legacy system:** Increased costs and hindered remote work.
- **Manual call routing:** Slowed responses during peak times.
- **Limited omnichannel support:** Inconsistent service across channels.

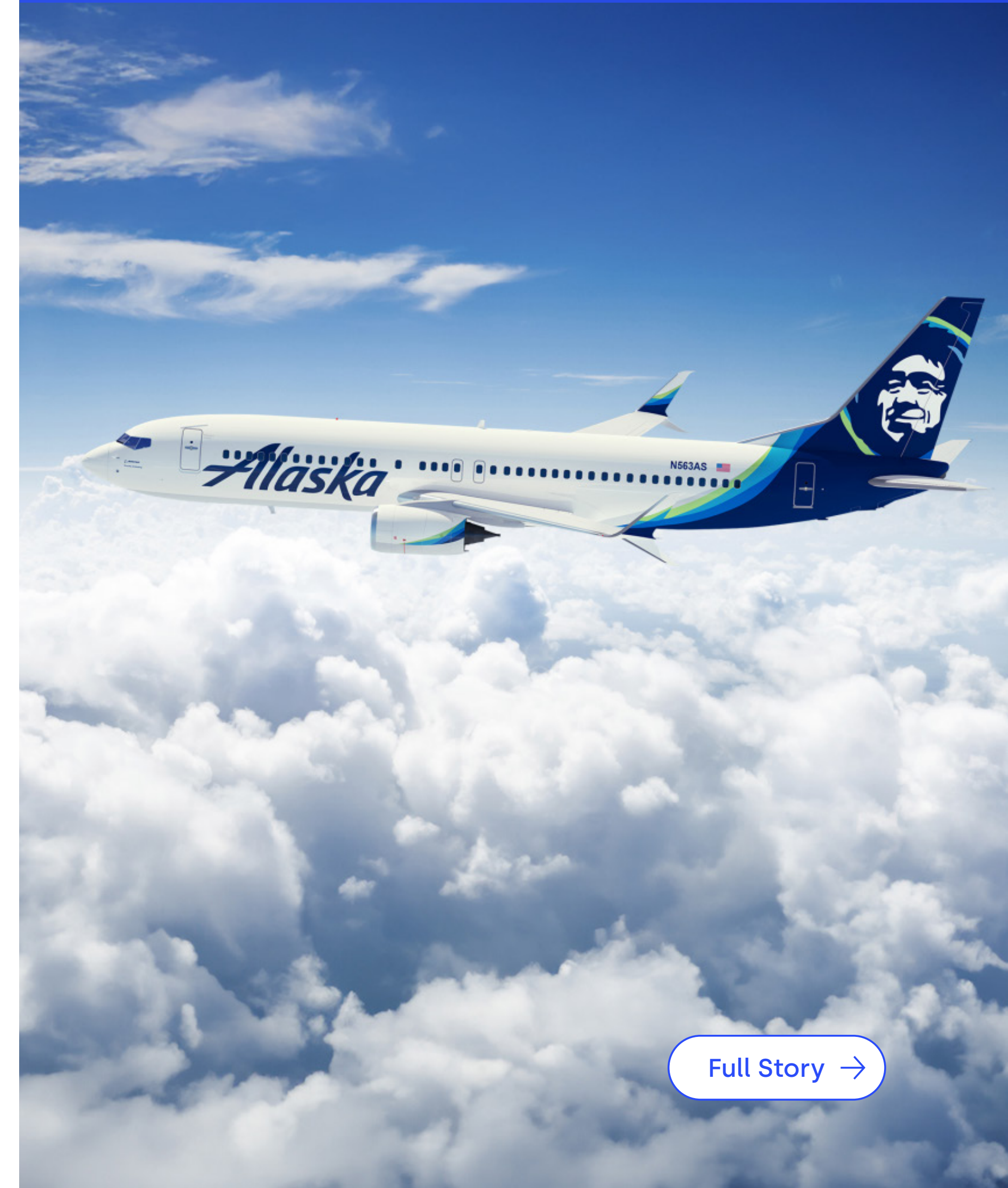
Five9 Solutions

- **Cloud platform:** Reduced costs and enabled remote work.
- **Automated routing:** Improved efficiency during high demand.
- **Omnichannel tools:** Provided seamless service across channels.

Products: Five9 AI Agent Assist, Five9 Supervisor Plus, Five9 Performance Dashboards, Five9 Digital Engagement

"I've never worked with a business partner where I felt so cared for and supported."

Gail Mahan, Director of Contact Center Planning and Technology,
Alaska Airlines





BTG Pactual

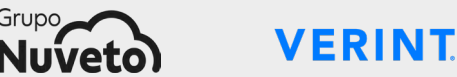
Key Successes

15x
increase in agents to
support rapid growth

62%
revenue growth

Zero
unplanned downtime

PARTNER POWERED



Salesforce

BTG Pactual Delivers Banking Excellence with Five9

BTG Pactual, the largest investment bank in Latin America, expanded into retail banking to support rapid growth and a broader client base. This shift introduced increased complexity and higher service expectations, requiring the bank to scale its customer experience operations without compromising reliability, security, or its high-touch service model. To meet these demands, BTG Pactual needed a resilient, scalable CX foundation built for consistent performance.

Key Challenges

- **Scaling CX for millions:** Risk of reduced service quality and trust.
- **Rapid expansion into retail banking:** Increased complexity and pressure on service consistency.
- **Need for always-on performance:** Potential downtime and operational risk in a regulated environment.

Five9 Solutions

- **Implemented AI-powered orchestration:** Faster handling of routine inquiries and improved service consistency.
- **Built a resilient, cloud-based CX infrastructure:** Continuous availability and reliable customer interactions.
- **Integrated core systems and CRM:** More efficient, informed interactions with improved customer experience.

Products: Five9 Intelligent CX Platform, Five9 AI Agents, Five9 Enterprise Quality Management, Five9 Workforce Engagement Management, Five9 Interaction Analytics

“The partnership with Nuveto and Five9 has enabled us to build resilient, scalable, and future-ready CX foundations.”
João Ferreira, Associate Director, BTG Pactual



[Full Story →](#)



Financial Services | 2,000+ Employees | North America |

Equitable Bank

Key Successes

71–78%
increase in SLA adherence

47
seconds average call
wait time

45%
more call volume,
zero new hires

PARTNER POWERED



Doubles Call Volume, Cuts Wait Times by 3 Minutes

Equitable Bank, Canada's seventh-largest bank with \$125B in assets, struggled with outdated contact center systems and fragmented tools, causing inefficiencies and delays. Five9's platform unified their communication channels, reduced call wait times from 4 minutes to 47 seconds, and streamlined operations, enabling the bank to handle growing volumes efficiently while delivering exceptional customer experiences.

Key Challenges

- **Disconnected tools:** Created inefficiencies in customer interactions.
- **Inefficient workflows:** Long wait times and reduced agent productivity.
- **Limited analytics:** Hindered reporting and performance improvement.

Five9 Solutions

- **Unified system:** Streamlined operations and created a seamless customer experience.
- **Enhanced agent tools:** Reduced wait times and improved workflows.
- **Real-time analytics:** Enabled data-driven decisions to improve agent performance and service quality.

Products: Five9 Intelligent CX Platform, Five9 Voice, Five9 Chat, Five9 Workforce Engagement Management, Five9 Workflow Automation, Five9 Quality Management, Five9 Microsoft Dynamics Adapter

"We needed a platform that could do more than just connect calls — one that could integrate all our communication channels, provide advanced analytics, and support our growing need for automation and personalization."

Brian Sibbitt, VP Infrastructure and Operations, Equitable Bank

2024
FINALIST
CX LEADER OF THE YEAR



[Full Story →](#)



Wholesale & Distribution | 2,000+ Employees | NA, EMEA |

IAA, an RB Global Inc Company

Key Successes

10%
reduction in repeat
call rates

300%
growth in chat and
text utilization

52%
reduction in attrition rates

Accelerates Digital Growth While Cutting Attrition by 52%

IAA (Insurance Auto Auctions), an RB Global Inc Company, is a global marketplace specializing in the sale of total-loss, damaged, and low-value vehicles. Serving buyers and sellers across 170 countries, IAA faced challenges with high call abandonment rates, fragmented workflows, and limited digital channels. To modernize operations, improve customer satisfaction, and support its workforce, IAA implemented scalable, automated solutions that streamlined call routing, expanded digital engagement, and empowered agents with flexible tools.

Key Challenges

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

Five9 Solutions

- **Callback options:**
Reduced hold times and improved satisfaction.
- **Streamlined workflows:**
Enabled faster resolutions and better efficiency.
- **Expanded channels:**
Added chat and text to meet customer preferences.

Products: Five9 AI Agents, Five9 Chat, Five9 Workforce Engagement Management, Five9 Intelligent Call Routing, Five9 Quality Management

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

Millicent McIntyre, Senior Director Buyer Services/Consumer Support,
IAA, an RB Global Inc Company

**2024
WINNER**
JUDGES' CHOICE

Five9
**NEW ERA
OF CX**
AWARDS



[Full Story →](#)



Retail | 500–2,000 Employees | North America |

Mason Companies Inc

Key Successes

93%
Quality Management
score within the first year

95%
CSAT score

45%
call containment rate,
4,000 + agent hours freed

PARTNER POWERED

Salesforce

ORACLE

Reaches 93% Quality Management and 95% Customer Satisfaction

Mason Companies, a 118-year-old family-owned e-commerce and catalog retailer, handles 3.9 million calls annually across two contact centers that generate half of its revenue. Struggling with an outdated on-premises system, Mason partnered with Five9 to modernize operations. By transitioning to the cloud, adding omnichannel capabilities, and implementing AI-driven tools, Mason improved agent performance, automated routine tasks, and enhanced customer satisfaction, laying the foundation for future CX innovation.

Key Challenges

- **Outdated system:** Limited scalability and efficiency.
- **Routine tasks burdened agents:** Reduced focus on complex queries.
- **Ineffective quality management:** Lacked tools for effective agent coaching and feedback.

Five9 Solutions

- **Cloud platform:** Scaled operations and improved efficiency.
- **AI automation:** Freed agents to handle complex tasks.
- **Dashboards and gamification:** Boosted engagement and reduced attrition.

Products: Five9 Performance Dashboards, Five9 Quality Management, Five9 Email, Five9 Oracle Adapter, Five9 Voice, Five9 Chat, Five9 Interactive Voice Response

“Five9 enables us to give our customers the channels they prefer, while freeing our agents to focus on more complex queries.”

Mason Companies Inc



[Full Story →](#)



Retail | 2,000+ Employees |

Omaha Steaks

Key Successes

70%
drop in average wait time

20%
reduction in average
handle time

2.4M
in holiday sales
protected

PARTNER POWERED



Omaha Steaks Cuts Wait Times 70% During Holiday Surge

Omaha Steaks, a nationally recognized gourmet brand, experiences massive spikes in customer demand during the holiday season, requiring rapid scaling of its contact center workforce. However, legacy systems limited remote hiring, relied on manual payment processing, and struggled to handle call surges — leading to long wait times, operational complexity, and missed sales opportunities during critical peak periods.

Key Challenges

- **Long hold times during peak periods:** Missed sales opportunities and frustrated customers.
- **Manual payment processing:** Increased security risks and compliance challenges.
- **Lack of remote work support:** Limited ability to scale seasonal workforce efficiently.

Five9 Solutions

- **Remote workforce enablement:** Allows agents to work securely from anywhere and scale efficiently.
- **Automated payment capture:** Removes agents from payment handling to improve security.
- **Real-time analytics:** Delivers visibility into performance, operations, and engagement.

Products: Five9 AI Agents, Five9 Secure Payment Capture, Five9 Workforce Engagement Management

“Five9 gives us the flexibility and efficiency to meet customers where they are, without delay.”
Dillon Jensen, VP and Chief Sales Operations Officer, Omaha Steaks



[Full Story →](#)



Serefin

Key Successes

80%
call deflection rate

Scaled
to 100 agents
within days

Robust
reporting to meet
customer needs

PARTNER POWERED



Drives 80% Call Deflection, Reducing Costs and Boosting Efficiency

Serefin is a dynamic, versatile Canadian organization that features three distinct but connected divisions: Serefin Health, a healthcare concierge service to help patients navigate the Canadian healthcare system; Serefin Experiences, a business process outsourcer offering contact center services for major brands; and Serefin Travel, which offers outstanding travel rewards programs for companies.

Key Challenges

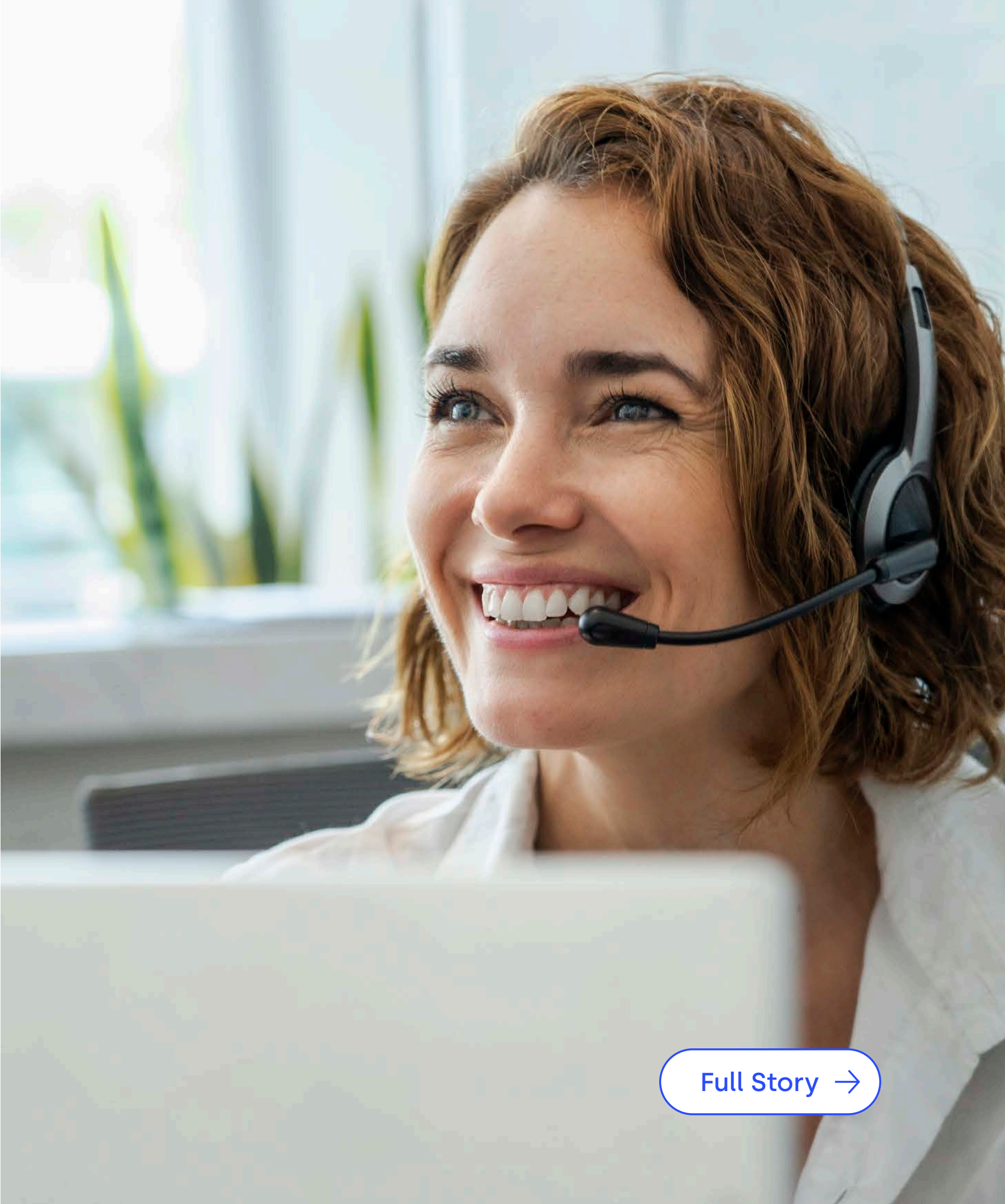
- **Legacy on-premises system:** Limited scalability and lacked modern capabilities.
- **High agent workload:** Routine inquiries overwhelmed agents, reducing focus on complex issues.
- **Inefficient reporting tools:** Limited insights into performance and customer needs.

Five9 Solutions

- **Cloud-based platform:** Scaled operations quickly and supported growing customer demand.
- **Self-service automation:** Deflected routine calls, enabling agents to focus on complex tasks.
- **Enhanced reporting tools:** Provided real-time insights to improve decision-making and customer service.

Products: Five9 Microsoft Teams Adapter, Five9 Quality Management, Five9 Workforce Engagement Management

“With Five9, I’ve never had to tell them we can’t do something. It just works.”
Skip Schwartz, President, Serefin



[Full Story →](#)



Manufacturing | 500–2,000 Employees | United Kingdom / EMEA |

Smart Metering Systems

Key Successes

£5,000
monthly cost savings

3.9 to 4.2
Increased ratings
on TrustPilot

0.5%
call abandonment rate

PARTNER POWERED

onecom

Cuts Costs by £5,000 Per Month Through Smarter Scheduling

Smart Metering Systems (SMS), a UK-based energy infrastructure provider, faced growing competition and a shrinking addressable market. Legacy systems lacked visibility, integration, and efficiency, limiting outreach effectiveness and slowing growth. To stay competitive and scale, SMS needed a modern, data-driven contact center to improve targeting, streamline operations, and enhance customer engagement across channels.

Key Challenges

- **Inflexible legacy system:** Disconnected channels made it harder to reach and convert customers in a shrinking market.
- **Limited performance visibility:** No consolidated reporting to enable effective management.
- **Inefficient outreach and scheduling:** Manual processes delayed responses and created friction in booking.

Five9 Solutions

- **Data-driven outreach:** Real-time insights and connected channels improve targeting and increase conversions.
- **Real-time performance insights:** Clear, actionable data enables faster decisions and improvements.
- **Automated workflows and scheduling:** Streamlined processes accelerate bookings and deliver faster, more convenient customer experiences.

Products: Five9 Chat, Five9 Email, Five9 SMS, Five9 Voice, Five9 Workforce Engagement Management (WEM)

"Our analysis shows that with Five9 the extra productivity is saving around £5,000 each month through more-efficient scheduling."

Kirsty Gascoyne, Domestic Metering Director, SMS Energy





Retail | Less than 500 Employees | EMEA |

Yopa

Key Successes

120,000
calls handled, up from
30,000, with no increase
in headcount

60 seconds
speed-to-lead, down
from two minutes

30%
agent on-call time,
up from 22%

PARTNER POWERED

Salesforce



Sees 4x Increase in Call Center Productivity

Fast-growing real estate company Yopa faced challenges with call volume and operational limitations, impacting both performance and customer experience. Yopa's success depends on the ability to reach out to tens of thousands of potential customers every month, encouraging them to book property valuations and sign up for the service. By leveraging Five9, Yopa has transformed its operations — boosting productivity, expanding reach, and connecting with more prospects, faster than ever.

Key Challenges

- **Lack of real-time monitoring:** Managers were unable to optimize workflows.
- **Poor inbound customer experience:** Generic IVR was not linked to the company's Salesforce CRM.
- **Manual processes reduced productivity:** Outbound dialing based on Google Sheets was slow and inefficient.

Five9 Solutions

- **Real-time insights:** Enabled optimization of workflows and agent resources.
- **Boosted customer satisfaction:** Connected CRM data to CX for improved experience.
- **Integrated, automated dialing:** Significantly boosted call center productivity and outreach to prospects.

Products: Five9 Workforce Engagement Management, Five9 Salesforce Adapter, Five9 Workflow Automation

"With Five9, we've scaled to around 120,000 dials per month with a team of just 10 to 13 agents."

Fazal Shah, Head of Group Telephony, Yopa

**2024
FINALIST**
MOST TRUSTED EXPERT AWARD



[Full Story →](#)



Employee Engagement

Apex America

Central Bank

Christian Healthcare Ministries

Crutchfield

Doctor Care Anywhere

From You Flowers

Hanna Andersson

SONDA

TruConnect Communications





BPO | 2,000+ Employees | LATAM | 🌐

Apex America

Key Successes

One
simplified contact
center platform

System
integration comprehensive

Enables
easy changes with
self-managing system

PARTNER POWERED

MOVIGOO

Transforms 12,000 Daily Calls with a Unified CX Platform

A business process outsourcing company, Apex America is a leader of the digital customer experience industry in Latin America. It employs 5,000+ people who provide a variety of support services to companies, including contact centers for customer care. Known for its innovative, entrepreneurial spirit, Apex America focuses on creating solutions that drive engaging employee experiences that translate to positive end-user experiences.

Key Challenges

- **Fragmented systems:**
Multiple vendors and poor integration slowed operations and increased costs.
- **Inflexible tools:** Making system changes required costly and time-consuming development.
- **High operational costs:**
Managing disparate tools reduced profitability and client satisfaction.

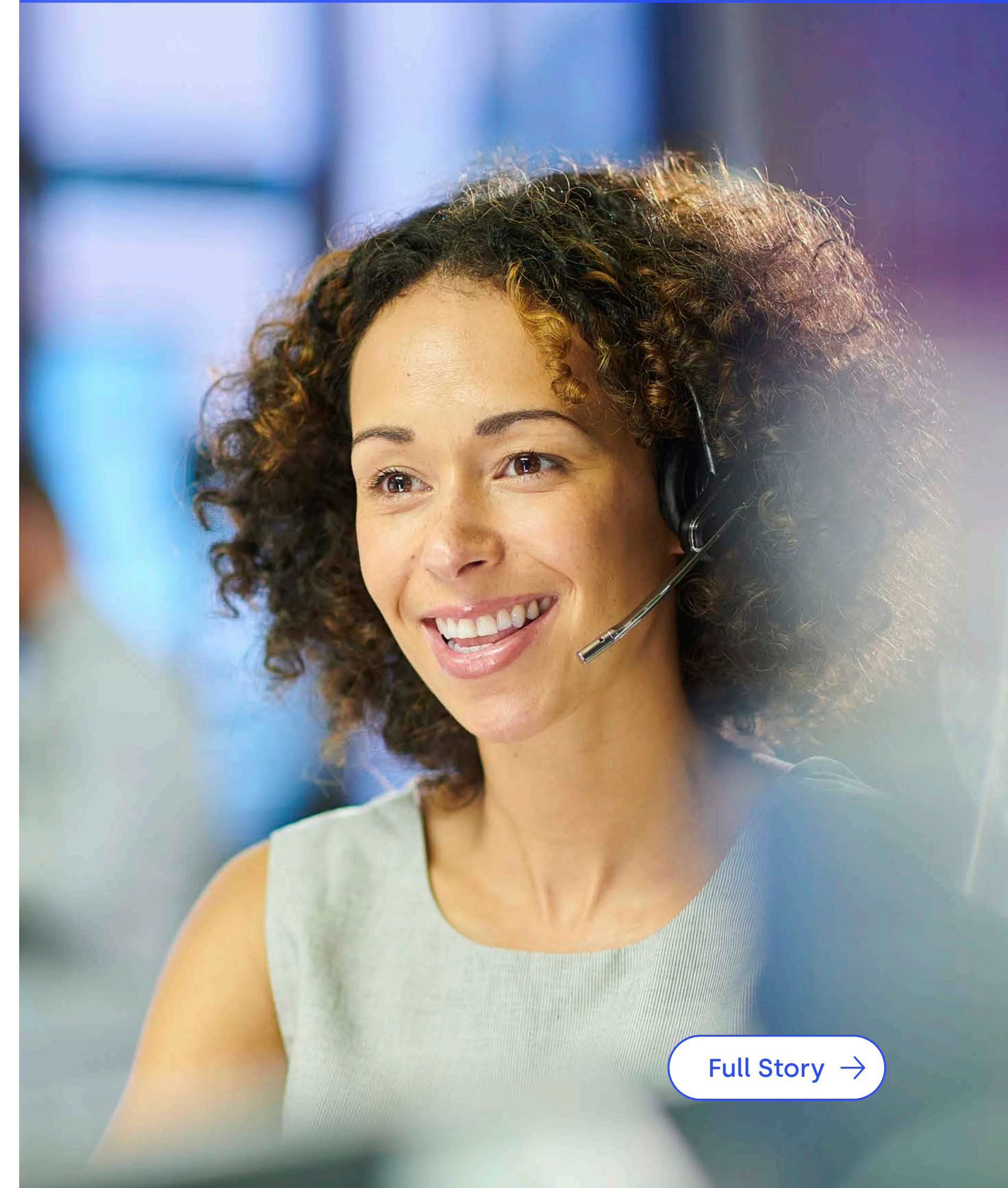
Five9 Solutions

- **Unified platform:**
Replaced fragmented systems with a comprehensive, integrated solution.
- **Flexible, scalable tools:**
Allowed easy changes and adaptation to new technologies.
- **AI-driven innovation:**
Enhanced agent efficiency and elevated customer experiences.

Products: Five9 Five9 Salesforce Adapter, Five9 Voice

"Five9 is the only one that gives you a 100% comprehensive, integrated solution."

David Benadoff, Vice President, Apex America



[Full Story →](#)



Central Bank

Key Successes

80%
success in matching
customer intent with NLP

50%+
reduction in agent
call volume

20%
fail rate for AI self-service

Achieves 80% Success in Matching Customer Intent

A \$20 billion bank, Central Bank offers big banking services with a small hometown focus; delivering personal customer service is central to its customer experience. Central Bank has maintained a community banking legacy while leveraging AI to slash the call volume handled by its customer service center agents.

Key Challenges

- **High call volume:** Overwhelmed agents, reduced efficiency, increased wait times.
- **Limited Staffing:** Competitive hiring market made it difficult to scale agents.
- **Lack of AI capabilities:** Limited process efficiency and customer interactions.

Five9 Solutions

- **AI-driven call containment:** Reduced agent call volume, freeing agents for complex tasks.
- **Self-service and automation:** Empowered customers to resolve routine inquiries.
- **NLP-powered routing:** Streamlined calls with AI, improving processes and interactions.

Products: Five9 AI Agents, Five9 Chat, Five9 Email, Five9 Workforce Engagement Management

“We want to optimize what we have with Five9 now, because we’re just scratching the surface of the automated AI environments. I look forward to seeing how Five9 can solve our business problems that other technology up until now hasn’t been able to.”

Jeff DeBourge, Head of Customer Service NLP and AI, Central Bank



Full Story →



Christian Healthcare Ministries

Key Successes

80%
of inbound customer
calls identified

92%
reduction in call
transfers

400%
increase in late payer
collections

PARTNER POWERED



Cuts Transfer Rates by 92% for Smoother Member Service

Christian Healthcare Ministries (CHM) supports members across the U.S. in sharing healthcare costs, but rapid growth and rising demand strained its contact center. Manual processes, lack of intelligent routing, and a complex voice system led to long wait times, high transfer rates, and member frustration — making it difficult to deliver timely, compassionate support at scale.

Key Challenges

- **Tenfold growth in membership:** Legacy platform unable to scale to meet increasing demand.
- **Outdated system:** Lack of intelligent routing and automation led to high transfer rates and long wait times.
- **Complex voice menu:** Confusing options drove callers to operator queues and increased frustration.

Five9 Solutions

- **Intelligent routing:** Connects members to the right agent quickly and accurately.
- **Automated outbound dialing:** Increases agent time spent engaging with real prospects and members.
- **Performance insights and analytics:** Improves agent effectiveness and overall engagement.

Products: Five9 Intelligent CX Platform, Five9 Essentials Quality Management, Five9 Number Reputation Management

“Our partnership with Five9 and Waterfield Tech has taken our organization to a whole new level. We are providing much more efficient services to our members, a better agent experience, and launching outreach campaigns that we previously could only have dreamed of.”
Craig J. Brown II, President and CEO, Christian Healthcare Ministries



[Full Story →](#)



Retail | 500–2,000 Employees | North America |

Crutchfield

Key Successes

250–300
event-driven handlers
streamlined

Faster
development

Real-time
data sharing

PARTNER POWERED

Salesforce



Enhances CX and Advisor Efficiency with Low-Code Automation

Crutchfield, a premium consumer electronics retailer, delivers personalized customer experiences through expert advisors and innovative tools. Struggling with manual integrations and a complex on-premises system, Crutchfield sought a modern solution. Five9’s low-code automation streamlined workflows, reduced manual efforts, and enhanced customer personalization while empowering advisors with real-time data for seamless service.

Key Challenges

- **Manual integrations:** Increased workloads and inefficiencies.
- **Complex customizations:** Burdened IT resources and slowed updates.
- **On-premises system:** Limited scalability and real-time responsiveness.

Five9 Solutions

- **Low-code automation:** Simplified workflows and reduced manual efforts.
- **Integrated customer data:** Enabled hyper-personalized service with real-time insights.
- **Cloud platform:** Improved scalability and efficiency for seamless CX operations.

Products: Five9 Intelligent CX Platform, Five9 Workflow Automation

“It was important to us that the automation tool we chose be customizable and enable us to shape it in ways to work amidst our homegrown systems. Five9 Workflow Automation fit that criterion.”

Jeff Bingaman, CIO, Crutchfield



[Full Story →](#)



Healthcare | 500–2,000 Employees | Global |

Doctor Care Anywhere

Key Successes

+70%
first call resolution rate

8 hours
saved weekly for
team leaders

44 point
increase in employee
satisfaction

PARTNER POWERED



onecom

Modernizing Telehealth Operations Leads to a 44-Point Employee Satisfaction Lift

Doctor Care Anywhere needed to scale from 20K to 60K consultations per month — fast. But outdated telephony systems created bottlenecks in patient support. By implementing the Five9 Intelligent CX Platform, Doctor Care Anywhere transformed telehealth efficiency with AI-powered IVR, seamless CRM integration, and real-time analytics. The result? Faster patient support, empowered coordinators, and a smoother, more accessible healthcare experience.

Key Challenges

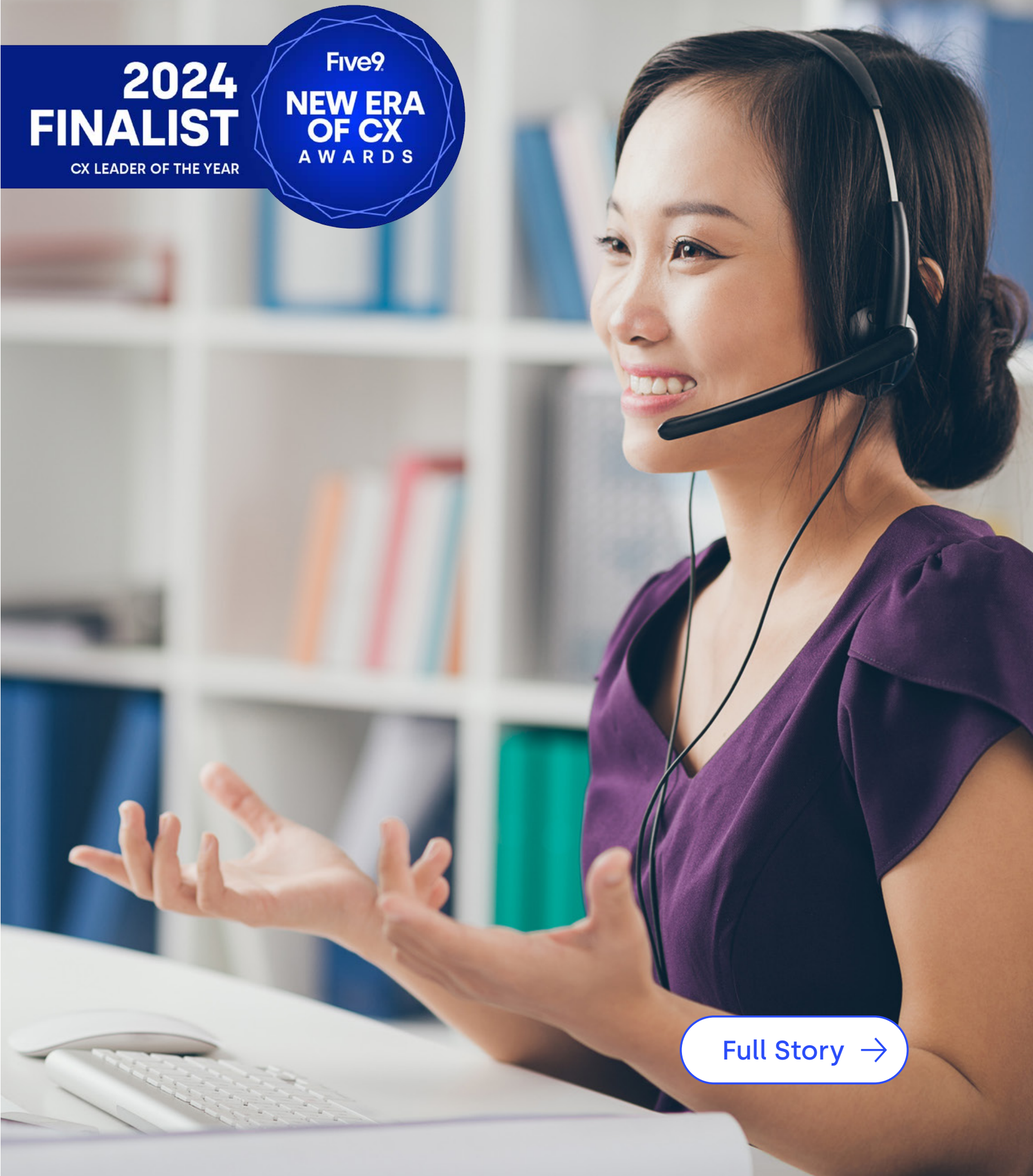
- **Surging demand for telehealth:** Consultations rose from 20,000 to 60,000 per month.
- **Outdated telephony platform:** Missing key functionalities like intelligent call routing, real-time support tools, and CRM integration.
- **Operational inefficiencies:** Telephony limitations hindered service quality and patient experience.

Five9 Solutions

- **Scalable patient support:** Managed 3x consultation volume while ensuring quality care.
- **Faster interactions:** Smart call routing cut wait times for quick resolutions.
- **Seamless operations:** Real-time insights for efficient, reliable patient support.

Products: Five9 Chat, Five9 Quality Management, Five9 Workforce Engagement Management, Five9 Interactive Voice Response

“In the healthcare industry, it is all about the service that you offer your patient. Our motto is ‘people and patients’, and both of those are at the heart of everything we do.”
Head of Patient Experience, Doctor Care Anywhere



[Full Story →](#)



Retail | Less than 500 Employees | North America | 🌐

From You Flowers

Key Successes

Centralized

communications across multiple channels

Gained

flexibility and scalability

Expanded

omnichannel options for customers

PARTNER POWERED



Delivers Personalized Service Across Every Channel

From You Flowers is the leading online floral and gifting company in the US. It offers quick customer support on any channel the customer chooses: chat, email, or phone. The company prioritizes personalization to ensure each customer has the experience that's right for them.

Key Challenges

- **Disjointed communication tools:** Delayed responses and inefficiencies.
- **Inability to scale during peaks:** High demand overwhelmed agents and frustrated customers.
- **Limited omnichannel strategy:** Customers couldn't easily switch between communication methods.

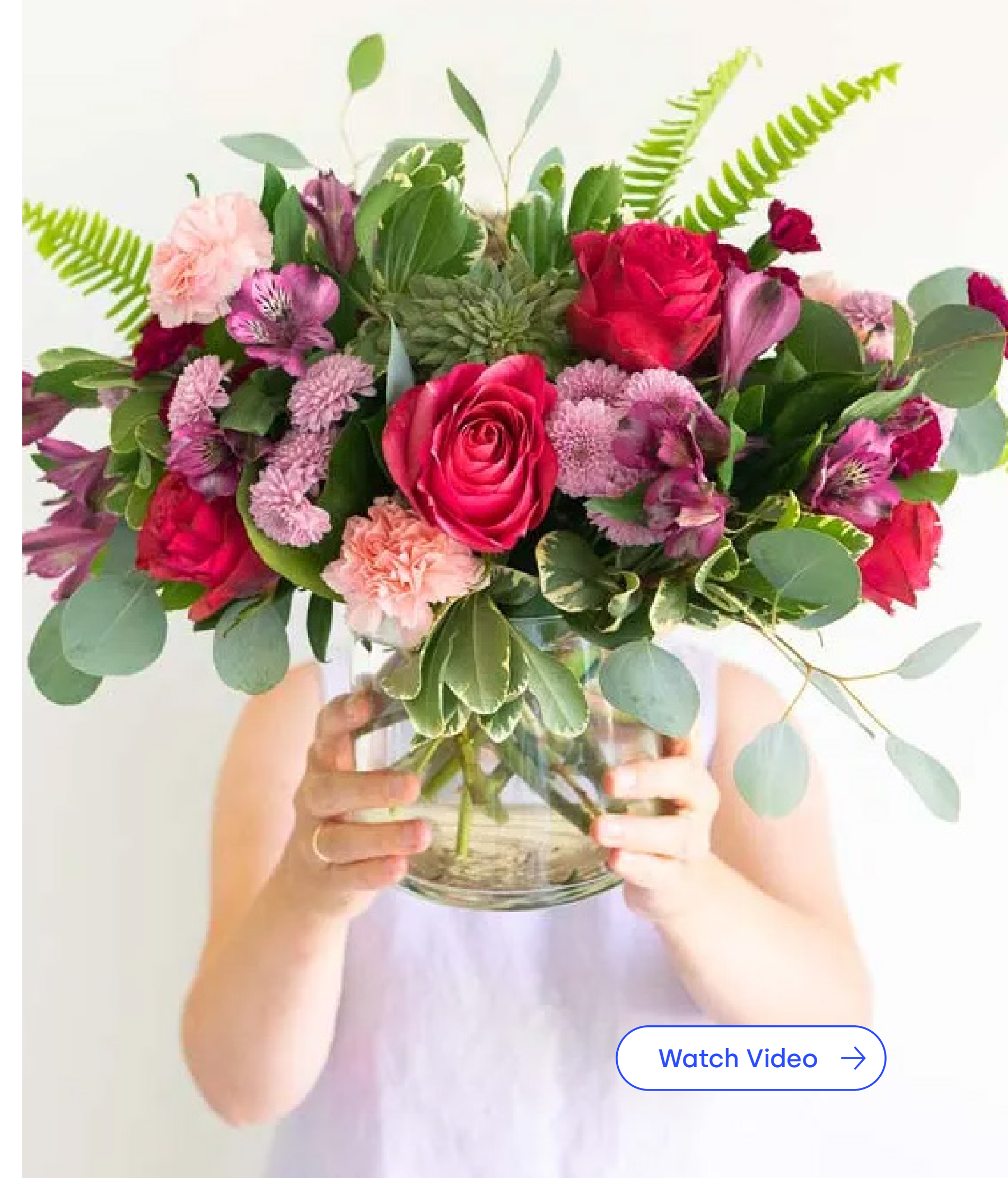
Products: Five9 Chat, Five9 Email

Five9 Solutions

- **Centralized communication system:** Streamlined chat, email, and phone channels.
- **Scalable system:** Managed peak demand, reducing delays and agent strain.
- **Omnichannel expansion:** Enabled seamless switching between channels.

"I've been using Five9's CX solutions for over seven years and must say it's been an incredible journey. Their dedication and support have played a crucial role in our company's growth. They're not just a service provider; they're a true partner, continuously helping us through challenges."

Dana Urban, CIO, From You Flowers



[Watch Video](#) →



Retail | Less than 500 Employees | North America |

Hanna Andersson

Key Successes

33%
increase in service levels

3%
abandonment rate

10,000-
email backlog eliminated

PARTNER POWERED

Salesforce

Hanna Andersson Dresses for CX Success

Hanna Andersson (Hanna) is a leading, direct-to consumer, premium, sustainable children's apparel and lifestyle brand headquartered in Portland, Oregon. Hanna is known for its iconic, globally recognized products with happy designs, "Hanna-me-down" quality, and construction details built for comfort and play. The company's products are designed for children ages newborn to 12 years, with a complementary assortment of family apparel.

Key Challenges

- **Low cloud adoption:** Tenured agents avoided using the platform, limiting its benefits.
- **Inefficient workflows:** Misconfigured tools and manual processes caused delays.
- **Manual processes:** Inefficient workflows caused delays and backlogs.

Five9 Solutions

- **Agent retraining and automation:** Improved adoption and streamlined workflows.
- **Optimized tools:** Enabled agents to meet KPIs and SLAs.
- **Workforce management enhancements:** Reduced scheduling time and eliminated email backlogs.

Products: Five9 Workforce Engagement Management, Five9 Performance Dashboards, Five9 Chat, Five9 Email

"Agents felt proud once they saw Five9 automation making their work easier and helping them meet their goals."
Angela Kourtoglou, Head of Customer Care, Hanna Andersson



[Full Story →](#)



SONDA

Key Successes

27%
increase in agent
productivity

30%
increase in call deflection

71%
reduction in average
wait times

PARTNER POWERED



SONDA Transforms Helpdesk Services with Five9

SONDA, a multinational IT services provider, supports thousands of enterprise customers across the Americas, but rising helpdesk demand began to strain its legacy IVR system. Increasing call volumes, longer wait times, and manual processes made it difficult to scale support efficiently, while also adding complexity to regulatory compliance and limiting the company’s ability to deliver fast, seamless customer experiences.

Key Challenges

- **Legacy IVR system:** Unable to scale effectively with growing helpdesk demand.
- **Rising wait and handle times:** Slower support experiences as volumes increased.
- **Manual processes:** Increased cost and complexity of regulatory compliance.

Five9 Solutions

- **AI-powered agents:** Accelerate and streamline common support journeys.
- **Agent context and next-best actions:** Improves resolution speed and decision-making.
- **Automated compliance and data governance:** Reduces complexity and ensures regulatory adherence.

Products: Five9 AI Agent Assist, Five9 Intelligent Virtual Agent, Five9 Workflow Automation

“We chose Five9 because it gave us one platform to solve all our challenges.”

Jorge Mario Da Silva, Gerente De Ti (Inovações E Transformação Digital) SONDA





Telco | Less than 500 Employees | Global |

TruConnect Communications

Key Successes

40%
reduction in After-
Call Work (ACW)

184%
revenue growth

27%
increase in Employee
Satisfaction (ESAT)

PARTNER POWERED

Salesforce

Saves Time and Empowers Agents with 40% Reduction in After-Call Work

TruConnect Communications, a leading MVNO, faced challenges with its homegrown contact center system during the pandemic, including limited scalability, inefficient workflows, and increasing customer demands. By transitioning to Five9's cloud platform, they introduced AI-driven tools and automation, improving agent productivity, reducing After-Call Work (ACW) by 40%, and scaling operations to meet customer needs efficiently.

Key Challenges

- **Outdated system:** Couldn't scale for remote agents or higher demand.
- **High after call work:** Manual tasks reduced agent efficiency.
- **Inefficient workflows:** Slowed responses and frustrated users.

Five9 Solutions

- **Cloud platform:** Scaled for demand and supported remote work.
- **AI automation:** Reduced ACW and improved agent focus.
- **Streamlined workflows:** Enhanced response times and satisfaction.

Products: Five9 AI Agent Assist, Five9 AI Insights, Five9 Workforce Optimization, Five9 Salesforce Adapter

"My agents are not physically in the contact center right now but they are just as efficient and motivated and that is thanks to Five9."

Lucy Sung, COO, TruConnect

**2024
WINNER**
CX LEADER OF THE YEAR



[Full Story →](#)



Five9 is proud to share

User Feedback from Gartner Peer Insights

“The Five9 Contact Center provides us with significant flexibility in our Contact Center. Agents find the system easy to navigate and use. Our administrators find that maintaining and making changes are quick and simple and we can be nimble when business needs change.”

Management / Business Consulting | 10B–30B USD | Banking

“Five9 has been an amazing partner for our contact center — telephony, chat, and email services. The support is great, and the TAM team is unbelievably helpful.”

Customer Service & Support | 250M–500M USD | Retail

“Five9 continues to be at the forefront of innovation with Call centers and adapting to the ever changing needs from their customers. Combining their excellence in support and change, this has helped our organization continue to evolve and assist the business needs.”

IT Services | 1B–3B USD | Services (non-government)

“My experience was refreshing due to the partnership approach taken during all phases of our deployment and ongoing support with Five9”

Engineering / Other | 30B + USD | Banking

“My overall experience with Five9 is outstanding. Their understanding of the product, ability to problem solve and being available for questions is top notch.”

Customer Service and Support | 3B–10B USD | Insurance

“We have enjoyed solid performance and its great at creating custom flows and distributing our calls where we need.”

Sales and Business Development | 3B–10B USD | Manufacturing

“Five9 helped us quickly connect customers to the right agents by using skills, schedules, and location to guide routing. With customer information integrated directly into our CRM, agents could focus on solving problems instead of searching for details.”

IT | 10B–30B USD | Insurance

“Five9 as a platform is stable and scalable, we’ve seen measurable gains in speed of answer and productivity, its AI products make a difference from its competitors, more over the all in one place tool make it a very suitable tool for any business.”

Data & Analytics | 1B–3B USD | Retail

“Five9 has helped us align our teams across the country. The support team has partnered with us to ensure we are aware of all the features and maximize the software.”

Customer Service and Support | 3B–10B USD | Consumer Goods

“Five9 is a great CCaaS product. I have worked with many other on-prem and cloud solutions, and Five9 is the easiest to work with; both from the perspective of configuration and partnership with our account team.”

Product Management | 3B–10B USD | Manufacturing



Five9 is proud to share

User Feedback from G2

"Five9 makes it easier for our advisors to reach their call potentions while giving us full and precise visibility of ongoing and past voice and text interactions. The fact the Five9 communicates so well with no only theirs but 3rd complementary tools makes their system what is more complete on centralizing contact center operations. Five9 allows ours business to be fully data driven with no blank spots when it comes to the operation."

Anonymous | Enterprise > 1000 emp. | Higher Education

"The most helpful thing about Five9 is that they have had a solution for each of our needs. Together with the support team, the TAM and the Account Manager, they add value to the product. They care about providing us with a solution. With the right background in technology, learn about its various products, makes it easier."

Luis Mendez | Dialer Administrator at Axxess Financial |
Enterprise > 1000 emp. | Financial Services

"Five9 Admin Console provides user-friendly approach to meet varies business requirements. It is a one-stop portal to manage all the configurations required to meet the customer needs."

Nagesh Salian | Team Lead | Condor Ferries (thru BT Business) |
Enterprise > 1000 emp. | Travel/Recreation

"With Five9 we are able to build our own IVR call flows and build our configuration to suit our business. We do not need to constantly open support cases just to make changes, we are able to do the build ourselves. The platform is very reliable and can migrate geographically if there ever are any interruptions. The TAM services are great if you need some extra assistance to build your setup or just need another advocate for your business."

Chris Irby | Five9 Administration Specialist | Lumexa Imaging |
Enterprise > 1000 emp. | Healthcare

"I really like the complete ecosystem that Five9 offers. Thanks to this, you can integrate different channels such as voice, digital channels, and email. Of course, using WFA (Work Flow Automation), we can create our own use case. As well as being able to use generative AI such as OpenAI models, for example, intent detection, summarization, personalized prompts, and Datastore FAQs."

Martin Paredes | Innovation and Projects Manager | Farmacias |
51-1000 emp. | Healthcare



Five9 is proud to share

User Feedback from G2

"Incredibly scalable for diverse teams as its cloud native infrastructure allows scaling globally without significant downtime. It has robust integrations with other platforms. The array of 3rd party software available, either through automation or through professional services, has allowed us to optimize our workforces productivity without needing to grow our headcount needlessly. They're pro AI and investing time and money into what appears to be a great application of this new technology. And their account management team is always responsive and willing to help."

Anonymous | 51–1000 emp. | Real Estate

"As an administrator for numerous phone systems and contact center platforms, it has been my experience that Five9 is among the best. Perhaps most importantly onboarding for users and admins was handled very well and their knowledge base is expansive and covers all one needs to know about Five9 products. Implementation was thoroughly planned and flawlessly implemented. Next the platform itself is stable, reliable, and offers customization that exceeds expectations. Lastly I can't emphasize how helpful, and responsive our technical account manager is."

Michael Huerta | Software Developer and SharePoint Manager | Society of Critical Care Medicine | 51–1000 emp. | Healthcare

"Five9 is extremely user-friendly, with an interactive interface for both agents and administrators. It doesn't require extensive training to get started. Its so easy to get in touch with the customer service."

Nancy Chhabra | Project Manager | MainSpring Management | 51–1000 emp. | Financial Services

"Great, scalable product that is easy to use for both Agents and Administrators. Support team is responsive and easy to work with. Amazing uptime."

Anonymous | 51–1000 emp. | Insurance

"I love how easy it is to setup IVRs in Five9 compared to some other solutions. "Managing users is also very simple for IT admins like me. I like the interface as well as you can normally find what you are looking for quickly without having to poke around much."

James Beems | IT at Aurora Payment Solutions - CCI Network Services | 51–1000 emp. | Financial Services



3001 Bishop Drive, Suite 350
San Ramon, CA 94583
925.201.2000

www.five9.com

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

For more information visit www.five9.com.

Five9 and the Five9 logo are registered trademarks of Five9 and its subsidiaries in the United States and other countries. The names and logos of third party products and companies in this document are the property of their respective owners and may also be trademarks. The product plans, specifications, and descriptions herein are provided for information only and subject to change without notice, and are provided without warranty of any kind, express or implied. Copyright ©2026 Five9, Inc. 10026