



May 7, 2014

## Five9 to Participate in Leadership Panels on the Future of Social Customer Care and Emerging Channels at Contact Center Expo

*Respected Industry Veteran Lance Fried to Speak on Social Media and Emerging Channels Panels*

SAN RAMON, Calif.--(BUSINESS WIRE)-- Five9, Inc. (NASDAQ: FIVN), a pioneer and leading provider of cloud contact center software, will be exhibiting and speaking at the International Customer Management Institute's (ICMI) Contact Center Expo, May 6-9, 2014 at the San Diego Convention Center. Lance Fried, senior vice president of social and mobile at Five9, will be speaking on two thought [leadership panels](#). The first panel will focus on the impact of social media and strategies for social customer care. The second will be a discussion on the emerging channels contact centers need to pay attention to.

[TWEET THIS:](#) Join #Five9 SVP Lance Fried @CallCenterICMI #CCExpo14 for #social #custcare & emerging channels panels. 5/8 @ noon & 1pm PDT #CCTR

The 'Thought Leadership Desk' panel sessions provide an opportunity for attendees to hear ICMI interview technology leaders, Global Contact Center Award winners, event speakers, contact center celebrities, and other industry thought leaders. Fried will be joined on the social panel by executives from Mitel, Genesys and Execs in the Know. He will also be on the emerging channels panel with Penn Foster and USAN.

Five9 recently sponsored research from ICIMI on social customer care, which identified the top 8 challenges preventing companies from providing customer care on social media. Download the Full Report, Social Playbook, and see the Infographic [here](#).

**Who:** Lance Fried, senior vice president of social and mobile at Five9

**What:** ICMI Thought Leadership Panel: Social  
ICMI Thought Leadership Panel: Emerging Channels

**When:** Thursday May 8, 2014; 12:00 p.m. PDT  
Thursday May 8, 2014; 1:00 a.m. PDT

**Where:** Contact Center Expo & Conference, San Diego, CA  
San Diego Convention Center, Booth 401

### About Five9

**Five9** is a pioneer and leading provider of [cloud contact center software](#). For more information visit [www.five9.com](http://www.five9.com).

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Source: Five9, Inc.

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