

Topic 2: Five9 Contact Center

Audience: Organizations looking to modernizing their existing contact center, Existing UCaaS customers considering contact center expansion, IT decision-makers (CIO, IT Director), Business leaders (Ops, Sales, Marketing)

Goal: Educate → Engage → Qualify → Convert

Format: 4-email campaign with progressive funnel depth

Cadence Recommendation: 5–7 days between sends

Partner Best Practices: How to Run This Campaign Successfully

1. Campaign Setup & Tools

Partners can deploy this campaign using common email and CRM tools, including:

- **Email platforms:** HubSpot, Mailchimp, Constant Contact, Marketo
- **CRM integrations:** Salesforce, Microsoft Dynamics, HubSpot CRM
- **Landing pages:** Native tools in your email platform

Setup tips

- Create **one master workflow** with conditional branching (opens/clicks)
- Personalize with:
 - First name
 - Company name
 - Industry (if available)
- Use **plain-text buttons** or strong hyperlinked CTAs (often perform better in B2B)

2. Targeting & List Strategy

- Start with **existing customers or warm prospects**
- Suppress:
 - Competitors
 - Internal domains
- Segment if possible:
 - Microsoft-heavy organizations
 - Remote/hybrid workforces

- IT-managed environments

3. Optimization & Testing

- A/B test:
 - Subject lines (clarity vs. curiosity)
 - CTA phrasing (Learn More vs. Watch Now)
- Send emails during:
 - Tuesday–Thursday
 - 9–11 AM local time

4. KPIs to Track

Funnel Stage	Key Metrics
Awareness	Open Rate, Bounce Rate
Engagement	Click-Through Rate, Content Downloads
Consideration	Time on Page, Webinar Views
Conversion	Demo Requests, Meetings Booked

Use click behavior to **trigger sales follow-up** after Emails 3 and 4.

The 4-Email Drip Campaign

Email 1 – Awareness

Funnel Stage: Top of Funnel (Education)

Subject: Transform Your Customer Experience with Modern Contact Center Technology

Preheader: Discover how leading organizations are redefining CX

Body Copy:

Hello {{First Name}}

Customer expectations are higher than ever, and traditional contact centers are struggling to keep up. Organizations today need flexible, cloud-based solutions that empower agents, streamline operations, and deliver seamless customer experiences across every channel.

Five9 Contact Center helps businesses modernize CX with a cloud-native platform designed for scalability, reliability, and performance. From voice to digital engagement, it enables teams to deliver consistent, high-quality interactions.

If your customers are exploring ways to improve service while increasing efficiency, this is a great place to start.

CTA: Learn More

Suggested link: [Five9 Contact Center](#)

Best regards,
{{Sender Name}}

Email 2 – Engagement

Funnel Stage: Early-Mid Funnel

Subject: Reduce Complexity and Boost Contact Center Efficiency

Preheader: See how Five9 streamlines operations with a smarter, cloud-based platform.

Body Copy:

Hello {{First Name}}

Contact centers today are under constant pressure to do more with less: handle higher volumes, reduce wait times, and improve agent productivity.

Five9 Contact Center helps streamline operations by centralizing customer interactions across channels into a single platform, eliminating silos and simplifying workflows for both agents and administrators.

With intelligent routing, automation, and real-time analytics, teams can reduce manual processes, optimize staffing, and respond faster. The result is a contact center that operates smarter, scales faster, and delivers consistent performance as demand grows.

CTA: Watch the Overview

Suggested link: [Five9 Contact Center Demo](#)

Best regards,
{{Sender Name}}

Email 3 – Consideration

Funnel Stage: Mid Funnel (Problem/Solution Validation)

Subject: What Sets Five9 Contact Center Apart?

Preheader: Explore the capabilities driving better CX outcomes

Body Copy:

Hello {{First Name}}

Choosing the right contact center platform is about more than features, it's about long-term impact. Five9 stands out by combining advanced intelligence with seamless integration and enterprise-grade reliability.

With capabilities like omnichannel engagement, workforce engagement management, and over 1,400 integrations, Five9 enables businesses to unify customer interactions and empower their teams to perform at their best.

If you're evaluating solutions, now is the time to explore what makes Five9 a leader in the contact center space.

CTA: Explore the Five9 Advantage

Suggested link: [Five9 Intelligent Cloud Contact Center Feature Guide](#)

Best regards,
{{Sender Name}}

Email 4 – Conversion

Funnel Stage: Bottom of Funnel (Action)

Subject: Ready to Elevate Your Customers' Contact Center Experience?

Preheader: Let's map out your Five9 strategy together

Body Copy:

Hello {{First Name}}

If improving customer experience is a priority, the next step is creating a clear, actionable plan. With Five9 Contact Center and CallTower's expertise, you can deliver a complete solution that drives real business outcomes.

From initial strategy to deployment and optimization, CallTower helps partners bring best-in-class contact center solutions to their customers, enhancing engagement, collaboration, and operational performance.

A short consultation can help identify the right approach for your customers and uncover immediate opportunities to improve CX.

CTA: Book a Five9 Consultation

Suggested link: [Schedule a Five9 Contact Center Consultation](#)

Best regards,
{{Sender Name}}

Final Notes for Partners

- All copy is **fully editable**
- CTAs can be swapped for:
 - Partner-branded landing pages
 - Shared CallTower assets
 - Partner-hosted webinars or demos
- Sales teams should engage **after Email 3 or 4 clicks**