

# Five9

## Introduction

This case study of Five9 is based on a February 2024 survey of Frost & Sullivan Virtual Think Tank customers by TechValidate, a 3rd-party research service.



“Hearing ideas and experiences from other marketing leaders on top questions for 2024 was very helpful. Great format.”

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select Frost & Sullivan Virtual Think Tank:

- Chose Frost & Sullivan’s Virtual Think Tank to solve the following challenges:
  - Access content with no cost involved
  - Explore different solutions to overcome hurdles

## Use Case

The key features and functionalities of Frost & Sullivan Virtual Think Tank that the surveyed company uses:

- Would participate in a Frost & Sullivan Virtual Think Tank again.
- Found that the unique interactive structure of a Frost & Sullivan Virtual Think Tank leads to the following benefits:
  - Access to best practices
  - A forum that allows them to get real solutions to their business challenges
  - A new network of peers
  - Career growth
- Rated the feedback and best practices they received from the other participants who attended the Frost & Sullivan Virtual Think Tank as highly valuable.

## Results

The surveyed company achieved the following results with Frost & Sullivan Virtual Think Tank:

- Rated the presentation and moderation by the Frost & Sullivan analyst at Virtual Think Tank as outstanding.
- The content they received from the Frost & Sullivan Virtual Think Tank they rate as excellent.
- Saw the interaction between the participants was highly interactive and engaged at the Frost & Sullivan Virtual Think Tank.
- Would very strongly recommend a Frost & Sullivan Virtual Think Tank to a colleague or peer.
- Found the other participants of the Frost and Sullivan Virtual Think Tank very open to sharing their best practices among the group.

### Company Profile

Company:  
**Five9**

Company Size:  
**Medium Enterprise**

Industry:  
**Computer Software**

### About Frost & Sullivan Virtual Think Tank

Frost & Sullivan enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership.

The company’s Growth Partnership Service provides the CEO and the CEO’s Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies.

#### Learn More:

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[Frost & Sullivan Virtual Think Tank](#)