# Meeting Details

Date: June 17, 2025

Attendees: Dia Mohamed, Ingrid Xu, Matt Coblentz

# Full Transcript

**Ingrid Xu:** Hello! Oh, I can't hear you, Matt.

**Dia Mohamed:** Hello! How's it going, Matt?

**Matt Coblentz:** Whoa! Love that background. Good to meet you.

**Dia Mohamed:** Thank you. Thank you. It's I follow an Instagram page from the area that I live in. I live in Frederick, Maryland.

**Matt Coblentz:** Okay, sorry. I screwed up my system was set for the headset, but

**Dia Mohamed:** That's what I'm gonna tell you. It sounded pretty far.

**Matt Coblentz:** Yeah. Sorry it was set up for the headset, because I didn't want to wake up my family from early morning meetings. But dia! That background is fantastic. I love that.

**Dia Mohamed:** Thank you. Thank you. It's so the town I live in. I live in Frederick, Maryland, and I like the little pictures that they post of it online. And I was like, let me just post it.

And then if someone recognized it on a call, then that'll be a cool point to connect. And so I just kind of blurred it out. And then added, the genesis logo up top hopefully.

Yup, okay, nice. I don't get in trouble with marketing for this.

**Matt Coblentz:** You won't, but I think that's fantastic. I used to be a subcontractor to Ibm Gaithersburg, so I guess.

**Dia Mohamed:** Oh, nice! Where do you live, Matt?

**Matt Coblentz:** Well, now I I mean I've almost always lived just outside San Francisco. But you know, I mean I was commuting back and forth for Gaithersburg or Booz Allen, and stuff like that.

I was a Beltway bandit.

**Dia Mohamed:** Yeah, yeah. Nice man. It's a. It's a great area outside of that little busy circle in that. It just feels like New York city like downtown or something. Everything outside of it feels like like the best neighborhood ever.

**Matt Coblentz:** Oh, fantastic. You live in a great spot. So yeah, thank you. I love it. Yeah. And nice to meet you. In per, you know, in person or at least live, and you too ingrid I don't think I've ever chatted with either of you, so you know, by way of introduction. 1st off, let me just say thank you for joining a meeting that just sort of plopped on your calendars.

I'm on the competitive intelligence team. So basically, my job in the end is to learn what you learned, pay it forward to everybody else. So I'll take everybody else's interviews and pay it forward to you guys, too, whenever you're in the middle of a deal, you know.

And you need something about 5, 9, or digital or twilio, or something like that. You just call me or anybody on the competitive team, and we we are here to unpack the bus for you.

So that's right. So.

**Dia Mohamed:** Thank you. I might have to take you guys up on the twilio piece, as I'm prospecting to customers right now.

**Matt Coblentz:** Absolutely right. We I mean, we even have a live person displacement campaign going so previously we had a twilio displacement campaign going because they had their flex version. One was basically end of life and a lot of having to move.

So I built a lot of assets for that. But if they're on Flex 2 3rd development shop, but anyway, so we can talk about it.

**Dia Mohamed:** Yeah, yeah, definitely.

**Matt Coblentz:** So I just wanted to sort of, you know. Get some color on. you know. Dmi. Congratulations right? You you manage you. You achieved a win even in the middle of a turnover, too.

Right? Which is, that's not easy. So well done. But maybe you could start with a little bit about Dmi, and a little bit about what their challenges were with 5, 9, and cause anything that we can teach the rest you know of.

You know folks like I, you know, folks like you to learn like oh, here's a discovery question, or particularly the Bdr team like, are you having this problem with 5 9 cause, you know, we can help you.

**Dia Mohamed:** No, it's a great question, I think. Ingrid probably has some additional insight there as well. But dmi, manages it's it's almost a Bpo, but what they manage are company phones.

So, for example, if Genesis were to actually give us physical phones and numbers to use on a daily basis. Dmi would be the company that manages that for Genesis. So a lot of their call center agents, they have 2 different types of agents.

They are, I guess. areas as well. So their Dayton office handles a lot of the customer support. And so they're going to be accepting calls from customers as well as some of the internal clients, and what they're going to be doing is living off of service now, and Genesis, so they'll use service now to build their tickets out, and then they'll use Genesis to answer.

Some of the customer calls, and then they have another department in Virginia that handles a lot of their admin stuff. We're hoping to try to break into that in the future.

But that's something for another time, maybe a later date. Maybe next year, the year after that. But then that would essentially double our deal there. So that'll be really interesting.

But the issue that they've had with 5 9. I think they've been on 5 9. It's either going to be a year in September, or their 2 year contract is coming up in September.

But they did self implementation with 5 9 and one of the main issues that they've been having. Is a data resiliency and consistency, especially from the service. Now, side of things.

So the part that is giving us some issues that they're using the service. Now, Cti connector, similar to the one that we have. And unfortunately, it's not writing back to service now with the correct data, it's either duplicating it or giving them incorrect data, and when they try to contact 5, 9.

I guess 5, 9 doesn't really have an internal service now, contact. And so what they do sometimes is they'll just bring in like a salesforce. Rep and be like, Oh, this person works with salesforce!

This has to work the same right. Lo and behold! Nope, nothing! No, it's not the same exact one. And so that's 1 of the main issues that they've had. That's 1 of the main hurdles that we also had to overcome, was gaining their trust on.

Okay, we're gonna be talking about service now. Here's a service now rep, and then 30 min into the call. They're like, well, he's not really talking about service now. Does he know much about service now?

But it wasn't until like later on in those calls that they started to trust like, okay, these guys know what they're doing. And so one of the other big reasons that they came over, which they told us was the culture fit.

So it seems like with 5 9, it's tough to get. It's not tough to get in touch with anyone, but it's tough to get the appropriate people on the call, as well as get them to meet up with them in these events.

And so the fact that we've had Az and Marco, from our partner management team meet up with them in person was a really big deal, because it just kind of offered them some human interaction that they don't get with 5, 9.

My understanding with 5 9 sales process is that once someone closes something, then it gets passed on to a completely different team. I think that might have changed recently, but that's how it was for them where they got transferred onto a different team.

And then this new team is trying to sell them the same stuff that they said no to before without resolving their issues. And so that's 1 of the main things.

And then another reason is that whenever there's an outage with their tools, and this could be a user error because they chose to self implement, we don't know but what we do know whenever there is an outage and they go to 5, 9, 5, 9 says it's an outage with this provider, or it's an error that you have to figure out. exactly.

Exactly. So they end up in this like, okay, this is your fault. This is your fault type of thing where they go to their provider. It's like, Well, no, this is their fault over there.

And so that was interesting. But I think the part that really shocked me about why they're moving to 5 9 was the main reason that they wanted to trial us.

So I guess 5, 9. How they're using voice with 5 9 or they're using 5 nine's voice capabilities rather than Byoc. 5 9 data centers are located out in California.

And so there's a lag in between anytime that they get a phone, receive a phone call, or even transfer voice calls. And so I don't know how long that is exactly, but that was one of the things that they wanted to try out with our trial.

And thankfully everything went well with the trial, and so it just made things seem a little bit easier for them. As well as the fact that everything is from Genesis.

So not only do we have our data centers close by. So I guess our handle time was just a lot faster than what it was with 5 9. There's no sending it all the way to San Francisco and coming back?

But then, they were asking us like. Is this a Genesis product, or is this a different product. Because I guess with 5 9, when it comes to Wfm. And a lot of these different features, they're not 5 9 features.

And so they were worried about. Okay. Now you're using this feature. Well, we have a different team for it. Let's bring them onto the call. And so I think that that really resonated well with them.

**Matt Coblentz:** Oh. wow! So 1st off. Great summary, dear, and you did that from memory, you know. Really, you've got notes in front of you, and I can't tell.

**Dia Mohamed:** No, no, no, it's.

**Matt Coblentz:** Well, you were clearly paying attention. Ingrid let me do some follow up, then did they sort of describe whether they were in a hosted scenario internally, or if they're doing something with an Api where the Cti connector is not working, or they give you any tech details.

**Ingrid Xu:** To be honest, I I started working with Dia probably halfway through the deal. So I started working with Dia and working with Dmi around the time when they wanted to start testing the trial and getting on board with that.

So I really only know everything post trial and that's just a matter of like them testing quality them testing like speed and and whatnot to whenever we close the deal.

So prior stuff is probably more of a dia question.

**Matt Coblentz:** Either that or Yvonne. Maybe.

**Dia Mohamed:** Yeah, what they said to us. I don't know how they're using it, but I guess in our app foundry there's a service now connector, which is essentially just a pop up the Cti when they saw that they were like, oh, this is exactly what it looks like on service now, and 5 9 now.

And so it was the unified communication piece that really brought them in, because had we shown them that we probably would have been in the same boat as 5 9, or we would have lost that deal.

So they didn't reveal too many. they don't reveal too much about what that actually looks like right now. Even to the arena before Ingrid was in. But yeah, but even then it was It was just that comment that they made one time where?

Oh, this looks exactly like how we use it now. So I don't know if that's.

**Matt Coblentz:** And if that.

**Dia Mohamed:** Helps at all.

**Matt Coblentz:** Do either of you know. Are we building like a sales or service? Now, version of Genesis, you know, serve salesforce. Cx. we are building that I just don't think we've released it yet.

I'm just not sure but.

**Ingrid Xu:** I think it's partially released.

**Dia Mohamed:** Yeah.

**Ingrid Xu:** This now, when used for tickets, like externally, has been released. But when service now is used for like internal help desk, I think that's coming out? Q. 3.

**Dia Mohamed:** Yeah.

**Matt Coblentz:** You think will be interested in that, and then that'll be a move over, or will that do you have to upsell that.

**Dia Mohamed:** I don't know.

**Ingrid Xu:** I think Dmi is using it like for tickets for like external customers. So I don't think, even if, like the It help desk stuff came out they would be too interested.

But that's something we could always check in with them.

**Matt Coblentz:** It's an idle question, you know. Just where can we do.

**Dia Mohamed:** I learned, I learned today that this is the 1st deal, which is why I'm like, okay, maybe we do need to get into a meeting and talk about bringing in Ps potentially, hourly, because they're self implementing.

But this is the 1st service now, unified cloud deal. At least on this side of the world. I don't know if they've had any in Europe, Middle East Asia, or Africa, but on this side of the world this is the 1st time.

The service now, Unified Communications Connector has been sold. And so I'm gonna try to meet with them. We're gonna try to meet with them next week. Talk about what their needs are.

And then I'm also gonna hound in the hey, we really want you guys to use Ps. For this, just because it would be a good opportunity for us to see how that works too.

**Matt Coblentz:** Yeah. And if I can, if our network can help you at all right, alright. So let me give. Let me double click on competitive, right? So competitive actually reports to Len Fisher, because it's demand Gen.

But but from Len Fisher we go straight to Larry, so I wouldn't say we have a we have a big stick, but you know we are. Sometimes we have an outsized voice, so we are happy to. you know.

Do whatever it takes to help you guys get what you need. So if our network can help you, you know, do what you gotta do right.

**Dia Mohamed:** Yeah.

**Matt Coblentz:** Vote early vote often. So anyway. Let me give you a little color. Right? So 5 9 is generally seen in the commercial, you know. Az space overall. We see them much rare more rarely in the enterprise space.

I don't know why that is, I don't think that they've quite cracked the code for enterprise yet, I think, to a large degree, that is stability jitter, hangle, hang time!

They've got some outages. I personally have a sense and a perception that they are largely an enterprise. Okay, this is gonna sound weird. I gotta. I gotta make sure you guys get this alright.

So they have. They started out as an outbound dialer, and they built that on the app. They have never taken the time to reconvert that it is still.

**Dia Mohamed:** Enterprise.

**Matt Coblentz:** Java app just like Salesforce was a million years ago, and it's monolithic, and it's hard for them to fix shit

**Dia Mohamed:** I need.

**Matt Coblentz:** Digital is actually, weirdly, any Chan, any digital channel has to come into the virtual contact Center Java app 1st before it goes back out to do whatever AI or anything else it.

So it all passes through their voice stuff. It's just their architecture. But I believe because of that, they are fundamentally like hosted in the equivalent of docker or or Kubernetes containers.

And so each customer is its own 5 9 instance. But it's not like little micro services that expand and scale differently like they might. You might see with Genesis right?

So Genesis might have you know, in any one instant it might have a thousand bits going for outbound, and it might only have 500 services running, for, you know, Web, or something like that.

Right? They just scale. They're independent because each one is assigned to a customer. It's a wholly different architecture. 5, 9 is totally contained in the United States. They have 2 data centers, one in Santa Clara, which is San Jose, and the other one on the east coast.

They run them. They run them themselves everywhere else is all Google Cloud platform, like, even in Canada, I believe. But in the United States it's those 2, and that's how they run it.

And they have, you know, 5 nines in the name, but they got outages right. And so sometimes you could have one customer like, for example, Ingrid's 5 9 version could be down but yours would be running, even though they're right next to each other.

And you can't tell if that's because they're running on the same Vmware host or something else that's going on. You've no idea it's magic.

**Dia Mohamed:** We can.

**Matt Coblentz:** You know, sometimes 5 9 touches something, and the whole machine goes down. And oh, that's not an outage. That's just a machine problem, although, as far as you're concerned, that's an outage.

They don't report it that way. So watch out for that stuff. They like to play games you will also see. So from you know, the next time you're in the middle of this you'll see significant discounting.

We've seen sort of standard discounting, particularly.

**Dia Mohamed:** Yeah.

**Matt Coblentz:** The contact center stuff, 50% free. Ps, it's. you know, like they're doing the nice in contact thing as well. And lately this one's weird They'll take the last 6 months of whatever your usage is, and use that as a true up for renewal.

So if you were under your amount, they'll actually take your last 6 months and say, Oh, no, no, that's okay. You can renew at a lesser rate as opposed to our standard. 10 up type of thing.

Does that make sense.

**Dia Mohamed:** Yeah, yeah, that does. One of my teammates is actually having an issue with that right now. I don't know if you've met with them, Noah Waltic at all.

**Matt Coblentz:** Oh, yeah. Yeah. No.

**Dia Mohamed:** Yeah. Yup, yup, he has, like, I think, a 1 mil deal, or 1.3 mil deal, or something like that. But then 5, 9 is like offering 75% of that plus free.

Ps, which, like we, that's not, we're not gonna be able to do that. But I mean you. You kind of get what you paid for as you said, like I told him I was like, Hey, even if you lose this deal for money.

Just stay on them because these guys haven't even been a year with 5 9. And they're already looking to move. I'm sure your customers also gonna find issues with them.

Because it was the same thing. They were like looking looking at the outages on the website. And we have people who are using 5, 9. And so we've heard of outages that don't appear on their website.

And so I think that kind of speaks to what you were just talking about where it's like it could be anything. But they just won't list it as a 5 9.

Error. Just be error with this customer, or something.

**Matt Coblentz:** Now I'll be fair right. I mean, I was talking with Ward Day in our pricing department right? And there is nothing. you know, if you've got to do it to win the deal fine, take an 80%, you know, offer them 80% of the seats and just let them do overage charges, whatever right?

Right? We could do that all day, too. Right? So other fun things I saw. I I've seen recently, Lisa Fournier, for example in the healthcare team. Great, yeah. Fantastic, you might ask her.

Someday she actually managed to get a customer's end of financial year to line up with the Co. The term and payment cycle and offered them a 12 month ramp. And she told the Cfo.

Basically, look, I can just adjust some things we can have you skip a whole year of payment. And so right, that just sounds like holy crap. I'm at the end of my year, but I'm going to pay you for all the next.

And I'm gonna skip one like, Oh, yeah, I love that right.

**Dia Mohamed:** He's got him a promotion.

**Matt Coblentz:** Yeah. So timing, you know, can be your friend. So stuff like that, like I said, my job is to help you guys be successful in anything, I mean, honestly, if you walked in the door with, you know, if look, if it was a thousand seats, and you walked in with a contract that said 800.

And you know you knew it was a thousand seats. No one's gonna say, boom! If you know, if it was up against 5, 9, and there's 75, I mean, take the contract.

**Dia Mohamed:** Yeah. Let's see.

**Matt Coblentz:** I know it's less commission. Okay, deal with it.

**Dia Mohamed:** It's not less commission, but it'll just get paid way later, which I'm I'm fine with, because I mean it still shows up as the as you closing a hundred percent or whatever it is this year.

Yeah.

**Matt Coblentz:** Exactly right, you know. So I mean a you know it. Sure as hell beat 0 commission. So.

**Dia Mohamed:** Yeah, exactly. Exactly. I think that's what Noah is doing, too. I think he's doing a year for free upfront or something like that. But even then that's still not enough.

So.

**Matt Coblentz:** Yeah, I mean, I mean this his, the CEO of his customer, I think, was looking for, you know, proof on stability and stuff like that. He hasn't hit me up in the last week I was at Ccw.

Last week, but I'll have to stick it, you know. Did you report to Alex right.

**Dia Mohamed:** Andy.

**Matt Coblentz:** Oh, Andy, okay.

**Dia Mohamed:** Andy and Izzy. Yeah, I've met, I mean with Noah regularly. I met with him earlier today to talk about this specific thing here. And he said that I guess the customer just hasn't responded in the last week.

And so yeah, not like, yeah. The last response was good, but he's like I've tried to ping them a couple of times, I think. Noah said. He spent like more time in their office than he ever has with Genesis in person anywhere, so they're probably getting annoyed now.

But you know that might be a good thing.

**Matt Coblentz:** I don't know. Yeah, we could always write letters and say, like, you know, look for the following things and go check this stuff out for yourself. Right? You know.

**Dia Mohamed:** Exactly.

**Matt Coblentz:** The road we've written. I mean, we've done it for healthcare and all kinds of stuff. There's always something we can say, you know. You make sure you check this out.

We, you know we respect your decision. But anyway.

**Dia Mohamed:** Yeah.

**Matt Coblentz:** I got lots of those. So you know, if it comes down to that, just, you know, hit me up. I will try to publish faqs and all kinds of other things, you know, for you all. they're getting off 5 9.

Did you have to offer any sort of can, you know? Were they pushing hard for discounts, or anything like that?

**Dia Mohamed:** They genuinely didn't care. I I'm kind of upset at myself for even offering that at the beginning, because I was like, Oh, you guys, we could do 60 day ramp instead of 30.

And they're like, Yeah, we don't care. And I was like, Damn it, we're already committed to it in the contract. But that's 1 thing I probably would have changed is not offered that so, but they they didn't really care about concessions, or any of that the fact that they could go with like a pay as you go for voice might have helped a little bit because they didn't have to commit to something.

And I was like, Hey, you guys can either use Genesis or you could use someone else. And I told one of the guys on there. Kyle burns our main contact that like we don't get commission on it.

I think it's like 1% or something like we don't get commission on voice. So I really have no incentive to try and sell you on something. And so if you guys want to save money. you guys could always go a different route, but I would recommend not committing to something they're only using like less than $10,000 a year, so there's no like discount that I could offer.

I think the discount starts at like 60 K. Or something like that, 60 K for 5% discount and so I was like, Well, you guys are only using $10,000 a year, then might as well just not do anything at all.

**Matt Coblentz:** Right? Yeah, make sure. You only get like, what? 2% on Ps, also, right? I mean, that isn't valid.

**Dia Mohamed:** Yeah, yeah, exactly. Exactly. I think for Ps, this would have been like a a cool peace of mind to cause I self implementing for me is the gray area. I don't know how that works, and I don't want it to be like, Hey, how do you do this?

Let's get on a call. I don't want to be in that situation, because that's neither mine nor Ingrid's job. And so that's why I was pitching. Ps. Was just for that peace of mind.

It had nothing to do with the money.

**Matt Coblentz:** I was just saying also, you know, if it gets if it gets onerous to say, Look, look, you know we could get you better service if I sell you a tam right?

But.

**Dia Mohamed:** Yeah, yeah, exactly doubled the deal. That would have been great.

**Matt Coblentz:** See. So ingrid. Did you have to do a lot of set up for, you know a trial and a Poc and stuff like this? Did they give you criteria that they wanted to see and.

**Ingrid Xu:** They had a list of criteria, but it was fairly straightforward. We set them up in terms of poc on the Gcx. Now, trials. So it was just, you know. They sign up.

They get a a trial instance. It's a little bit limited, right? It's not a true Poc with like professional services involved. but for their purposes, like they wanted to test quality.

They want to build like a bot flow. They wanted to like, do a few quick things. It was more than enough for them. So we had a few meetings where we said, Hey, you know, talk to us about what you want to do with the trial?

And then we would like we would answer a few questions here, there, we might get them started, but really they took it, and they took matters into their own hands.

They did a lot of their own work. And kind of just every so often be like things are going great thanks for checking in talk next week. Yeah. Whatever they did, they were happy with it.

**Dia Mohamed:** I think Ingrid's being very humble. They were only happy because from our perspective, it was a very basic scenario, but to them they were surprised by how easy everything was.

I know from us. It was just like, How do we do this? And it was like, Well, here's an article, and you could just do it directly from Genesis. But that was only because of the conversation that Ingrid and Charlotte were having on the back end, because I don't know what it's like to live on 5 9.

I just kind of assumed it would be the same situation. But Ingrid's confidence throughout our Demos and Charlotte being able to answer questions, and even just be upfront about with them, about limitations of the trial and what they need to do.

I think that was like a a really huge deal for them, because they didn't have that many resources to run the trial. They didn't want to set anything up. So the fact that they could just dive in and be like is this, how it works?

It's just this one simple thing. Do we have to do anything extra. They have 3 different people to run the trial, but only one guy really needed to log in.

And so that was the only guy that was logging in doing anything, and he was only spending like maybe an hour. couple hours a week, or something like that on the trial, testing things out.

And so they were quickly being able to just knock things off. And they were like, well, let's just test this. Let's ask about this. And so I know from our perspective it seemed easy, but it was only easy to us.

To them it was like a huge surprise. With how like straightforward everything is like you do this to do this, you do this to do this. We don't have this, and we have that.

There was no like gray area of. Well, you could do it this way, and I think there might be situations where that happens in the future. But the fact that they were on this pre-built trial, I think, really helped get us to this point a lot faster than it is.

**Ingrid Xu:** Yeah, they.

**Matt Coblentz:** We have, like a templated trial.

**Dia Mohamed:** There's a.

**Matt Coblentz:** Did you say pre-built trial? I mean.

**Dia Mohamed:** Yeah, there we have like trials that they're not like the Poc. So they, there's a lot of limitations to it. But yeah, there's a. There's trials that they can run where they can just go in and play with certain things.

And Charlotte Zhang and her team run that is it Charlotte Zhang, or Jang.

**Ingrid Xu:** Jang.

**Dia Mohamed:** Jang, Charlie Jang, and her team run that entire thing. And so anytime that someone messages within the chat with the trial, then it re reaches directly to Charlotte, and I think she's like the only one.

I say her team. But I think it's just Charlotte. It's very busy. Yeah. So for anything small, like what they wanted to test like our voice capabilities then. Yes, I think if they wanted to do like Api or service.

Now then, there's no way we could have just done that with the trial. But that's probably one thing I would tell. The team is like, if there's things they want to test out that don't require any.

Build out. Then have them test that out with the trial. Anything that requires build out. Maybe put that in the Poc, but maybe even divide those things up so that the customer doesn't have to build as much in the Poc.

They can just kind of test it in existing environment, and then they can take all the difficult stuff to the Poc.

**Matt Coblentz:** Wow! That's interesting. I know we're almost at time. Let me also say 5, 9 has spent a significant amount of time making sure the agent experience is really seamless across all of the different partner stuff.

Right? So 5, 9 is a best of breed stuff, and they put everybody on their paper. They got very. They got e gain they got clear view. You know. I can't even name them all right.

I mean it. It's crazy. They're just a bunch of piece parts. But from an agent agent experience it's pretty simple. By the time you get to the Admin experience you are doing 5 or 6 different logins on.

**Ingrid Xu:** And.

**Matt Coblentz:** All of them piece part back ends, and it is a jarring experience, apparently. I haven't seen it myself, but I'm told that it's just a nightmare, so.

**Dia Mohamed:** Really.

**Matt Coblentz:** Kudos for you guys on doing the sort of like Pre can pre configured. I'll call them demo developer orgs. I'm gonna use a salesforce sort of thing. Right? You just you sign up for something.

You can boom, do it, but you probably really crushed it with that one that may become a very useful piece for everybody. Say, like, Look, if you want to try this, just here, get this little template organ with it.

See how easy it is experience the back end, as well. you know. Compare that with 5 9, right? So that's a learning experience. I think I'm gonna bring out to everybody, because trying to put it stitch it together in 5 9 will be a miserable experience on the back end.

It'll look fine on the front end. It's a beauty contest, right? We look the same. It's like some people say, 5. Nine's interface is better for the agents. But you know, sometimes the AI stuff is glitchy, and the admin stuff is obviously a or apparently a a booger to configure.

So.

**Dia Mohamed:** Yeah, here's this article that I'll send you. That was helpful. For expectation setting. It was just about the limitations of the Gc. Now trial. and so you can clearly tell where the issue where everything is.

And then Charlotte's always available to hop on the 1st call for 30 min, and then she's available via chat. So I know her schedule gets pretty busy. But she'll be able to.

Maybe demo this with the customer, or or roll it out with them, or something like that, and just go through expectations.

**Matt Coblentz:** Go, Charlotte. Okay, I will check that out for sure. I will leave you guys with a plug. Then for Ci, right, we have multiple chat channels inside cloud, or you know, G.

Chat, you know, one for 5, 9, 1 for Amazon, one for nice or competitive insights, or just log a Dsr. And we are here to help you close deal. That's what we did.

We got no purpose. We ain't here to be drag. We're help. We're here to raise your raise the game.

**Dia Mohamed:** Thank you. Thanks, Matt. It's a pleasure.

**Matt Coblentz:** Vote early and often.

**Dia Mohamed:** Yes, absolutely, thank you.

**Matt Coblentz:** We have a real appetite for helping you guys. So let me know. Also ingrid.

If you come into one of these again, strategize with me. We'll find some more things that 5 9 can or can't, or nice, or anybody can't do well, and we'll just like let's go in this direction, for example.

**Dia Mohamed:** Thanks.

**Matt Coblentz:** Routing. We seem to be ones that do predictive routing with AI in the routing itself so, and journeyman.

**Dia Mohamed:** Thank you.

**Matt Coblentz:** So leverage those until somebody catches up.

**Dia Mohamed:** And I know Ingrid has to drop right now, for ingrid feel.

**Ingrid Xu:** Thank you. I have a hard stop.

**Dia Mohamed:** No sorry.

**Matt Coblentz:** Nice to meet you.

**Dia Mohamed:** Of course, Matt, if you have just a quick minute.

**Matt Coblentz:** I'm all yours.

**Dia Mohamed:** Alright perfect. I also have a team meeting, but they can wait. I, 1 of my biggest customers right now that I'm trying to target is under armour, like the Clothing Company, because they're based out here in Baltimore.

I don't know how I ended up with this account, but I'll just kind of keep it, you know. Hush, hush! Until they tell me, like we have 5,000 agents, and I'll move it all.

But I saw a previous opportunity that they had with us. It was 475 agents, or something like that concurrent, which means they probably have around 800 agents total. But we lost to 5 9 over there, and I think there was someone internal who used to work with 5 9 that used to manage their account.

I'll try to figure out what their name was for us. But I don't know how to attack something like that because I think they have, like another 2 years left on their 5 9 contract.

And so if there's any specific messaging that has been successful with getting into accounts like that. Then I I'd love to kind of see that.

**Matt Coblentz:** Well, so you know, it kind of depends whether it's a lock in, you know. Or if they can, you know, if they hit any service issues or something like this.

Sometimes you can break the contract. You know, if they've been escalating anything like that, you know, basically indicating dissatisfaction. We have. We have tried to do what you're doing, and sometimes it works.

Sometimes it doesn't, you know. For example, it just gets escalated across to all the executives like an Alaric, you know, and so they'll call Mike Berkland the CEO of 5 9, and he will personally make sure that shit gets together.

But, there are a lot of ways to do this. I think we can make an Roi case. We could also talk about ramps and stuff like that for cut over if things are or aren't working.

And you know. So it's like. you know, it's actually good that you're early. If we find out that they're unhappy. right? Generally, if they're only like moderately unhappy. A lot of people say the juice isn't worth the squeeze, so you'll just have.

**Dia Mohamed:** Yeah. if so, one of the methods we've my team's kind of been experimenting with. In terms of like reaching out to customers is creating like. Have you heard of medium?

The news article.

**Matt Coblentz:** No medium like the news.

**Dia Mohamed:** Yeah. Yep.

**Matt Coblentz:** Yeah, yeah.

**Dia Mohamed:** Yeah. So my team members have been posting like a letter to the C-suite at whatever company, and they post stuff on there about how to improve their process and stuff like that, and then send it out to the C-suite.

It's worked once so far, but this is, if there's any account to try it with. It'll be these guys. And so if there has been once across the team, not once with me once with.

**Matt Coblentz:** But yeah.

**Dia Mohamed:** If there's a if there's anything that you feel like I could post on there where it could be like, oh, we don't do this with 5 9 or something like that, even if it's a bullet point, feel free to send it over.

I'm just gonna chat Gpt. Of course, the whole thing, and then just make edits through it. But if you have anything like that, then I'd love to see that feel free to kind of send it over to me, and then I'll create it and send it out to the customer.

**Matt Coblentz:** So I have a whole folder on. I'll say I'll call it 5, 9 talking points, and I will just add you to the folder perfect. And you there's like there's at least 3 different word documents that I've sort of built up over time.

It was one of the things I need to turn into an FAQ for you.

**Dia Mohamed:** Nice. Thank you.

**Matt Coblentz:** And I tried to also get chap Gpt. To rewrite some of it for me to make it. Oh, like this is the C club style. Oh, this is the Contact Center director style.

**Dia Mohamed:** Yeah.

**Matt Coblentz:** So have at it, and boom! There you go. It'll be in your, you know. So I shared the link which means it's in your email somewhere and

**Dia Mohamed:** Perfect.

**Matt Coblentz:** You know I'm.

**Dia Mohamed:** That's yeah.

**Matt Coblentz:** I will read stuff like that. I will write stuff like that. You tell me what.

**Dia Mohamed:** Thank you. Thanks, Matt. I'm gonna pass that along to you as soon as I get it written up, just for review.

**Matt Coblentz:** A link on medium, and if it really makes sense, I'll get Vanessa to give me an account, you know. Pay for an account no big deal.

**Dia Mohamed:** Nice. Okay. Alright. Nice. Alright.

**Matt Coblentz:** I mean in the end, right? We gotta go wherever it is. It makes sense for you to win.

**Dia Mohamed:** Exactly. Exactly. Try any.

**Matt Coblentz:** You know, I used to be assist services engagement Guy. I had a 40 million dollar product number. Fortunately I had 8 reps covering the Western United States with me, but I also had a million a quarter in Ps.

So I get I get the quota shit.

**Dia Mohamed:** Yes, absolutely alright, Matt.

**Matt Coblentz:** It's got sideways with my Vp, and I'm like, I don't like you anymore.

**Dia Mohamed:** Those are the best. Alright. thank you so much. Yeah, it's really nice meeting you. I'll I'll pass that along as soon as I have it, and then I gotta jump to this other meeting right now.

**Matt Coblentz:** Yeah, go! Go! Say, Hi! To your teammates. Cheers.

**Dia Mohamed:** Alright, for sure. Alright! See, you cheers.