



◀ We Eat
Software

◀ The Story
of Faye

◀ fayedigital.com

SOME EAT STEAK. WE EAT SOFTWARE.



At Faye, we love software. We eat it, breath it, and build it.

We say 'We eat software', because our mission is to make the best software in the world even better. Whether Zendesk, SugarCRM, Salesforce, HubSpot (and more), Faye unlocks greater value for clients through:

- CX & software strategy
- Software implementation & migration
- Custom integration & software
- Onboarding training & support
- Software optimization & evolution
- Efficiency reviews



THE STORY OF SOFTWARE ABOUT YOU



You are forging the path ahead to achieve market dominance for your company. Software sits at the center of your success and that's where Faye comes in.

CRM, CX, and marketing software will be fundamental to your success over the next 10 years. To stay ahead, you need to adapt the way you use this software to uncover its potential.

Set and forget is a myth – You need software to fit to your systems, processes, teams and infrastructure even as they change. From integration to security, data management, reporting and user adoption...it can get complex. And that's all before 10:15am on a Monday morning. You haven't even hit your third coffee yet.

At Faye, we are problem solvers who believe there's always a better way, even when it's not clear. We are technologists, visionaries and software geeks – just like you. We know that success is not just choosing the right software – but making it sing like Celine Dion.

ABOUT FAYE: SOFTWARE MADE SUPERCHARGED



Poorly managed software costs millions of dollars and thousands of hours. Software implemented well though? Now, that's an exciting and dare we say, sexy idea.

It's what we've built our business on. Providing customers the peace of mind to lead software driven change and optimization with confidence.

Or in a simpler way - Software implementation made sexy (Should that be our new tagline? Our lawyers think no).



01 CX & SOFTWARE STRATEGY

Set teams up for success with a powerful customer experience and software architecture strategy.

02 SOFTWARE IMPLEMENTATION & MIGRATION

Drive digital transformation with world class planning and software implementation.

03 CUSTOM INTEGRATIONS & SOFTWARE

Integrate CRM, ERP and marketing software with your entire stack using Faye's pre-built integrations and custom development team.

04 ONBOARDING, TRAINING & SUPPORT

Whether onsite or remote, Faye offers training, onboarding, refreshers and technical support.

05 SOFTWARE OPTIMIZATION & EVOLUTION

Keep software up to date with the changing business and use integrated systems data to drive improvement and decisions.

06 EFFICIENCY REVIEWS

Faye's team of certified software experts identify areas for improvement across your software stack.



ABOUT YOU & FAYE: THE CHANT

From strategy to implementation, integration and support, we make you better. Whether it be Zendesk or SugarCRM, Salesforce, HubSpot and more, your business is unique, and one size software does NOT fit all.

Our promise is simple...You will be the office hero. In fact, if your company is not chanting your name every time you walk the hallways - Money. Back. Guarantee*.
(Again, lawyer says no).

That's how committed we are to the chant.
"Der-rick. Der-rick. Der-rick...",
"Lin-da. Lin-da. Lin-da"
Can you hear it?

We're Faye.
We eat software.

OUR VALUE



01

UNLOCK PRODUCTIVITY

Do the work of 1000 with 100.

Software capabilities have ascended to new heights and companies need heroes to configure them and achieve more with less.

02

INTEGRATIONS MATTER

Fearlessly integrating what no one has integrated before.

We are software strategists at heart and with complexity on the rise, your digital ecosystem is becoming fragmented. Integration is essential and we don't sleep till things are humming the way they need to be.

03

MOVE FORWARD

The past called. It wants your old on-prem software back.

Don't get left behind with a sub-standard software implementation. Move ahead of the pack with true digital transformation. We help you configure, integrate, implement, optimize and adopt software.

OUR OFFERING: AXIA

AXIA by Faye™ bundles our capabilities and tools into one monthly or annual subscription rather than one off projects. Drive ongoing value and optimization for your business.

From technical support to ongoing strategy, regular check-ins, onboardings, training, software add-ons and digital tools, AXIA is a revolutionary approach to ensuring your software gets better with age like a fine wine.

Find out more at www.fayedigital.com/AXIA

CX & SOFTWARE STRATEGY

CONFIGURATION

DEPLOYMENT

ADOPTION

ACCOUNTABILITY

AGILITY

01

02

03

04

05

06





FAYE FOR THE WIN

Build for scale


Selecting the right software is just the beginning. Poor implementation leads to reduced ongoing value and ROI. Success is found in a clear strategy, consistent execution and software expertise.

Greater value with adoption

User adoption is pivotal for software to perform at its best in your business. Faye's training, ongoing support, Q&A and adoption initiatives are best in class. When CRM, CX and marketing software implementations fail, it's rarely because the wrong one was chosen. Rather, it's because successful internal adoption was not achieved.

Evergreen and future proof

Your business is not a snapshot in time but a changing and growing organism – and those changes impact the way you structure teams and use software. With Faye as your partner, your software evolves with you instead of being left behind.



Making your software
so good, you'll cry
happy tears.

Call us
Email us
Live from
Serving clients
Look us up



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Headquartered in California and with teams across 4 continents
Worldwide
fayedigital.com



Zendesk | SugarCRM | Salesforce | HubSpot | and More