FAYE

THE FAYE BRAND HANDBOOK

A new brand to rule them all.

WE EAT
SOFTWARE

THE NEW FAYE

We're evolving. Launching the new Faye has coincided with our new brand because the two processes were interwoven. Deciding to update the logo was more than just a fun clipart experiment. We dove deep into what makes us unique and where we intend to go from here — all for the purpose of articulating what makes Faye unique to the world. We emerged from the cave with the new Faye.

The sage wisdom of an old dog. The ideas and energy of an innovative startup. That's what makes up the unique DNA that is Faye. You, our people are undoubtedly the most important part of it all. Our brand is nothing without you championing the things that our clients love about working with us.

WHY THIS DOCUMENT?

And, because you're so important to us, we built this document just for you. Yes, our clients will still probably read it (it's interesting for them too), but we wanted something that was yours to have and hold. This is your Faye brand handbook.

Don't be fooled into thinking we'll be going over logos and typography. That's a style guide. The Brand handbook is about understanding and embodying our brand — Our goal is to translate the creative and innovative tone that we set in the new brand assets into each experience a client has with our team.

OUR MISSION AND VALUES

It all starts here. We cannot be true to ourselves unless we know what fuels us.

At Faye, we're unflinching in our commitment to the values we've defined. No brand handbook would be complete without mentioning them.

Mission

Our mission is to make the best software in the world even better. That's why our central statement is "We Eat Software".

We help clients complete and fulfill their vision for a better world by eating their software and making it better.

If we're not actively looking for ways to help clients see 10x uplifts, then we're not being Faye.

Values

If the mission is our north star, values are our personal KPIs. You know you're representing the DNA of Faye when these are a part of your daily actions and mindsets.

Maintain an anything is possible attitude

The question is never, "can we do it?". The question is, "should we do it?" Given enough time and resources, we believe anything can be done. We support this attitude with our words and our deeds.

Take care of our clients

Clients are the reason we exist. Our first thought should always be to solve their problems. This comes before billing, financial implications, or our own needs, wants, and desires. If we take care of clients, the rest will take care of itself.

Move quickly and with purpose

We have a sense of urgency in what we do because the world is moving fast. Our team, clients, partners expect nothing less from us. We respond to emails in a timely manner and return calls quickly. At faye, we blow people away with our speed.

Growth mindset

We are committed to personal and professional growth as individuals, and organizational growth as a company. This happens by not fearing change, by consistently pursuing ongoing training and education, and by not shying away from tough conversations where constructive feedback is given.

Innovate[3]

Innovate, innovate, innovate = innovate3. We say it three times, because it's that critical. Our success is tightly interwoven with our ability to deliver innovative solutions for complex problems and innovative software to meet customer needs.

Own what happens

Good or bad, we own what happens. We take responsibility for our actions and outcomes. Excuses and blame are for other people. If we make a mistake, we don't point fingers. We own it, understand it so it doesn't happen again, and then make it right.

Conscious and enthusiastic teamwork

Promoting and supporting teamwork is critical to our success as an organization. We hold ourselves to the highest standards of accountability for productivity and responsiveness as a team.

WHO IS FAYE?
WHAT DOES FAYE DO?
TELL ME ABOUT FAYE.

The official version

At Faye, we love software. We eat it, breath it, and build it. Our mission is to make the best software in the world even better by helping clients lead the way with software strategy, deployments, integrations and technical support.

Some eat steak – We eat software. We developed the statement because we recognized an internal drive within our teams to make software better – to consume our clients' challenges and complexity to find a way through for them. We Eat Software.

Bit more professional version

Faye is a global leader in software strategy, deployment, integrations and technical support for mid-market companies through to enterprise. We've been an Inc. 5000 award winner 8 years in a row and work with brands in more than 25 countries.

We optimize and integrate CRM, CX, marketing automation and ERP platforms into complex tech stacks. Headquartered in California and with teams across 4 continents, Faye makes the best software in the world even better by supporting Zendesk, SugarCRM, Salesforce, HubSpot, and more.

As the Zendesk Development partner of the year and SugarCRM Americas Reseller of the Year, Faye's depth of expertise is showcased through a library of custom-built software enhancements, tools and integrations used by hundreds of thousands of users every day.

About AXIA version

Our flagship offering, AXIA by Faye™ bundles our IP, capabilities and pre-built software enhancements into one monthly or annual cost. The result – a partnership that drives lasting value and optimization even as you grow.

A relaxed version

At Faye, We Eat Software. Why? Because out-of-the-box software configurations don't work like they used to. We help companies around the world implement and integrate great software solutions into their tech stacks in ways that give them more efficiency, productivity and power. We make the best software in the world even better.

The lay it on me thick version

With us is better than without us. We're an Inc. 5000 award winner, 8 years in a row. Why would you look elsewhere? We're a proven and leading partner for all the software solutions we work with. If you're a mid-market and enterprise business, the ROI of having Faye on your team is without question. We help generate 10x productivity returns by leveraging the hidden potential within Zendesk, SugarCRM, Salesforce, HubSpot, and more.

THE NEW FAYE BRAND

You are revolutionaries. That's why we hired you. But our brand didn't give you justice. It lacked the innovation and gusto that you embody daily. We are passionate digital visionaries, and it was about time our brand reflected that. This is the new Faye brand. There's brighter colors, crazy shapes, sassier language and edgy statements. It's a brand for future clients. It's a brand for you.
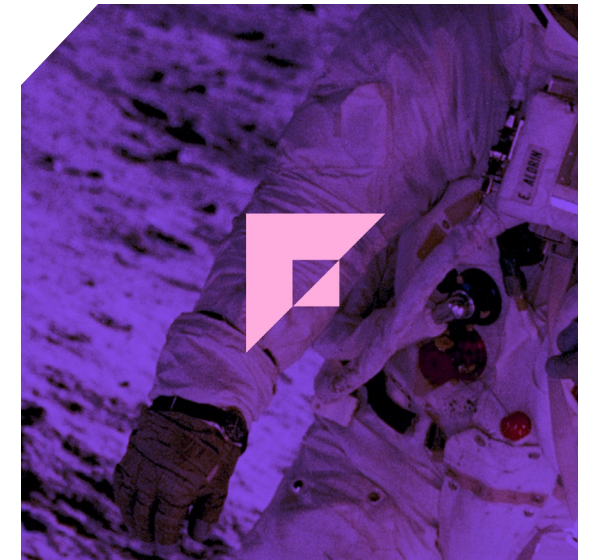
OUR BRAND DNA AND VOICE

These are not external facing statements but internal in nature. The brand voice helps identify the tone and approach to our writing and speaking.

There's 6 reminders to help you write in the language of Faye.

01 Remain future-focused

The past is the past. We have our eyes set on the future. We talk about it a lot, and we see our role as a guide to help our customers forge a path into their brighter future. Software is eating the world, and we eat software. We use future-centric language when writing.

02 Speak with intelligence and clarity

When it comes down to the work, we need to let people know there's substance to our recommendations. We know our topics and we demonstrate expertise as often as we can to add value to the client's world. We speak with clarity. Succinct statements where possible. Resolved recommendations. Less words.

03 Align with the customer before solving the problem

Before jumping to the answer, let the customer know that we understand their pain. When you demonstrate that you know their world and understand its complexity, you find alignment in a way that benefits both you and them. Then, jump to the answers and find a collaborative way to work together.

04 Be unafraid to speak your mind and lose the corporate speak

We will not be dry and conservative. Let's say it again. We will not be dry and conservative. Open your mouth. Be heard. Don't be afraid to voice your opinion respectfully. You are in the room to add value. We don't hang back at Faye. There's no talking around topics with us and leaning on corporate speak to hide real statements. If we say something, say it.

05 Friendly tech, not serious services

We are not a professional services firm. We see ourselves (and our brand sees itself) as a technology company. We have a friendly tech feel to our correspondence with recipients. Find ways to drive substantial and meaningful conversations in friendly and helpful ways. Like a Geico ad or something.

WE EAT SOFTWARE?

When we say, "We Eat Software", we realize it sounds a little different. It's a head-turning statement – expect to be asked about it. The answer is simple.

Some eat steak – We eat software. We developed the statement because we recognized an internal drive within our teams to make software better – to consume our clients' challenges and complexity to find a way through for them. We Eat Software.

Our new brand statement represents an appetite to eat the software inefficiencies, integration challenges, tech stack complexity and adoption pain for our clients. They sleep soundly knowing that we won't if there's a problem that needs fixing.

We don't stop until solutions are found and the harder it gets, the more excited we get. Eating software isn't a new concept for us even if the statement is. It represents the promise we've always had, that from implementation to integration, bespoke enhancements and ongoing support, we make the best software in the world even better.

WHAT IT MEANS TO BE AN AMBASSADOR

The Faye brand DNA is a set of statements that helped the Faye brand figure out what it was going to be. Like a computer, we fed it these inputs and the new brand is what came out as the creative output on the other end. In the same way, you are the brand. You represent us in more powerful ways than our logo ever will. Here's some statements to help you in being an ambassador for Faye.

1. STARTUP ENERGY

We are not a startup, but there's a startup energy flowing across our business. We remain agile and think quick. We move fast and hustle hard.

But what does it mean for me?

Help out, no matter who is in need. Think fast and move faster. Find the hustle inside of you and let's blow client problems out of the water.

2. FRIENDLY ROCKSTARS

We are trustworthy but still fun to have around. Would we wear a leather jacket? If the situation calls for it, sure. We're also not a motorcycle gang or anything tough.

But what does it mean for me?

Wear more leather jackets. That's about it. Be you with the clients. We are friendly but amazingly technical at what we do. Don't be afraid for them to see your lighter side, but always get down to business when the moment calls for it.

3. THE BOLD & INTELLIGENT CHALLENGER

We don't do things like the establishment, nor do we want to. There's an edginess to how we present ourselves, much like a little spice in the Bolognese. It's not overpowering but it's there…and it's amazing.

But what does it mean for me?

Speak up. Be heard. We challenge the status quo, come up with new ideas and generate loads of value with our consistent input. Be the paprika in the Bolognese. You can do it!

4. DIGITAL VISIONARIES OF THE NEW WORLD

We love software. We love innovation. We are drawn to the new world, finding new ways of capitalizing on advancements for the benefit of our clients. We are not a service brand, but an innovation one.

But what does it mean for me?

Show off your love for software. Foster that love. Be the digital visionary the client needs you to be, to help them capitalize on doing things better.

USING THE BRAND

Here's some helpful tips on how to use our new brand:

01. Use the new brand where possible.

02. We've built the website to explain what we do — use it when you need quick reference information

03. There's a style guide — use it. It'll really help you when it comes to fonts, colors, logo use etc.

04. If you can't find something you need with the new brand on it, ask your team leader — we can make it.

05. Refer to Faye as Faye, not FayeBSG.

06. Our new website is Fayedigital.com. Referring to Faye as Faye Digital every now and then is ok.

07. We'll be rolling out Canva Pro which helps you create your own branded documents when needed.

08. Have fun with the brand — It's meant to be fun.

BRAND HIGHLIGHTS
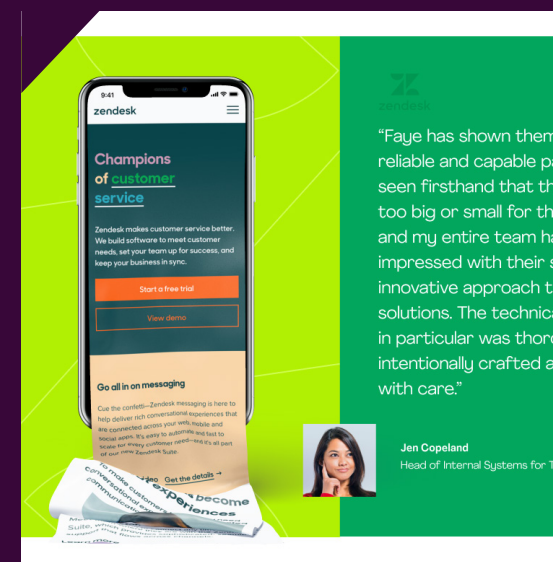
QUESTIONS, ANSWERED

You're at a party. You meet someone new. They ask you questions about what you do. No more freezing up or falling over your words. Here's the answers. You're welcome.

Q. What is Faye all about?

We are a software partner for customer experience, marketing and CRM software. Software like Zendesk, SugarCRM, Salesforce, HubSpot, and more. We implement, integrate and support these software solutions for clients where out-of-the-box doesn't work for them. We help them achieve anywhere between a 3 and 10x improvement in efficiency and productivity.

Q. How do you see 10x returns?

Well, software is no longer set-and-forget. Out-of-the-box installations are a thing of the past. For software to really drive more productivity and efficiency inside a business, it needs to be configured, integrated and adopted. Companies have lots of software and the more they act in unison, the more powerful the benefits can become.

Q. Ok, but how?

You are inquisitive, aren't you? Ok. Let me spell it out for you Karen.

We configure software much better than they could.
We help businesses design their software implementation to match workflows within their teams while adding automation and enhancements to speed up traditionally slow processes.

We integrate systems so they speak to each other
Integrating software into a company's tech stack delivers more opportunities to consolidate reporting, gain data driven insight and find new opportunities.

We help drive adoption internally
Software is only as good as its consistent use. We keep businesses accountable and ensure onboarding, training, refreshers and technical support helps software age like a fine wine.

Q. Why wouldn't someone do it themselves?

Imagine you're a mid-market to enterprise company. There are hundreds, if not thousands, of employees. Once you get to that size, you can't just roll something out and hope for the best. And the cost of poor software implementation is literally millions of dollars. For a CIO or CTO, sales leader or CRO, or even a CMO, they need to get it right, first time. From strategy and planning to integration and onboarding, it's a significant lift to get software successfully producing results and embedded into business as usual. That's our core expertise. Faye handles the end-to-end migration process to make sure that software connects to internal business processes and other software platforms.

Q. What's the deal with "We Eat Software"?

It's a head-turning statement – expect to be asked about it. The answer is simple. Some eat steak – We eat software. We make software better. We make the best software even better. To do that, we consume client challenges and complexity so that they don't have to.

Q. So, they just pay you by the hour?

Sometimes. But we have this great package, AXIA which bundles our services, strategy, support and software integrations that we've built over the years, in one annual or monthly cost. It's a new way of delivering what we do, and it makes life a lot easier for the client.

Q. Sounds cool. Can I have your number?

There's many recommended answers we wrote. The Faye legal team said no to all of them. You're on your own, sorry.

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

Call us	818-280-4820
Email us	hello@fayedigital.com
Live from	Headquartered in California and with teams across 3 continents
Serving clients	Worldwide
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Purveyors of fine software solutions to empower:

Zendesk | SugarCRM | Salesforce | HubSpot | and More