



Financial Software Provider Trusts 8x8 to Deliver a Global CX Vision

About Intralinks

Intralinks, Inc. is a virtual data room software provider to financial services, banking, dealmaking and capital markets. Prominent global organizations, including 99% of the FORTUNE 1000, are among its high-profile customers. Over two million users in 45 countries rely on Intralinks to keep deals flowing.

The challenge: Customer experience suffered from poor call quality

When Intralinks users needed technical support, they called one of Intralinks' 110 global numbers to reach a call center operated by IntegrityNet. Each call was routed through an analog Nortel switch in New York to IntegrityNet's all-digital SIP contact center in the Philippines. The conversion from analog to digital degraded call quality, sometimes to the point where agents couldn't hear callers. Customer complaints were rolling in.

"We had two systems that couldn't talk to each other," says Brian Court, Director of End User Support for Intralinks. Customer satisfaction ratings were in the mid 80s, falling short of their minimum CSAT goal of 90%.

"We had the agents, the skills, the training and the ability to provide top quality support," he says, "but we didn't have the technology to communicate effectively with our users."



Intralinks, Inc.

[Intralinks.com](https://intralinks.com)



Industry

Financial Services Software



8x8 Products:

- Virtual Contact Center
- Virtual Office



Headquarters

San Jose, plus 8 other offices



Primary Reason Chose 8x8:

- Call quality throughout a reliable global network

Executive summary

Intralinks, Inc. is a financial technology provider for global banking, dealmaking and capital markets. Prominent global organizations in 45 countries rely on Intralinks to keep deals flowing. But when customers called Intralinks for support, old PBX equipment and expensive software were damaging the customer experience. Intralinks selected 8x8 for a global, scalable solution that works for the call center and the rest of the business.

Old hardware limited more than just the call center

All Intralinks employees across its nine office locations relied on analog switches and outdated software. The only way to scale up or add new features was to replace those systems. Keeping them running was costing \$130,000 annually. Replacing them would have cost three times that.

“In our Sydney office, we could not add even one more phone to the system,” recalls Sarah Harvey, Senior Global Telecommunications Analyst for Intralinks. “And the PBX in the New York office was at end-of-life; there was so much that it could not do. It was a nightmare.”

“It was obvious that we had to start looking for a replacement solution,” says Mr. Court. “Not another traditional analog switch, but a voice-over-IP, cloud-based system.”

The solution: 8x8 stands out as the best option for Intralinks

“We needed to transition to digital without disrupting the communications between us and our end-users,” says Mr. Court. Intralinks management agreed that protecting the customer experience should be the top priority. “So the call center operations went first, then when the time came for the rest of the business to go digital, the call center systems would be already in place.”

Intralinks investigated four cloud-based call center technology providers: RingCentral, Five9, Vonage and 8x8.

8x8 is the only provider with a complete business solution — Virtual Contact Center for the call center and Unified Communications for the rest of the business — and the reliability Intralinks demanded. This opened up new possibilities for Intralinks: a vision of offering one number worldwide, provided by one global vendor.

The benefits: A bold CX strategy made possible by 8x8

Sarah Harvey recognized 8x8 as the answer for telephony beyond the call center.

The ultimate goal is to reduce 110 numbers down to one number that anyone in the world can call to reach Intralinks, for anything.

Customer experience reaches new levels with 8x8

Customer satisfaction ratings shot up when Intralinks deployed 8x8’s Virtual Contact Center in its customer service operations.



Highlighted metrics

- Immediate 40% ROI
- Significant AT&T cost drop from \$16,000 to \$9,000 to \$1,200
- Reduce 110 global numbers to 1

“Soon after, we were in the 90% to 91% range. Today we operate at 92% or better CSAT,” Mr. Court says. “The reliability of the 8x8 backbone is what has been the 100% win for us.”

8x8 Customer Experience Reporting makes it easy to analyze agent transactions in ways Intralinks never could manually — giving unprecedented visibility into agent productivity and the customer experience, all in one place.

One example: Mr. Court wanted to understand why 45% of Japanese callers were hanging up in five seconds. He used 8x8 Customer Experience Reporting to find the root cause of the problem.

“Callers were hanging up as soon as they heard an English-language IVR,” Mr. Court says. He fixed the problem quickly by having the IVR recorded in Japanese and routing those calls to his Japanese-speaking agents. “In the first month of operation, hang-ups went down by two-thirds.”

Using the advanced call routing features of 8x8, calls and voice messages are routed together to the appropriate agents in the main queue, for more timely call resolutions.

Above all else, Intralinks solved the problems they set out to solve: call quality, scalability and cost.

“

We saw that we could make 8x8 our platform for all of our locations. We’re a cloud technology company. We need to mirror that in our own office space. Also going forward, One number worldwide will be our tagline — not just for support, but for all of our company communications.

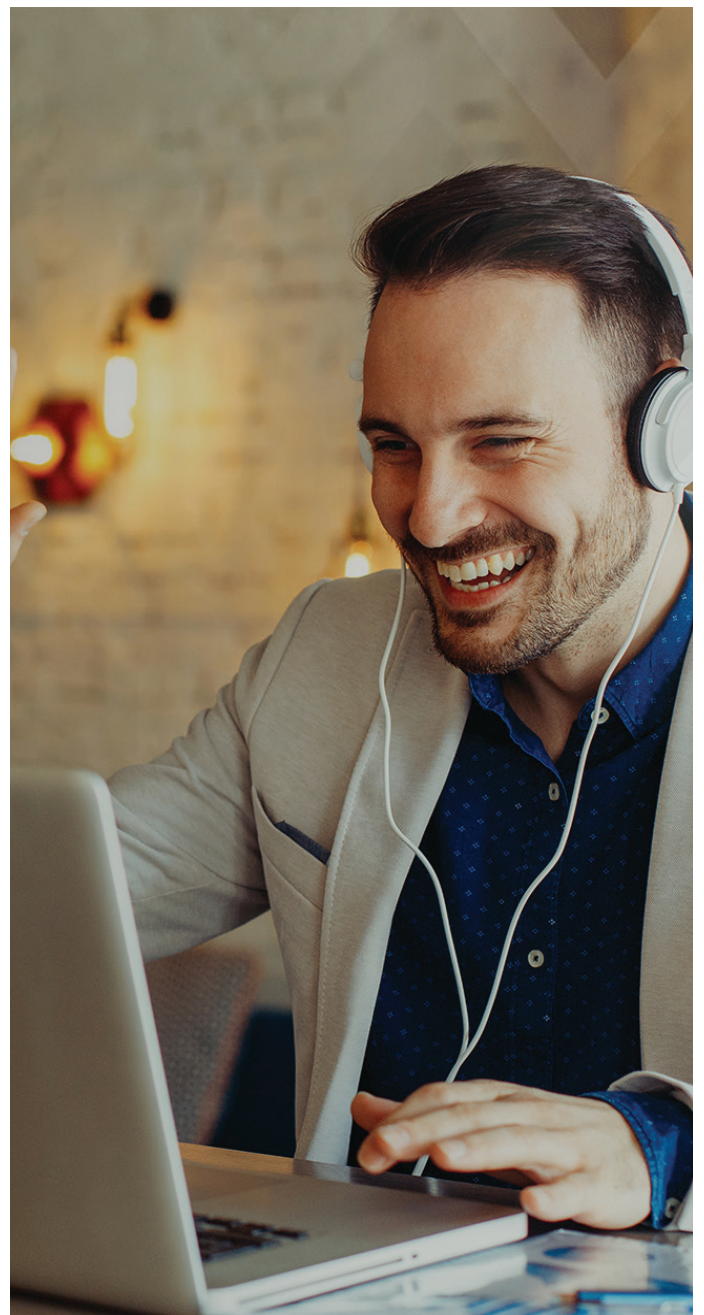
Sarah Harvey
Senior Global Telecommunications Analyst,
Intralinks

Converting to 8x8 VoIP generates immediate savings

Intralinks started converting its 110 inbound numbers to VoIP on the 8x8 network in 2017, starting with its costly terrestrial lines in Europe.

“London was costing us \$0.39 a minute,” Mr. Court explains. “We switched those numbers to a toll-free VoIP number at \$0.10 a minute and local-dial London numbers at \$0.02 a minute.” The 8x8 solution continued generating significant cost savings as Intralinks deployed more VoIP numbers.

8x8 VoIP services continue to replace legacy numbers and save Intralinks money. By 2018, the overall return on investment had exceeded 100%.



8x8 is committed to providing a global, scalable solution

"The original mission we provided to companies competing for this was that they come to us with a global solution," says Ms. Harvey. "How would their systems work globally, and be scalable, and meet our financial objectives?"

Of all the vendors Intralinks considered, only 8x8 could offer digital solutions for the call center and business phone service for all locations, worldwide. That unique capability, coupled with excellent reliability and impeccable call quality, made 8x8 the right choice for Intralinks.

Looking ahead: 8x8 worldwide for Intralinks

"Like one number worldwide, my vision is to have one vendor worldwide," says Ms. Harvey. With a lean team and rapidly changing technology, adding more vendors would have meant adding layers of complexity. Having a single-vendor solution makes it easier to keep up with the needs of a demanding customer base.

And Intralinks will be able to deliver more first contact resolutions for those customers with 8x8 Expert Connect. Agents will access Intralinks subject matter experts anywhere and even bridge them into calls.

Intralinks will roll out 8x8's service to the rest of its global locations in 2019. Then every caller reaching out to Intralinks will experience the same flawless quality and reliability.

For additional information,
visit **8x8.com**



About 8x8

8x8, Inc. (NYSE:EGHT) is a leading provider of cloud phone, meeting, collaboration and contact center solutions with over a million business users worldwide. 8x8 helps enterprises engage at the speed of employee and customer expectations by putting the collective intelligence of the organization in the hands of every employee. For additional information, visit 8x8.com, or follow 8x8 on LinkedIn, Twitter, and Facebook.

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