

# Time for manufacturers to retool their communications



## Many manufacturers are struggling with the digital transformation

30%

of manufacturers investing in transforming the digital operations of their business will reach their full potential; the majority will be constrained by outdated business models and technology<sup>1</sup>

75%

of supply chain practitioners say digital projects across their companies are not managed under a single governance process, making enterprise-wide integration a challenge<sup>2</sup>

92%

of manufacturers think the cloud will be a moderate to major business factor by 2021, yet only 7% believe it's prevalent in the industry right now<sup>3</sup>

## Cloud communications are better for your bottom line



Businesses that switch to cloud communications save an average of **30–75%**<sup>4</sup>

### Direct Costs

- Local calls
- Maintenance/setup
- Labor
- Taxes
- Equipment overhead

### Indirect Costs

- Long-distance fees
- Utilities
- Office space
- Travel time (for remote employees)

OPEX

Cloud-based contact centers save 27% annually on customer turnover<sup>5</sup>

The cloud reduces IT depreciation risk by switching telco expenses from a Capex to an Opex model<sup>6</sup>

## Cloud increases productivity

67%

2/3 of companies that move to the cloud **report improved productivity**<sup>7</sup>

45%

On top of this productivity boost, **45% of cloud adopters report enhanced efficiency**<sup>7</sup>

1/2 hour

**Employees save 1/2 hour a day** by easily connecting with peers<sup>8</sup>

## The cloud makes teams better



### IT department

Equipment-free connectivity, fast deployment and intelligent provisioning frees IT departments to focus on higher level projects



### Sales department

With a single cloud platform, sales managers can track progress and profitability against individual and team quotas with real-time feedback<sup>9</sup>

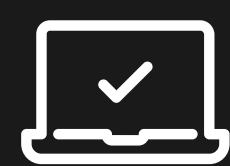


Sales representatives are still the #1 way that U.S. manufacturers take orders<sup>10</sup>



### Customer service department

Streamlined cloud communications help agents connect with customers more frequently and effectively<sup>9</sup>



Cloud-based contact centers average a first resolution rate of 51%, compared with 30% with traditional contact centers<sup>5</sup>

## 8x8 generates results

- Reduced costs by one third
- Improved customer service
- Unified internal / external communications
- Increased employee productivity

“8x8 helped us unify our internal and external comms, improve customer service, and **reduce costs by 1/3!**”<sup>11</sup>

Jamie Monk

Contact Center Operations Manager, Swale Heating<sup>11</sup>

Learn more about how you can retool communications at [8x8.com/manufacturing](https://www.8x8.com/manufacturing)

Sources:

1. Industry Today 2. Gartner, Inc. 3. The Economist Intelligence Unit 4. Telzio Inc. 5. Aberdeen Group 6. BullsEye Telecom 7. PwC UK 8. Reynwood Communications of NY/NJ, LLC 9. Forbes 10. Four51, Inc. 11. 8x8, Inc.

8x8



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