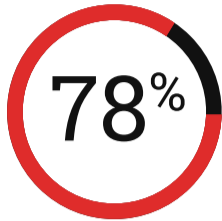


Five retailers show the way to smarter communications

Learn how they lowered costs while improving productivity and the customer experience

Consumers are not just savvy, they're practically experts

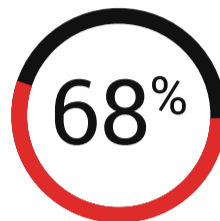
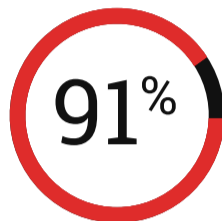
78% of online shoppers leverage other consumer **opinions and reviews** in their research.²



88% of consumers **pre-research online** before making a purchase either online or in-store.¹

While brick & mortar is still king, blending "phygital" is working

91% of retail sales still occur at **physical locations**.⁶



68% of consumers were satisfied with their experiences when ordering what they needed online and then **picking those purchases up in-store**.⁷

Consumers know what they want, and control when they buy

92% percent of first-time visitors to a website **do not intend to make a purchase**.³



60% of shoppers **go directly to the product** they are looking for when visiting a brand's website or mobile app.³

Retailers either get the experience right or lose the customer



82% of customers **stop doing business** with a company after a bad experience.⁴

Updating your technology increases efficiency and customer experience alike

67% of retailers believe outdated technology systems **cripple their ability to compete**.⁸

97% of consumers feel valued by a company when their query is dealt with properly **on the first call**.⁵

One system of engagement drives tangible business outcomes



Firms that combine contact center and business communications see 3 times greater improvement **customer satisfaction** and 2.4 times increase in **revenue growth rate**.⁹



- ▲ Adaptability
- ▼ Complexity

Put IT fears to rest with lower costs & easier administration across thousands of stores.



- ▲ Reliability
- ▼ Costs

Served up improved experiences by increased reliability & reducing costs 35% from previous VoIP provider.



- ROI = 3 months
- ▼ Complexity

Found a made-to-order solution that reduced complexity & delivered 3-month return on investment.



- ▲ Revenue
- ▼ Costs

Drove better results with 35% monthly savings & improved customer insight & experience.



- ▲ Flexibility
- ▲ Insight

Levelled-up by enhancing flexibility and data-driven insights.

¹PYMTS.com, "Consumers Are Increasingly Researching Purchases Online", Jan 2018. ²Digitas LBI, Connected Commerce, Aug 2016. ³Episerver, Reimagining Commerce report, 2016. ⁴Mary Meeker, Internet Trends Report 2017. ⁵8x8 UK Customer Survey, 2016. ⁶US Dept of Commerce, Feb 2018. ⁷PYMTS.com, "Consumers Are Increasingly Researching Purchases Online", January 9, 2018. ⁸Daisygroup.com, IT Pain Points In Retail, 2016. ⁹Aberdeen, 2017

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