Customer engagement:

How your communication system makes or breaks it.

Want to make an impact with customers?

The window of opportunity is narrow.

91%

10=15x

82%

to be customer experience leaders1

of companies aspire

will generate a sale over digital submissions²

higher chance that calls

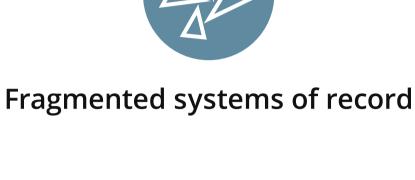
with a company after just one bad experience³

of customers cut ties

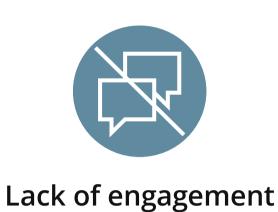
So how do you deliver the experience your customers deserve? Transform your communication system for more intelligent interactions.

FROM "I DON'T KNOW" MOMENTS...





Inaccessible specialists



or improvement

TO "I GOT THIS" ANSWERS.









Wave 1: On-premises Traditionally, communications were limited by on-premises solutions.

How do you get there?

Ride the third wave.



Wave 2: Point Cloud Products

Then companies upgraded to siloed cloud communications.

Contact Center

Phone Meetings

* Productivity increases

Collaboration

* Lower TCO

Video conferencing

Wave 3: One Cloud Engagement Solution

system for all communications.

All employee and customer interactions One system of intelligence One system of engagement Systems of record

*Revenue acceleration

Introducing the third wave of enterprise communications, one integrated

* Even lower TCO

Choose from 4 cloud-delivered enterprise communications plans that build with increasing capabilities.

Transform your customer

experience with 8x8.

Introducing X Series.

One system of engagement. One system of intelligence.

Integrated communications Smarter global engagement • Unlimited global calling across 46 countries One click from chat to voice to video

- **Speed to resolution Customer experience transformation** One-click subject matter expert access · Integrated voice, email, webchat, and social

Advanced speech and interaction analytics

• Quality, collaborative performance management

Meetings for up to 50 participants

• Interaction analytics

Customer engagement analytics

Cross-platform team messaging

Mobile to desk/conference phones to desktop

Google integration

CRM integration

Predictive outbound campaigns

¹Oracle survey ²Internet Trends Report 2017 by Kleiner Perkins & Mary Meeker ³BIA/Kelsey survey

Deliver more intelligent

additional information, visit www.8x8.com, or follow 8x8 on LinkedIn, Twitter, and Facebook.



X Series

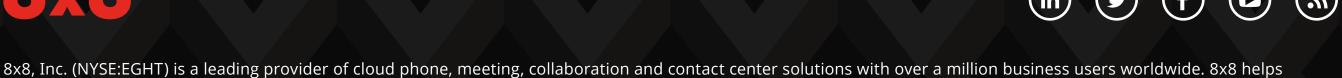
The experience is everything



REQUEST A DEMO







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