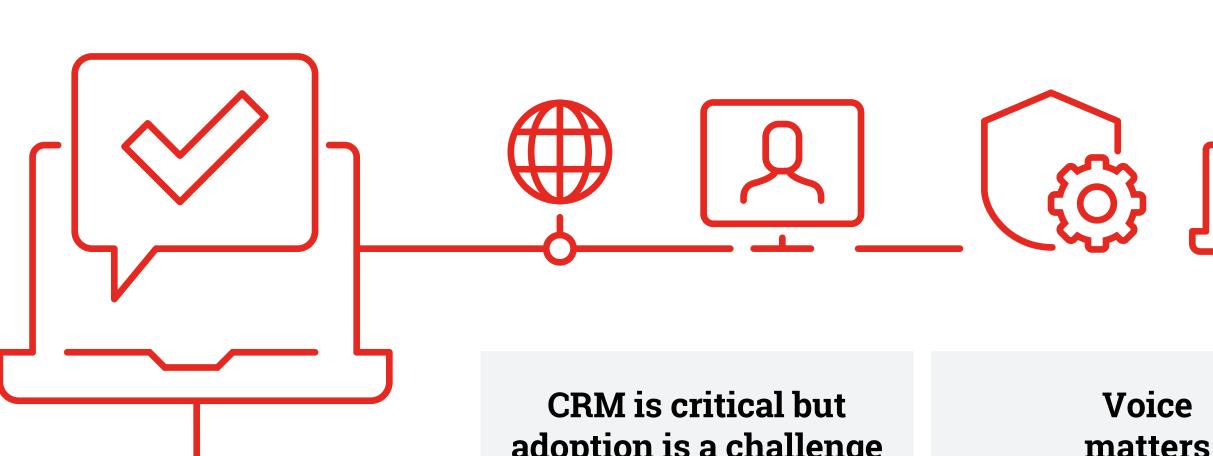
# Transform your CRM into a time saving machine



Turbocharge your teams by integrating all channels of communication within Salesforce.



adoption is a challenge

of senior executives reported that their biggest challenge was getting their staff to use the CRM software.1 matters



of all customer interactions happen over the phone.<sup>2</sup>





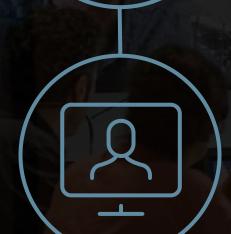
To Sales and Support, CRM is an admin tool.

At least one-third of CRM projects fall short.<sup>3</sup>



That perspective, hurts their performance.

2/3 of customers feel that sales people are unprepared for 67% initial meetings.4



The ability to get it right is critical.

of customers feel valued by a company when their query is dealt with properly on the first call.5

### Communications enabled CRM saves time



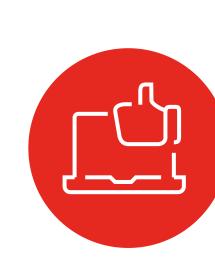
Stop searching, start talking.

reduction in call handling time by integrating 16% Communications into CRM.6

### Enhance the experience further...

One system of engagement drives tangible business outcomes.

Firms that combine contact center and business communications see 3 times greater improvement in customer satisfaction and 2.4 times increase in revenue growth rate.<sup>7</sup>



greater improvement in customer satisfaction



increase in revenue



**Increase** 

• Ease of usage Efficiency

Reduce

Cost Complexity

Management



## OPTIV

"Switching to 8x8 has freed up a lot of our IT staff's time to focus on doing things that are more strategic than worrying about the administering the phone system."

## zendesk

"At Zendesk, we deliver the best customer experiences. 8x8 has done the same for us."



"8x8 has always been there for us whenever we've had a question or needed advice."

### Download the integrations from AppExchange:

VIRTUAL OFFICE

VIRTUAL CONTACT CENTER

or learn more at www.8x8.com

<sup>1</sup>Really Simple Systems <sup>2</sup>Salesforce.com <sup>3</sup>CIO.com <sup>4</sup>Salesforce.com <sup>5</sup>8x8 UK Customer Survey <sup>6</sup>8x8 internal research <sup>7</sup>Aberdeen Report

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











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