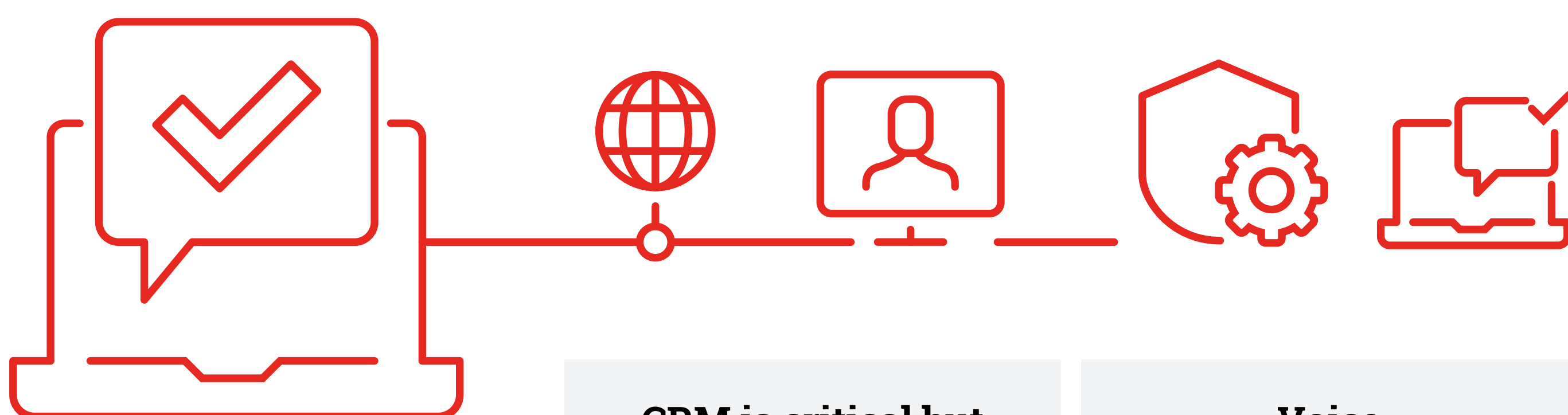


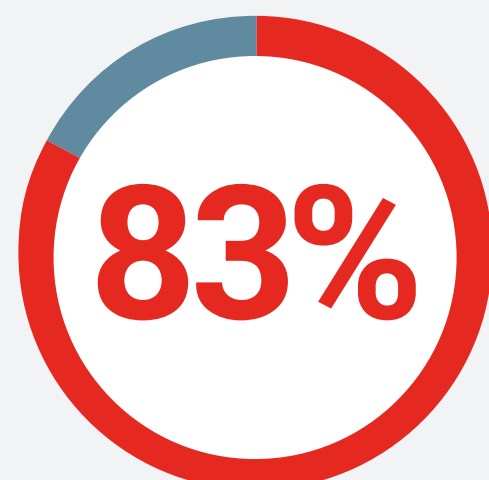
Transform your CRM into a time saving machine



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



CRM is critical but adoption is a challenge



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

Voice matters



of all customer interactions happen over the phone.²

CRM itself is not enough.



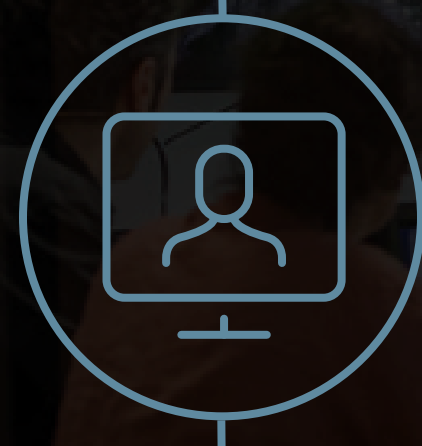
To Sales and Support, CRM is an admin tool.

33% At least one-third of CRM projects fall short.³



That perspective, hurts their performance.

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



The ability to get it right is critical.

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

Communications enabled CRM saves time



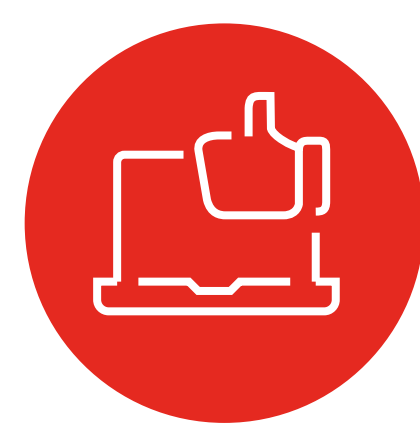
Stop searching, start talking.

16% reduction in call handling time by integrating 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.⁷



3x
greater improvement in customer satisfaction



2.4x
increase in revenue growth rate



"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."



"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

¹Really Simple Systems ²Salesforce.com ³CIO.com ⁴Salesforce.com ⁵8x8 UK Customer Survey ⁶8x8 internal research ⁷Aberdeen Report

