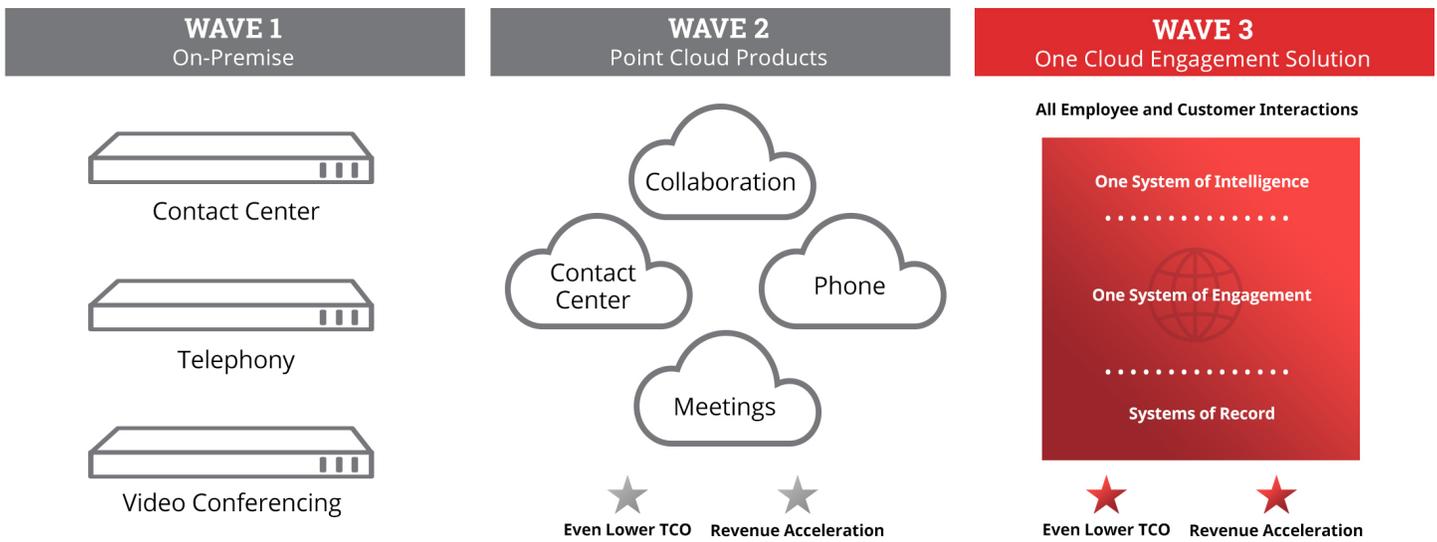


## The experience is everything

Although the majority of businesses believe customer experience is key to their success, very few have a communications infrastructure that enables best-in-class customer interactions. Many enterprises today have on-premise, siloed point solutions for phone, video meetings, collaboration, and contact center. 8x8 changes this paradigm with X Series.

X Series transforms the customer experience by enabling customers and employees to interact in one system of engagement. Enterprises can now optimize valuable moments of engagement with one set of data in one system of intelligence. The results are faster time to resolution at a lower cost and a better experience for customers and employees.



The 3rd Wave of enterprise communications brings the power we have as consumers to the business creating one system of engagement and in turn, one system of intelligence. With a single cloud engagement solution, you can now arm employees with the tools they need to communicate, collaborate and access the organization's most valuable data and experts in one intelligent, easy to manage solution. One engagement platform allows you to move at the speed of employee and customer expectations, leading to less churn and more revenue.

### X is

- An easy transition from collaboration to phone to video
- Full context with every live interaction
- Centralized team messaging with all collaboration platforms
- Data analytics on every employee and customer interaction
- Supervisor enablement and agent feedback
- Intelligent interaction between employees and customers

## It's all about the X

X is a series of plans that have increasingly powerful engagement capabilities. Each X in the series builds on the previous plan. X2 and X4 deliver a superior employee experience. This single solution for voice, chat, video, meeting, and content sharing across a unified mobile experience enables your team to collaborate from anywhere on any device. Our mobile and desktop applications integrate with your CRM and other systems of record, allowing employees to have context-rich communication anytime, anywhere. X6 and X8 deliver improved employee experience and deep customer engagement. By providing complete context and easy access to subject matter experts, customer service and sales teams are able to increase the speed to resolution and accelerate revenue. What sets us apart is our ability to provide real-time insights into the voice of the customer and your business through advanced analytics including our patented speech analytics, graphical interaction flows, granular interaction search and usage reports.

One System  
of Engagement

One System  
of Intelligence

X2

**Integrated communications, providing your employees with:**

- One click from chat to voice to video meetings
- Company-wide team messaging
- Meetings for 100 participants
- G Suite integration

X4

**Smarter global engagement, includes X2 capabilities plus:**

- Unlimited global calling across 47 countries
- Supervisor & service quality analytics
- Streamline call handling with Switchboard Pro

X6

**Speed to resolution, includes X4 capabilities plus:**

- One-click subject matter expert access
- CRM integration
- Customer engagement analytics

X8

**Customer experience transformation, includes X6 capabilities plus:**

- Integrated voice, email, webchat and social
- Advanced speech and interaction analytics
- Predictive outbound campaigns
- Quality, collaborative performance mgt

**"Delivering an exceptional customer experience is the difference between thriving and failing for a business like ours. 8x8's X Series is the foundation Lenox needs, leveraging real-time customer data, an integrated set of communications tools and providing access to the right subject matter experts to transform our employee and customer experiences."**

—Ravi Kurumety, CIO Lenox Corporation

## The X8 difference

### Before X8

Customers had to repeat information they've already provided and a contact center agent often responds with "I don't know."

### With X8

Agents are armed with complete context on customers before they start a conversation and collaborate in real time with peers and subject matter experts, both inside and outside the organization.

### Before X8

IT spent valuable time integrating disjointed solutions for voice, video meetings, collaboration, and contact center only to find it nearly impossible to create a complete and unified view of the customer journey.

### With X8

IT and their business partners are able to view the complete customer journey from initial contact to issue resolution with analytics based on a single data set for all employee and customer interactions.