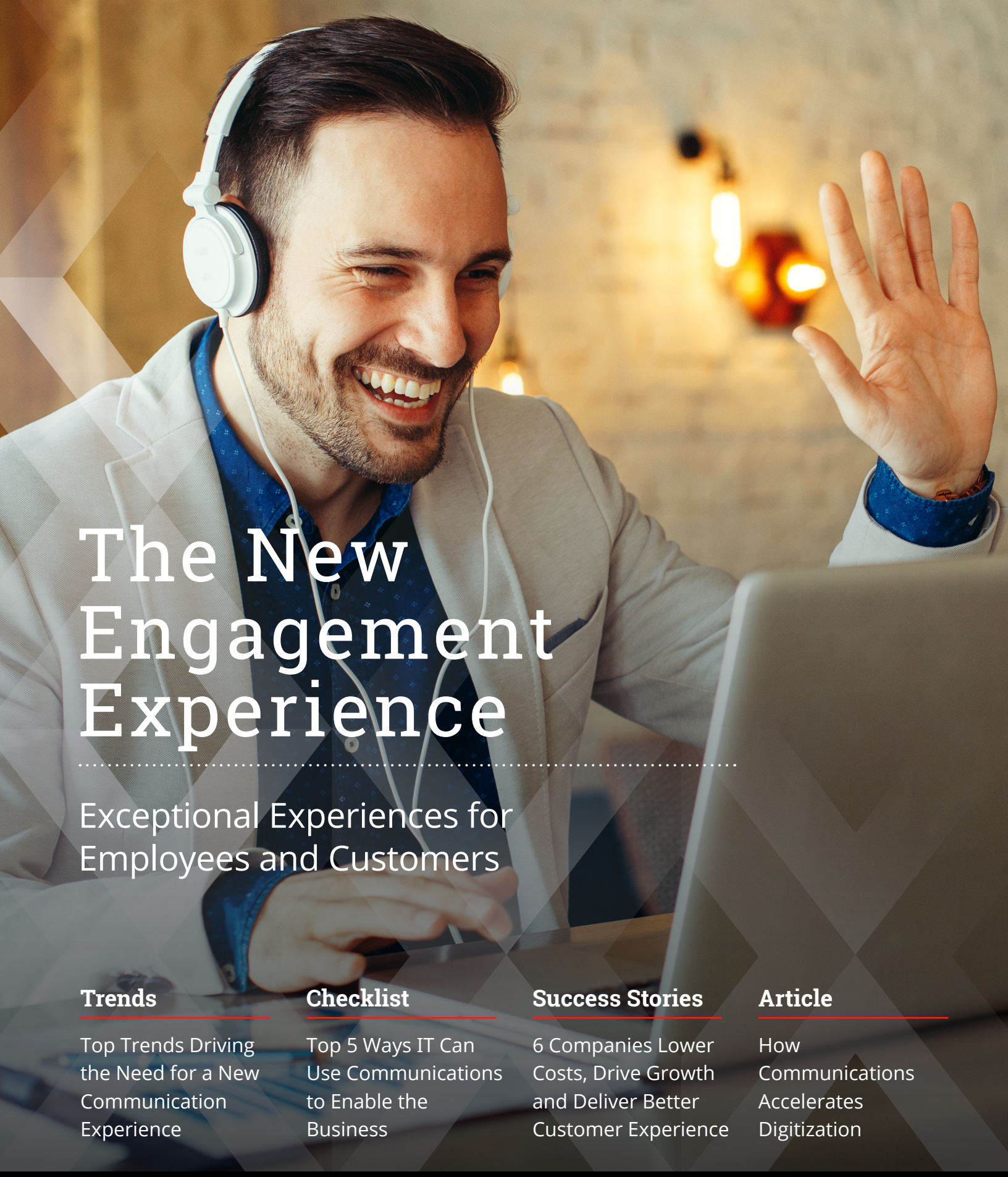


The New Engagement Experience

Exceptional Experiences for Employees and Customers

Trends

Top Trends Driving the Need for a New Communication Experience

Checklist

Top 5 Ways IT Can Use Communications to Enable the Business

Success Stories

6 Companies Lower Costs, Drive Growth and Deliver Better Customer Experience

Article

How Communications Accelerates Digitization

8x8

Top Trends Driving the Need for a New Communication Experience

Companies either get the experience right or lose the customer

82% of customers stop doing business with a company after a bad experience.[1]

33% of companies rate their own services at a level of 8 out of 10 or better.[2]

Contrary to popular belief, voice still matters

65% of people prefer to contact a business by phone.[3]

96% of consumers feel valued by a company when their query is dealt with properly on the first call.[4]

Customer experience (CX) is clearly the new battle ground

81% of companies realize customer experience is a competitive differentiator.[5]

68% of C-suite executives expect organizations to emphasize customer experience over products.[6]

Investing in customer experience pays off

79% of companies can evidence costs savings from CX.[7]

84% of companies can evidence an uplift in revenue/profits.[8]

You're moving to the cloud. The key is picking which one.

3x greater improvement in customer satisfaction[9]

2.4x growth in company revenue[9]

Firms that combine contact center and business communications see 3 times greater improvement in customer satisfaction and 2.4 times growth in company revenue.[9]

[1]Kleiner Perkins, Internet Trends Report 2017. [2]Dimension Data, 2017. [3]Invoca Call Intelligence Index, 2016. [4]8x8 UK Customer Survey, 2016. [5]Dimension Data, 2017. [6]IBM Institute for Business Value, 2018. [7]Dimension Data, 2017. [8]Dimension Data, 2017 [9]Aberdeen, 2017.

Checklist: Top 5 Ways IT Can Use Communications to Enable the Business

The IT industry is going through a massive shift, driven by new customer requirements and a digital transformation that requires IT organizations to change. Business leaders are increasingly expecting IT to actively contribute to business strategy in addition to enabling the digital transformation. There are 5 key areas where IT is being asked to help enable the business, both for short-term initiatives and longer-term digital transformation strategies.

1 Lower cost and improve service

Although many CIOs are seeing budget increases, they are also being asked to make every dollar do more. Communications is a great place to start.

Consolidating to one cloud for communications can reduce costs while improving end user's service quality. Doing so allows you to save on upfront capital investment and initial hardware purchases, eliminate annual maintenance and support contracts and reduce the high costs of maintaining different telephony carriers for specific offices. Adding new communication channels and scaling up or down becomes easy as you don't have to think about how your existing infrastructure is impacted. To get an idea of the potential savings, check out this online calculator.

2 Deliver a targeted customer experience

Differentiating from competitors through customer experience has made it onto almost every C-suite's agenda. In today's digital world, Support, Sales and Marketing are looking to IT to help deliver better experiences through technology.

Communications solutions can provide out-of-the-box integrations with CRM systems so you can deliver the right information to your support agents and sales reps. This allows you to maintain context and content across multichannel communications, driving higher customer satisfaction (CSAT). When customer issues arise, involve the right SME's to swarm customer issues. The right communications system means you can chat and bridge experts onto a call without leaving a single user interface, driving higher first call resolution which in turn increases net promoter score (NPS). With this level of integration, it takes just one click to move from call to chat to video conferencing while maintaining content and context along the way.

3 Identify actionable business insights using advanced analytics

Being data-driven is such a buzzword today, but there is legitimate reason for the excitement. Instead of making decisions based on gut feeling, business leaders are using data to make better business decisions faster, improve operational efficiency through automation and improve customer experience. Collecting reliable data is the first key step; getting more advanced analytics comes next.

For communications, all of the data needs to come from one integrated platform to deliver complete and accurate data. It does the heavy lifting for you and serves up dashboards so you understand the data and use it to make decisions. View standard metrics such as active calls, abandoned calls, wait times, average talk time and more. Filter calls for mood and sentiment with speech analytics, visualize customer call flows, know when to open or close your store hours based on call volume, analyze conversations for compliance, improve user performance through coaching suggestions and receive other operational insights.

4 Enable new business models

The Business wants greater agility to create new products and services, build new business models and expand into new markets. All of these "wants" hinge on IT's innovation capacity. Excessive time spent maintaining and troubleshooting legacy phone systems means time not spent innovating and thereby holding the Business back.

Investing in communication technologies that provide flexibility and agility today will empower your organization to innovate, respond and quickly serve changing customer needs. Cloud communication technologies will ensure you have the ability to support new approaches that unify the experience across communication channels. Maintaining one experience between the web to the contact center to the store is necessary to create contextual consistency among channels of communication. When considering expanding into new markets, having one cloud solution for telephony, team messaging, video conferencing and contact center makes it incredibly fast for IT to add, move or delete users because there is just one application to administer and maintain.

5 Facilitate flexible work locations and business continuity

Most companies have multiple types of geographically dispersed sites. The Business wants to enable employees to work from anywhere while supporting the organization's goal of reducing facility expenses. Employees need to be able to communicate internally and externally regardless of their location.

Never worry about unexpected natural disasters impacting the infrastructure and inhibiting employees' ability to communicate and collaborate, because the technology is delivered through the cloud. Going to one cloud communications provider allows you to deploy standardized features no matter where an employee is situated, even working from home. Bring-your-own-device (BYOD) policies become easy through governed mobile and desktop apps. Maintain one phone number for each user, which can be used internally and externally for voice and SMS. Of course, your communications will be secure and compliant both domestically and internationally.

Success Stories: 6 Companies Lower Costs, Drive Growth, and Deliver Better Customer Experiences

From increasing operational efficiency to enhancing customer experience, thousands of companies have partnered with 8x8 to achieve their goals. Here are just a few of their stories.

Regional automotive retailer with 90+ stores across 6 states

Challenges: Poor user experience and support with their newly acquired communications vendor, combined with increasing costs when opening new locations.

Solution: 8x8 connected 700+ in-store extensions and 60 contact center agents on a single common platform.

Results: Town Fair Tire saved 35% on recurring monthly costs, gained valuable insights into product trends and had more time to deliver better in-store customer experiences.

"Given the overlap and interdependencies between the two platforms [of contact center and business phone service], there was great appeal to source both from a single provider; making 8x8 very compelling."

– **Mike Barbaro**, Senior Vice President

Fastest growing mortgage bank company in the US with 4,000+ employees

Challenges: IT time was consumed by managing multiple, complex vendors and still had a system lacking scalability and flexibility.

Solution: 8x8 consolidated 650 branches into 1 centrally managed platform.

Results: Movement Mortgage was able to spin up new locations in minutes instead of days, along with reducing costs and complexity.

"Having our unified communications and contact center solutions from the same vendor has been really great."

– **Cam Lawler**, Enterprise Applications Director

National video game and consumer electronics retailer with 4,000+ stores

Challenges: High costs due to a complex communications system, compounded by an inability to fully leverage existing technology investments as the business expanded.

Solution: 8x8 rapidly transitioned more than 4,000 stores, at 100 per day, as well as 100+ contact center agents, empowering the brand with complete visibility on a single platform.

Results: GameStop benefited from greater insights into current store trends and the ability to adapt to fast-changing customer needs.

"We needed a cloud technology partner with a comprehensive suite... 8x8 fit the bill."

– **Brian Owens**, Senior Director, IT Engineering

One of the largest sellers of cruises

Challenges: Business halted multiple times due to on-premise PBX outages, fragmented data silos made it difficult to measure effectiveness of sales and marketing efforts.

Solution: 8x8 provided a combined cloud phone system and contact center, along with real-time APIs to show brand-specific agent scripts.

Results: iCruise eliminated downtime due to outages and increased sales conversion effectiveness.

"With 8x8, we didn't have to compromise - we got everything we wanted."

– **Uf Tukel**, Co-President and Founder

Fine China and unique giftwear retailer

Challenges: High overhead of administering and maintaining multiple point solutions, compounded by time-consuming interactions with multiple vendors.

Solution: 8x8 enabled centralized administration through a single vendor with one platform for customer experience (CX) and employee experience (EX).

Results: Lenox saved thousands in initial setup costs and significantly lowered monthly costs, in addition to increasing their customer support effectiveness.

"We were able to, in the process, replace nine different applications with one platform and it really centralized all of the administration into one set of dashboards."

– **Ravi Kurumety**, CIO

Manufacturer of high-performance coatings

Challenges: Current hardware-based PBX couldn't keep up with global growth.

Solution: 8x8 deployed 700+ lines and 40 contact center seats with voice, video and contact center functionality providing service worldwide that runs over the open Internet without private voice lines.

Results: RPM Performance Coatings accelerated time to market, unified all sites on one telephony platform, eased the workload of its technical staff and ensured ongoing business continuity.

"Through my personal interactions at 8x8, I have seen first-hand the level of detail that has gone in to making sure our phone service never goes down."

– **Paul Patti**, VP of IT

How Communications Accelerates Digitization

New changes and digitization

The world has changed. Millennials represent the largest portion of the workforce today at 35% and are going to be the majority of the workforce (50%+) in less than two years. They grew up on technology, and their environment is a mobile first, digital world.

Studies from the Case Foundation have proven what everyone intuitively knew: Millennials are intolerant of poor digital experiences. This is why it's becoming table stakes for companies to provide great digital experiences.

In fact, Mary Meeker's most recent Internet Trends report[10] found that if companies don't provide great digital experiences, customers will leave. 82% of customers stopped doing business with a company after a bad experience, which is up from 76% just two years prior. Those consequences are for both B2C and B2B.

The stakes are high. After analyzing the results, the consulting firm McKinsey found[11] that companies who digitize outperform their competitors by a long shot. Those that don't are expected to suffer negatively, averaging -12% revenue growth and -10.2% EBIT (Earnings Before Interest and Tax) growth.

The reality is most companies will not digitize successfully, in spite of collectively spending billions of dollars. A recent IDC study[12] found that by the end of 2018, only 30% of manufacturers (and most likely all companies) investing in this area will be successful. The rest are held back by outdated business models and technology.

We need to ask, "What makes a digital transformation successful?"

[10]Kleiner Perkins, 2018 [11]McKinsey Quarterly, 2017 [12]IDC FutureScape, 2016

The new customer experience

The common underpinning characteristic is companies realize they need to deliver superior customer experiences, which requires more intelligent interaction between employees and customers. It's the new way to compete, especially as transparency and competition further increase. 81% of companies realize customer experience is a competitive differentiator but few actually believe they have a good customer experience.[13] Only 33% of companies rate their own services at a level of 8 out of 10 or better.[14]

How can you digitize and compete on customer experience? Transforming your communications to enable more intelligent interactions is a good place to start.

The third wave of enterprise communications is here to help. Instead of siloed on-premise or cloud point products, communication solutions have matured with leading solutions integrating business voice, team messaging, video conferencing, and contact center capabilities into one system of engagement.

Wave 1: On-premises

Traditionally, communications were limited by on-premises solutions.

- Contact Center
- Telephony
- Video conferencing

Wave 2: Point Cloud Products

Then companies upgraded to siloed cloud communications.

- Collaboration
- Phone
- Contact Center
- Meetings

*** Lower TCO**
*** Productivity increases**

Wave 3: One Cloud Engagement Solution

Introducing the third wave of enterprise communications, one integrated system for all communications.

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

*** Even lower TCO**
*** Revenue acceleration**

The communication system transition is required to digitize and compete on customer experience

Disconnected employees	Collaborative culture
Islands of communication	One click from voice to chat to video
Fragmented data	Rich, contextual engagements
Finger-pointing vendors	Single hand to shake
Inaccessible specialists and expertise	One click subject matter expert access
"I don't know"	"I can solve that for you"

Changing your approach to communications

Taking this third wave approach changes everything. You're able to move from disconnected employees to a collaborative culture. From siloed messaging apps to connecting all of them through cross-platform team messaging and one click moves from voice to video to chat. From disparate data sets to actionable insights and analytics across all interactions. From multiple point solutions with a high TCO (total cost of ownership) and complex IT management and support nightmares to one global platform with a low TCO, simple IT management and one support team. From telling customers: "I don't know; I'm sorry I can't help," to being able to solve problems on the spot and delighting them.

[13]Dimension Data, 2017. [14]Dimension Data, 2017.

Enter 8x8's X Series

Making this a reality is what X Series does. 8x8's X Series transforms the customer experience by providing your company with the ability to intelligently and quickly collaborate across any channel and easily access the company's most critical data, analysis and experts. It's one platform for all your phone, video conferencing, team messaging and contact center needs. This means you can switch modes with just one click and track analytics across everything.

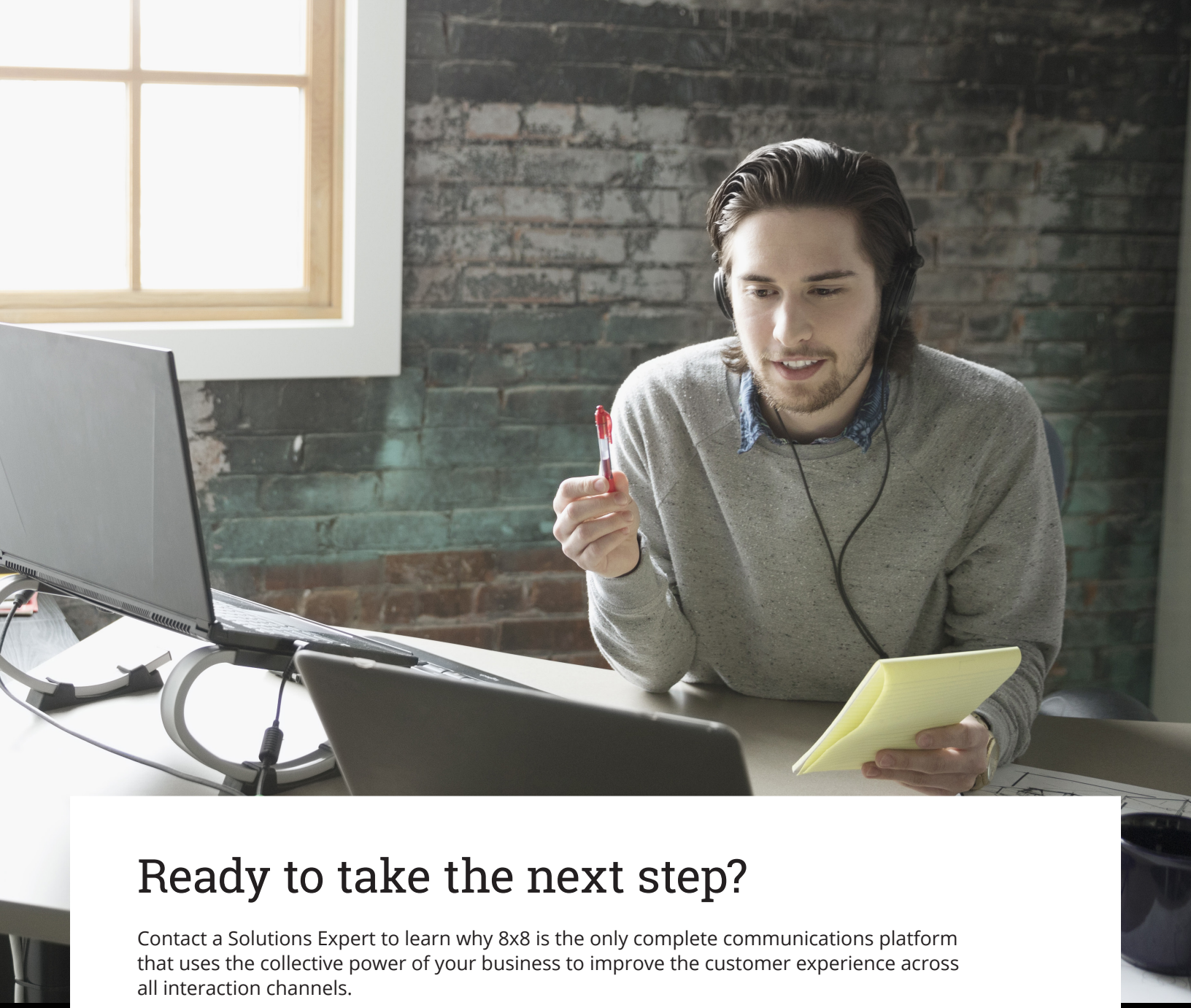
We're the only company who owns all of our technology for these components and doesn't have to partner with other vendors—which gives us the unique ability to provide end-to-end insights. Enterprises can now optimize valuable moments of engagement with one set of data in one system of intelligence. The results are faster time to resolution at a lower cost and a better experience for customers and employees.

With a single, unified 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.

From EX (employee experience) to CX (customer experience), we believe the experience is everything.

"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 of Lenox



Ready to take the next step?

Contact a Solutions Expert to learn why 8x8 is the only complete communications platform that uses the collective power of your business to improve the customer experience across all interaction channels.

Call us at 1-877-291-9279 or visit us at 8x8.com/x-series

8x8

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

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