8x8 Global Cloud Communications

Taking Your Contact Center Global

Challenges, Obstacles and Avenues to Success

eBook

EasyRoomate/Vivastreet, an 8x8 customer, has increased ad sales by providing local agents in the UK, Morocco, Madagascar, Brazil and Russia, enhancing their ability to support their customers in creating and placing ads.

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Taking Your Contact Center Global

In our increasingly global economy, it's no surprise that more and more businesses are taking their contact centers global. This trend may be driven by several factors: entry into new markets and the consequent need to support customers and prospects in multiple regions; an acquisition that suddenly opens new geographies for business; and the availability of highly skilled, lower cost talent in many parts of the world.

The Global Challenge

For contact center managers, going global can be exciting—and bring a windfall in frequent flyer miles! But the transition is not without its challenges. Here are just a few:

Contact centers are expensive

Onsite hardware and software costs, as well as ongoing maintenance and support, can make opening regional contact centers cost prohibitive for all but the largest companies. And the pain does not end with the initial expense—updates and innovations must be deployed separately at each location on an ongoing basis.

Local phone numbers are hard to come by

Customers are often reluctant to dial out-of-country numbers, yet sourcing country-specific phone numbers can be difficult. To cover every region in which they do business, contact centers are often forced to forge relationships with multiple carriers and pay a premium for their services.

Poor call quality creates problems

If you've ever experienced a low-quality international call, you know how bad it can be. Problems caused when signals travel long distances often cause jitter, dropped calls and other call quality issues.

Language barriers get in the way

Another challenge stems from the fact that a global customer base is by definition multi-lingual. Providing sufficient language coverage with skilled, multi-lingual agents across geographies, time zones and support schedules is a major undertaking.

8x8 Virtual Contact Center

8x8 Virtual Contact Center is the first cloud-based contact center solution to seamlessly connect an organization's global agents over a single platform with integrated presence, global call routing, multi-lingual chat with automatic translation, reporting management and monitoring.

auto europe.

8x8 customer, **Auto Europe**, saves over $700K per year as a result of moving from a primitive PBX-based phone system to a single, sophisticated global communications system supporting all employees and contact centers across the UK, Germany and Australia.

The Cloud Contact Center Advantage

The arrival of cloud-based technology is allowing contact centers to establish and maintain a global presence much more quickly, easily, and efficiently. With a cloud contact center you no longer need to maintain hardware and software at large, widely distributed data centers. Your agents can work anywhere, even at home. Updates and innovations can be deployed globally, saving time and money while ensuring all operations are constantly up to date.

But Not All Cloud Offerings Are Perfect

Unfortunately, simply locating your global contact center in the cloud does not solve all global problems. Different cloud contact center vendors has different strengths and weaknesses to consider.

Hairpinning and latency problems

Cloud contact center vendors often serve customers worldwide from a single data center location. In this case, calls often travel around the world and back, even if they are connecting callers to local agents. The term hairpinning is used to describe a situation where telephony traffic reaches a router from a given source, makes a U-turn and goes back the way it came. Visually this process looks something like a hairpin.

If your cloud contact center vendor only has a few data centers, hairpinning will create call quality issues
that impact agent/customer interactions.

In addition to increasing the frequency of jitter and other call quality issues, sending calls around the world creates latency, which leads to a great deal of confusion. Latency is the time lag that occurs when signals are forced by inefficient call routing to travel long distances. The time lag between speaker and listener makes conversation difficult and often results in both parties talking at once.

Siloed management and reporting

Mature cloud vendors solve the latency problem by providing multiple data centers around the world. While this solution eliminates the need to hairpin calls, it creates the problem of siloed management and reporting. Most cloud vendors force customers to maintain separate management tools, reports, and administration at each data center, so each physical location has to function independently as a unique tenant.

Getting multiple contact centers to function as a single, global unit is the ultimate challenge.

If a company wants its global contact centers to function as a single unit, it must build highly customized overlay tools and reports on top of their system. Otherwise it becomes very hard for multiple contact centers to function as a single team. Even simple things like reporting and real-time monitoring are difficult when you are trying to monitor disparate systems or roll up multiple reports.

Unavailable numbers, non-competitive rates

Even cloud vendors struggle when it comes to acquiring local numbers at reasonable rates. Since they are limited by the regions they serve, they are typically unable to provide numbers in all the countries their customers need. And for the same reason they may not be able to provide competitive rates.

> *8x8's global coverage and flexible system was a no brainer for us. With the 8x8 Virtual Contact Centre, we are able to give every customer a world-class experience.*
>
> —**Karine Teixera**, Head of Customer Service, Web DMUK
> EasyRoomate and Vivastreet

Connect Locally, Manage Globally—with 8x8

With the 8x8 Virtual Contact Center, now you can connect locally and manage globally. Everyone, anywhere in the world, has access to the same virtual contact center. Say goodbye to hairpinning, latency, high telephony costs, and siloed management.

Global connections ensure good call quality

8x8 has 12 data centers worldwide, so no one is ever too far away. Regional calls stay regional, with no latency. The result: premium call quality, every call. 8x8 customer, EasyRoomate / Vivastreet is a global company with contact centers in the UK, Morocco, Madagascar, Brazil and Russia. Being able to provide a local presence to support customes who a developing ads for their site has increased sales.

8x8's global data centers ensure consistent call quality.

What's more, 8x8 has separated telephony from administration, so you can have agents working around the world, each connected to a local data center while all are managed from a single, central location. Among cloud vendors, only 8x8 offers this unique advantage.

> " *The flexibility of 8x8's Virtual Contact Center lets us assemble a diverse team of agents in multiple countries.*
>
> —**Neal Alberda**, Global IT Director, Replicon

REPLICON

One worldwide team, one worldwide contact center

The 8x8 Virtual Contact Center delivers the best of both worlds. All telephone connections can be handled locally to ensure high-quality interactions and control telephony costs. At the same time, now you can manage your distributed contact center as a single team with one set of administrative functions, one set of reports and one configuration tool. All your agents share the same management controls regardless of location. Your customers gain a consistent experience around the globe. 8x8 customers with contact centers across multiple countries and sites have been able to reduce headcount by eliminating the need for local administrators.

Only 8x8 Virtual Contact Center bring together all your agents under one global contact center with unified reporting, monitoring and management.

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In addition, one 8x8 customer is improving efficiency and reducing staffing needs by providing password reset assistance in a true follow-the-sun manner. Customers call their normal helpdesk and, if they need a password reset, are routed to the least busy contact center anywhere in the world.

Chat across languages

8x8 Chat services allow you to support customers across multiple languages. With 8x8 Chat you can insert language translation capabilities between the customer and the agent so each can communicate using their natural language.
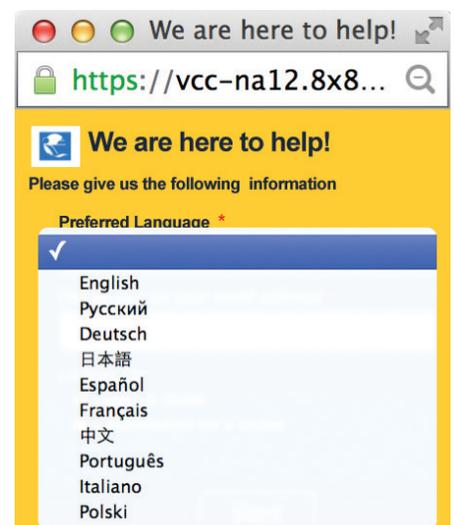
8x8's automated chat translation streamlines interactions.

Any number, better rates

Providing global telephone services for over a decade, 8x8 provides local numbers in more 80 countries, toll free numbers in more than 120 countries, and local number porting in more than 40 countries. 8x8 connects to over 20 Tier-1 carriers to deliver calls worldwide. You get the best return on your telephony investment regardless of where you place your agents.

Go Global with 8x8

The 8x8 Virtual Contact Center is the first cloud-based contact center solution that seamlessly connects an organization's international agents over a single platform with integrated presence, multi-lingual chat with automatic translation, global call routing, reporting, management and monitoring.

With the unique capabilities of 8x8 Virtual Contact Center, your global contact centers are more efficiently and effectively connected. 8x8 allows you to:

- Provide a full spectrum of local and regional toll-free numbers to your customers
- Ensure high-quality calls without hairpinning and latency
- Manage your team as a single entity to optimize agent productivity
- Ensure a consistent, top-quality customer experience anywhere in the world.

About 8x8

8x8, Inc. (NASDAQ:EGHT) is the trusted provider of secure and reliable enterprise cloud communications solutions to over 45,000 businesses operating in more than 100 countries across six continents. 8x8's out-of-the-box cloud solutions replace traditional on-premises PBX hardware and software-based systems with a flexible and scalable Software as a Service (SaaS) alternative, encompassing cloud business phone service, contact center solutions, and conferencing.

> "*Everything is so much better since we installed 8x8. Customers are happier. Agents are happier. And 8x8's NetSuite integration and reporting features give us the insight we need to support our international business and deliver world-class customer service.*
>
> —**Justin Warren**, Customer Service Manager, Blueair

Blueair

Find out how 8x8 can help your business. Call: 1.866.862.2811 or visit www.8x8.com

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