

A woman with curly hair, wearing a white top and an orange necklace, is talking on a mobile phone while looking at a laptop in a retail store. The background shows clothing racks and warm lighting. A dark geometric pattern is overlaid on the right side of the image.

# Transforming Communications for Retailers

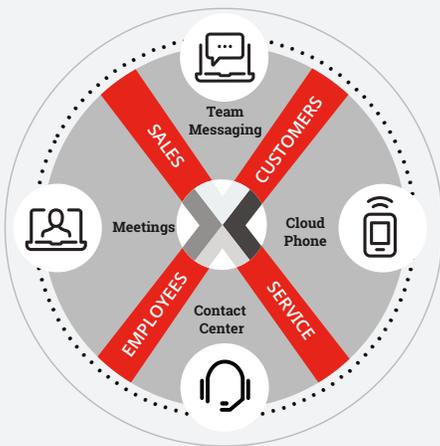
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Solutions Overview

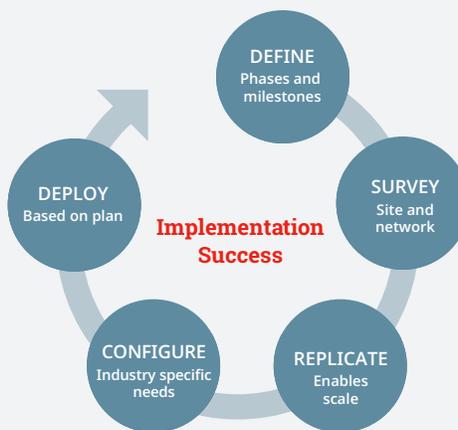
# The 8x8 Retail Solution

The 8x8 Retail Solution has been designed based on extensive experience working with retailers. It combines voice, video conferencing, team messaging, contact center, analytics, services, and support into a comprehensive communications solution.

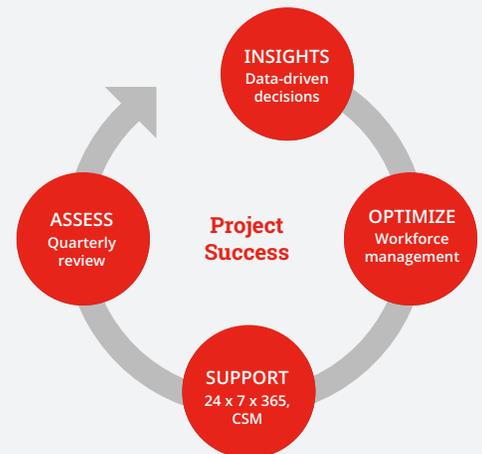
## One System of Engagement



## Quick Deployment



## Reliable Partnership



## Lower Costs, Improved Service

Over the past decade, the role of the retail store has changed dramatically, yet one fact remains clear: the store provides an experience that cannot be duplicated in the digital world. This fact is driving a fundamental change in how retailers staff, craft, and enable the customer experience — unifying it across all available touchpoints.

Serving customers in the store or other types of retail locations often requires a delicate associate balancing act between interacting with customers on site and those calling in. Managers must also supervise staff as well as maintain technical elements like the integrated voice response (IVR) for store hours, number of lines, ring groups and promotions. To help manage the needs of both associates and managers, 8x8 has designed two communications service plans to help them gain efficiency and focus on the highest value activities.

Employees on the floor do not always need the depth of collaboration and communication features that a manager does, so the Store Associate service plan eliminates costly, unnecessary features while also providing unlimited calling to the US and Canada. Store managers often require additional capabilities such as collaboration tools for events like weekly, monthly, or quarterly meetings as well as analytics to provide them with the insight they need to operate their location.

## For the Store Associate

The Store Associate service plan includes:

Capability	Description
Unlimited Calling plan (US and Canada)	Call freely to the United States and Canada without additional long distance charges, excluding mobile, special and premium numbers.
Phone Number	Phone Number: Utilize a dedicated DID (direct inward dialing) number for each extension.
Virtual Extension	Virtual Extension: Increase flexibility using a virtual number not associated with a physical hard phone or soft phone to route incoming calls to voicemail, an Auto Attendant, an internal extension, or an external phone number.
High Definition Voice	Ensure crisp connectivity leveraging a guaranteed voice quality score.
Secure Voice	Protect calls from eavesdropping with TLS/SRTP secure voice encryption.
Mobile & Desktop Applications	Add the capability to allow employees to work with any device, from anywhere, at anytime.
Auto Attendant	Direct callers to the desired individual or department without the need for an operator.
Hunt/Ring Groups	Distribute calls within specific departments by having all the phones in a group ring at once or set up a "round robin" approach where the extensions in the group ring in a specific order until the call is answered.
Call Queues	Place callers in a queue or line in the order received until the next agent becomes available, allowing you to serve your customers promptly, courteously, and efficiently.
Instant Messaging	Send individual or team messages to instantly chat with coworkers and customers.
Presence	Allow coworkers to share their availability across the organization.
Voicemail	Listen to recordings from your desk phone, computer or mobile device.
Call Recording	Record incoming and outgoing calls, play them back, download, or delete them.
Single Sign On	Login automatically using an existing corporate credential application.

## For the Store Manager

With more complex needs, including the need to understand associate performance and call volume, 8x8's Store Manager service plan includes more advanced analytics and collaboration features to provide supervisors with greater insight and control of their location.

The Store Manager service plan includes the Store Associate plan plus:

Capability	Description
Unlimited Calling plan (47 countries)	Call freely to 46 countries without additional long distance charges, excluding mobile, special and premium numbers.
Unlimited Internet Fax	Enjoy the convenience and economy of online faxing electronic documents from your computer.
Business SMS	Provide another channel of communication for your customers to interact with your business, sending or receiving text messages on desktop or mobile app.
Audio and Video Conferencing	Collaborate more effectively with online meetings that include audio conferencing, video conferencing and screen sharing capabilities for up to 100 participants.
Operator Switchboard functionality	View of the presence and availability of every user in the organization or branch and streamlines live call handling.
Analytics and call quality reporting	Manage and monitor call clarity and quality and the status of all your 8x8 endpoints in real-time.
Integrations	Out of the box integrations with Salesforce, G Suite, Zendesk, NetSuite Integration: Combine the power of your CRM and 8x8 communications, helping your business radically improve how customers are served, gaining workflow efficiency, and providing additional insight with a single system of record.



# Delivering a Targeted Customer Experience

The proliferation of communication channels makes collecting, aggregating and analyzing customer information increasingly difficult. With 8x8's consolidated contact center solution combining voice, chat, and email interaction channels along with workforce management, retailers can now quickly react to customer inquiries and maintain the context and content of each engagement as it progresses through the buying journey.

8x8 has designed two plans; one for contact center agents and one for contact center supervisors. The Contact Center Associate service plan combines the same collaboration and telephony capabilities of the Store Associate plan along with contact center-centric functionality for voice-based interactions and integration to common CRM applications. For an omnichannel associate or a contact center manager, the Omnichannel Associate plan comes complete with a full suite of analytics, integrations and the latest contact center functionality, like cobrowse, quality management, and outbound predictive dialing.

## For the Contact Center Associate

8x8's Contact Center Associate service plan provides agents with the necessary tools to effectively manage interactions, regardless of the channel and device customers want to use.

The Contact Center Associate service plan includes The Store Manager plan plus:

Capability	Description
<b>Interactive Voice Response (IVR):</b>	Quickly connect callers with agents and streamline customer flow, allowing customers to get quick answers to simple questions and helping companies identify the right resource to help a customer with a given issue.
<b>Skills-Based Inbound Voice</b>	Match customers to the best available agent—without programming or IT help, boosting first-call resolution rates and customer satisfaction.
<b>Graphical Call Flows:</b>	View the caller's journey from the moment they reach the call center through to call termination. Reveals step-by-step experience in the IVR, queuing to agents, agent connection and post-call survey. Use this to expose an 'outside in' view of your contact center to enable continual process improvement and agent training.
<b>Post Call Survey</b>	Capture the voice of the customer with 8x8's native post-call survey application helping you take appropriate action to ensure their customer engagement management strategy is optimized to meet customer needs.
<b>Native CRM</b>	Leverage a built-in customer contact and case management tool to provide agents with critical customer information to make every agent interaction more efficient.
<b>Knowledgebase</b>	Provide your customers with faster, smarter and more consistent answers using a collection of Frequently Asked Question (FAQ) to provide the right answer quickly, reliably and consistently.
<b>Queued Callback</b>	Give callers the option to stop waiting on hold, input their phone number and receive an automatic callback as soon as it's their turn, eliminating long hold times and boosting caller satisfaction.
<b>Web Callback</b>	Allow customers to request an agent to call them from an online form, saving time for customers and better managing your agent's time.
<b>Burst</b>	Add contact center seat capacity quickly to support sudden increases in activity, seasonality, and new promotions and programs.

## For the Contact Center Manager or Omnichannel Associate

For more complex omnichannel interactions as well as contact center managers, the Omnichannel Associate plan provides both additional channel capabilities as well as the analytics and supervisory features modern contact center managers need for agility in a dynamic retail contact center environment.

The Omnichannel Associate communication plan includes the Contact Center Associate plan plus:

Capability	Description
Inbound Chat, Email, Social Channels	Meet your customers on the channels they choose with a 360-degree view of all of a customer's communications across all available channels.
Co-browse	Allow your agents to see exactly what is on the customer's page, quickly helping customers find the information they are looking for or clarifying any questions they may have while filling out a form online.
Outbound Predictive Dialer	Replace manual dialing for preview, progressive, and predictive dialing to maximize your talk time.
Quality Management	Deliver excellent customer experiences while maximizing agent efficiency, by identifying agents in need of coaching, highlighting high-performing agents as role models, and enabling collaboration.



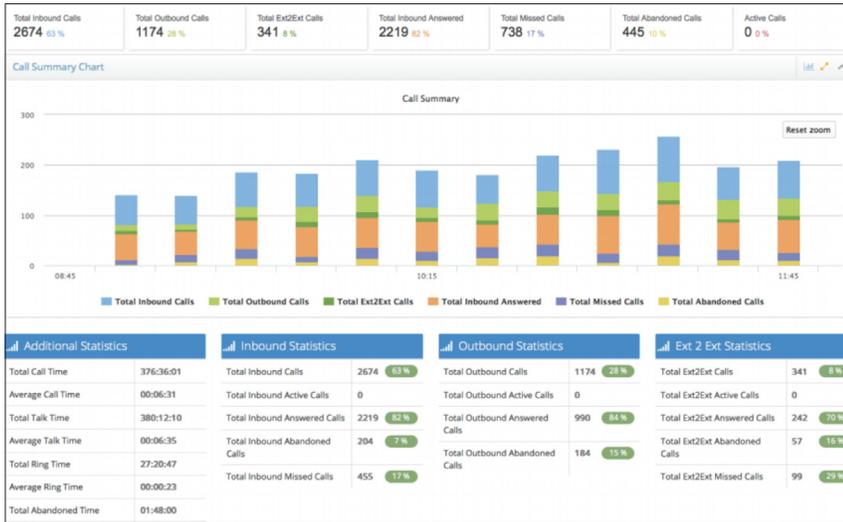


# Identifying actionable business insights using advanced analytics

Retailers lead the way with generating value from advanced analytics. The ability to understand and identify trends across the business and personalize each customer's experience is no longer a nice-to-have; it's essential to maintaining the high degree of agility and personalization required to be successful. 8x8 helps retailers collect and analyze interactions across the interaction points between stores, the contact center and even the corporate office, in a way that enables better decision making and faster, more relevant responses to customers.

8x8's single system of intelligence delivers data-driven insights, based on all of the customer interaction points. Managers have instant access to the information they need to better align resources with activity, deliver timely, fact-based coaching and intelligently automate call routing.

Capability	Description
Company Summary Dashboard	See a consolidated view of numerical and graphical details about call activities and metrics for any dates selected.
Extension Summary	View more than 20 selectable columns of detailed information of all call activity on any and all extensions.
Call Detail Records	Get historical information about all calls processed in the selected time frame, including real-time missed and abandoned call details for quick call-back—to keep from missing leads or customer service opportunities. You'll also see the caller's entire customer journey throughout the organization, including call transfers—to help increase customer satisfaction.
Active Calls	See real-time information about all calls currently being processed within the organization. Details include the caller's journey throughout the organization up to that point.
Unreturned Calls	Match inbound calls to outbound calls to find unreturned calls within the date range selected.
Calls by DID	Select and view detailed information for all direct inbound numbers (DIDs).

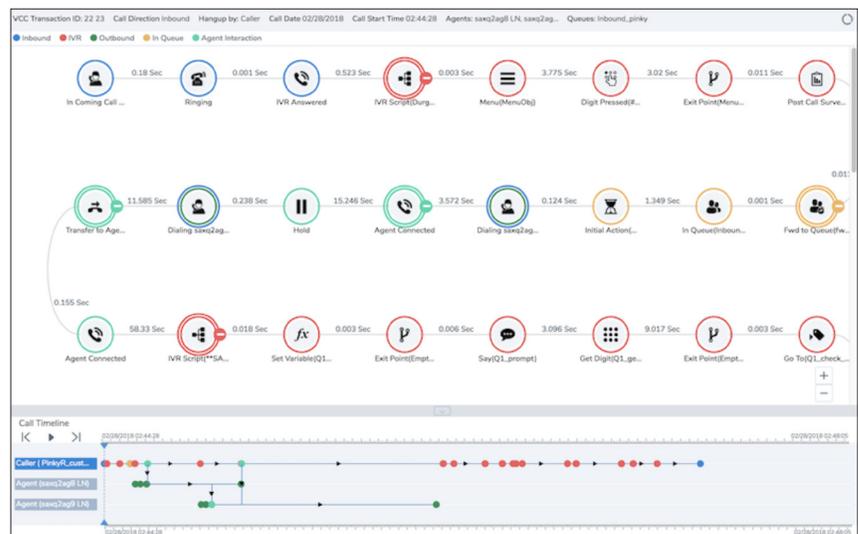


## Instant visibility into actionable insights

Instantly get answers about internal and external call activity, call queues and ring groups and the network health of your communications system.

## Graphical view of customer journey

View the caller's journey from the moment they reach the call center through to call termination. Reveals step-by-step experience in the IVR, queuing to agents, agent connection and post-call survey. Use this to expose an 'outside in' view of your contact center to enable continual process improvement and agent training.

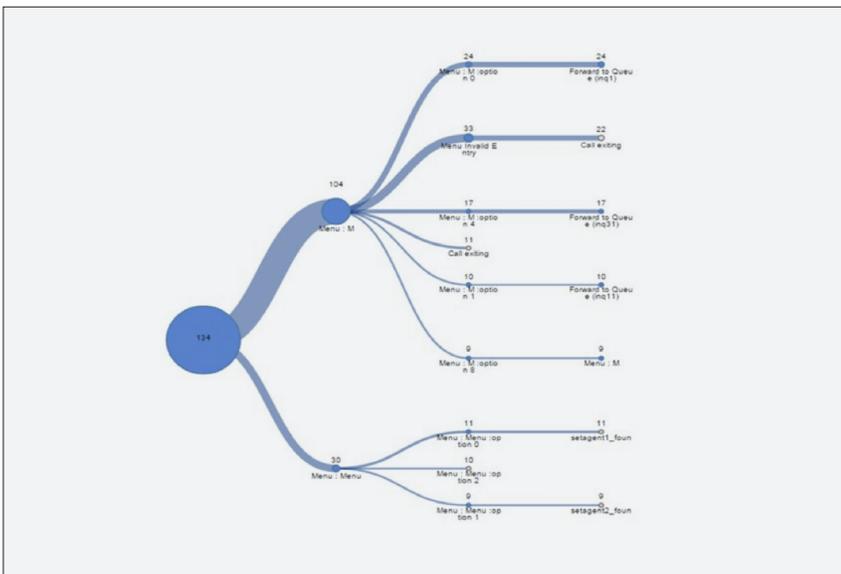
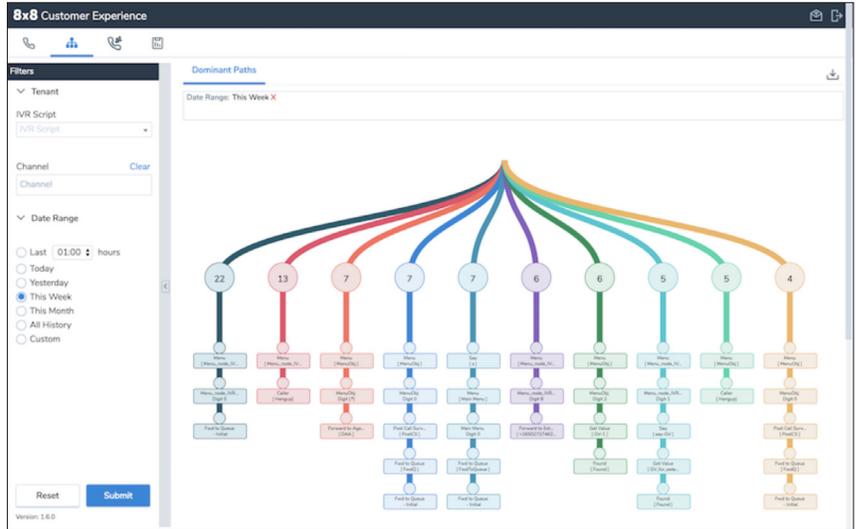


## Speech Analytics

Recorded customer interactions contain a vast amount of untapped data that gets to the heart of your customers' concerns. With 8x8 Speech Analytics, automated speech-to-text transcription extracts valuable insights from these unstructured voice conversations. Listen to the voice of ALL your customers—search for keywords and phrases, and drill down to the details to learn what makes your customers happy—or frustrated.

## IVR dominant path

View the top 10 most common IVR paths taken by your customers to better understand their needs and how well current menu options are addressing those needs.



## IVR metrics

Choose an IVR script and time frame for analysis. View a graphical depiction of the script with ability to dynamically expand or contract menu options. Use this to determine where in the IVR callers are dropping, usability of your existing IVR scripts, and where you can improve the IVR design.

## Advanced search

Filter and view recent calls with more than 15 available metrics including channel, queue, agent, time in IVR, and even hold and mute count.

Call Direction	Call Type	Call Duration	Call Date	Call Start Time	Caller Name	Time in IVR	Wait Time Queue
Inbound	Queued	00:00:20.6	04/16/2018	00:13:26	PhonerLite_Cust1	00:00:03.2	00:00:00
Inbound	Queued	00:00:28.2	04/18/2018	03:38:58	+16509898003	00:00:05.5	00:00:22
Inbound	Queued	00:00:32.4	04/17/2018	03:03:24	Customer V1	00:00:06.3	00:00:24
Inbound	Queued	00:00:34.4	04/16/2018	00:27:49	PhonerLite_Cust1	00:00:04.9	00:00:04
Inbound	Queued	00:00:39.2	04/17/2018	01:31:30	Customer V1	00:00:07.3	00:00:04
Inbound	Queued	00:00:40.8	04/17/2018	01:36:04	Customer V1	00:00:05.7	00:00:00
Inbound	Queued	00:00:45.7	04/16/2018	00:34:19	PhonerLite_Cust1	00:00:03.4	00:00:07
Inbound	Queued	00:00:46.3	04/17/2018	02:59:50	Customer V1	00:00:07.4	00:00:00
Inbound	Queued	00:00:46.10	04/17/2018	03:04:11	Customer V1	00:00:06.6	00:00:40
Inbound	Queued	00:00:55.4	04/17/2018	03:05:45	Customer V1	00:00:07.4	00:00:14
Inbound	Queued	00:01:01.9	04/17/2018	03:06:51	Customer V1	00:00:41.7	00:00:00
Inbound	Queued	00:01:02.2	04/16/2018	00:29:23	PhonerLite_Cust1	00:00:03.5	00:00:04

# Putting it all together: Retail Vision Blueprint



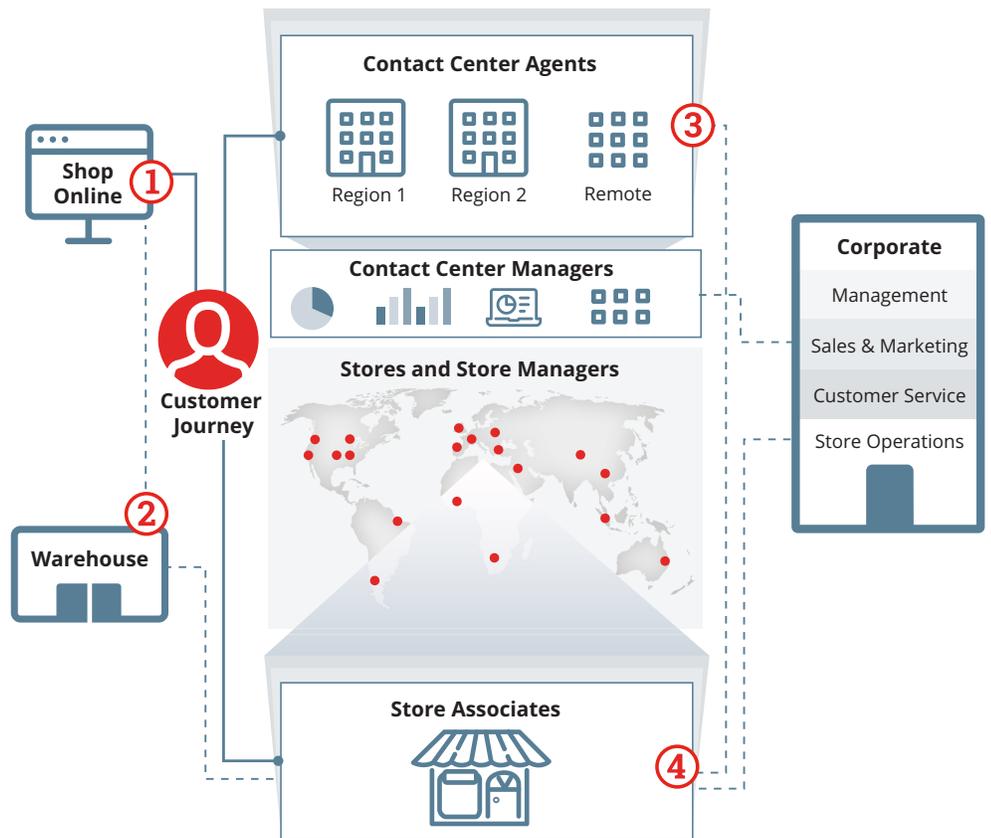
**Voice: Cloud-based phone service with plans designed for specific roles**

**Video Conferencing**

**Team Messaging**

**Contact Center**

**Analytics**



**1** Enable a personalized omnichannel experience with ability to track the customer journey across online, contact center and stores

**2** Use call activity to align inventory with activity across stores and online

**3** Achieve first contact resolution using intelligent call routing, aligning activity with capacity and purpose

Increase agent productivity using quality management for performance metrics, targeted coaching and teaming

Accelerate agent responsiveness through CRM integration for a single view of the customer

Instantly respond to unique customer requests with shared insight/real-time collaboration across organization

**4** Maximize promotion impact using analytics to align sales coverage with store activity

Optimize in-store experience with activity

Increase responsiveness with instant intra-store communications

Drive omnichannel experience with instant contact center communication

Increase associate productivity

Enable instant collaboration across associates using messaging for instant response to unique customer requests

# It starts with modernizing the phone system

In a distributed organization, inconsistency and disconnected phone systems are difficult to update, cannot easily adapt to change, and often lack accurate and timely analytics and reporting. Based on our experience with retailers, we have developed tailored packages to meet the specific needs of stores, administrative offices and contact centers.

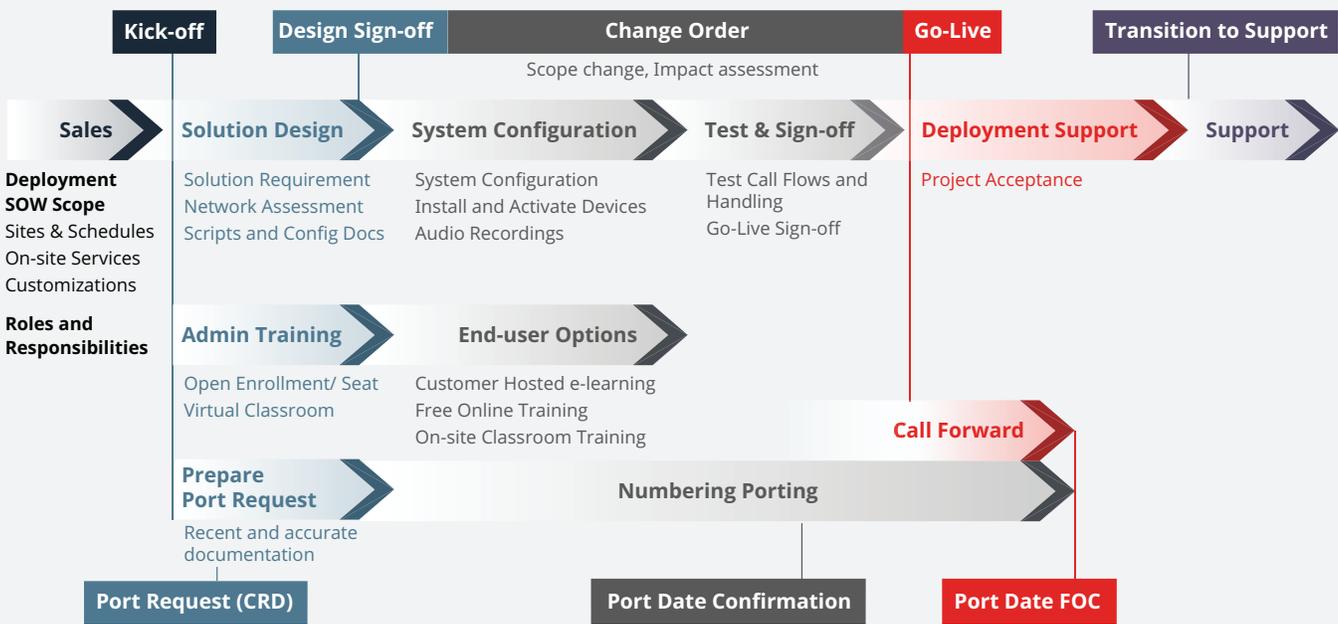
Capability	Store Associate	Store Manager	Contact Center Associate	Omnichannel Assoc. / CC Mgr.
UC and CC Calling Zone	Unlimited US/CAN	Unlimited within 14 countries	Unlimited calling within 47 Countries	
Auto Attendant	•	•	•	•
Tier 1 Phone Number & Extension	•	•	•	•
HD Voice, Secure Voice	•	•	•	•
Mobile & Desktop Apps	•	•	•	•
Team Messaging; Presence; Voicemail	•	•	•	•
Sameroom Cross-Platform Team Messaging	Unlimited tubes	Unlimited tubes	Unlimited tubes	Unlimited tubes
Call Recording	•	•	•	•
Unlimited Internet Fax		•	•	•
Business SMS		•	•	•
Single Sign On & Okta Integration	•	•	•	•
Audio & Video Conferencing with Meetings	100 Participants	100 Participants	50 Participants	50 Participants
Salesforce, Zendesk, & NetSuite G Suite Integration		•	•	•
Operator Switchboard			•	•
Analytics & Call Quality Reporting			•	•
Interactive Voice Response (IVR)			•	•
Skills-Based Inbound Voice			•	•
Graphical Call Flows; Post Call Survey			•	•
Native CRM, Knowledgebase			•	•
Queued & Web Callback			•	•
Expert Connect			•	•
Inbound Chat, Email, Social Channels				•
Co-browse				•
Outbound Predictive Dialer				5K mins
Quality Management & Speech Analytics			Optional	•
Enterprise Grade Security (GDPR, HIPAA, ISO 27001, Etc.)	•	•	•	•

# Quick Time-to-Value at Scale

One of the greatest challenges in retail is updating multiple locations that may be distributed over a large geographic distance. Retailers can't afford to have their stores disrupted for long periods of time or deployments that take quarters to roll out.

Understanding this unique need, 8x8 has a variety of deployment packages designed for the unique nature of retail businesses. The deployment options also take into account the availability and aptitude of existing resources, whether internal or from a designated third-party. Occasionally, retailers take a blended approach, with some locations deployed by internal resources, by 8x8, or by third-parties based on cost, expertise, and location.

## Best Practice Deployment Methodology



**Managed Implementation.** Using a world-class methodology, 8x8 provides a standard implementation to deliver communications solutions within the distributed retail store environment. This option uses a standardized, best-practices implementation at a lower price point per user making it ideal for basic telephony replacement and cost-saving initiatives.

**Tailored Implementation:** For retailers with more complex requirements, 8x8 implementation services offers a tailored approach. Given the importance of customer experience design and the coordination across multiple offices, this option is ideal for global retailers and retailers who want to include the contact center as part of the deployment.

**A la Carte Services.** One or even two sizes do not fit all. For unique requirements, 8x8 offers a choice of implementation, on-site services, and customization services on an a la carte basis.

**Proven Deployment at Scale:** No matter which deployment method is right for your company, 8x8's proven deployment methodology has been honed over thousands of deployments to ensure quick time-to-value and minimal disruption to your store and contact center operations.

# Committed to your long-term success

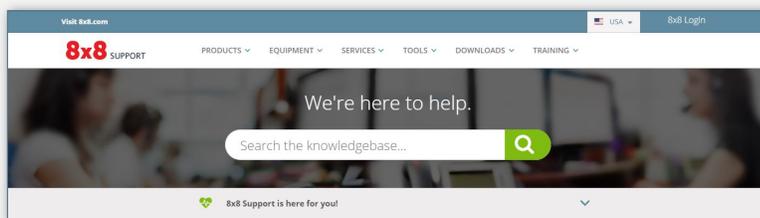
8x8 understands that communications are key to any business, and without them, customers, prospects, partners, and internal employees cannot connect and collaborate. 8x8 has built a global network of operations and customer service centers located in Singapore, Australia, Philippines, Romania, United Kingdom, and the United States to provide 24x7 follow-the-sun support.

Our network operations team is constantly monitoring the 8x8 network and proactively deploying preventative changes to ensure voice quality and service availability. The support teams leverage our global team to provide follow-the-sun support for high business impact issues. All of this is backed up by our Service Level Agreements for voice quality, system uptime and response time for support requests.

## The 8x8 Support Process

Much like deployment, the ongoing support and training needs of retailers vary greatly. 8x8 has tailored support packages providing as much or as little guidance as necessary to fit individual needs.

### 8x8 Support Portal



#### Support Portal

- Online Knowledge Base with expert knowledge updated by the support team daily
- Access to our Network Diagnostic Tools to aid in troubleshooting issues
- Download early release versions of our desktop client
- Case Access – Create, View and Update your cases with 8x8 support

### Knowledge Base

All 8x8 customers have access to the 8x8 Knowledge Base for 7/24/365 access to the latest product capabilities and best practices.

### Global Support Locations – 24x7x365



### Support

8x8 provide global, follow-the-sun support with 6 support locations around the globe.

- 24x7 Global the Sun Support
- Co-Location with Network Operations Center
- Access the global support team via our Portal, Chat or Phone

## Discovery to Resolution

To ensure quick resolution to retailer requests and issues, 8x8 uses a support model covering discovery to resolution.



## Dedicated to your success

Customer Success Manager (CSM) supports ongoing success.\*

- **Your advocate within 8x8**
- **Escalation Management:** Works with 8x8 stakeholders to drive issue resolution
- **Quarterly Reviews:** Ticket resolution stats, billing, services, etc.
- **Feature requests**
- **New Product Introductions**

## 8x8 Training

To ensure internal support teams are able to support your organization, 8x8 recommends at least one member of your support staff go through the following courses to ensure they can provide the necessary assistance:

- **End User Training:** Adoption Kit materials needed to train end-users to use 8x8 products are provided in one easy-to-use, downloadable kit. Contents include 8x8 Academy's licensed eLearning, Getting Started Guide, a consultation call, a project plan template, employee communication email templates, change management best practices, and links to 8x8 documentation and supplemental videos.
- **Administrator Training:** To ensure internal support teams are able to support your organization, 8x8 recommends at least one member of your support staff go through the administration and configuration class.

## Certification Tracks

8x8 Certification programs provide the skills you need to configure, deploy, and support the 8x8 solution:

- **Administrator Certification Tracks:** To become certified, a candidate must pass the proctored Administrator Certification exam. Candidates new to 8x8 may complete an Administration and Configuration workshop and a Troubleshooting and Advanced Topics course to prepare for the exam.
- **Deployment Certification Tracks:** First, achieve Admin Certification. Next, complete the Deployment Process class (including the shadowing requirement). Finally, pass the Deployment Certification exam. It's that easy.
- **Support Certification Tracks:** First, achieve Admin Certification. Next, complete the Support Process class. Finally, pass the Support Certification exam. Also that easy.

\* Customer Success Managers are assigned to accounts that meet specific criteria.

# Peace of Mind

One of the main reasons 8x8 is consistently a Leader in the Gartner Magic Quadrant is due to our commitment to delivering the best communications experience. With over 150 patents and pending patents, 15 data centers across the globe and highest levels of security and compliance, we are able to go so far as guarantee your call quality in the contract!

## Enterprise Grade Cloud PBX Model



### IP Agnostics Access\*

SLA for uptime and voice quality over the public internet



### PSTN Access

20+ PSNT Carriers to provide World Coverage



### POPS

TopTier Geo Diverse Data Centers strategically positioned for global reach



### Geo Routing\*

Automatic Localized Signalling and Voice



### Disaster Recovery\*

< 30 second failover between POPS



### 911 Service

User updatable E911 location information that verifies address information with the servicing PSAP provider



### Service Compliance

Code scanned by VeraCode for code based security



Asterisk indicates patented services

## Turbocharging Your Customer Experience

Delivering a differentiated customer experience often requires the addition of high octane capabilities. Use these features of the 8x8 Retail Solution to turbocharge your team's ability to optimize every precious moment of engagement.

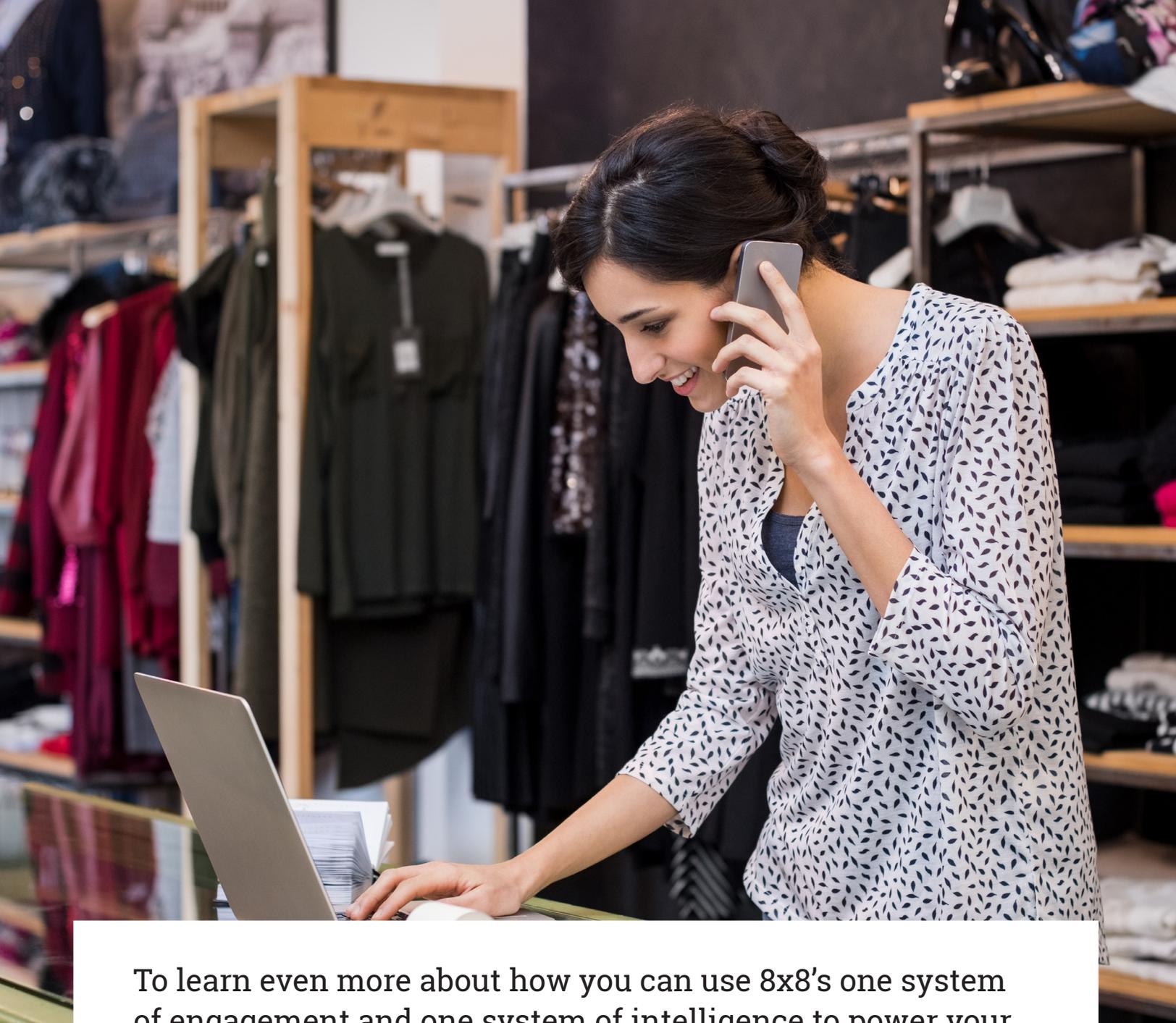
**Mix and match extensions:** While the plans above represent what a majority of retailers need, the X Series provides retailers with the ability to create a solution that best meets their unique requirements.

**Expert Connect:** Having the store, corporate offices and contact center on a common communications system is especially relevant to retailers. This way they can deliver a highly responsive customer experience by quickly delivering the exact information they need to quickly resolve issues, answer questions and close deals.

**Centralized and easy administration:** While this may not be as important to an organization with one or only a few locations, the ability to make changes across 100 or 1,000 stores without having to go through a local vendor accelerates the ability of larger organizations to react to changing market dynamics, special promotions and seasonality.

**Script8 configuration:** Retailers now have the ability to adjust messages and experiences for seasonality, new products and promotions, taking what was a passive communication channel and turning into another opportunity for promotion or customer marketing.

**Single vendor, predictable costs:** Instead of managing 100 stores, with 100 local telecom vendors, 100 local ISPs, and even potentially 100 local telcos and an MPLS vendor as well, 8x8 simplifies vendor relationship and lowers costs by replacing those service agreements and local phone bills with a consolidated, consistent monthly fee.



To learn even more about how you can use 8x8's one system of engagement and one system of intelligence to power your customer experience, visit us at [8x8.com/retail](https://www.8x8.com/retail).



8x8, Inc. (NYSE:EGHT) is a leading provider of cloud voice, 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](https://www.8x8.com), or follow 8x8 on LinkedIn, Twitter, and Facebook.

