

Customer engagement:

How your communication system makes or breaks it.

Want to make an impact with customers?

The window of opportunity is narrow.

91%

of companies aspire to be customer experience leaders¹

10–15x

higher chance that calls will generate a sale over digital submissions²

82%

of customers cut ties with a company after just one bad experience³

So how do you deliver the experience your customers deserve?

Transform your communication system for more intelligent interactions.

FROM "I DON'T KNOW" MOMENTS...

TO "I GOT THIS" ANSWERS.



Islands of communication



Fragmented systems of record



Inaccessible specialists



Lack of engagement or improvement



Cross-channel visibility



Real-time access to systems of record



Real-time access to company SMEs



Data-driven anticipation of needs

How do you get there? Ride the third wave.



Wave 1: On-premises

Traditionally, communications were limited by on-premises solutions.

- Contact Centre
- Telephony
- Video conferencing

Wave 2: Point Cloud Products

Then companies upgraded to siloed cloud communications.

- Collaboration
- Contact Centre
- Phone
- 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

Transform your customer experience with 8x8.

Introducing X Series.

One system of engagement. One system of intelligence.

Choose from 4 cloud-delivered enterprise communications plans that build with increasing capabilities.

X2



Integrated communications

- One click from chat to voice to video
- Cross-platform team messaging
- Google integration
- Mobile to desk/conference phones to desktop

X4



Smarter global engagement

- Unlimited global calling across 46 countries
- Meetings for up to 50 participants
- Interaction analytics

X6



Speed to resolution

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

X8



Customer experience transformation

- Integrated voice, email, webchat, and social
- Advanced speech and interaction analytics
- Quality, collaborative performance management

X Series

The experience is everything

Deliver more intelligent customer engagement.

REQUEST A DEMO

¹Oracle survey ²Internet Trends Report 2017 by Kleiner Perkins & Mary Meeker ³BIA/Kelsey survey

8x8



8x8, Inc. (NYSE:EGHT) is a leading provider of cloud phone, meeting, collaboration and contact centre 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 organisation in the hands of every employee. For additional information, visit www.8x8.com/uk, or follow 8x8 on LinkedIn, Twitter, and Facebook.