X Series
Solution Overview

Executive Summary

8x8

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8x8 X Series: Making the contact center more collaborative.

Reliable and clear communications have never been more critical than in today's business environment. With so many options, customers can afford to be selective about the companies they choose.

Communication drives the customer experience — and collaboration drives communication. Employees must be able to work effectively together, and with customers, even if they're located in different corners of the world. To achieve this, employees need easy access to the organization's most valuable data and tools to optimize every moment of engagement through collaboration. However, the proliferation of channels makes collecting, aggregating and analyzing information increasingly difficult.

The 8x8 X Series consolidated contact center solution addresses the problem with an unprecedented level of integration, which can be deployed rapidly and reliability across entire organizations.

This is an executive summary of a detailed white paper available at: 8x8.com/resource

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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]

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[1]Kleiner Perkins, Internet Trends Report 2017. [2]Dimension Data, 2017.

The intuitive, web-based user interface enables agents across the globe to work either in the office or from home. Using native CRM capabilities, a built-in customer contact and case management tool provides agents with critical customer information and makes every interaction more efficient. Centralized management and reporting empowers supervisors to manage teams and focus on improving agent productivity and the customer experience.

Total Inbound Calls	Total Outbound Calls	Total Ext2Ext Calls	Total Inbound Answered	Total Missed Calls	Total Abandoned Calls	Active Calls
2674 63 %	1174 28 %	341 8 %	2219 82 %	738 17 %	445 10 %	0 0 %

Call Summary Chart

Legend: Total Inbound Calls · Total Outbound Calls · Total Ext2Ext Calls · Total Inbound Answered · Total Missed Calls · Total Abandoned Calls

Additional Statistics

Total Call Time	376:36:01
Average Call Time	00:06:31
Total Talk Time	380:12:10
Average Talk Time	00:06:35
Total Ring Time	27:20:47
Average Ring Time	00:00:23
Total Abandoned Time	01:48:00

Inbound Statistics

Total Inbound Calls	2674	63 %
Total Inbound Active Calls	0	
Total Inbound Answered Calls	2219	82 %
Total Inbound Abandoned Calls	204	7 %
Total Inbound Missed Calls	455	17 %

Outbound Statistics

Total Outbound Calls	1174	28 %
Total Outbound Active Calls	0	
Total Outbound Answered Calls	990	84 %
Total Outbound Abandoned Calls	184	15 %

Ext 2 Ext Statistics

Total Ext2Ext Calls	341	8 %
Total Ext2Ext Active Calls	0	
Total Ext2Ext Answered Calls	242	70 %
Total Ext2Ext Abandoned Calls	57	16 %
Total Ext2Ext Missed Calls	99	29 %

When calls come in, 8x8 X Series provides several tools to make sure customers get prompt service and spend a minimal amount of time on hold. An automated receptionist selects which phone menu options and recordings are used at specific times, helping callers to route themselves to the appropriate destination. Ring groups and hunt groups distribute calls within special 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 planned order until the call is answered. Call queues organize customer inquiries in the order received until the next agent becomes available.

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]

[3]Invoca Call Intelligence Index, 2016. [4]8x8 UK Customer Survey, 2016.

To make sure customers get good answers fast, skills-based interactive voice response (IVR) quickly connects callers with the right agents and streamlines customer flow. Simple requests get fast answers through accessing a knowledge base of frequently asked questions. When a more complicated issue arises, IVR helps identify the right resource to assist the customer. If more help is needed, the agent can direct the customer to an expert without leaving the single user interface.

If the contact center is experiencing heavy volume, queued callback gives customers the option to stop waiting on hold, provide their phone number and receive an automatic callback, eliminating long hold times and boosting caller satisfaction. As another option, web callback allows customers to request a call from an agent from an online form.

When it comes to outbound communications, 8x8 X Series helps assure a positive experience for customers and enhanced productivity for agents. Using AI technology, multiple numbers can be dialed simultaneously and answered calls connected to agents. Unanswered calls are automatically marked incomplete and can be dialed again later. In preview mode, customer data is presented at the time the system begins the call. This allows the agent to read the information while waiting for the call to be connected.

Customer experience (CX) is clearly the new battleground

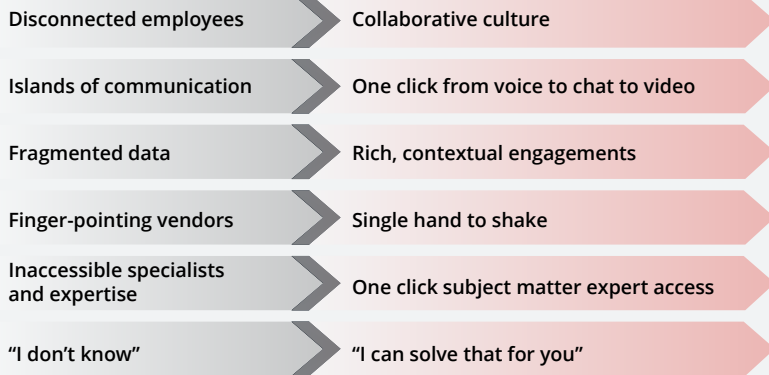**81%** of companies realize customer experience is a competitive differentiator.[5]

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

[5]Dimension Data, 2017. [6]IBM Institute for Business Value, 2018.

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"

Of course, it's important that collaboration extends beyond voice communication. Which is why 8x8 X Series allows agents to meet customers on the channels they choose with a 360-degree view of all conversations. For example: Co-browsing lets agents connect with customers by sharing their browser screen, making it easier to help them find information or fill out forms.

Graphical view of the customer journey

Keeping the customer experience competitive involves having a method to continually evaluate and improve contact center operations. That starts with data. 8x8 X Series provides graphical call flow reports with a view of the customer's journey from the moment they reach the call center through to call termination. The reports reveal step-by-step experience in the IVR, queuing to agents and agent connection. A post-call survey helps identify opportunities for agent training and drive continual process improvement.
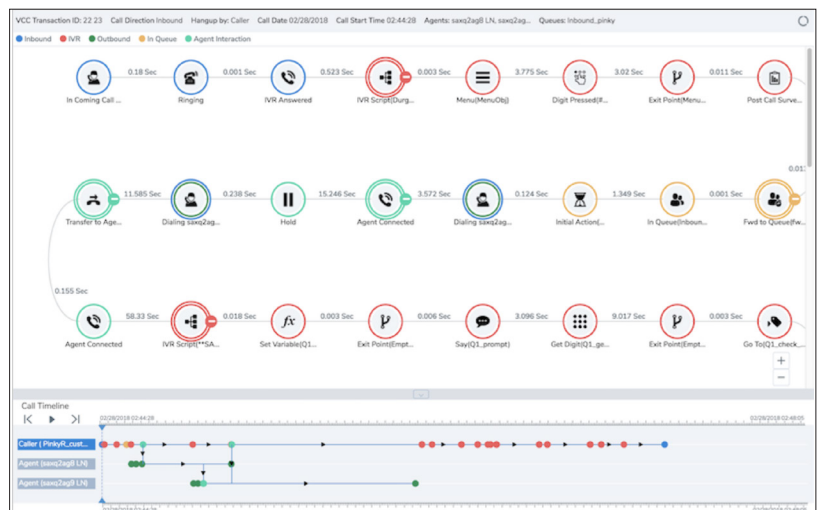
Speech Analytics

To understand customer concerns even better, automated speech-to-text transcription extracts valuable insights from voice conversations. With this data, it's possible to search for key words or phrases and drill down to specific factors leading to customer frustration or satisfaction. Recording and archiving is also available for call center compliance, record keeping, agent training and process improvement.

If you're interested in learning more about how to enable a collaborative contact center, you can visit **8x8.com/x-series** or contact an 8X8 Solutions Expert at 1-877-291-9279.

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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, or follow 8x8 on LinkedIn, Twitter, and Facebook.