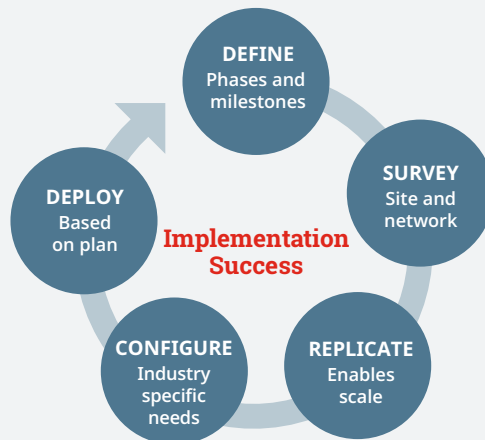# 8x8 + Edible Arrangements

8x8

8x8 X Series + Edible Arrangements

The X Series for Retail Solution has been designed based on extensive experience working with retailers similar to Edible Arrangements. It combines voice, video conferencing, team messaging, contact center, analytics, services, and support into a comprehensive communications solution.
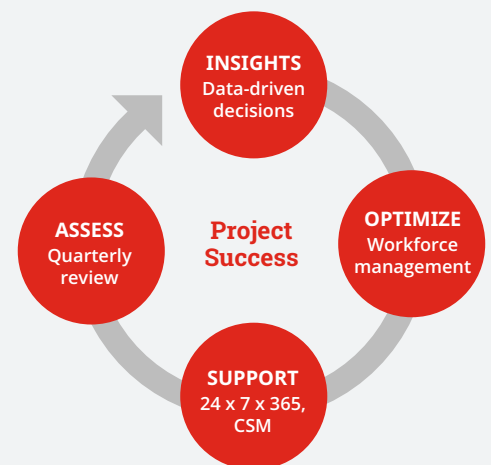

One System of Engagement + **Quick Deployment** + **Reliable Partnership**

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 a WOW 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.

The right communications capabilities means retailers can engage with its franchisees more efficiently, employees can connect and collaborate more effectively to create new innovations, and support and sales teams can be more productive through omnichannel communications.

It starts with providing crystal clear communications for your headquarters and your Edible Arrangements locations. As an 8X Leader in the Gartner Unified Communications as a Service (UCaaS) Magic Quadrant, you are provided with guaranteed HD call reliability and quality.

Putting It All Together: Edible Arrangements Vision Blueprint

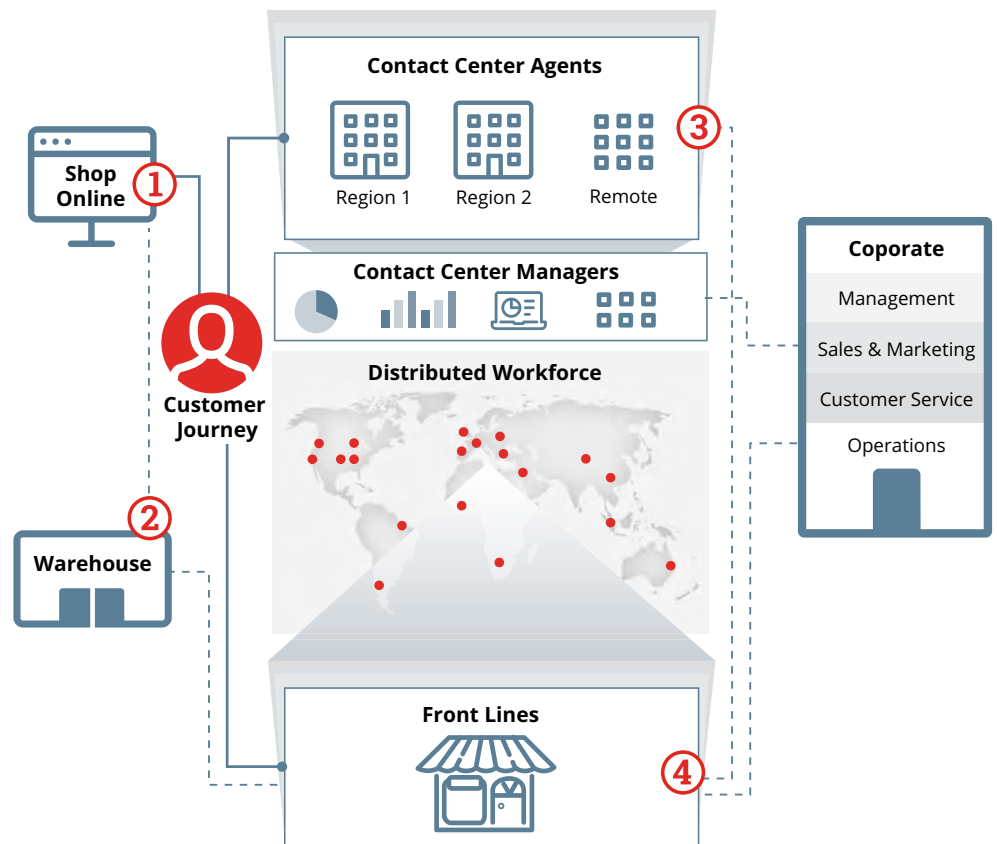**Voice: Cloud-based phone service with plans designed for specific roles**

Video Conferencing

Team Messaging

Contact Center

Internet Fax

Analytics

Shop Online ①

Customer Journey

Warehouse ②

Contact Center Agents

Region 1   Region 2   Remote ③

Contact Center Managers

Distributed Workforce

Front Lines ④

Coporate

Management

Sales & Marketing

Customer Service

Operations

① Enable a personalized multichannel 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 experience with activity

Increase responsiveness with instant communications

Drive multichannel experience with instant contact center communication

Increase associate productivity

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

X Series Enterprise Grade Cloud PBX Model

IP Agnostic Access
SLA for uptime and voice quality over the public internet

PSTN Access
20+ PSTN carriers to provide global coverage

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

Geo Routing
Automatic localized signaling and voice

15 Data Centers
Top tier geo diverse data centers strategically positioned for global reach
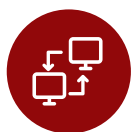
Disaster Recovery
< 30 second failover between POPs

Security/Compliance
Single vendor with code scanned by VeraCode for code-based security

8x8 Cloud Contact Center

Multichannel
Email, webchat, social, SMS

Built-In IVR
Skills based routing, simple scripting

Quality Management
Collaboration with @mentions

Speech Analytics
100% transcription, pre-configured topics

Graphical Customer Journey Maps
Step by step flow of every interaction

Dashboards and Wallboards
Expanded filters, customized widgets

Effortless Integrations
Out-of-the-box CRM includes, open APIs

Forecasting and Scheduling
Extended WFM features

8x8 Benefits

Reliable

- Guaranteed call quality and reliability—never miss a call
- Longest phone warranty in the industry
- Strongest security and data protection

Flexible

- Tailored service and implementation plans designed for Edible Arrangements
- Intuitively use the mobile app, iPad, desktop app or desk phones
- Easy to integrate with other business apps

Cost Effective

- Born in the cloud—lower phone bill, get no-cost upgrades
- Mix and match plans—buy only the services you need
- No large, up-front phone expense

Risk Free

- 8x8 Partnership Agreement with the most favored commercial terms
- SLA for call quality and availability—in the contract
- Leading solution—Only vendor in the Gartner UCaaS and CCaaS Magic Quadrants

Simple Administration

- One application for centralized administration and maintenance
- Out-of-the-box integrations with CRM, service, support and productivity applications
- Align user requirements with tailored service plans

Analytics

- Track the customer journey across all communications
- Analysis and reporting for business communications, meetings and contact center
- Advanced machine learning and AI capabilities to automate call handling and increase first call resolution

8x8 X Series: Designed for Modern Communications

1

Platform
for voice, video, chat and contact center

Data
set across all communication touchpoints

Application
for centralized administration and maintenance

Provider
to eliminate risk from multiple vendors

Environment
providing maximum security, reliability and quality

Interested to Learn More? We're Here to Help.

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Enterprise Representative

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8x8

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.