



Edible Arrangements finds the perfect mix of features and cost savings with 8x8

Edible Arrangements

ediblearrangements.com



Industry

Retail



Headquarters

Atlanta, GA



8x8 Products:

8x8 Cloud Communication
Software



Primary Reason Chose 8x8:

Cost savings and phone features

Highlight Metrics

- \$1,200 annual savings
- 50% phone cost reduction
- No missed orders
- Remote administration

People everywhere celebrate life's special moments with a freshly made gift or treat from Edible Arrangements. Each gift is carefully crafted with delicious fruit and gourmet chocolate.

Phone and internet orders are arranged by experts at one of 1,200 independently owned neighborhood franchise locations and hand-delivered to the lucky recipient's doorstep.

The Challenge: Missed calls meant lost revenue

Vernell Balton opened his first Edible Arrangements franchise store in 2005. That location has basic phone service from AT&T. It is expensive—phone lines and a dedicated fax line cost the store over \$2,400 per year.

And it is frustrating because, even with three AT&T voice lines, sometimes callers can't get through.

"We hate to miss a call, because that means we missed an order," Mr. Balton says. "If customers don't reach us, they call another store and I lose their business."

Whenever Mr. Balton left the store for lunch he had to forward his business number to his mobile phone. And when he called out from his mobile phone, some customers would not answer because they did not recognize the caller ID.

Managing the AT&T phone system was a chore. Seasonal on-hold messages came on a USB drive from the franchisor and Mr. Balton had to manually copy them into the phone system.

When Mr. Balton opened a second store in Dallas, he saw an opportunity to find a phone system that would take less money and time away from his businesses.

The Solution: Start fresh in the cloud

Edible Arrangements franchisees turn to the franchisor's IT service provider, Netsolace, for their IT support and software needs. Mr. Balton contacted them about the phone system for his new store and Netsolace recommended 8x8.

With a single platform from 8x8, Edible Arrangements franchise employees can communicate by voice, chat, video meetings and fax, in the stores and remotely.

The Benefits: Sweet savings and no more missed orders

8x8 costs half as much as the AT&T system and provides business functionality not found in basic phone service packages.

"I'm always looking for ways to save money and trim expenses," Mr. Balton says. "8x8 is definitely saving me money. I save \$1,200 a year on phone service alone."



The business phone system from 8x8 also saves lost orders. Desk phones throughout the store give employees quick access to answer incoming calls, without the three-line limitation. Even missed calls no longer have to mean missed opportunities.

Being away from the store no longer requires call forwarding. Mr. Balton logs into the 8x8 Virtual Office Mobile app on his smartphone and callers don't even know he is at lunch or working from home. Outbound calls show the store's Caller ID.

Managing the 8x8 phone system is effortless compared to the old system. On-hold messages are easy to change from anywhere. Web-based administration is simple and requires only a browser with an internet connection.

"This is a fun business because we get a chance to provide an alternative to flowers that people can customize to their unique tastes," Mr. Balton says. "8x8 provides a better alternative to basic phone service and it's the perfect mix of features and cost savings for us."

“

“8x8 is definitely saving me money. I save \$1,200 a year on phone service alone.”

— Vernell Balton, Owner

8x8

8x8, Inc. (NYSE: EGHT) is transforming the future of business communications as a leading Software-as-a-Service provider of voice, video, chat, contact center and enterprise-class API solutions powered by one global cloud communications platform. 8x8 empowers workforces worldwide to connect individuals and teams so they can collaborate faster and work smarter. Real-time analytics and intelligence provide businesses unique insights across all interactions and channels so they can delight end-customers and accelerate their business. For additional information, visit www.8x8.com, or follow 8x8 on LinkedIn, Twitter and Facebook.

© 8x8, Inc. All Rights Reserved. Unless otherwise specified, all trademarks identified by the ®, ™, or SM are registered trademarks, trademarks, or services marks respectively of 8x8, Inc.



Learn more about 8x8 by calling us at [1.866.879.8647](tel:1.866.879.8647) or visiting us at 8x8.com