

Agents of Growth

Unlocking the power of
UK mid-sized businesses



Growth Engines

Technology unlocks opportunities

The UK mid-market – around 46,000 firms of 50 to 499 employees – grew quicker than any other business segment and created more jobs than larger and smaller businesses combined in the last five years.

Despite the uncertain UK economy, these businesses play a pivotal role in employment and innovation. At 8x8, we believe that UK mid-market businesses have the talent, ideas and entrepreneurial spirit to not only weather these challenges but to thrive and succeed through technology.

This eBook showcases examples of how we've helped mid-sized businesses to engage customers, reduce costs and enable new modes of growth through radical customer experience initiatives.



Engage Customers

Make Every Customer Interaction Fantastic

Exceptional customer service is the lifeblood of any business and providing an engaging customer experience that delights customers ensure both repeat custom and new business.

So adding new customer communication channel is good business sense. It allows you to embrace a new section of customers, or deflect from other channels. For mid-sized businesses, customers themselves may be vocal about the need for new interaction channels.

Regardless of which customer communication channels you offer your customers, keeping up with their expectations means equipping your staff with tools and insights to support your customers better. Giving your employees the right tools to do their job increases satisfaction and customer engagement, an outcome that both you and your customers will notice.





Activate Group and 8x8 bring new communications channels to customers

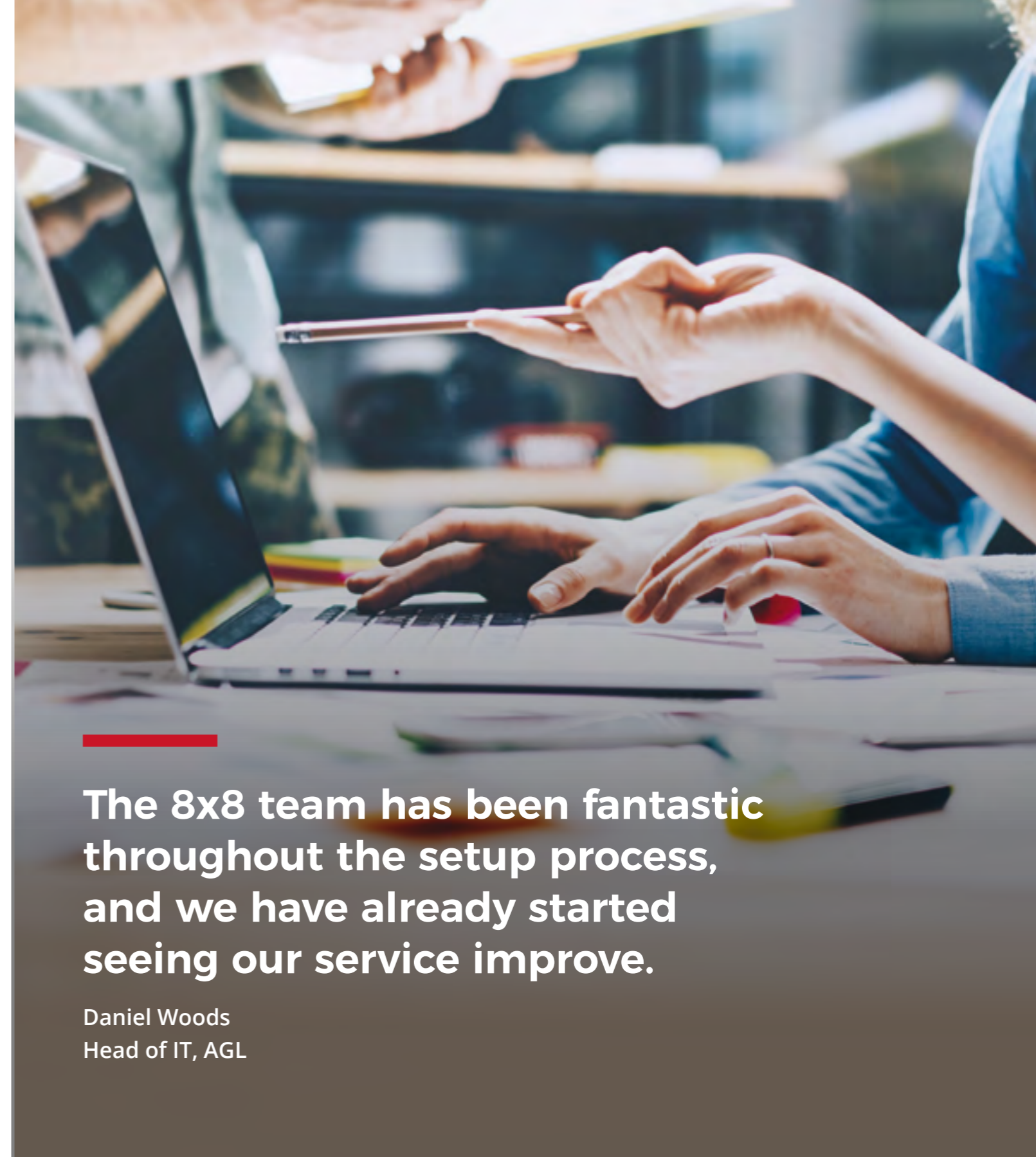
Activate Group Limited (AGL) is a growing business in the vehicle accident management sector.

Before partnering with 8x8, AGL used a server-based legacy communications platform that could not integrate with the inbound contact centre, outbound calls or the CRM system, which impacted customer service levels. AGL have replaced their legacy communications infrastructure with 8x8 X Series with new contact centre capabilities and brings together outbound, inbound and CRM system.

AGL now have a complete view of customer interactions in one place across all customer communications channels.

Benefits:

- One system of engagement and intelligence for voice, email, social media and chat for AGL customers.
- Seamless IT administration with access to connected devices and customer data.
- Streamlined sales process by leveraging customer information stored in CRM systems.



The 8x8 team has been fantastic throughout the setup process, and we have already started seeing our service improve.

Daniel Woods
Head of IT, AGL

Reduce Costs

Unify communications in the cloud without big investment

Businesses are slashing the costs of managing separate PBX communications systems as they embrace Unified Communication as a Services (UCaaS) solutions.

The savings holds enormous appeal to mid-sized businesses that might run multiple PBXs for different locations. It could use these funds to reinvest in marketing or technology or pass the savings along to customers.

There was a time where on-premises communications systems were over-priced. Those days are gone. Cloud-based communications open a whole new world for mid-sized companies to stay competitive in the market, and for these businesses, that's a very good thing.





Tangent International handles international recruitment, cuts phone costs by 40%

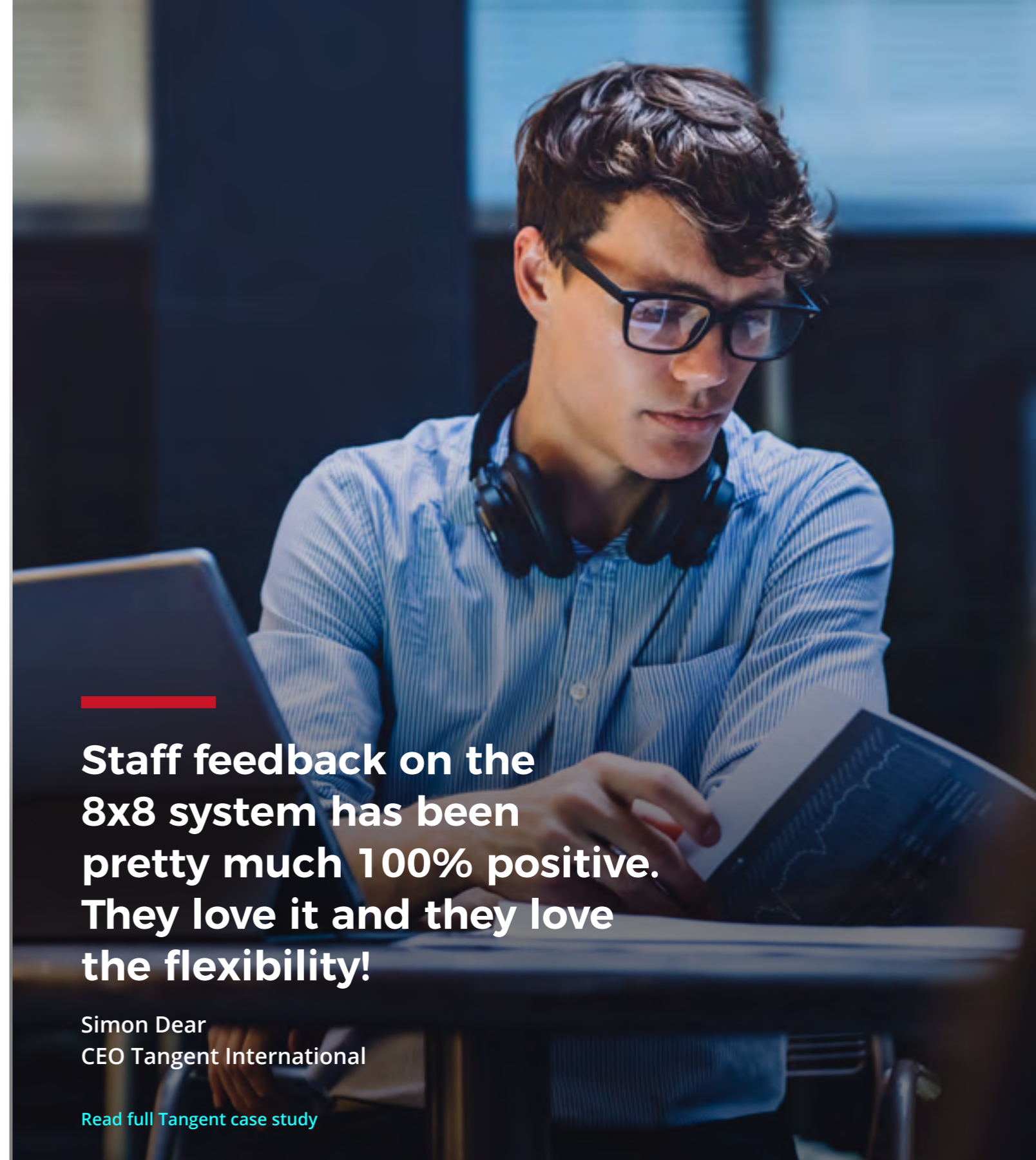
Tangent International is a global recruitment company for the technology industry with projects and access to skilled staff in more than 175 countries.

To work efficiently, the company needed a communications system with a global reach. Tangent required to improve its communication system and add time-saving functionality without interrupting service or paying for an expensive upgrade.

By migrating their communications systems to the cloud, 8x8 made the implementation process painless—one engineer installed the solution in just over a day. At the same time, Tangent International users received training so that they could start using the system immediately.

Benefits:

- Remote capabilities maximise Tangent International employees' productivity.
- HD videoconferencing reduces travel costs, protects the environment and enhances recruitment experiences for candidates.
- CRM integration through the 8x8 API enables click-to-dial making recruiters more efficient.
- In addition to cutting costs, call quality and functionality dramatically improved.



Staff feedback on the 8x8 system has been pretty much 100% positive. They love it and they love the flexibility!

Simon Dear
CEO Tangent International

[Read full Tangent case study](#)

Customer Experience

Turn customer experience into your competitive advantage

Modern customer expectations are always evolving, so optimising the customer experience is tricky.

Selecting a contact centre platform that's built to accommodate those changes gives your business an edge over your competition. A modern, adaptable customer experience platform transforms the customer journey and ensures a consistent experience along every step.

As the world's first communications cloud, 8x8 eliminates information silos and seamlessly integrates vital, real-time intelligence across all clouds, applications and devices, providing a connected, compelling customer experience ecosystem.





CLC World uses AI and analytics to give their customers the best experience

Drawing upon over three decades of experience developing award-winning resorts, CLC World is a family-owned business operating a dynamic and diverse collection of international resorts and hotels.

With five distinct strands of the business, including club operations, member servicing, sales, marketing and the CLC World Travel Agency, CLC World found its legacy contact centre solution was unable to support the company's high customer service standards.

With 8x8 X Series, CLC World can support customers with better customer service standards across its three contact centres and 170 agents.

Benefits:

- New interactions channels such as web chat provides better customer engagement on the CLC website.
- AI helps to anticipate customer needs and route interactions to the best resource for fast resolution.
- Speech analytics helps to identify customer needs and provides alignment of products, marketing and sales to customer preferences.

The needs of our business are quite complex, but 8x8 has everything we need to deliver fantastic service, and all in one place.

Guy Mantel
Director Club Operations & Travel CLC World

8x8 is the only complete cloud communications platform that uses the collective power of your organisation to improve customer and employee experiences across all interaction channels.

Accelerate transformational change of your business.

Call us today to learn more: 0333 014 6999 or visit us at: [8x8.com/uk](https://www.8x8.com/uk)

- Publicly traded on NYSE: "EGHT".
- Used by 52,000+ organisations.
- 1M + Users Worldwide.
- 15 global data centres serving customers in 157 countries.
- Global 24/7/365 follow-the-sun customer support.

Over the last 17 years, we've built cloud communications solutions that work, integrate seamlessly and perform reliably. We've earned more than 175 patents – a testament to our innovative thinking – and the trust of more than 52,000+ satisfied companies around the world.

Our compliance helps secure yours

No other cloud communications provider does more to safeguard the security and compliance of mission-critical communications than 8x8.

The 8x8 X Series for voice, video, chat and contact centre is fully compliant with the standards below:

- ISO 27001 and ISO 9001 certified.
- Cyber Essentials Plus.
- US/EU Privacy Shield certified.
- Crown Commercial Service (CCS) RM3808 dynamic purchasing system (DPS) compliant.

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.

