Cloud Communications Solutions for Mid-sized Businesses

Modern tools to carve
out new growth paths

8x8

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A Moment of Pivotal Change

The United Kingdom is at a crossroads. The fundamentals of international trade, technology and global politics are all transforming, and contributing to uncertainty for all UK businesses.

However, against the backdrop of these challenges recently published research shows that the UK's mid-sized businesses grew revenues by a healthy 11% in the last year, bringing overall turnover to £1.3 trillion.

These high-performing and entrepreneurially-spirited mid-sized businesses are the economic engines of UK growth. They grew faster than any other business segment and created more jobs than larger and smaller businesses combined in the last five years.

Technology for growth

At 8x8, we believe that UK mid-market businesses have the talent, ideas and entrepreneurial spirit to not only weather these changes but to thrive and succeed through technology.

Cloud communications technology particularly is changing the way businesses operate. At a time where the innovation of today quickly becomes the norm of tomorrow, business leaders are spending more resources on understanding how technology will affect them and how they can harness it for growth and productivity initiatives.

Ambitious mid-sized businesses can use cloud communications to innovate and break the traditional mould within their industries to achieve high-growth. At the same time, there is also the willingness of customers to engage with new technology if it adds value to their lives.

Mid-sized businesses continue to differentiate their services based on customer experience, and those organisations are incorporating cloud communications as a critical component of delivering that experience are seeing superior returns.

This solution overview describes how mid-sized businesses can equip employees with 8x8 X Series to communicate, collaborate and create exceptional experiences that keep customers coming back for more.

X Series helps businesses:

- Improve productivity and service levels
- Lower communications costs
- Deliver enhanced customer experiences
- Facilitate secure, flexible working
- Enable new business models
- Identify actionable business insights

X Series Plans

X Series is available with nine service plans to choose from, each with different features and products included. IT managers can choose the right plans depending on budgets and the needs of their users.

X Series plans can be mixed and matched to create unique, bespoke solutions that enable a culture of collaboration and boosts productivity across your business.

Business	Job Role / Functional Area	Feature Summary
Lobby	Lobby / Breakout Area / Communal Area	• HD quality voice • Extension to extension calling • Phone number and extension
X1	Frontline Staff	Includes Lobby plus: • Calling using a desk phone, desktop/mobile app, • Unlimited calling to US and Canada • Call recording + Single Sign-On • Team Messaging (incl. Cross-platform)
X2	Knowledge Workers	Includes X1 plus: • Unlimited calling to 14 countries • Host video and audio conferences • Integrations (G Suite, Office 365, Salesforce, Zendesk and NetSuite) • Internet fax
X3	Reception Desks, Managers	Includes X2 plus: • Unlimited calling to 32 countries • Switchboard Pro • Additional recording storage
X4	Supervisors, Administrators	Includes X3 plus: • Unlimited calling to 47 countries • Barge-Monitor-Whisper • Supervisor analytics • Call quality reporting
X5	Contact Centre Associates	Includes X4 plus: • Voice-focused contact centre • Outbound predictive AI dialler • Drag and drop configurable IVR
X6	Contact Centre Forecasting and Planning Manager	Includes X5 plus: • Real-time and historical contact centre reports • Graphical customer journey analytics • Customisable wallboards and dashboards
X7	Contact Centre Team Managers and Specialists	Includes X6 plus: • Multichannel contact centre • Email, webchat and social channels • Co-browse
X8	Contact Centre Operations Managers, Customer Services Director	Includes X7 plus: • Quality management • Speech analytics • Outbound predictive AI dialler

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X Series provides everything you need to connect your business to customers and build lasting, meaningful relationships with them. X Series plans popular with mid-market companies are:

X2

Typical Users:
Knowledge Workers

The X2 plan is well-suited for most employees. It includes one application for business voice, team messaging and meetings. Users can access the essential communication and collaboration features through the desktop app, mobile app or a desk phone.

X6

Typical Users:
Contact Centre Forecasting and Planning Manager

The X6 plan is tailored to the voice-focused contact centre. It combines the collaboration and telephony capabilities of X4 with contact centre-centric functionality for voice-based interactions and integration with common customer relationship management (CRM) applications. It equips Contact Centre Forecasting and Planning Managers with the information and insight to maximise service levels in the most cost-effective way.

X4

Typical Users:
Supervisors / Administrators

The X4 plan is designed for supervisors and administrators. Supervisors can use more advanced analytics and wallboards to improve employee productivity. The Barge-Monitor-Whisper feature allows supervisors to interrupt calls, monitor calls silently or speak only to the agent without the customer hearing. IT administrators managers can optimise service quality through dashboards and improve operations and call handling. The X4 plan is also for users who call many international countries regularly and want their calling bundled in for free

X8

Typical Users:
Contact Centre Operations Managers, Customer

The X8 plan is the best if you're looking for customer experience transformation through a multichannel contact centre. Contact Centre

Operations Managers have access to a full suite of analytics, integrations and the latest contact centre functionality, like co-browse, quality management and outbound predictive dialling. Customer Services Directors can use the powerful analytics capabilities to identify and develop all process, performance improvements, efficiencies and cost-effectiveness across internal and external resources which provide contact centre customer interactions across multiple communications channels.

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Our Solution

The 8x8 X Series is the only integrated communications platform that enables high-growth, fast-developing mid-sizes businesses use their ideas and innovations to connect with customers, suppliers or employees and retain their position as growth engines for the UK.

Our solution combines voice, video conferencing, team messaging, contact centre, analytics, services and support into a single communications solution. The X Series transforms the customer journey by enabling customers and employees to interact in one system of engagement. Customer encounters can be optimised with one set of data, in one system of intelligence, resulting in faster time to resolution, at a lower cost, while improving customer satisfaction and loyalty metrics.

The pace of transformation fuelled by cloud-based communications tool, artificial-intelligence and machine learning will accelerate rapidly over the next three to five years, and UK mid-sized businesses will need to change how they do business to cope with the new digitised environment. To keep up with global competitors and meet the increasing demands of consumers, forward-thinking CIOs are implementing and realising benefits of their digital transformation programmes. 8x8's proven methodology and innovative roadmap will help you to map out your digital transformation journey.
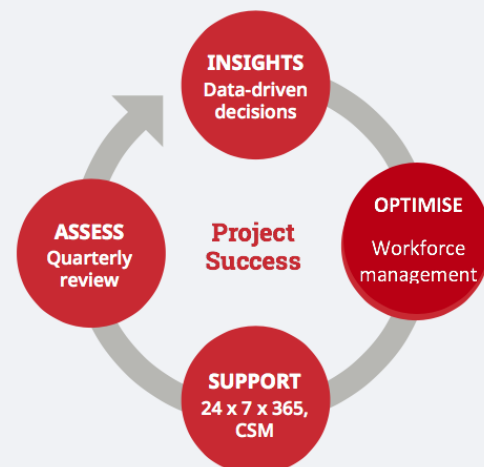
One System of Engagement   +   **Quick Deployment**   +   **Reliable Partnership**

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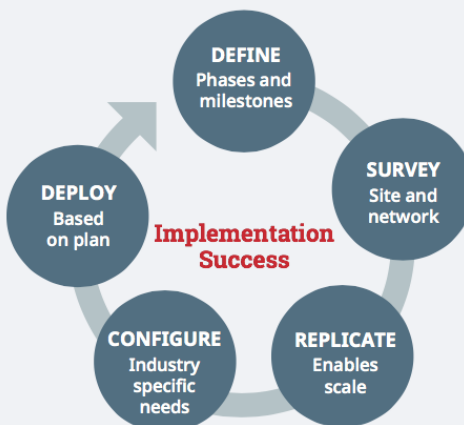
Voice and Telephony

Legacy, premises-based phone systems offer siloed, fractured and inconsistent communications that reinforce breakdowns in employee and customer interactions and slow your ability to provide an excellent customer experience.

Moving on-premises telephony to an integrated cloud communications system provide mid-sized businesses significant benefits, including:

• Low or no upfront capital investment and initial hardware purchases

• Eliminate annual maintenance and support contracts

• Consolidate telephony systems across geographic locations

X Series ensures adding new communications and scaling up or down is easy and does not impact your existing infrastructure. By implementing a cloud solution for telephony, team messaging, video conferencing and contact centre, IT can add, move or delete users at speed, using a single administration console.

Collaborative Contact Centre

Standalone communication tools make it increasingly difficult for IT to collect, aggregate and analyse customer information. X Series from 8x8 provides a consolidated contact centre solution that combines voice, chat, email and social interaction channels, along with workforce management. Businesses can now quickly react to customer inquiries and maintain the context and content of each customer engagement as it progresses through the customer journey.

The intuitive, web-based user interface enables agents across the globe to work either in the office or from home. Centralised management and reporting empower supervisors, so they can focus on managing teams, improving agent productivity and importantly, the customer experience. Features such as Expert Connect ensure agents can offer first contact resolution via embedded access to experts, anywhere in the UK or across the world.

Powerful capabilities provided by 8x8 Speech Analytics equips businesses to analyse the full spectrum of their customer interactions and listen to the most pertinent ones, rather than random samples that have no predetermined context. X Series includes call recording, along with automated speech-to-text transcription, providing valuable insights from recorded customer conversations.

CRM integrations and Open APIs multiply the power of your contact centre with ready-made services that are pre-integrated, quick to deploy Tend ready to use. With screen pop, X Series amplifies your user experience of NetSuite, Salesforce, Zendesk or Microsoft Dynamics. X Series integration enhances sales and service teams' effectiveness by creating one system of engagement from communications, to contact centre and CRM.

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Universal Team Messaging

X Series provides one application for team messaging, voice and meetings, available anytime, from any device. One-click access enables users to move from a group chat to a video conference quickly and efficiently. X Series offers instant access for all employees, unlike other team messaging applications, you will be able to collaborate across departments, business units and project teams.

8x8 Team Messaging supports both public and private rooms so that users can find colleagues with whom they can work on different topics. For example, legal teams could collaborate on projects in an 'invite-only' private room, whereas marketing may prefer a public room, through which they can share company-wide updates on new campaigns.

Users can also "@mention" individuals, share files, send emojis, view read receipts, see the presence status of colleagues and follow or unfollow specific rooms and control notifications.

91% of enterprises using team collaboration apps have two or more apps. 8x8, therefore, provides realtime interoperability with 3rd party chat applications through our Sameroom feature. We enable all messaging apps to work as one within and across companies, supporting team messaging with Slack, Chatter and 20+ more messaging apps.

8x8 Team Messaging bridges islands of communication by connecting everyone while allowing them to use messaging apps of their choice. This "Bring-Your-Own-Messaging" mantra is unique to 8x8 and is an area of great success for our existing and growing customer base.

Users can also create multi-company rooms for realtime communications with partners and suppliers, saving time, administration and keeps projects with 3rd parties on track.

The Most Integrated Video and Audio Conferencing

8x8 Video Meetings enables you to consolidate multiple apps for video conferencing, team messaging, and telephony into one. Instead of asking your employees to download three or more apps, they now only need one.

It takes a single click to move from a call, to chat, to video conferencing, while maintaining content and context along the way. With the IT burden of configuring and managing multiple applications reduced to just one, valuable time can be allocated to higher-impact work.

Since 8x8 Video Meetings, it allows employees to host and manage audio and video conferences from a desktop or a mobile device. It extends the value of 8x8's services and helps you avoid the need to purchase third-party conferencing solutions.

The intuitive interface enables users to find the features they need quickly. Scheduling meetings is easy with Microsoft and Google calendar integrations.

Each employee receives a personal Video Meetings URL that they can share with guests to meet at any time. For larger meetings, you can live streaming directly on YouTube.

8x8 Video Meetings is powered by WebRTC technology which allows guests to join meetings quickly with the convenience of a browser without needing to download plugins or special software. Meeting participants click the Meetings URL to join a meeting. The URLs are simple to use and easily personalised.

Voice and Telephony Features

Voice and telephony features included with X Series provide mid-sized businesses with the powerful capabilities that help your business grow and be more successful.

Features	Description	X2	X4	X6	X8
Unlimited global calling for business phone	Call freely up to 47 countries without additional long-distance charges, excluding mobile, special and premium numbers for certain countries	14 Countries	47 Countries	47 Countries	47 Countries
Tier 1 phone number & extension	Phone Number: Utilise a dedicated DID (direct inward dialling) number for each extension; DIDs available for 145 countries or toll-free numbers	•	•	•	•
HD quality voice	Ensure crisp connectivity leveraging a guaranteed voice quality score	•	•	•	•
Secure voice calls (TLS and SRTP)	Protect calls from eavesdropping with TLS/SRTP secure voice encryption	•	•	•	•
Financially backed end-to-end SLA	SLA for uptime and voice quality over the public internet that is financially backed and end-to-end	•	•	•	•
IP agnostic access	Connect to us over any IP network connection through patented access technology	•	•	•	•
PSTN access	8x8 works with 25+ PSTN carriers to provide global coverage and redundancy	•	•	•	•
Geo routing	Patented automatic localised signalling and voice to reduce latency and improve the end user experience	•	•	•	•
Voicemail with transcription	View and listen to recordings on your desk phone, computer or mobile device; transcribes voicemail to text and sends an email with it included	•	•	•	•
UC call recording	Record incoming and outgoing calls, play them back, download or delete them	•	•	•	•
Power keys (Busy Lamp Field—BLF)	Handle multiple calls at the same time and monitor other users' availability by taking advantage of spare line keys	•	•	•	•
Mobile apps	Allow employees to work on any mobile device, from anywhere, at anytime	•	•	•	•
Desktop app	Allow employees to work on any desktop device, from anywhere, at anytime	•	•	•	•
Switchboard Pro	View of the presence and availability of every user in the organisation or branch and streamlines live call handling	•	•	•	•
Barge-Monitor-Whisper	Enable managers and supervisors to monitor phone conversations of other employees, privately speak (whisper) to the employee without the customer hearing or join (barge) the call and talk with the customer	•	•	•	•
Hot desking	Enable any end-user to log into a shared desk phone as if it were his or her own	•	•	•	•

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Voice and Telephony Features – Continued

Features	Description	X2	X4	X6	X8
Caller ID	Identify who's calling before you pick up the phone; customise your external caller ID	•	•	•	•
Number porting: Self-service or managed	Port existing phone numbers to 8x8 through a self-service method or have8x8 manage the porting	•	•	•	•
Call waiting	Allow callers to reach you even when you are on another call	•	•	•	•
Call transfers	Transfer calls to others through a warm transfer or a cold (blind) transfer	•	•	•	•
Extension-to-extension calling	Call others in your business by dialling the extension only	•	•	•	•
Call park	"Park" a call in the cloud while you use your phone to make another internal or external call, or ask a colleague to pick up the call	•	•	•	•
Phone paging (Polycom devices only)	Send one-way audio announcements to users who are members of a specific paging group or to everyone in an emergency	•	•	•	•
Hold music	Play recorded music or marketing messages while your callers are on hold	•	•	•	•
999/112 service	User updatable Emergency 999/112 location information that verifies address information with the servicing PSAP provider	•	•	•	•
15 data centres	Top tier geo diverse data centres strategically positioned for global reach	•	•	•	•
Disaster recovery	Patented DR with < 30-second failover between POPs	•	•	•	•
UC media storage for meeting and call recording	A Storage capacity for recordings a user makes	1 GB	10 GB	10 GB	10 GB
Auto attendant	A service that acts as an automated receptionist. Through profiles and rules, select which phone menu options and recordings are used at specific times for callers to route themselves to the appropriate destination.	•	•	•	•
Ring groups / Hunt groups	Distribute calls within specific 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 specific order until answered	•	•	•	•
Call queues	Place callers in a queue in the order receiveduntil the next agent becomes available, allowing you to serve your customers promptly, courteously and efficiently	•	•	•	•

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Collaborative Contact Centre Features

Enhance the customer experience across multiple touchpoints while improving your bottom line with 8x8's fully featured cloud contact centre.

Features	Description	X2	X4	X6	X8
Expert Connect	Chat and bridge available experts onto a call with a single click, all without leaving the single user interface			•	•
Contact centre calling zone	Includes 4,000 minutes per concurrent contact centre seat (local and international, inbound and outbound, within 47 country zone). The total minutes included are the pooled total of all agents. If a customer exceeds the full usage pool allowed in any given month, extra minutes will incur standard usage rates. Toll calls and special numbers are not included in the allowance.			4,000 minutes within 47 countries	4,000 minutes within 47 countries
Outbound preview campaign dialler	In preview mode, a customer's information displays at the time the system begins the call. This allows the agent to read the customer's information while waiting for the call to be connected. The agent must manually answer and terminate the call when completed.				•
Outbound predictive AI dialler	Using AI technology, dial multiple numbers simultaneously and connect answered calls to agents. Unanswered calls are automatically marked incomplete and are available to dial again later.				5,000 minutes
Interactive voice response (IVR)	Quickly connect callers with agents to streamline customer flow. This allows customers to get quick answers to simple questions. It also helps companies identify the right resource to help a customer with a given issue.			•	•
Skills-based inbound voice	Match customers to the best available agent — without programming or IT help, boosting first-call resolution rates and customer satisfaction			•	•
Graphical call-flow reports	View the caller's journey from the moment they reach the call centre through to call termination. Reveals step-by-step experience in the IVR, queuing to agents, agent connection and post-call survey. Use this to expose an 'outside-in' view of your contact centre to enable continuous process improvement and agent training.			•	•
Post-call survey	Capture the voice of the customer with 8x8's native post-call survey application. Surveys			•	•
Native CRM	Leverage a built-in customer contact and case management tool to provide agents with critical customer information and make every agent interaction more efficient			•	•

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Collaborative Contact Centre Features — Continued

Features	Description	X2	X4	X6	X8
Knowledgebase	Provide your customers with faster, smarter and more consistent responses using a collection of frequently asked questions (FAQ) to provide the right answer quickly, reliably and consistently			•	•
Queued call-back	Give on-hold callers the option to provide their phone number and receive an automatic call-back. This eliminates long hold times and boosts caller satisfaction rates			•	•
Web call-back	Allow customers to request a call from an agent from an online form, saving time for customers and better managing your agents' time			•	•
Inbound chat, email and social channels	Meet your customers on the channels they choose with a 360-degree view of all of a customer's communications across all available channels				•
Co-browse	Allow your agents to see information on the customer's page. That assists customers in locating the information they need.				•
Workforce management	Improve staffing efficiency			•	•
CC screen recording	Recording and archiving available for call centre compliance, record keeping, agent training and process improvement			•	•
CC voice recording	Voice recording available for call centre compliance, record keeping, agent training and process improvement			•	•
CC voice archiving	Voice archiving available for call centre compliance, record keeping, agent training and process improvement			•	•

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Universal Team Messaging Features

Universal Team Messaging helps your staff to collaborate in realtime, either one-on-one, in teams or even private and public rooms that use different messaging tools, to boost productivity and improve teamwork.

Features	Description	X2	X4	X6	X8
1-on-1 instant messaging	Ability to message any individual user within a company's global directory	•	•	•	•
Team messaging	Provide group chat functionality to send messages to public or private Rooms	•	•	•	•
Sameroom (cross-platform team messaging with Chatter, Slack, etc.)	Real-time interoperability with 3rd party chat applications such as Slack, Chatter and 20+ messaging apps to enable them to work as one within and across companies	•	•	•	•
8x8 phone number to any other phone number	Quickly connect callers with agents to streamline customer flow. This allows customers to get quick answers to simple questions. It also helps companies identify the right resource to help a customer with a given issue.	•	•	•	•
Presence detection	See who is available, busy, away, in do-not-disturb mode, on a call or in a meeting. You can also set your status to show as offline using invisible mode.	•	•	•	•
Unlimited Internet fax	Send and receive online faxes	•	•	•	•

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Integrated Video and Audio Conferencing Features

High-definition (HD) audio and video conferencing is now more affordable and easier to deploy for mid-sized businesses than ever thought possible. Cloud-based video and audio conferencing solutions can have your employees collaborating with colleagues, partners and customer in seconds without breaking the bank.

Features	Description	X2	X4	X6	X8
HD video and audio conferencing	Share high definition (HD) quality video to see others in a meeting	.	.	.	.
Personalised virtual rooms	Individual employees get their dedicated meeting weblink	.	.	.	.
Remote desktop control	Control the mouse and keyboard movements of another user remotely	.	.	.	.
Instant screen sharing	Share your computer screen and choose which programs or monitors to display	.	.	.	.
One click to start or join meetings	Click one button to join a meeting or create a new one on any device	.	.	.	.
One click to move from call to chat to video conferencing	Transfer between modes of communication by clicking one button	.	.	.	.
Schedule 8x8 meetings within Outlook/Office 365 calendar	Add an 8x8 meeting to a calendar invite in Outlook with our Office 365 plugin	.	.	.	.
Schedule 8x8 meetings within Google Calendar	Create 8x8 meetings and send invites from within Google Calendar	.	.	.	.
Record meetings	Record the audio, video and desktop meeting to reference later or to send to those who could not attend	.	.	.	.
Call out to your number, call in or join via computer to quickly join a meeting	To join using audio, 8x8 can call a specified number. You can also dial into a conference line number, or join a call using your computer audio	.	.	.	.
Dial in number options for 58 countries or toll-free numbers	Choose to dial into numbers from 58 country numbers or toll-free numbers	.	.	.	.
Granular conferencing and audio controls	Mute, level volumes, push to talk option or remove specific individuals during a call	.	.	.	.
Push to talk mode	All participants stay muted unless they press a key to speak	.	.	.	.
Shared presence	Status to show a user's presence is synchronised across meetings, phone and team messaging	.	.	.	.

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Integrated Video and Audio Conferencing Features — Continued

Features	Description	X2	X4	X6	X8
Join without downloading an app	Join meetings using Meetings Online if you want to avoid downloading an app to your computer or phone — or dial in directly to the number	•	•	•	•
Join from mobile devices	Join from iOS, Android and tablets	•	•	•	•
Join from online web browser	Join meetings using Meetings Online from any web browser	•	•	•	•
Join with a passcode or join anonymously	Have the option to set a passcode or allow users to join anonymously	•	•	•	•
Raise your hand	Participants can discreetly indicate they have something to say without interrupting the active participant	•	•	•	•
Meeting live streaming	Stream a conference to an unlimited number of participants over YouTube	•	•	•	•
Controller mode	Control what viewers see and what users can share in meetings	•	•	•	•
Video layout selection	Switch to see the active talker with audience thumbnails, any single participant or all participants in a tiled layout	•	•	•	•
Bandwidth controls	Users can control how much bandwidth they use or can allow the system to automatically optimised usage	•	•	•	•
Cascaded routing	Users connect to local gateway points, ensuring a low-latency, responsive experience no matter where they connect from or who they are collaborating with	•	•	•	•
Join from conference room systems	Join meetings from in-room audio/video systems	•	•	•	•

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Identifying Actionable Business Insights Using Advanced Analytics

Businesses today create enormous amounts of data from online and offline sources, including websites, social networks, communications systems, mobile apps, and many more. This data is increasing the volume, velocity, and variety of data. That means there are new opportunities for well-prepared mid-sized businesses to uncover insights to compete more effectively against similarly competitors and large enterprises.

High performing mid-market businesses lead the way in winning new customers and keeping existing ones using advanced analytics. Being able to understand and identify trends and personalising each customers' experience is no longer a "nice to have". Its essential to maintaining the high degree of agility and personalisation required to be successful.

8x8 helps businesses collect and analyse interactions across customer engagement points, in a way that enables better decision making faster, and more relevant customer responses.

8x8 has a single system of intelligence that delivers data-driven insights based on all of the customer interaction points.

Instant visibility into actionable insights

Instantly get answers related to internal and external call activity, call queues and ring groups, and the network health of your communications system.

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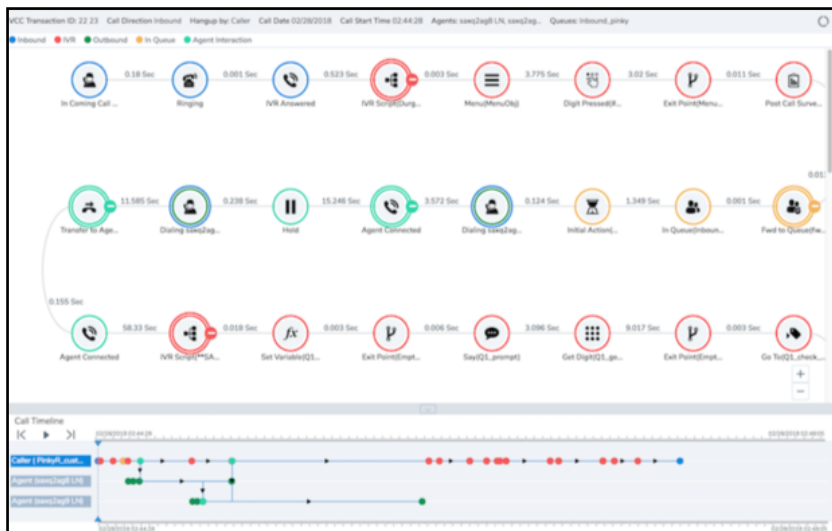
Graphical View of the Customer Journey

View the caller's journey from the moment they reach the call centre through call termination. See the step-by-step customer experience in the interactive voice response (IVR), queuing to agents, agent connection and post-call survey. Use this insight to expose an 'outside-in' view of your contact centre to enable continuous process improvement and agent training.

Speech Analytics

Recorded customer interactions are invaluable for mid-sized businesses as they contain a vast amount of untapped data usually accessible only by large enterprises. With 8x8 Speech Analytics, you can get to the heart of your customers' concerns. Automated speech-to-text transcription extracts valuable insights from these unstructured voice conversations.

Listen to the voice of ALL your customers — search for keywords and phrases and drill down to the details to learn what makes your customers happy or frustrates them.

IVR Dominant Path

IVR Dominant PathView the top 10 IVR paths taken by your customers to understand their needs better and how well current menu options address those needs.
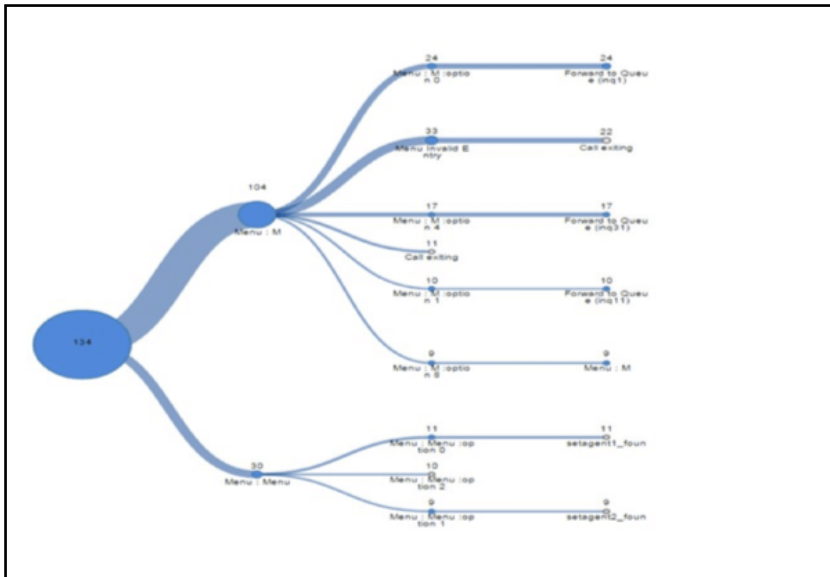
IVR Metrics

Choose an IVR script and time frame for analysis. View a graphical depiction of the script and dynamically expand or contract menu options. Use this to determine where in the IVR callers are dropping, the usability of your existing IVR scripts and where you can improve the IVR design.

Advanced Search

Filter and view recent calls with comprehensive metrics including channel, queue, agent, time in IVR and even hold and mute count.
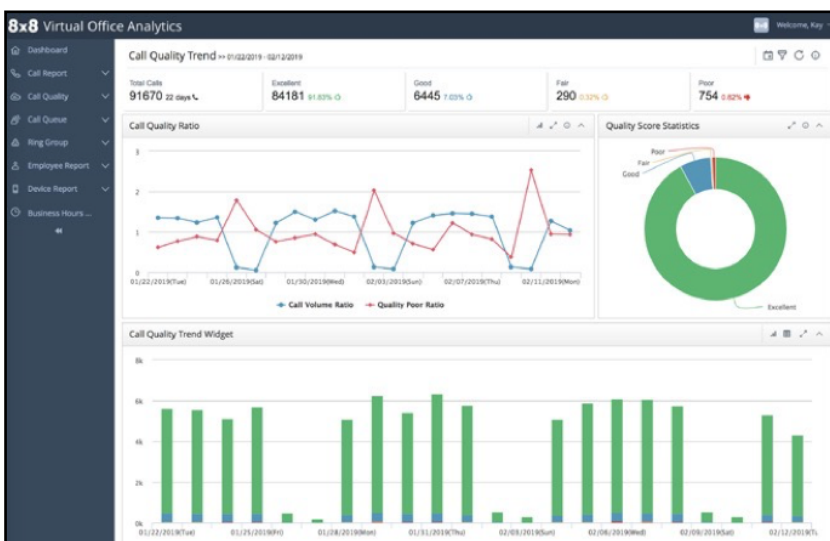

Call Quality Trends:

See real-time information about:

- The status of all 8x8 endpoint devices associated with your 8x8 cloud phone system so that you can quickly view the health of any device and adjust to any areas of failure.

- MOS score details in graphical format, both for individual extensions and organisation-wide, for troubleshooting and resolution.

- Extension summary graphing for at-a-glance trend analysis.

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Calls Inside or Outside of:

Knowing when to open and close a store or office is crucial. You want to be able to answer customer calls appropriately without wasting resources or staying open unnecessarily.

This report allows you to configure your current hours of operation and then see how many calls are coming inside or outside of business hours.
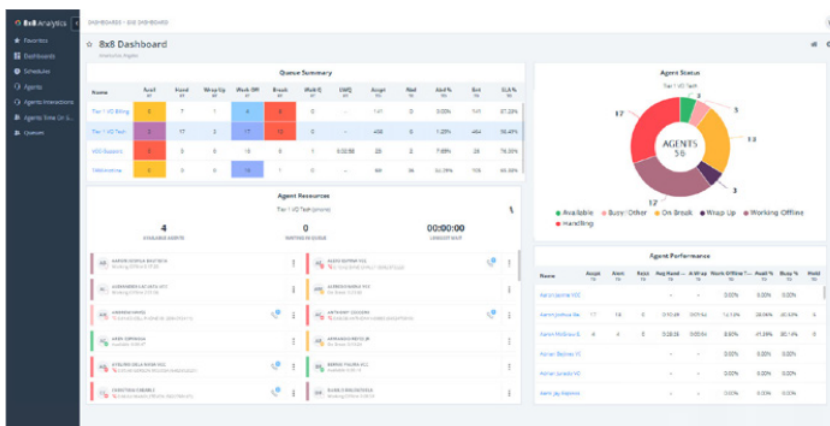

Contact Centre Performance:

Quickly identify significant trends in how you are serving your customers with "at a glance" visualisations on topics such as queues and agent performance.

Identify high performing agents and those who need coaching or assistance. Detect performance anomalies to catch issues before they become widespread.

Create custom reports that help you see what is essential to your business.

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Advanced Analytics Features

Discover patterns in customer behaviour, movements in the broader market, or other non-obvious business trends with 8x8 Advanced Analytics.
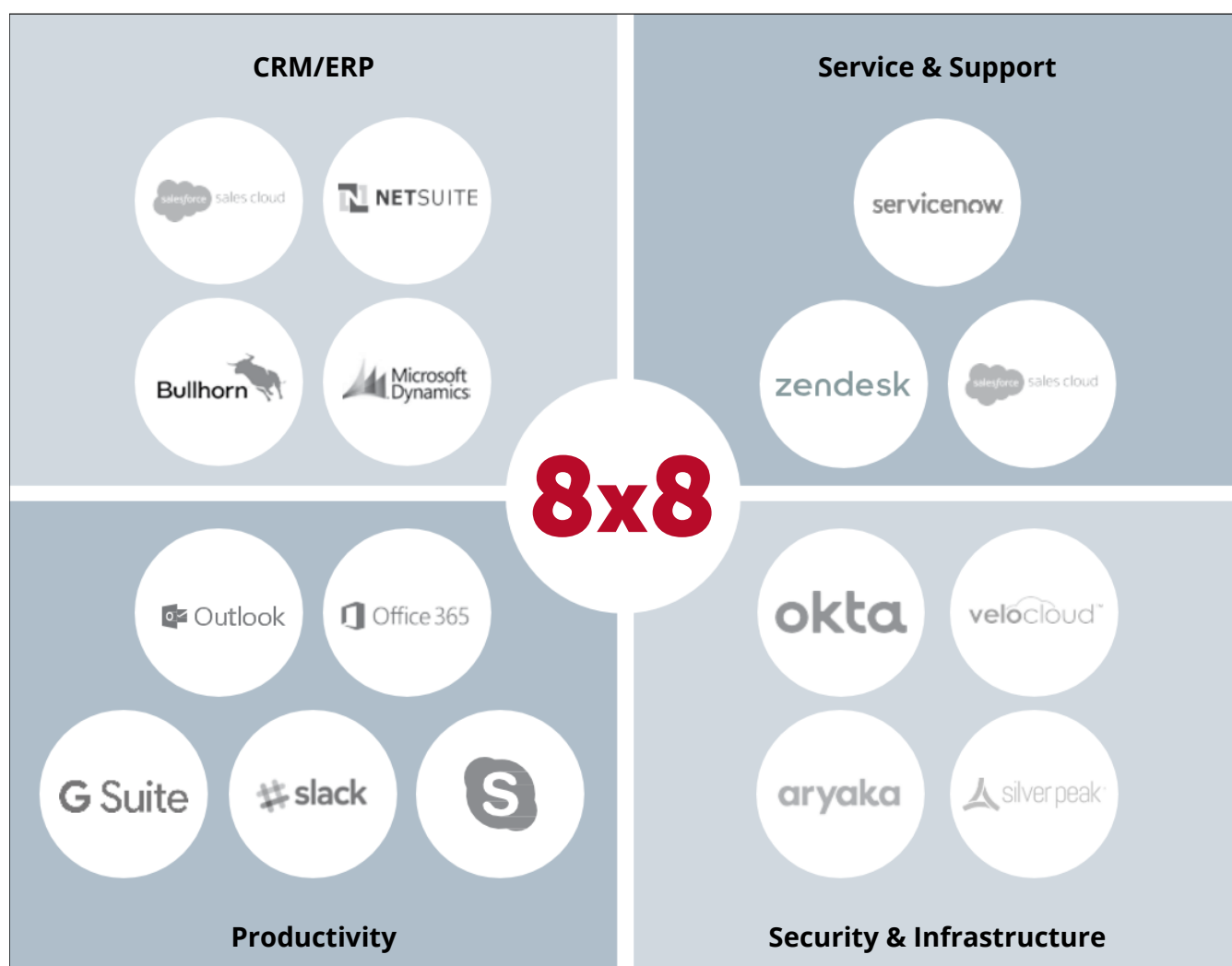
Features	Description	X2	X4	X6	X8
Company summary dashboard	See a consolidated view of numerical and graphical details about call activities and metrics for any dates selected	•	•	•	•
Extension summary	View more than 20 selectable columns of detailed information on call activity on any extension	•	•	•	•
Call detail records	Get historical information about all calls processed in the selected time frame, including real-time, missed and abandoned calls. Use this for quick call-backs to avoid missing leads or customer service opportunities. You'll also see the caller's entire customer journey throughout the organisation, including call transfers — to help increase customer satisfaction.	•	•	•	•
Active calls	See real-time information about all calls currently being processed within the organisation. Details include the caller's journey throughout the organisation up to that point	•	•	•	•
Unreturned calls	Match inbound calls to outbound calls to find unreturned calls within the selected date range	•	•	•	•
Calls by DID	Select and view detailed information for all direct inbound numbers (DIDs)	•	•	•	•
Meeting analytics	See a participant list and the duration of the conversation for each attendee		•	•	•
Service quality analytics	Status on endpoints, MOS scores and summary graphs		•	•	•
Supervisor analytics	Reporting on call queues, ring groups and agent performance		•	•	•
Wallboards	Provide a real-time view into critical contact centre metrics			•	•
Contact centre analytics	Analytics to know what is working and to fix what isn't			•	•
Customer experience analytics	Visibility into customer interactions and IVR usage			•	•
Quality management	Performance management tool built around collaboration and coaching			•	•
Speech transcription and analytics	Provides voice-of-the-customer insights for 100% of calls			•	•

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Integrate Communications into Your Business Systems

Connect your business applications with X Series to enhance the experience of every conversation. 8x8 enables mid-sized businesses to combine cloud communications with best-of-breed business tools for CRM, productivity, helpdesk systems through turnkey integration.

Adding easy to use communications capabilities into your business systems and workflows, creates one system of engagement that enhances employee effectiveness and customer experience.

CRM/ERP

salesforce sales cloud · NETSUITE · Bullhorn · Microsoft Dynamics

Service & Support

servicenow · zendesk · salesforce sales cloud

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Productivity

Outlook · Office 365 · G Suite · slack · Skype

Security & Infrastructure

okta · velocloud · aryaka · silver peak

Integration with CRM Systems

The goal with CRM for mid-sized businesses is to improve current business relationships that are already established and help turn leads into buying customers while increasing profitability. Businesses can assess customer behaviour, track trends, and identify opportunities using their CRM system and when integrated with cloud communications, it enhances the customer experience.

Click-to-dial from within Salesforce

Add an 8x8 softphone into Salesforce. This integration provides the ability to take, make and manage calls within Salesforce, enabling faster, more personalised engagements.
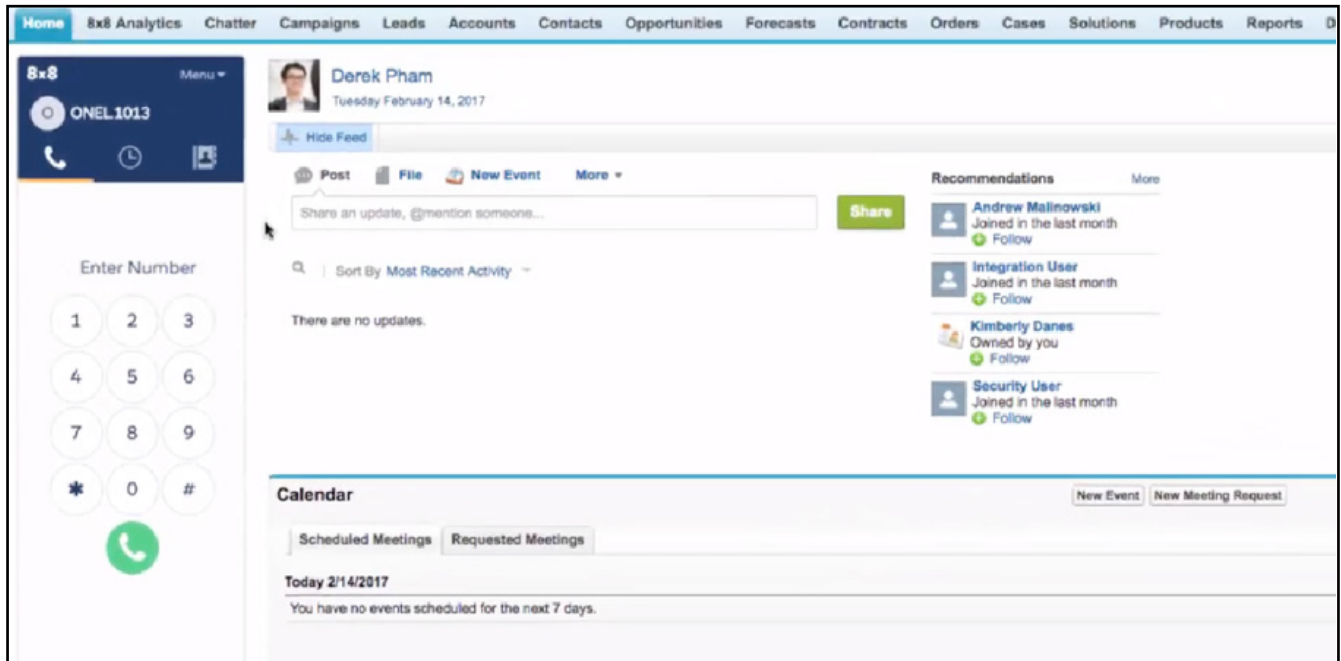

Salesforce integration: Click-to-dial within the Salesforce UI
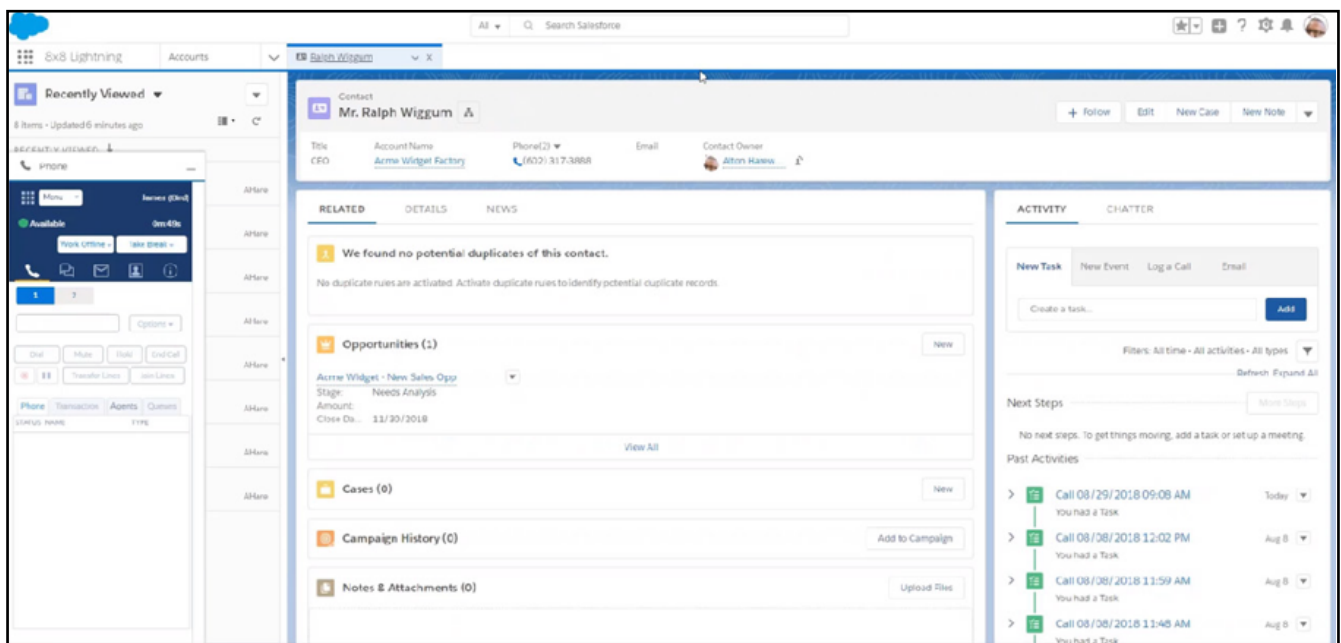
Salesforce Integration: Contact centre dialer within the Salesforce UI

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## Single platform for customer information and communications

One user interface (UI), one experience — integrate all channels of communication within your CRM, making it easy to communicate and access information from a single location without switching between applications.
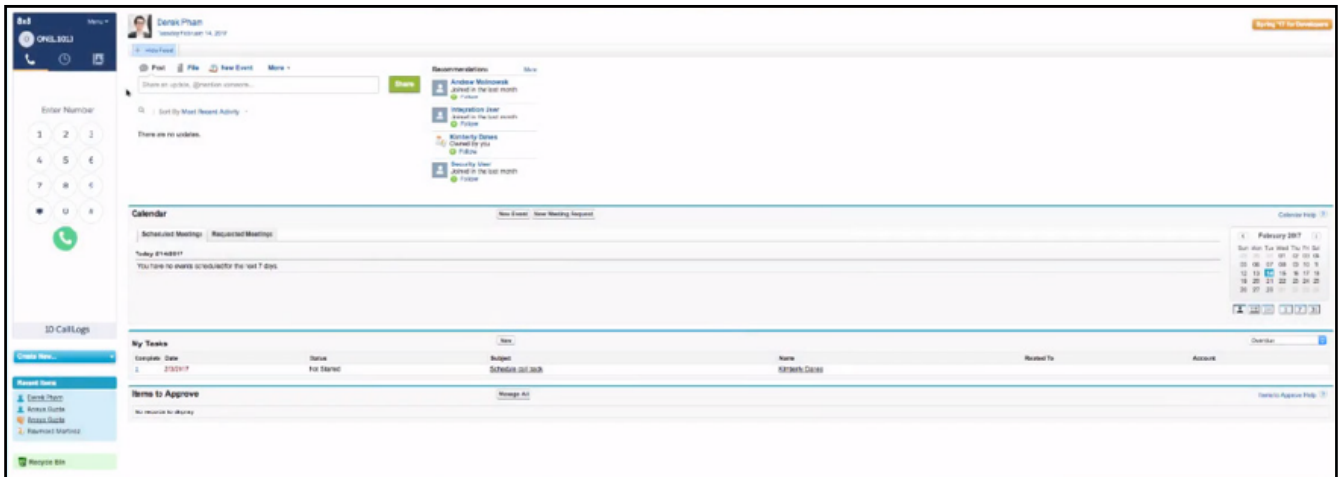

Salesforce Integration: Single UI for both customer information and communications

Context at the speed of conversation

Auto-filtering of records, as the call comes in, provides context for the call even before answering it. It also makes it easy to search the communication history and related records.
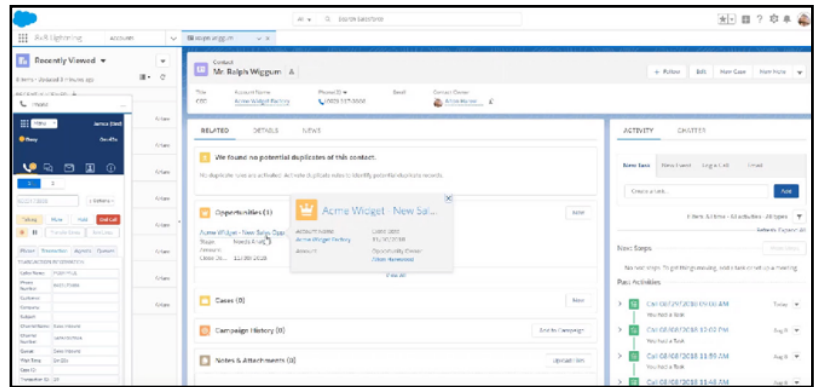
Salesforce integration: Window popup for Salesforce records related to caller
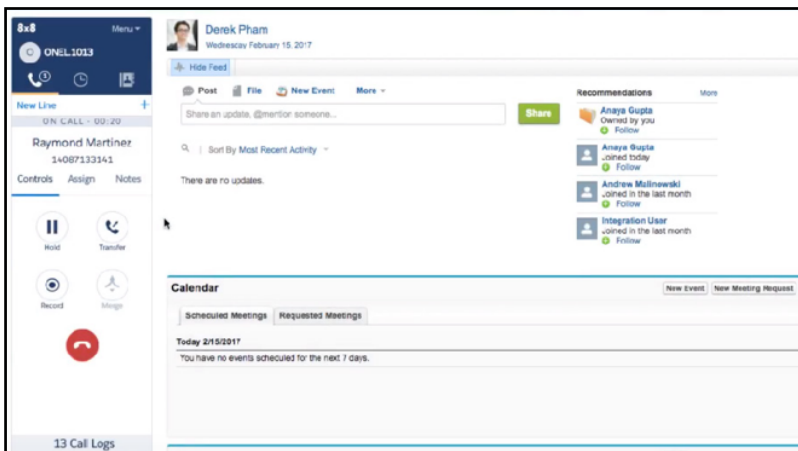
Salesforce integration: Easy call management

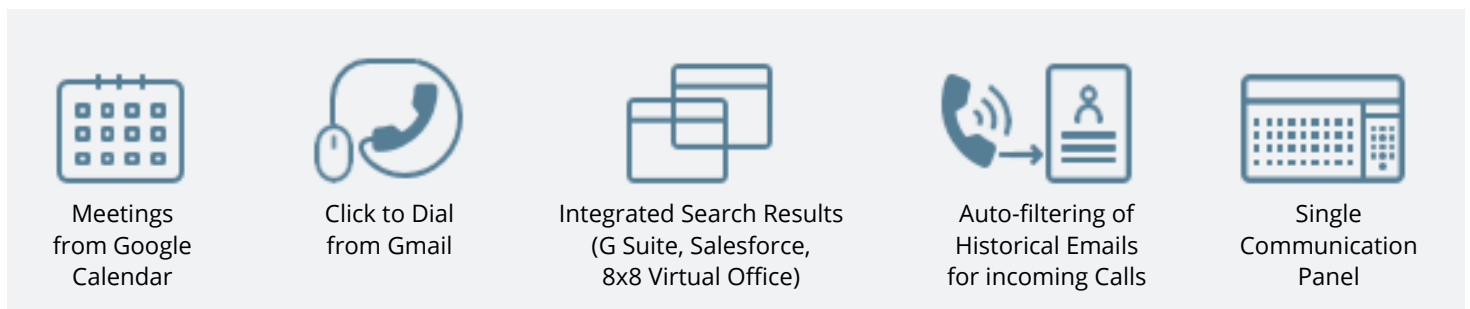## Easy to manage calls and follow-ups

Record, merge, warm transfer, hold and resume calls. Call logs help you keep track of calls, topics discussed and outcomes. Additionally, follow-ups help you arrange the next step to accelerate your workflow.

Integration with Productivity Applications

Email, phone systems, and collaboration systems are vital business tools for modern mid-sized businesses. Research reveals:

• Employees on average spend 28% of their work week reading and replying to emails

• 92% of all customer interactions happen on the phone

• 50% of the global workforce is projected to work remotely by 2020

 Integration of 8x 8 X Series with G Suite and Office 365 unlocks employee productivity and is quick, easy and available at no additional cost. The G Suite integration is illustrated below.

| Meetings from Google Calendar | Click to Dial from Gmail | Integrated Search Results (G Suite, Salesforce, 8x8 Virtual Office) | Auto-filtering of Historical Emails for incoming Calls | Single Communication Panel |

Integrated softphone

Integrating X Series with G Suite starts with a click-to-dial and click-to-join within your Gmail or Google calendar, respectively.
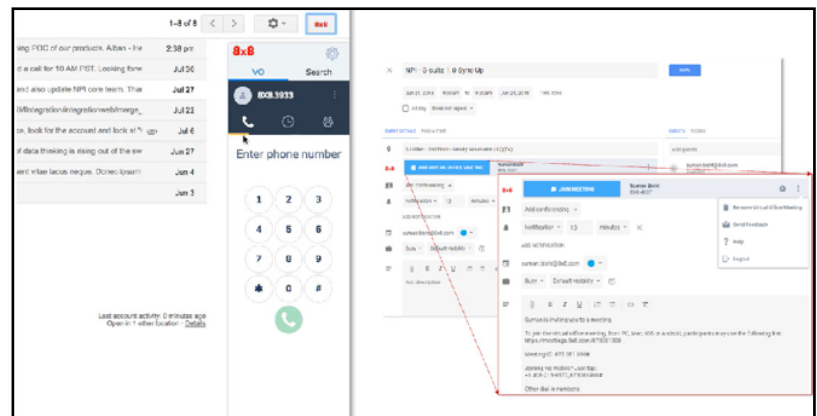
G Suite integration: Click-to-dial within the Gmail UI
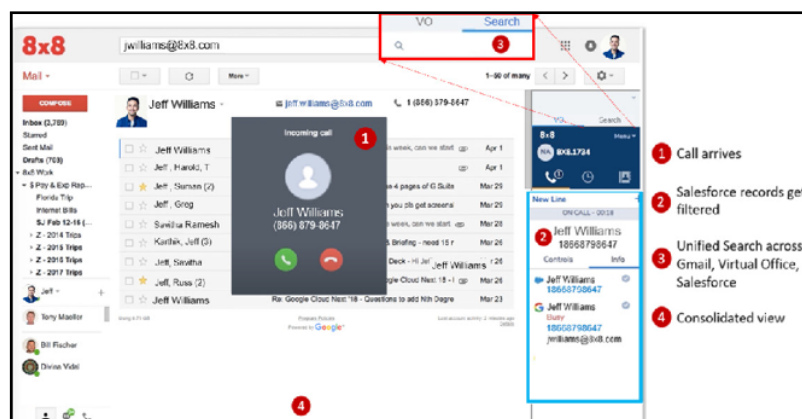
G Suite integration: Auto-filtering of emails related to the caller

Auto-filtering of emails related to the caller

As a call comes in, instantly get a screen pop-up showing who it is, based on the corporate directory. All the emails exchanged with the caller are instantly presented.

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Integrated search

The integrated search feature pulls information from the corporate directory, upcoming meetings, call history, phone numbe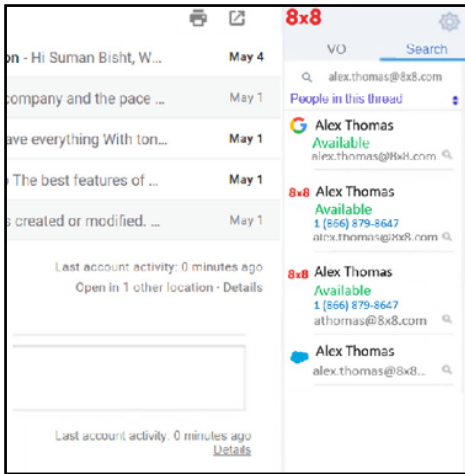rs, extension, and even availability based on Google calendar. If they are "available", just click on their extension/phone number right from the search results and connect.

G Suite integration: One click searches across all the connected platforms

Single platform of engagement

A goal of the G Suite integration is to provide users with a single user interface. The result is one experience for emails and business communications. Now users can easily navigate through all the emails related to a customer — at the speed of the conversation.
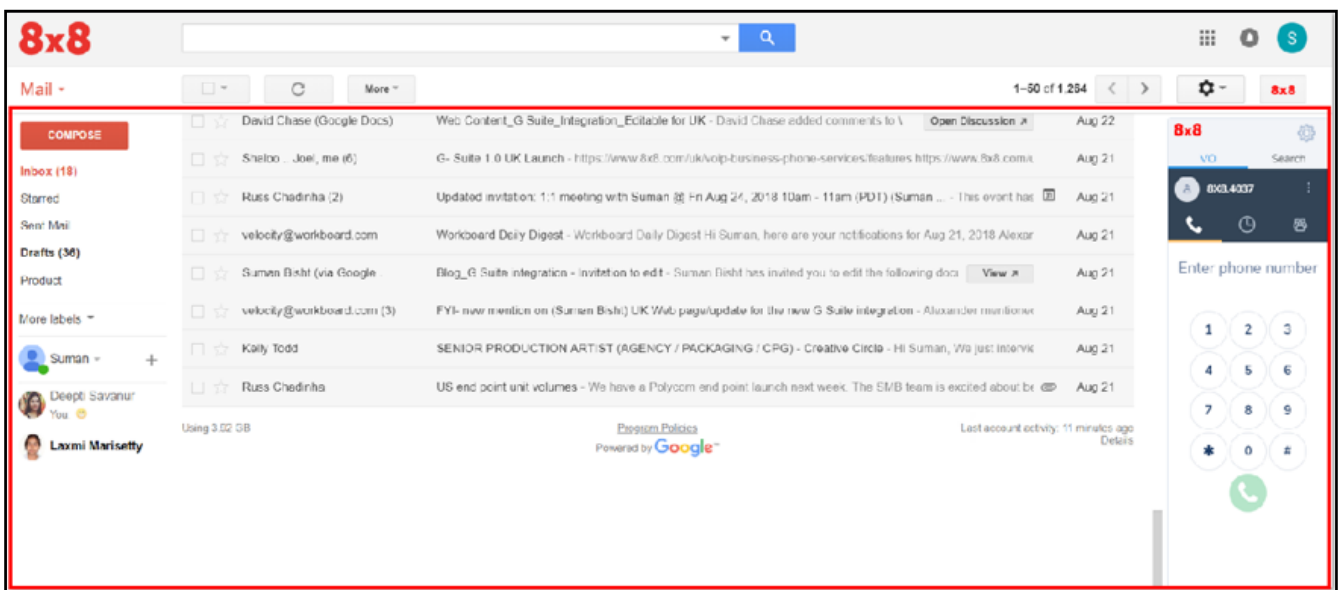
G Suite Integration: Single UI for both emails and communications
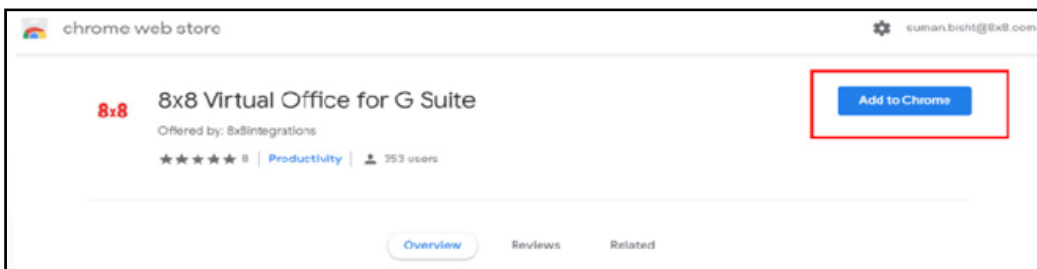
Plug and play: One step to integrate

Integration Features

Give your employees the tools they need to work smarter by integrating communications into everyday work apps to grow your business even faster.

Features	Description	X2	X4	X6	X8
Active Directory authentication	Integrate with Active Directory to manage user access to 8x8 services	•	•	•	•
Single Sign-on	Use Single Sign-on for secure authentication	•	•	•	•
Okta integration	Create, update, deactivate and reactivate users. Automatically synchronise Okta Active Directory users and groups into 8x8 Configuration Manager.	•	•	•	•
Web dialler for web browser (Chrome, Internet Explorer)	Click any phone number on a website to instantly initiate a call through 8x8	•	•	•	•
Calendar integration (Google and Office 365 plugins)	Calendar integrations to start, join and edit 8x8 Meetings	•	•	•	•
G Suite integration	Plug-n-play integration with G Suite offers 8x8 features right within the G Suite experience. Features include click to call from within Gmail and Google Docs, call pop up, integrated search and extend connectivity to Salesforce.	•	•	•	•
Outlook integration	Outlook plugin offers click to call from within the Outlook directory and emails	•	•	•	•
Integration with Skype for Business	Initiate 8x8 call with one click within Skype for Business	•	•	•	•
Office 365 integration	Schedule, start or join meetings with our Office 365 plugin	•	•	•	•
Slack integration	Use '/8x8' commands to add voice and video conferencing to Slack	•	•	•	•
Salesforce integration	Get context at the speed of conversation. The 8x8 for Salesforce integration offers window pop up with caller information, auto logging for calls, chats, notes, call recording, and integrated search.	•	•	•	•
Microsoft Dynamics 365 integration	Integration features include click-to-call, window pop-up, auto logging of call, chat, voicemail, call recording	•	•	•	•
ServiceNow integration	8x8 Integration for ServiceNow combines IT service management and communications. Integration offers window pop up with caller information, auto logging for calls, chats, notes, call recording, and integrated search.	•	•	•	•

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Integration Features — Continued

Features	Description	X2	X4	X6	X8
Zendesk integration	Integration offers window pop up with caller information, auto logging for calls, chats, notes, call recording, and integrated search	•	•	•	•
NetSuite integration	Combining communications and ERP to provide one experience. Integration offers window pop up with caller information, auto logging for calls and integrated search.	•	•	•	•
Bullhorn integration	Improve productivity and boost placements with 8x8 and Bullhorn	•	•	•	•
Customisation and new integrations	8x8 Dynamic Integration Framework makes it easier and faster to integrate communication with 3rd party business applications.	•	•	•	•
200+ additional integrations	8x8's framework allows quick integration with different user applications to provide a seamless experience	•	•	•	•

SD-WAN Solutions

SD-WAN helps mid-sized businesses replace expensive private MPLS circuits and use cloud communications over a regular internet connection to gain significantly better performance and cost savings.

Features	Description	X2	X4	X6	X8
Partnership with Aryaka	Well tested SD-WAN solution for 8x8 services	•	•	•	•
Managed Technical Services	Combination of SD-WAN and premium customer support to offer better quality of service over existing network. 8x8 functions as single point of contact for both communications and VeloCloud's SD-WAN.	•	•	•	•

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Advanced, Industry-Leading Security and Compliance

Like any organisation, mid-sized businesses can protect themselves by deploying solutions built with security in mind that encrypt data, authenticate users and authorise access.

8x8 maintains various industry-leading security and compliance certifications based on the understanding that protection of customer data is critical to any organisation's survival.

ISO 27001, ISO 9001, Cyber Essentials Plus

In the United Kingdom 8x8 is also listed in the UK government's G-Cloud as a compliant Cloud SaaS vendor. These require several other compliances including ISO 27001:2013, ISO 9001:2015, and Cyber Essentials Plus.

Privacy Shield

We maintain US/EU and Swiss Privacy Shield Compliance. We are also GDPR-ready to help ensure customer compliance with UK, EU and EEA privacy law.

Cloud Security Alliance (CSA) — Star Compliant

8x8 has achieved international Cloud Security Star Alliance (CSA) requirements through the CSA Cloud Security Alliance Cloud Controls Matrix (CCM). This is generally understood to be one of the most complete and detailed Cloud Software as a Service (SaaS) security and regulatory compliance questionnaires used to evidence compliance with major audits frameworks available today, including HIPAA, FISMA/FedRAMP/NIST, various ISO regulations including 27001/27002, COBIT5, CSA Star, Jericho Forum and NERC CIP.

FISMA/NIST 800-53 Third-Party Verified Compliance

For 8x8 to be accepted and granted an authority to operate with various sensitive strategic entities and defence contractors in the United States and other countries, we were certified as fully FISMA/NIST 800-53 compliant. FISMA/NIST 800-53 spans 2,500 areas to demonstrate compliance. This is commonly understood to be a superset of FedRAMP, SOC Types I and II and other major compliance standards and regulations. Our FISMA/NIST 800-53 validations do not expire.

Secure Data Centres

We contract with highly secure, top-tier data centres that maintain at least SSAE 16/18, SOC Type I and Type II, ISAE 3402, ISO 27001:2013 or equivalent compliances.

Vulnerability Management and Application Security

8x8 practices secure coding with Veracode SAST and other tools as part of our secure software development life cycle (S-SDLC) DevSecOps process. Our various IT groups rotate their Qualys, Tenable Nessus Pro and Veracode DAST and SAST scans throughout our systems continuously. We have a team of internal pen testers, and we bring in one of the major global pen-testing firms to ethically hack our systems regularly.

HIPAA/HITECH

8x8 works with a leading advisor on HIPAA data privacy and security practices. After extensive audits of our back-end systems and the software solutions, 8x8 secured a legal attestation of HIPAA compliance. 8x8 also has a Business Associate Agreement (BAA) that it enters with customers that require a BAA.

8x8's Industry-Leading Security and Compliance

Features	Description
Enterprise grade security	Trusted by some of the largest enterprises globally
High industry SLA	End-to-end high SLA with financial commitment
GDPR requirements for data processors	Meets all the GDPR requirements for data processors
HIPAA[1]	8x8 has received third-party validation of its HIPAA compliance and offers business associate agreements protecting our customers from any legal risk of HIPAA data exposure from their 8x8 implementation
ISO 27001[1]	ISO/IEC 27001 is an internationally recognised best practice framework for an information security management system, and 8x8 is certified. It helps companies identify the threats to essential data and put in place the appropriate controls to reduce the risk.
FISMA/NIST 800-53[1]	Certified as fully FISMA/NIST 800-53 compliant, which includes 2,500 areas in which 8x8 must maintain compliance, especially when working with sensitive entities in the US government.
Privacy Shield	Use 8x8 to do business internationally, with the confidence that your communications meet the rigorous Privacy Shield data protection requirements
Cyber Essentials[1]	A primary objective of the UK Government's National Cyber Security Strategy is to make the UK a safer place to conduct business online. 8x8 is compliant with the Cyber Essentials standards.
FIPS 140-2 Encryption	FIPS 140-2 encryption is available as an option for 8x8 customers
Cloud Security Alliance (CSA) Star Alliance Compliance	Achieved by 8x8, the CSA Cloud Controls Matrix (CCM) is generally understood to be one of the most complete and detailed Cloud Software as a Service (SaaS) security and regulatory compliance questionnaire evidence required by major audits frameworks
CPNI	8x8 is compliant with FCC requirements for protecting Consumer Proprietary Network Information

Putting it all together:
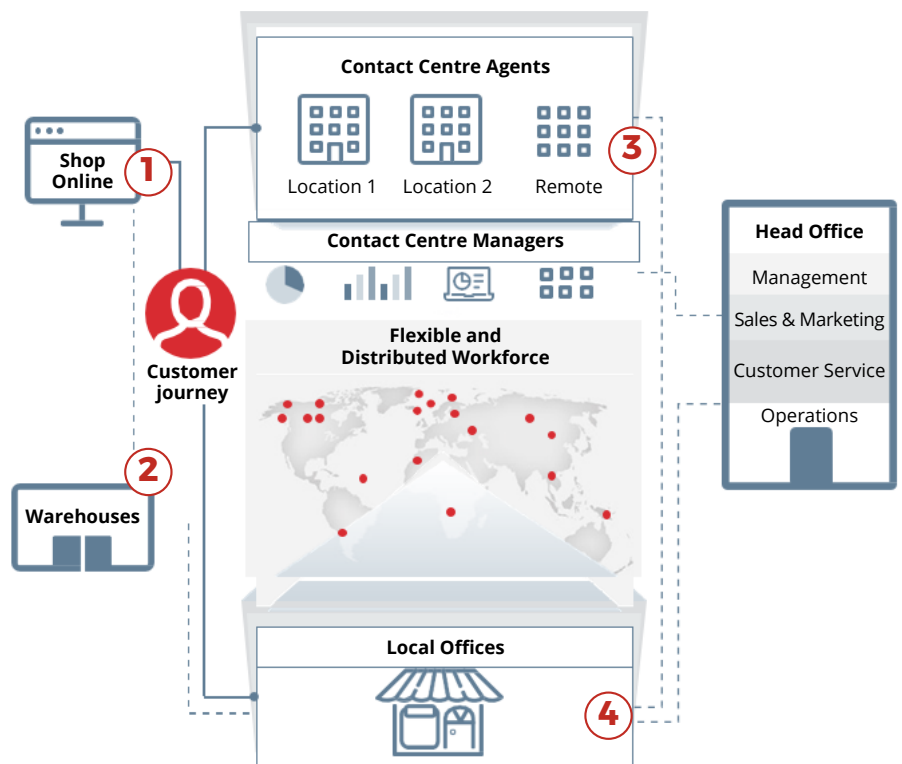# X Series Mid-Market Vision

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

Video Conferencing

Team Messaging

Contact Centre

Analytics

1 Enable a personalised multichannel experience with the ability to track the customer journey across online, contact centre and local offices

2 Use call activity to align inventory with activity across warehouses 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 team-work

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 the business

4 Maximise promotion impact using analytics to align sales coverage with store activity

Increase responsiveness with instant communications

Drive multichannel experience with instant contact centre communication

Increase employee productivity with video communications

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

Deployment

We understand the pain points of mid-sized customers. One of the biggest IT challenges in business is updating multiple distributed locations. Companies can't afford to have their offices disrupted for long periods or for deployments that take several quarters to roll out.

We have a variety of deployment packages designed for mid-sized businesses. The deployment options consider the availability and aptitude of existing resources, whether internal or from a designated third-party. Occasionally, companies take a blended approach, with some locations deployed by internal resources, by 8x8 or by third-parties based on cost, expertise and location.

Best Practice Deployment Methodology
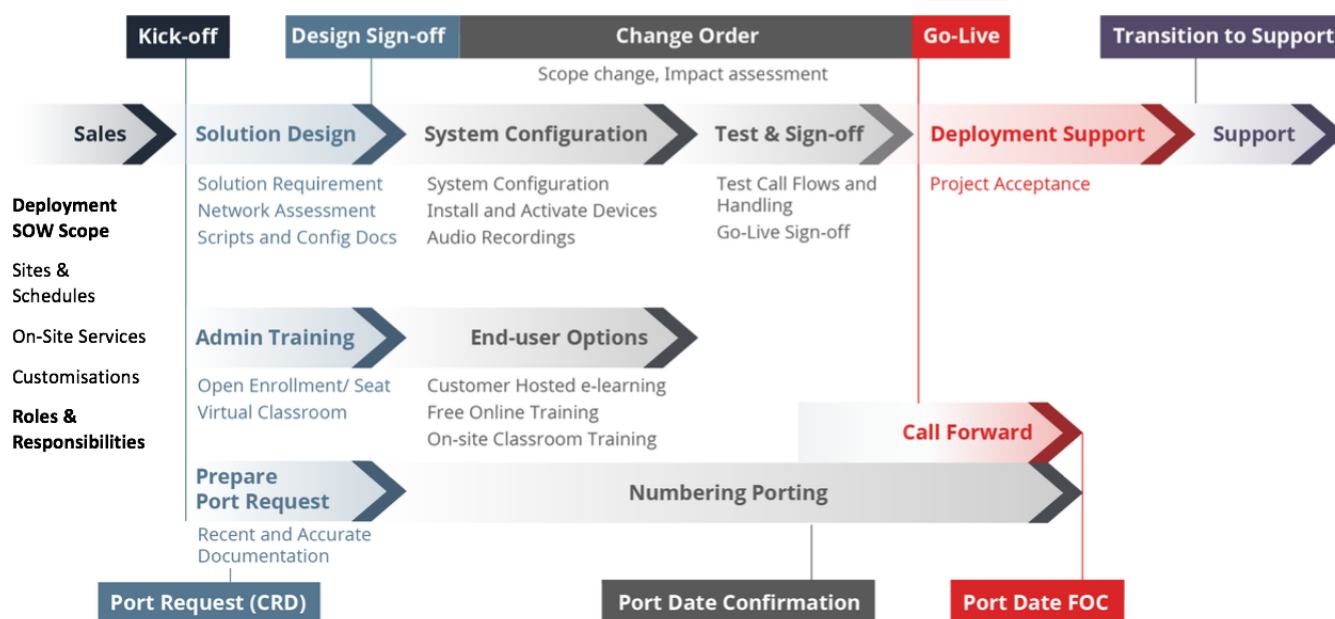
Managed Implementation: Using a world-class methodology, 8x8 provides a standard implementation to deliver communications solutions in a distributed workforce environment. This option uses a standardised, best-practices-based implementation at a lower per-user price point, making it ideal for cost-saving initiatives.

Tailored Implementation: For mid-sized businesses with more complex requirements, 8x8 implementation services offers a tailored approach. Given the importance of customer experience design and coordination across multiple offices, this option is ideal for growing mid-sized businesses with various locations and companies that want to include the contact centre as part of the deployment.

A la Carte Services: One or even two sizes do not fit all. For unique requirements, 8x8 offers a choice of implementation, on-site services and customisation services on an a la carte basis.

Proven Deployment at Scale: No matter which deployment method is right for your business, 8x8's proven deployment methodology has been honed over thousands of deployments to ensure quick time-to-value and minimal disruption to your business operations.

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Committed To Your Long-Term Success

8x8 understands that communications are critical to any business. Without effective communications, customers, prospects, partners and internal employees cannot connect and collaborate.

8x8 has built a global network of operations and customer service centres located in Singapore, Australia, Philippines, Romania, United Kingdom and the United States to provide 24/7/365 follow-the-sun support.

Our network operations team constantly monitor the 8x8 network and proactively prevent changes to ensure consistent voice quality and service availability. Our support teams leverage our global team to provide follow-the-sun support for high business impact issues. All of this is backed up by our Service Level Agreements for voice quality, system uptime and response time for support requests.

The 8x8 Support Process

8x8 Support Portal
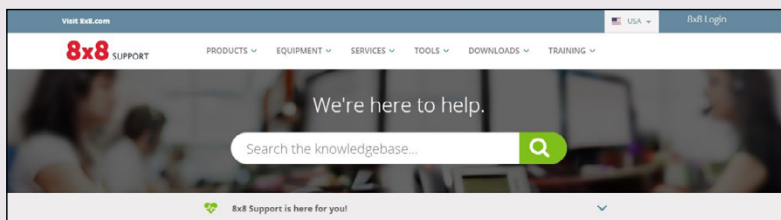
Support Portal

- Online Knowledge Base with expert knowledge updated by the support team daily

- Access to our Network Diagnostic Tools to aid in troubleshooting issues

- Download early release versions of our desktop client

Knowledge Base

All 8x8 customers have access to the 8x8 Knowledge Base for 24/7/365 access to the latest product capabilities and best practices.

Support

8x8 provides global, follow-the-sun support with 6 support locations around the globe.

- 24/7 Global follow-the-sun Support

- Co-Location with Network Operations Centre

- Access the global support team via our portal, chat or phone

Global Support Locations – 24x7x365

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Discovery to resolution

To ensure quick resolution to requests and issues, 8x8 uses a support model covering discovery to resolution.

Severity Levels	Issue Management	Technical Escalation	Management Escalation	Quality Management
• Critical S0	• Triage / First Response	• Network Operations	• Customer Success Manager	• Closed Loop CSAT
• Urgent S1	• Communication	• Product Management	• Escalation Matrix for Senior Management	• Quality Review
• High S2	• Resolution	• Engineering		• Annual Relationship Survey
• Normal S3				
• Low S4				

Dedicated to your success

Growing mid-sized businesses have more complex support needs. For those customers, 8x8 assigns a dedicated Customer Success Manager (CSM) to support their ongoing success.*

• **Your advocate within 8x8**

• **Escalation management:** Works with 8x8 stakeholders to drive issue resolution

• **Quarterly reviews**: Ticket resolution stats, billing, services, etc.

• **Feature requests**

• **New product introductions**

Training

To ensure your internal teams can support your organisation, 8x8 recommends at least one member of your support staff go through the following courses to ensure they can provide the necessary assistance:

• **Administrator & Configuration**: Learn terminology, features, functionality and methodology to administer 8x8 (virtual training)

• **Advanced Topics & Troubleshooting:** Gain essential knowledge and skills to support and troubleshoot 8x8

• (virtual training)

• **Support Process:** Discover how to perform Tier 1 support of an 8x8 solution (virtual training)

*Customer Success Managers are assigned to accounts that meet specific criteria.

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Peace of Mind

One of the main reasons 8x8 is consistently a Leader in the Gartner Magic Quadrant is due to our commitment to delivering the best communications experience. With over 200 patents, 15 data centres across the globe and the highest levels of security and compliance, we guarantee your call quality in the contract.

Enterprise Grade Cloud PBX Model

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

PSTN Access
20+ PSNT Carriers to provide World Coverage

POPS
TopTier Geo Diverse Data Centers strategically positioned for global reach

Geo Routing*
Automatic Localised Signalling and Voice

Disaster Recovery*
< 30 second failover between POPS

999/112 Service
User updatable 999/112 location information that verifies address information with the servicing PSAP provider

Service Compliance
Code scanned by VeraCode for code based security

Asterisk (*) indicates patented services

Turbocharging Your Customer Experience

Delivering a differentiated customer experience often requires the addition of high-octane capabilities. Use these 8x8 X Series features to turbocharge your team's ability to optimise every precious moment of engagement.

Mix and match seats: The X Series plans described in this document represent what a majority of mid-sized businesses need. They can also be tailored to meet unique business requirements.

Expert Connect: Having the knowledge workers and contact centre associates on a common communications system is especially relevant to businesses today. This empowers contact centre associates to deliver a highly responsive customer experience by quickly providing the required information necessary to resolve issues, answer questions and close deals.

Centralised and secure administration: The ability to make changes across multiple locations without having to go through a local vendor accelerates the ability of fast-growing mid-sized businesses to react to changing market dynamics, special promotions and seasonality.

Script8 configuration: Mid-sized businesses now can adjust messages and experiences for seasonality or new products and promotions, taking what was a passive communication channel and turning into another opportunity for promotion or customer marketing.

Single vendor, predictable costs: Instead of managing 20 offices, with 20 local telecom vendors, 20 local ISPs and potentially 20 local Telco's and an MPLS vendor as well, 8x8 simplifies vendor relationship and lowers costs by replacing those service agreements and local phone bills with one consolidated, consistent monthly fee.

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Interested in learning even more? Contact a Mid-Market Solutions Expert at 0333 043 8888 or visit us at 8x8.com/uk/x-series.

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

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