

A woman with curly hair is shown in a retail environment, talking on a mobile phone while her hand rests on a laptop. She is wearing a light-colored top and a long orange beaded necklace. The background shows clothing racks and warm lighting. A semi-transparent geometric pattern is overlaid on the right side of the image.

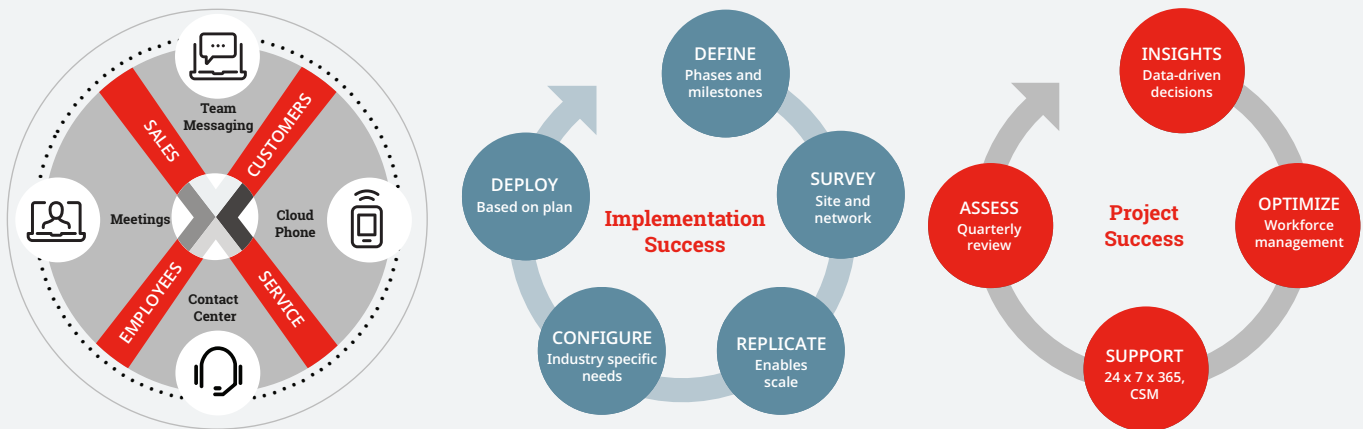
Transforming Communications for Retailers

X Series for Retail Solution Overview

The X Series for Retail Solution

The X Series for Retail Solution has been designed based on extensive experience working with retailers. 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 an 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.

Serving customers in the store or other types of retail locations often requires a delicate associate balancing act between interacting with customers on site and those calling in. Managers must also supervise staff as well as maintain technical elements like the integrated voice response (IVR) for store hours, number of lines, ring groups and promotions. To help manage the needs of both associates and managers, 8x8 has designed a communications service plan to help them gain efficiency and focus on the highest value activities.

It starts with providing crystal clear communications for your stores. As a 7X Leader in the Gartner Unified Communications as a Service (UCaaS) Magic Quadrant, your stores are provided with guaranteed HD call reliability and quality.

Transform Store Communications

Enable store associates and managers to move at the new speed of business with:

| Capability | Description |
|--|--|
| Unlimited Calling plan (US and Canada) | Call freely to the United States and Canada without additional long distance charges, excluding mobile, special and premium numbers. |
| Phone Number | Phone Number: Utilize a dedicated DID (direct inward dialing) number for each extension. |
| Virtual Extension | Virtual Extension: Increase flexibility using a virtual number not associated with a physical hard phone or soft phone to route incoming calls to voicemail, an Auto Attendant, an internal extension, or an external phone number. |
| High Definition Voice | Ensure crisp connectivity leveraging a guaranteed voice quality score. |
| Secure Voice | Protect calls from eavesdropping with TLS/SRTP secure voice encryption. |
| Mobile & Desktop Applications | Add the capability to allow employees to work with any device, from anywhere, at anytime. |
| Auto Attendant | Direct callers to the desired individual or department without the need for an operator. |
| Hunt/Ring 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 the call is answered. |
| Call Queues | Place callers in a queue or line in the order received until the next agent becomes available, allowing you to serve your customers promptly, courteously, and efficiently. |
| Instant Messaging | Send individual or team messages to instantly chat with coworkers and customers. |
| Presence | Allow coworkers to share their availability across the organization. |
| Voicemail | Listen to recordings from your desk phone, computer or mobile device. |
| Call Recording | Record incoming and outgoing calls, play them back, download, or delete them. |
| Unlimited Internet Fax | Enjoy the convenience and economy of online faxing electronic documents from your computer. |
| Business SMS | Provide another channel of communication for your customers to interact with your business, sending or receiving text messages on desktop or mobile app. |
| Audio and Video Conferencing | Collaborate more effectively with online meetings that include audio conferencing, video conferencing and screen sharing capabilities for up to 100 participants. |
| Analytics and call quality reporting | Manage and monitor call clarity and quality and the status of all your 8x8 endpoints in real-time. |
| Integrations | Out of the box integrations with Salesforce, G Suite, Zendesk, NetSuite Integration: Combine the power of your CRM and 8x8 communications, helping your business radically improve how customers are served, gaining workflow efficiency, and providing additional insight with a single system of record. |

Delivering a Targeted Customer Experience

The importance of delivering an exceptional customer experience has never been more important than it is now. Our experience has been that the ability of retailers to deliver the required experience covers a wide spectrum. Many growing retailers are still trying to deliver effective customer support using standard business communications. The result is many customers are frustrated with the poor experience of having to make several attempts to reach the right person to answer their question or resolve their issue. 8x8's Contact Center Starter Solution is designed for growing retailers. It provides an easy and affordable way to deploy true contact center capabilities and deliver the support experience their customers expect.

For retailers needing more advanced contact center capabilities, 8x8's Contact Center Omnichannel Solution provides agents and supervisors with the tools they need to deliver a data-driven, personalized experience across any communication channel, any device, any time.

The Contact Center Starter Solution includes the capabilities in the Store plan plus:

| Capability | Description |
|---|--|
| Interactive Voice Response (IVR) | Quickly connect callers with agents and streamline customer flow, allowing customers to get quick answers to simple questions and helping 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 Flows | View the caller's journey from the moment they reach the call center 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 center to enable continual process improvement and agent training. |
| Post Call Survey | Capture the voice of the customer with 8x8's native post-call survey application helping you take appropriate action to ensure their customer engagement management strategy is optimized to meet customer needs. |
| Native CRM | Leverage a built-in customer contact and case management tool to provide agents with critical customer information to make every agent interaction more efficient. |
| Knowledgebase | Provide your customers with faster, smarter and more consistent answers using a collection of Frequently Asked Question (FAQ) to provide the right answer quickly, reliably and consistently. |
| Queued Callback | Give callers the option to stop waiting on hold, input their phone number and receive an automatic callback as soon as it's their turn, eliminating long hold times and boosting caller satisfaction. |
| Web Callback | Allow customers to request an agent to call them from an online form, saving time for customers and better managing your agent's time. |
| Burst | Add contact center seat capacity quickly to support sudden increases in activity, seasonality, and new promotions and programs. |

The Contact Center Omnichannel Solution

For more complex omnichannel interactions as well as contact center managers, the Omnichannel plan provides both additional channel capabilities as well as the analytics and supervisory features modern contact center managers need for agility in a dynamic retail Contact Center Omnichannel plan.

The Omnichannel plan includes the Contact Center Starter plan plus:

| Capability | Description |
|--------------------------------------|---|
| Inbound Chat, Email, 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 exactly what is on the customer’s page, quickly helping customers find the information they are looking for or clarifying any questions they may have while filling out a form online. |
| Outbound Predictive Dialer | Replace manual dialing for preview, progressive, and predictive dialing to maximize your talk time. |
| Quality Management | Deliver excellent customer experiences while maximizing agent efficiency, by identifying agents in need of coaching, highlighting high-performing agents as role models, and enabling collaboration. |



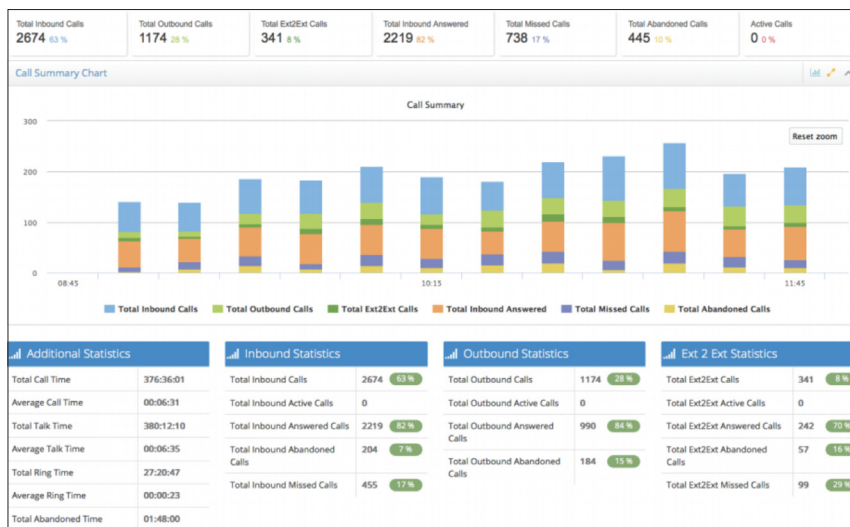


Identifying Actionable Business Insights Using Advanced Analytics

Retailers lead the way with generating value from advanced analytics. The ability to understand and identify trends across the business and personalize each customer's experience is no longer a nice-to-have; it's essential to maintaining the high degree of agility and personalization required to be successful. 8x8 helps retailers collect and analyze interactions across the interaction points between stores, the contact center and even the corporate office, in a way that enables better decision making and faster, more relevant responses to customers.

8x8's single system of intelligence delivers data-driven insights, based on all of the customer interaction points. Managers have instant access to the information they need to better align resources with activity, deliver timely, fact-based coaching and intelligently automate call routing.

| Capability | Description |
|---------------------------|---|
| 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 of all call activity on any and all extensions. |
| Call Detail Records | Get historical information about all calls processed in the selected time frame, including real-time missed and abandoned call details for quick call-back—to keep from missing leads or customer service opportunities. You'll also see the caller's entire customer journey throughout the organization, including call transfers—to help increase customer satisfaction. |
| Active Calls | See real-time information about all calls currently being processed within the organization. Details include the caller's journey throughout the organization up to that point. |
| Unreturned Calls | Match inbound calls to outbound calls to find unreturned calls within the date range selected. |
| Calls by DID | Select and view detailed information for all direct inbound numbers (DIDs). |

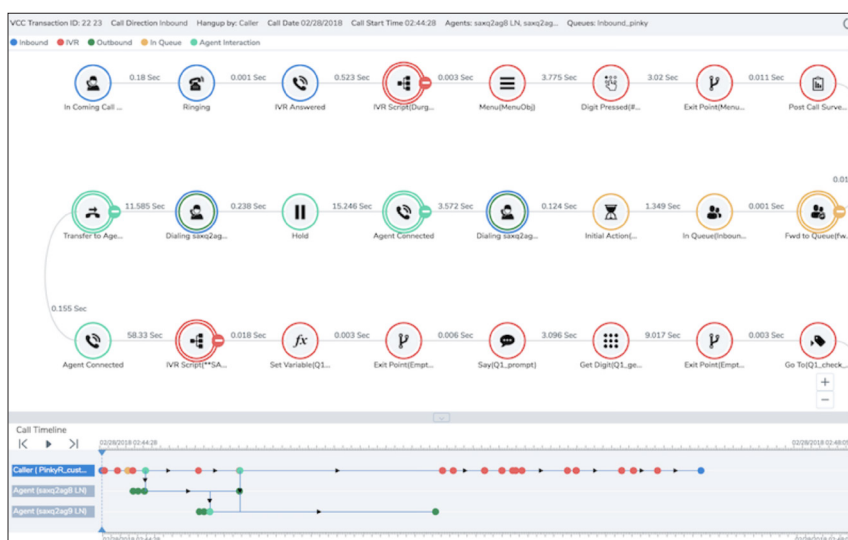


Instant Visibility into Actionable Insights

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

Graphical View of Customer Journey

View the caller's journey from the moment they reach the call center 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 center to enable continual process improvement and agent training.

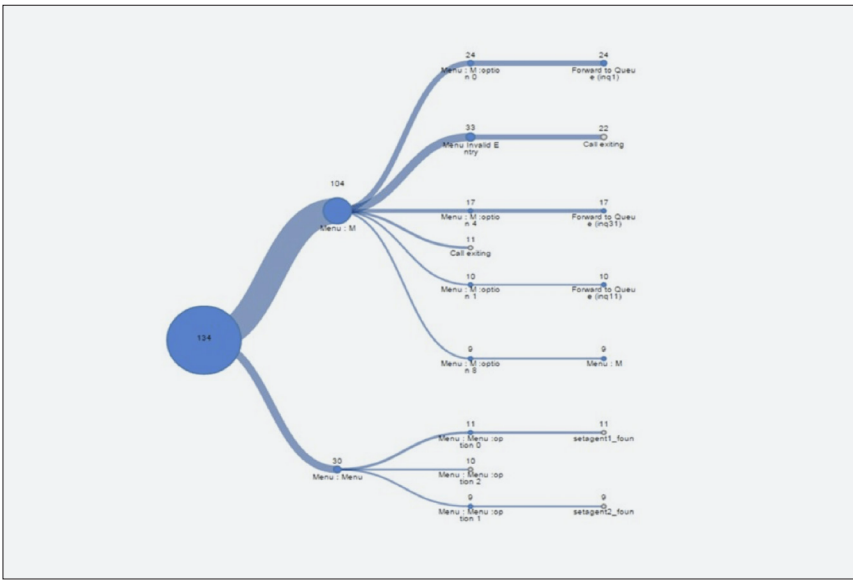
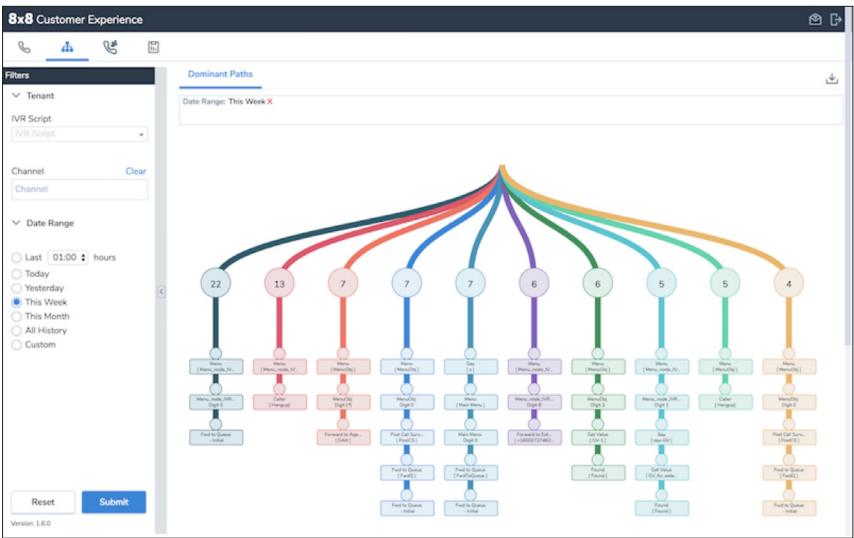


Speech Analytics

Recorded customer interactions contain a vast amount of untapped data that gets to the heart of your customers' concerns. With 8x8 Speech Analytics, 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 frustrated.

IVR Dominant Path

View the top 10 most common IVR paths taken by your customers to better understand their needs and how well current menu options are addressing those needs.



IVR Metrics

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

Advanced Search

Filter and view recent calls with more than 15 available metrics including channel, queue, agent, time in IVR, and even hold and mute count.

The screenshot shows the '8x8 Customer Experience' interface for 'Recent Calls'. On the left, there are filters for 'Queue', 'Agents', 'Caller', 'VCC Transaction ID', and 'Date Range'. The main area displays a table of recent calls with the following columns: Call Direction, Call Type, Call Duration, Call Date, Call Start Time, Caller Name, Time in IVR, and Wait Time Queue. The table shows 14 rows of call data, including details like 'Inbound', 'Queued', '00:00:20.6', '04/16/2018', '00:13:26', 'PhonerLite_Cust1', '00:00:03.2', and '00:00:00'.

Putting It All Together: Retail Vision Blueprint



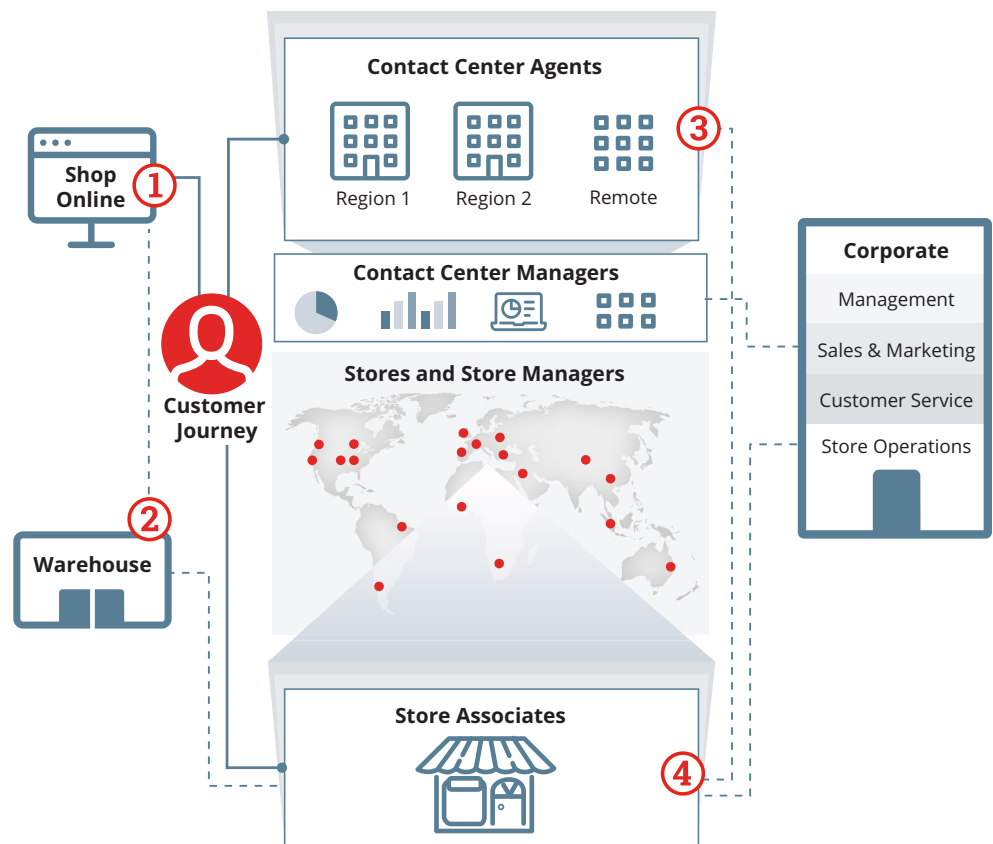
Voice: Cloud-based phone service with plans designed for specific roles

Video Conferencing

Team Messaging

Contact Center

Analytics



1 Enable a personalized omnichannel 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 in-store experience with activity
Increase responsiveness with instant intra-store communications
Drive omnichannel experience with instant contact center communication
Increase associate productivity
Enable instant collaboration across associates using messaging for instant response to unique customer requests

It Starts With Modernizing the Phone System

In a distributed organization, inconsistency and disconnected phone systems are difficult to update, cannot easily adapt to change, and often lack accurate and timely analytics and reporting. Based on our experience with retailers, we have developed tailored packages to meet the specific needs of stores, administrative offices and contact centers.

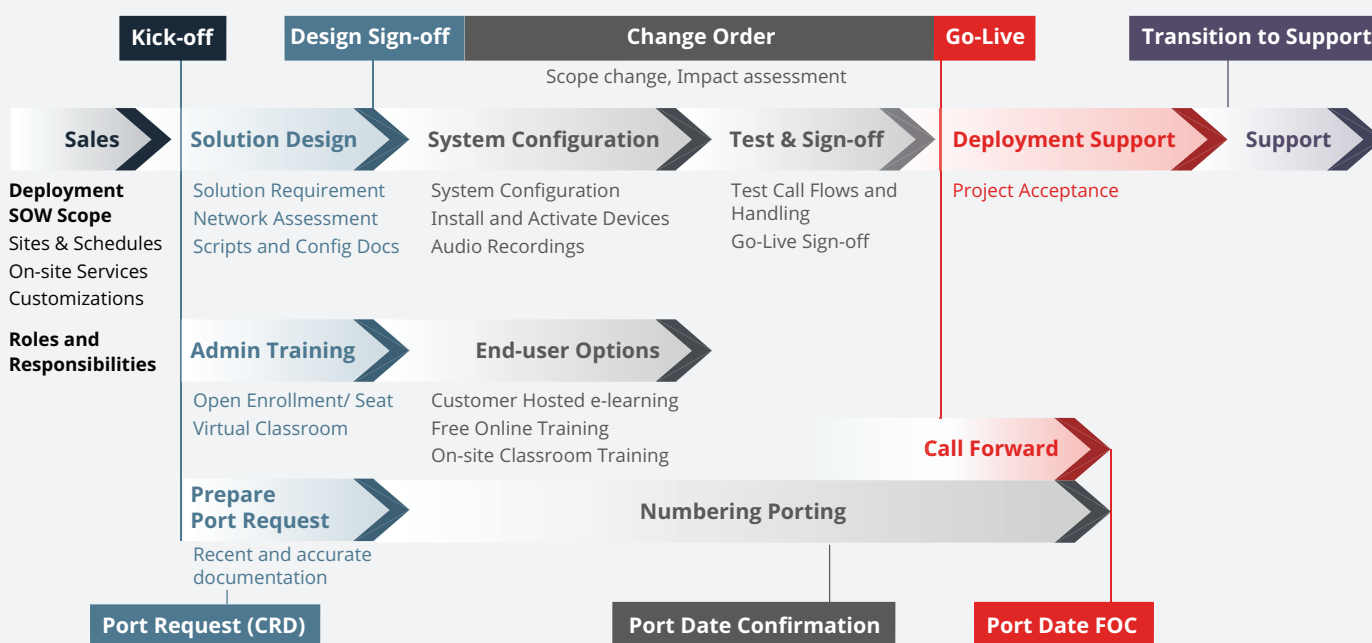
| Capability | Store | Contact Center Starter | Contact Center Omnichannel |
|--|------------------|---------------------------------------|----------------------------|
| UC and CC Calling Zone | US and Canada | Unlimited calling within 47 Countries | |
| Auto Attendant | • | • | • |
| Tier 1 Phone Number & Extension | • | • | • |
| HD Voice, Secure Voice | • | • | • |
| Mobile & Desktop Apps | • | • | • |
| Team Messaging; Presence; Voicemail | • | • | • |
| Sameroom Cross-Platform Team Messaging | Unlimited tubes | Unlimited tubes | Unlimited tubes |
| Call Recording | • | • | • |
| Unlimited Internet Fax | • | • | • |
| Business SMS | • | • | • |
| Single Sign On & Okta Integration | • | • | • |
| Audio & Video Conferencing with Meetings | 100 Participants | 100 Participants | 100 Participants |
| Salesforce, Zendesk, & NetSuite G Suite Integration | • | • | • |
| Operator Switchboard | | • | • |
| Analytics & Call Quality Reporting | | • | • |
| Interactive Voice Response (IVR) | | • | • |
| Skills-Based Inbound Voice | | • | • |
| Graphical Call Flows; Post Call Survey | | • | • |
| Native CRM, Knowledgebase | | • | • |
| Queued & Web Callback | | • | • |
| Expert Connect | | • | • |
| Inbound Chat, Email, Social Channels | | | • |
| Co-browse | | | • |
| Outbound Predictive Dialer | | | 5K mins |
| Quality Management & Speech Analytics | | Optional | • |
| Enterprise Grade Security (GDPR, HIPAA, ISO 27001, Etc.) | • | • | • |

Quick Time-to-Value at Scale

One of the greatest challenges in retail is updating multiple locations that may be distributed over a large geographic distance. Retailers can't afford to have their stores disrupted for long periods of time or deployments that take quarters to roll out.

Understanding this unique need, 8x8 has a variety of deployment packages designed for the unique nature of retail businesses. The deployment options also take into account the availability and aptitude of existing resources, whether internal or from a designated third-party. Occasionally, retailers 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 within the distributed retail store environment. This option uses a standardized, best-practices implementation at a lower price point per user making it ideal for basic telephony replacement and cost-saving initiatives.

Tailored Implementation: For retailers with more complex requirements, 8x8 implementation services offers a tailored approach. Given the importance of customer experience design and the coordination across multiple offices, this option is ideal for global retailers and retailers who want to include the contact center 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 customization services on an a la carte basis.

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

Committed to Your Long-Term Success

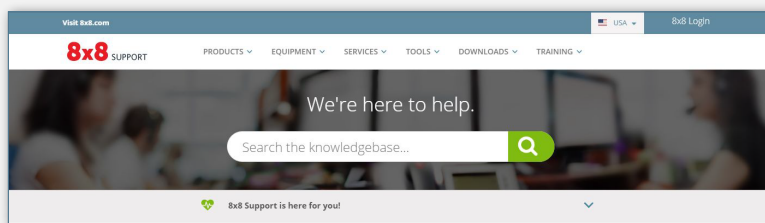
8x8 understands that communications are key to any business, and without them, customers, prospects, partners, and internal employees cannot connect and collaborate. 8x8 has built a global network of operations and customer service centers located in Singapore, Australia, Philippines, Romania, United Kingdom, and the United States to provide 24x7 follow-the-sun support.

Our network operations team is constantly monitoring the 8x8 network and proactively deploying preventative changes to ensure voice quality and service availability. The 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

Much like deployment, the ongoing support and training needs of retailers vary greatly. 8x8 has tailored support packages providing as much or as little guidance as necessary to fit individual needs.

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
- Case Access – Create, View and Update your cases with 8x8 support

Knowledge Base

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

Global Support Locations – 24x7x365



Support

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

- 24x7 Global the Sun Support
- Co-Location with Network Operations Center
- Access the global support team via our Portal, Chat or Phone

Discovery to Resolution

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



Dedicated to Your Success

Customer Success Manager (CSM) supports 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**

8x8 Training

Your team will have access to 8x8's training library of over 300 online videos and 56 simulations to support your training needs. Additionally, training options can be tailored to meet your business's unique requirements.

Additional Training

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

- **End User Training:** Adoption Kit materials needed to train end-users to use 8x8 products are provided in one easy-to-use, downloadable kit. Contents include 8x8 Academy's licensed eLearning, Getting Started Guide, a consultation call, a project plan template, employee communication email templates, change management best practices, and links to 8x8 documentation and supplemental videos.
- **Administrator Training:** To ensure internal support teams are able to support your organization, 8x8 recommends at least one member of your support staff go through the administration and configuration class.

Certification Tracks

8x8 Certification programs provide the skills you need to configure, deploy, and support the 8x8 solution:

- **Administrator Certification Tracks:** To become certified, a candidate must pass the proctored Administrator Certification exam. Candidates new to 8x8 may complete an Administration and Configuration workshop and a Troubleshooting and Advanced Topics course to prepare for the exam.
- **Deployment Certification Tracks:** First, achieve Admin Certification. Next, complete the Deployment Process class (including the shadowing requirement). Finally, pass the Deployment Certification exam. It's that easy.
- **Support Certification Tracks:** First, achieve Admin Certification. Next, complete the Support Process class. Finally, pass the Support Certification exam. Also that easy.

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

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 280 patents and pending patents, 15 data centers across the globe and highest levels of security and compliance, we are able to go so far as guarantee your call quality in the contract!

Enterprise Grade Cloud PBX Model



IP Agnostics 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 Localized Signalling and Voice



Disaster Recovery*

< 30 second failover between POPS



911 Service

User updatable E911 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 features of the 8x8 Retail Solution to turbocharge your team's ability to optimize every precious moment of engagement.

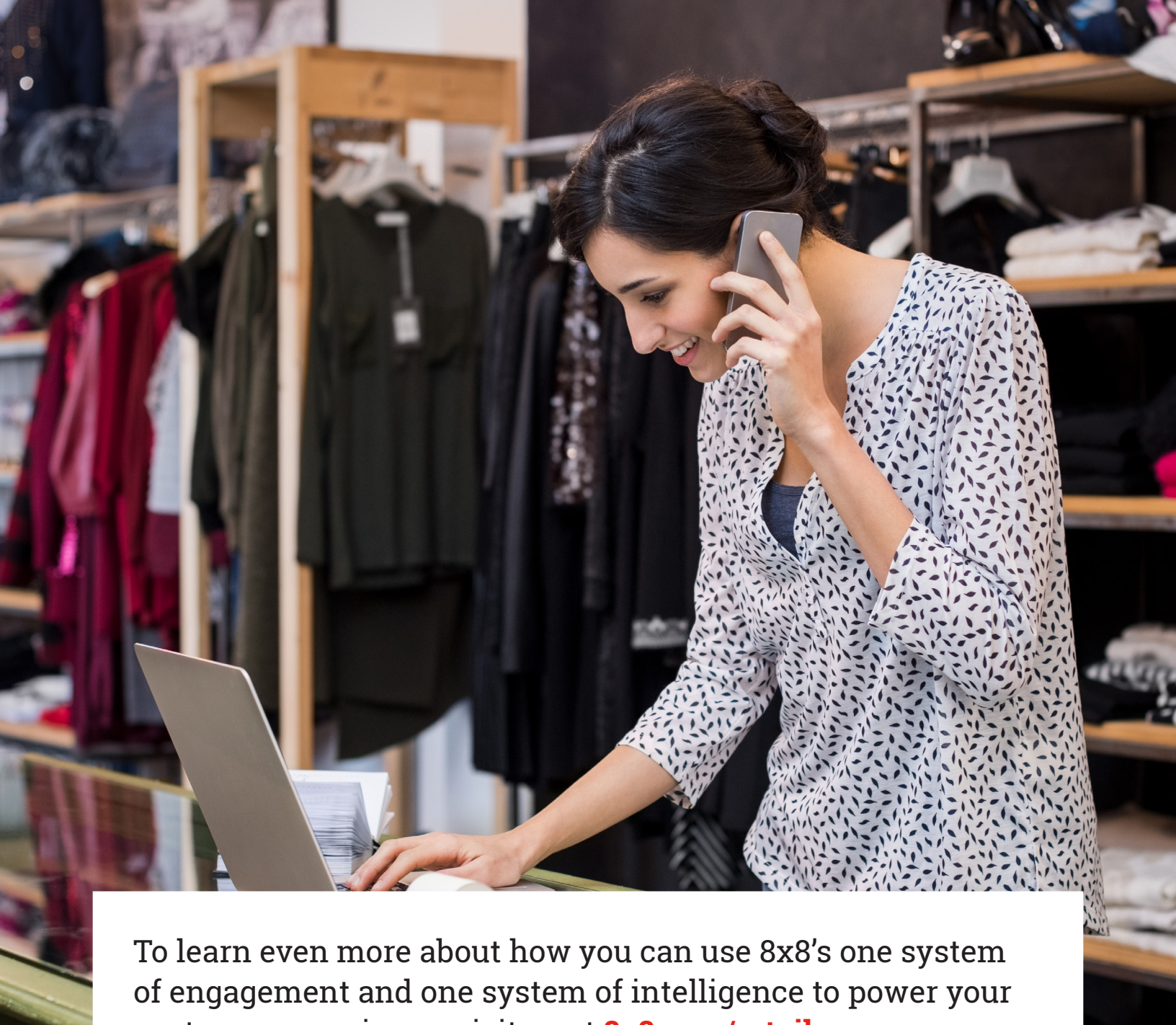
Mix and match extensions: While the plans above represent what a majority of retailers need, the X Series provides retailers with the ability to create a solution that best meets their unique requirements.

Expert Connect: Having the store, corporate offices and contact center on a common communications system is especially relevant to retailers. This way they can deliver a highly responsive customer experience by quickly delivering the exact information they need to quickly resolve issues, answer questions and close deals.

Centralized and easy administration: While this may not be as important to an organization with one or only a few locations, the ability to make changes across 100 or 1,000 stores without having to go through a local vendor accelerates the ability of larger organizations to react to changing market dynamics, special promotions and seasonality.

Script8 configuration: Retailers now have the ability to adjust messages and experiences for seasonality, 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 100 stores, with 100 local telecom vendors, 100 local ISPs, and even potentially 100 local telcos and an MPLS vendor as well, 8x8 simplifies vendor relationship and lowers costs by replacing those service agreements and local phone bills with a consolidated, consistent monthly fee.



To learn even more about how you can use 8x8's one system of engagement and one system of intelligence to power your customer experience, visit us at 8x8.com/retail.



8x8, Inc. (NYSE:EGHT) is a leading provider of cloud phone, 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 8x8.com, or follow 8x8 on LinkedIn, Twitter, and Facebook.

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