8x8

How Do Your Communications and Customer Experience Stack Up?

Communication and collaboration fuel the employee empowerment engine that drives a differentiated customer experience. Recent research with companies across the US and UK identifies the bumps in the road some companies run into as they struggle with modernizing communications and delivering differentiated customer outcomes. Here are key insights from that research. How does your company compare? Is it able to move at the new speed of business?

Companies Are Struggling to Deliver on the Customer Experience Mandate[1]

47% "of business partners want their CX teams to be better than their competitors in most categories."

63% "of business leaders believe that to build customer loyalty, their CX teams must be primarily focused on creating new and innovative experiences for their customers."

70% "of CX leaders struggle to design projects that increase customer loyalty and achieve results."

The Current State of Communications[2]

Companies are working to modernize their communications. Nine out of ten (92%) indicated they had purchased a new communication platform within the last two years.

Now they have a complex environment. More than two-thirds (70%) of companies use two to five providers for communication services while almost a quarter (22%) use more than six providers.

The result is a significant degree of dissatisfaction with their current communications environment. Only half of companies are satisfied with their current communication services or applications.

Company Satisfaction Levels Related to the Communications Services Currently Used

Only the top 2 options (somewhat or completely satisfied) are shown.

Companies Are Shifting the Way They Use Communications for More Collaboration[3]

How is collaboration being defined?

The majority of respondents define collaboration as "working together towards a common goal."

From your experience, how you define collaboration in the workplace?

74% plan to buy audio and video conferencing capabilities in the next 12 months

85% rank audio and video conferencing and instant messaging as very or extremely important

Interestingly, the Line Between Communications and Collaboration is Blurring

Q: Which of the following activities represent collaboration versus communication? Green indicates a statistically significant difference.

	Collaboration	Communication	Both
Screen sharing	33%	20%	47%
Providing notes on a document via shared platform	32%	19%	49%
Sharing documents via an application	31%	22%	48%
Discussing ideas in person	26%	20%	54%
Participating in a conference call	22%	24%	54%
Delivering a presentation via application	21%	36%	42%
Video chatting	18%	35%	47%
Instant messaging (IM)	12%	48%	40%
Emailing	10%	49%	41%

File Sharing, Messaging, Audio Calling, Presentation Mode and Screen Sharing Are Considered the Most Important Features for a Business Communication Platform

Q: Which of the following features do you consider to be the most important for a business communication platform? Please rank the top five features.

When It Comes to Contact Centers, Everyone is Moving to the Cloud[4]

Most current on premise-based software users intend to move to a cloud-based system in the near future.

Customers are demanding that contact centers are able to support all communication channels with the most popular being email (87%), social media messaging (85%) and webchat (83%). And contact center professionals are pragmatic about the impact of artificial intelligence (AI).

78% say AI will impact CC apps over next 2 years

64% say AI is mostly hype and will have little impact on CX in next 2 years

77% are still looking to implement AI solutions

Gartner also points out that AI technology isn't quite ready with 15 of the 23 technologies in their AI Hype Cycle currently in the Peak of Inflated Expectations stage.

So How Does Your Company Compare?

Companies providing the communication tools and information employees need to effectively collaborate are realizing strong productivity gains.

20-25% increased productivity from connected employees[5]

Research also highlights that those companies not effectively enabling communication and collaboration can struggle.

86% workplace failure due to lack of communication and collaboration[6]

8x8 X Series: Designed for Modern Communications

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- platform for voice, video communications, chat and contact center
- data set across all communication touch point/quality
- application for centralized administration and maintenance
- integration that easily adds communications to your systems of record
- provider to eliminate risk from multiple vendors
- environment providing maximum security, reliability and quality

Learn more about the current state of communications and how companies like yours are empowering employees with X Series so they can build customer loyalty through differentiated customer experiences.

Business Communications: The State of Communications: Lots of Choice and Still Not Happy With It — View eBook

Contact Center: The State of the Contact Center: 8 Insights Shaping the Future of CX — View eBook

Case Studies: Customers Experiencing the New Speed of Business — View eBook

Footnotes:

1 Gartner, Webinar, Creating a High-Impact Customer Experience Strategy, January, 2019

2 Quartz Primary Research (conducted for 8x8) Companies surveyed in the US and UK having 250+ employees

3 Quartz Primary Research (conducted for 8x8) Total sample size: 207 decision makers from 207 companies with 250+ employees

4 Quartz Primary Research (conducted for 8x8) Total sample size: 1000 decision makers in IT and LoB at companies with 250+ employees

5 Forrester Research, Inc., Forrester Research Finds Connected Employees Are Productive Employees, 2018

6 Gartner Delighted, Is Poor Collaboration Killing Your Company?

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To learn more, visit us at 8x8.com