

Exceptional Customer Experience

8x8

How to create it, and why nothing matters more

At-a-glance guide for small and growing businesses

Why is a great Customer Experience (CX) so vital for new businesses?

80% of new companies close within 18 months...

While many small businesses struggle to compete on price and product, rapid, reliable and memorable CX can give a competitive difference.

Retaining new customers is especially vital at every stage of growth.

6x more expensive to acquire new customers than keep existing ones²

Your odds of selling...

...to a new customer: **5%-20%**

...to a current customer: **60%-70%**

In a world of increased choice, customer expectations are high...

64%

have been frustrated by slow customer service³

56%

would take their business elsewhere due to slow CX³

Investing in the right mix of channels for your customers is vital

61%

of customers use different channels in different situations⁴

71%

are happy to update personal information online⁴

52%

prefer to sort out problems by phone⁴

62%

of SMEs say their phone system is critical for growth⁵

Six CX priorities in today's "always on" customer environment:

1



A multi-channel approach and culture

2



Real-time customer interaction and feedback

3



Call management functions so no opportunities are missed

4



A single view of each customer

5



A mobile first engagement approach

6



Cloud technology for agility and innovation

Why are more and more small businesses embracing cloud communications?

92% of small businesses use one or more cloud solutions⁶



Secure, scalable infrastructure



Integrated applications across your locations



Easy to expand, maintain and upgrade



Lower investment requirement



Multi-channel access to CX agents



Tailored, mix 'n' match solutions



Flexibility to meet changing customer needs



Easy integration with CRM and other systems



Lower investment risk

Turn insights into action...

How Unified Communications and Call Centre as a Service can revolutionise your CX.

By 2020

silos of business information will be a top 3 cause of customer dissatisfaction⁷

Unified Communications as a Service (UCaaS)

Internet telephony

Collaboration, conferencing and messaging

Call Centre as a Service (CCaaS)

Intelligent call management

Multi-channel engagement

Advanced analysis tools

Unified customer information

What now? Your next three steps to a great CX

Generate usable customer insight

84% of businesses regularly request customer feedback⁷

Only 25% have a way of converting this into action⁷

Understand customer journeys

67% of businesses map their customers' journeys⁸

85% of these say it enhances customer understanding⁸

Invest in the right channels

Understand why and how customers use your business

Give them the tools and channels to for better CX

1 Bloomberg
2 Thinkjar
3 8x8/Censuswide
4 BT Global
5 8x8
6 SMB Group
7 Gartner
8 MyCustomer

2 Map customer journeys
67% of businesses map customer journeys (MyCustomer)
85% say it has a positive effect on customer understanding
Why and how do customers use your business and how can you make it more rewarding?

3 Give them the channels they want
Solve queries using the medium that suits them best

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