Leave your Competition in the Dust

DID YOU KNOW: When it comes to delivering outstanding customer experience, most companies are running really low on fuel.

The Problem

only **13%** of companies self rate their customer experience strategy at 9/10 or better.[1]

only **10%** consider their digital channel customer service strategy optimized.[1]

Most companies use basic telephony to manage customer experiences

Unfortunate Reality

Calls routing to wrong staff
Little to no logic drives which phones ring

Limited visibility to call volumes and wait times
Most customers would wait two minutes or less and 13% say "no wait time is acceptable."[2]

Inability to reach experts for help
Poor cross departmental collaboration cited as #2 top challenge[3]

Opportunity

Don't ignore the #1 strategic measure of performance: Customer experience!

Votes for #1 Strategic Measures of Performance

76.7% Customer experience

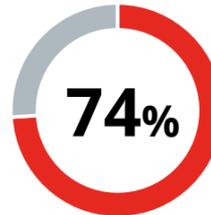**40%** Sales revenue and profits

33% First contact resolution

Leave the competition in the dust by deploying the right technology for the job

It's like re-powering with a Formula 1 engine and rocket fuel.

77% evidence measurable cost savings from CX[4]

74% evidence higher revenues and profits[4]

Let your competitors muddle through multi-vendor pain while you cruise to Higher Customer Satisfaction, Higher Revenue, and Lower Costs with 8x8

8x8 For The Win

Supercharge your telephone system with 8x8 Contact Center Software

8x8 not only intelligently routes calls, but also reveals how customers self route their inquiries. Understanding which self service menu options customers actually select, and which ones they don't, allows you optimize menu structure and staffing, minimizing wait times and caller abandons.
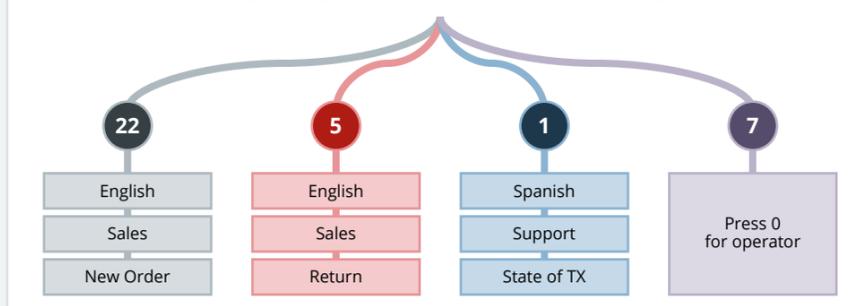
UC only

8x8 UC + CC Solution

Frequency of self service menu usage

| 22	5	1	7
English	English	Spanish	Press 0 for operator
Sales	Sales	Support	
New Order	Return	State of TX	

8x8 Analytics not only provides wallboards displaying wait times and calls in queue, but also uniquely reveals which customers repeatedly call back. Understanding when customers wait on hold and why they call back enables operational improvements.
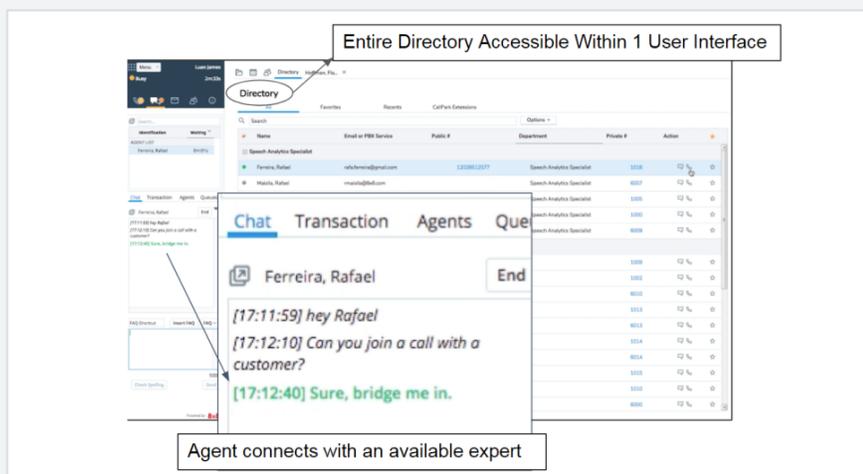
UC only

8x8 UC + CC Solution
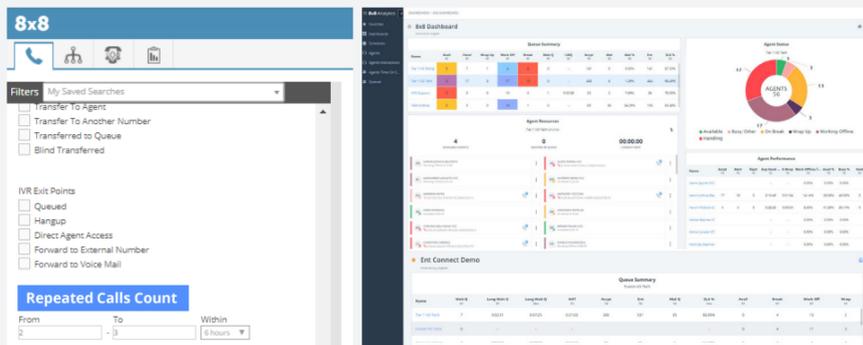
8x8 not only enables effortless collaboration, but does so within a single user interface. Benefit? Higher first call resolution and happier, more productive staff.

8x8

effortless collaboration + single user interface

Entire Directory Accessible Within 1 User Interface

Chat | Transaction | Agents | Que...

Ferreira, Rafael

[17:11:59] hey Rafael
[17:12:10] Can you join a call with a customer?
[17:12:40] Sure, bridge me in.

Agent connects with an available expert

TO LEARN MORE, VISIT US AT
8X8.COM

8x8

1. Dimension Data's 2017 CC Benchmarking Report
2. https://www.icmi.com/Resources/Customer-Experience/2017/03/What-Do-Customers-Really-Think-About-Long-Wait-Time
3. Lori Bocklund, Contact Center Pipeline: Contact center challenges & priorities for 2018, Jan 2018
4. Dimension data 2017 Contact Centre Benchmarking Report