# 8x8®

**The new mandate for retail IT.**

# Streamline.
# Secure.
# Scale.

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# Retail's not waiting. Neither should you.

Today's shoppers won't wait around for slow, outdated, or clunky systems. But many retail IT teams are still stuck juggling legacy tools that drain budgets and patience. It's time to ditch the complexity and move toward scalable, intelligent communications that actually work—in-store, online, and everywhere in between.

Modern IT leaders are driving transformation, not just managing infrastructure. You're connecting global teams, securing sensitive data, enabling hybrid workforces, and delivering standout customer experiences (CX)—all while navigating tight budgets and rising expectations.

The 8x8® Platform for CX is built for this moment.

By unifying UCaaS, CCaaS, and CPaaS into one secure, AI-powered platform, 8x8 helps IT consolidate vendors, simplify operations, and confidently scale. It's not just about integrating tools—it's about aligning communication with business outcomes.

By consolidating communications into a single platform, IT teams can lower the total cost of ownership through fewer platforms and licenses, strengthen security and compliance with less manual effort, accelerate deployments while reducing the support burden, and gain unified visibility across both customer and employee interactions.

This guide explores three key outcomes every strategic retail IT leader should prioritize:

- Empower every retail team to deliver standout CX.
- Secure transactions without slowing down checkout.
- Streamline communications with Microsoft Teams.**

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Because when every conversation counts, IT doesn't just support the business—it drives it forward.

# Empower every retail team to deliver standout CX.

Customer experience doesn't just happen in the contact center—but most retailers still operate like it does. With up to 60% of customer interactions happening elsewhere, disconnected tools and siloed workflows lead to slower service, inconsistent shopping experiences, and frustrated shoppers (Hanover Research).

**60%**

of customer interactions happen outside of the contact center (Hanover Research).
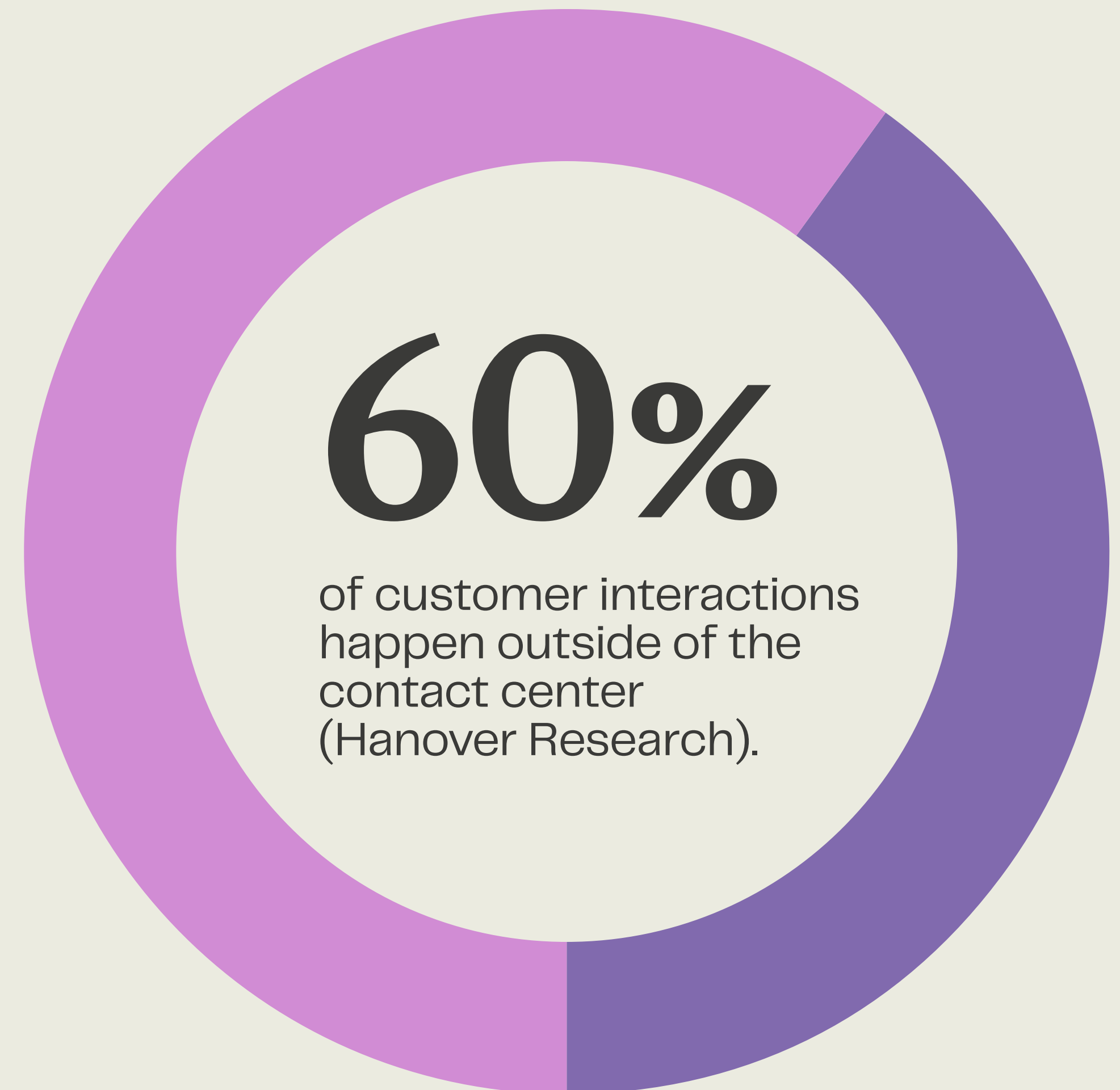
**The 8x8 solution:**

## Seamless, scalable, and secure retail communications.

8x8® Engage brings everyone together—stores, HQ, and support teams—on one AI-powered platform. Teams can collaborate in real-time, solve problems faster, and deliver more connected customer experiences.

IT leaders value how easy it is to empower every team without adding complexity. Staff across channels and locations can engage with customers seamlessly. AI-powered insights help optimize service with real-time, data-backed decisions. Advanced features scale fast during peak times without needing a full contact center rollout.

It's secure, flexible, and built for the way retail actually works today, from any device, anywhere.

# Secure transactions without slowing down checkout.

Digital and contactless payments are booming—and so are the risks, making breaches in retail a serious business risk. With outdated systems, it opens the door to scammers, rising threats, putting IT and security teams under pressure.

Data breaches, compliance fines, and fraud don't just hurt operations—they damage trust, slow down checkouts, and frustrate customers.

**The 8x8 solution:**

# Compliant, frictionless payments.

8x8® Secure Pay makes it easy for retailers to protect customer payments without disrupting the shopping experience.

Sensitive data stays secure with encrypted links and PCI-compliant voice interactions.

AI-powered authentication (one-time password, two-factor authentication) keeps fraud out, while self-service options let customers complete transactions without needing to speak to an agent.

It's all backed by end-to-end encryption, tokenization, and real-time monitoring to shut the door on vulnerabilities—for good.

# Streamline communications with 8x8® for Microsoft Teams.

Most Microsoft Teams setups in retail aren't built for customer engagement. They fall short on integrated enterprise–grade telephony, create IT complexity with too many vendors, and drive up costs with inflexible licensing—especially during peak seasons.

And with cloud–based telephony adoption projected to jump from 20% in 2023 to 80% by 2027 (Gartner), the gap is only growing.

## Cloud–based telephony adoption

**80%**

**20%**

2023    2027
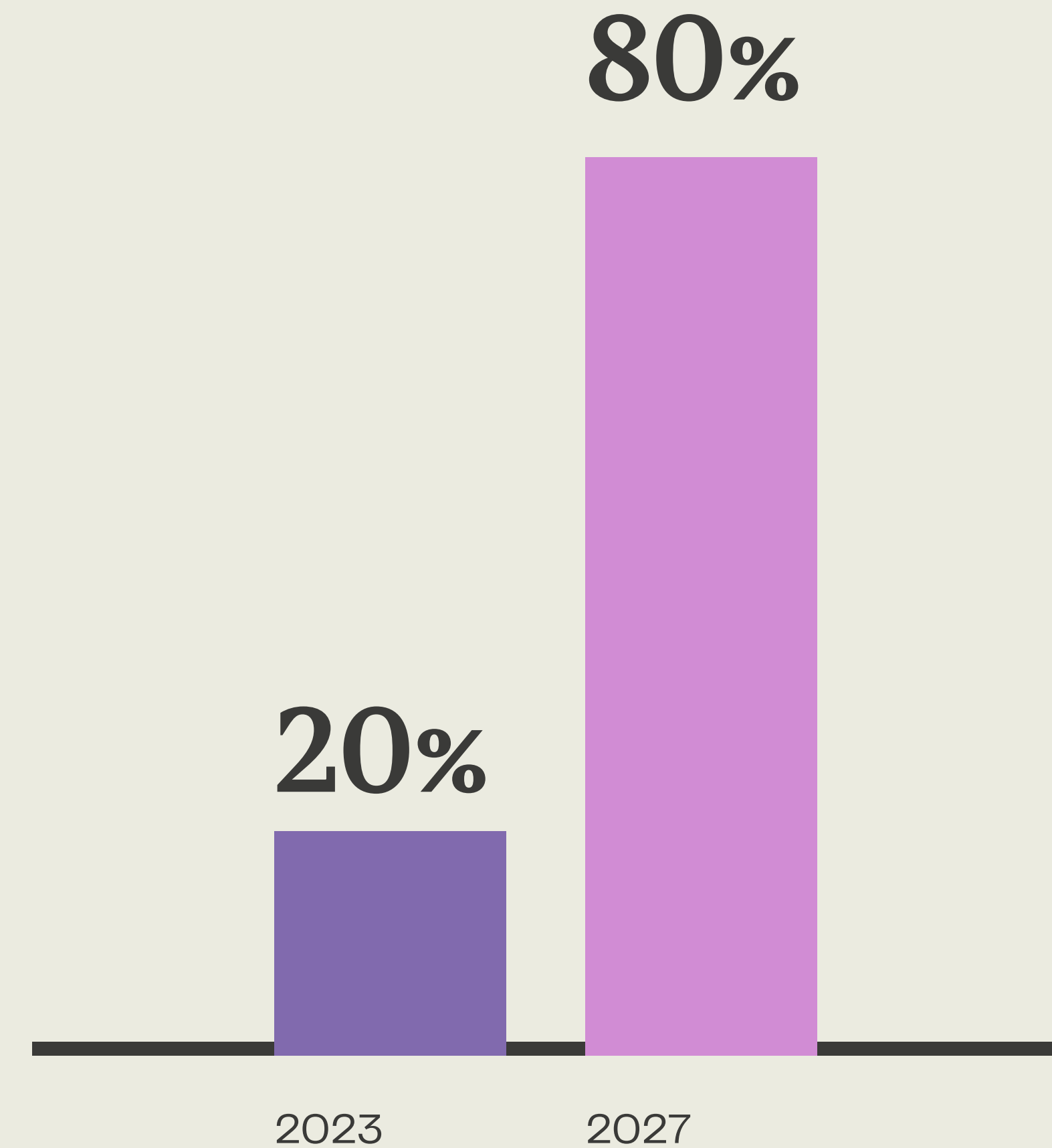
Telephony adoption is projected to jump from 20% in 2023 to 80% by 2027 (Gartner).

**The 8x8 solution:**

# Complete your Microsoft Teams deployment.

8x8 closes that gap. By extending Teams with enterprise–grade PSTN, built–in CX capabilities, and powerful analytics, retailers get a seamless, secure experience—without giving up the native Teams environment their teams already know.

IT and CX leaders in retail count on 8x8 to streamline customer and employee interactions across 55+ countries and unite global locations, integrate real–time support directly into Teams, simplify operations with one platform, and stay compliant with AI–driven call recording and analytics.

It's a smarter, future–ready way to unlock the full value of your Teams investment.

# Future-proof IT with 8x8.

Retail IT leaders aren't just keeping systems online—they're driving change, streamlining operations, and delivering standout customer experiences across every channel.

With the 8x8 Platform for CX, you get everything in one place: unified communications with 8x8® Work, customer engagement through 8x8® Contact Center, and powerful AI and analytics—all working together on one secure, scalable platform.

No more patching together disconnected tools. IT can:

· Eliminate outdated systems and simplify operations.
· Strengthen data security and meet compliance with confidence.
· Deliver consistent, omnichannel CX that builds trust and loyalty.
· Reduce costs while supporting distributed and in-store teams.

The future of retail IT isn't about keeping up—it's about stepping ahead. 8x8 helps you streamline operations, secure every transaction, and scale confidently so that every interaction, from checkout to customer support, moves your business forward.

# 8x8.

# Next steps for strategic IT leaders:

Learn more about 8x8's solutions for retailers.

Schedule a demo to see how the platform fits your environment.

Talk to an expert about aligning UCaaS + CCaaS with your IT roadmap.

## Why 8x8?

This isn't just another cloud-based, CX platform—it's the foundation for smarter communication, secure transactions, and seamless customer journeys. With a single architecture, unified data model, and AI at the core, we help IT leaders turn complexity into clarity—and conversations into results.

Simplify, secure, and elevate—with the 8x8 Platform for CX.

**Get started today**