8x8 Omnichannel Routing

Engage customers on their channel of choice

8x8 omnichannel routing allows contact centers to meet customers' escalating expectations for effective service across an ever-increasing array of communications channels. Because both voice and digital channels are provided natively through a single routing engine, you're able to deliver consistent and contextual experiences, regardless of how customers choose to contact you.

Retain your competitive edge

Meeting your customer's shifting channel preferences is no longer optional, but a critical business priority. In fact, according to a global survey by Dimension Data, 87.2% of consumers increased digital usage as a result of the pandemic, and this trend shows no signs of reversing.[1]

At the same time, the need for high touch service is not disappearing, and is especially valued for complex issues. The answer to meeting this challenge is to add digital channels while preserving the option of escalating to voice, and even video. That's where the power of the 8x8 omnichannel contact center comes in.

The 8x8 omnichannel routing leverages the holistic reporting capabilities of the 8x8 Contact Center solution to capture customer insights and deliver a powerful single source of truth. By providing agents with access to customer data via Agent Workspace you're able personalize the customer journey across all channels.

Key benefits

- **Match customers to the best possible agent** to solve their problems with a routing engine that handles both voice and digital natively

- **Speak with customers on their preferred digital channel** to provide quick, convenient, and personalized service

- **Exceed shifting customer expectations**, especially those of younger generations, by quickly adding new and emerging channels

- **Reduce sales friction** by leveraging web chat and co-browse and video to visually engage customers

- **Improve agent productivity** by enabling blended agents as well as the ability to handle up to six digital support sessions simultaneously

- **Engage various customer segments** with multilingual support and translations for messaging and web chat

- **Maximize agent effectiveness** with a single interface for all channels and an intuitive design-led agent desktop

- **Capture valuable insights and improve the cross-channel journey** with advanced data and analysis

[1] CXBR2021

For more information, visit 8x8.com.

Each 8x8 contact center channel provides advanced capabilities:

Feature	Capability
Chat	• Offer customizable and proactive chat on your website • Real-time translation available in over 20 languages • Send attachments like videos, pictures, and files • Validate and pre-authorize customers to securely receive support from your business
Chatbot	• APIs to connect third-party chat bots to 8x8 agents
Co-browse	• Allow agents to share screens and collaborate with online customers in real-time • Provide live online support and guided assistance to customers filling out online forms, searching for information, or any other inquiry • No customer installation required for a frictionless experience • Secure solution with flexible control mode
Email	• Route by context, agent skill, and priority • Support for pre-built and custom workflows • Integrated CRM routing
Messaging apps	• WhatsApp available natively • Flexible APIs so you can customize your workflows • Automate system messaging for intelligent interactions
SMS	• One-way and two-way SMS messaging • Bulk messaging available for campaigns and high volume communications • Send knowledge base articles links via SMS • Inbound follow-up to outbound campaigns
Social media	• Facebook and X (formerly known as Twitter) direct messages • Collect your customer data automatically using easy scripting tools • Assign rules and logic to route social media interactions to the best possible agent
Video interactions	• Elevate customer interactions from voice to one way video
Voice	• Skills based routing • Conditional routing • Service-level routing • Analytics enabled routing • Value based routing • CRM data based routing • Post call surveys

Ultimately, 8x8 omnichannel routing enables you to meet customers where they are while providing convenience, choice, and personalization. This leads to exceptional customer experiences that transform your contact center from a mere cost center into an engine for increased satisfaction, loyalty, and profitability.

For more information, visit 8x8.com.