



8x8 Sales Assist – Improving CX and accelerating revenue

As a retailer, you may offer unique products and services everyone wants. However, what really sets a retailer apart is how you take care of your customers. With 8x8 Sales Assist, you can provide the best possible customer experiences while increasing your bottom-line revenue.

Retail starts with great customer experiences

With all the options today to purchase goods and services from a variety of retailers, what sets you apart from your competition is the experience you provide your customers. Not only is it about top-notch in-store experiences, it is about the service you provide when customers are not in your actual brick and mortar locations.

The contact center has become the face of many retail establishments, and providing service and support consistent with your in-store and online experience is extremely important.

8x8 Sales Assist allows you to customize each customer's interaction with your contact center. Just as each customer has a unique visit to your store front, it must be the same in your contact center.

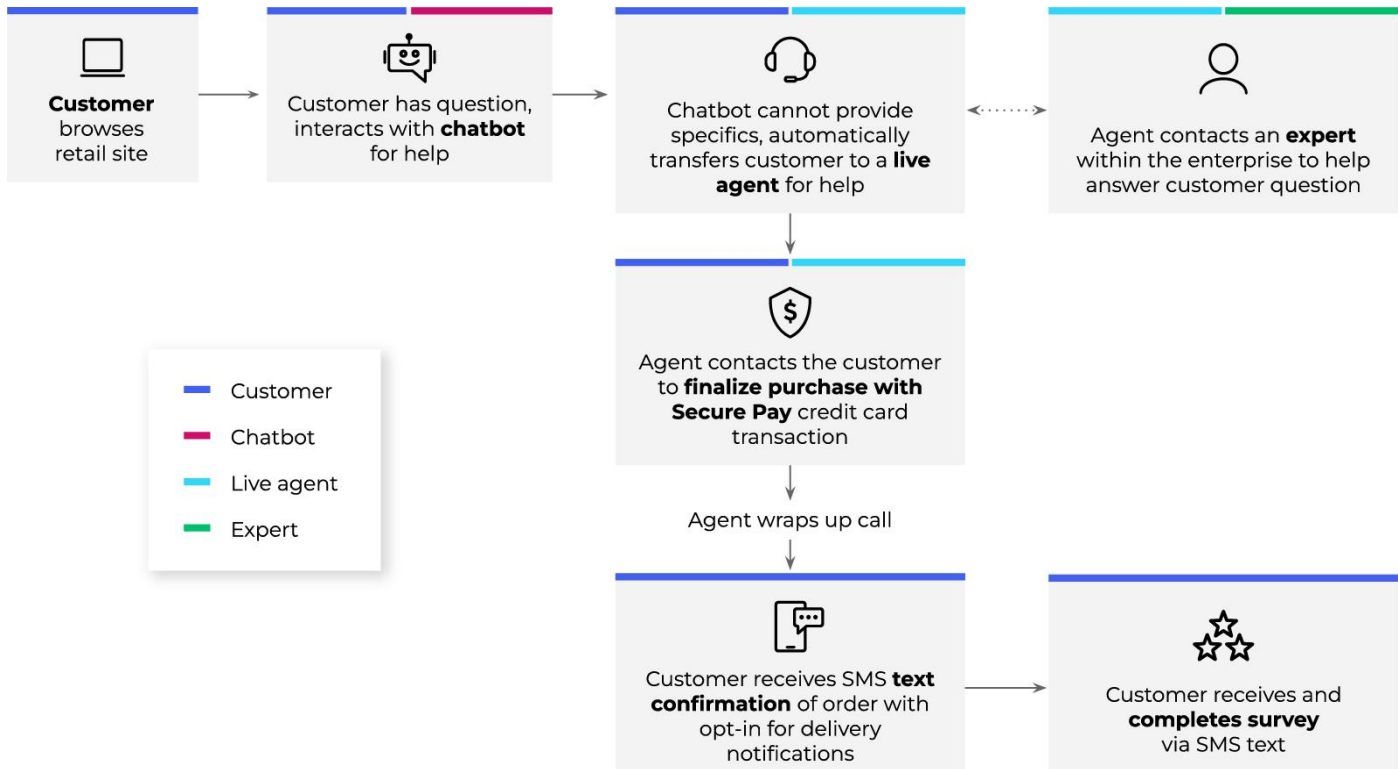
Self and assisted service are paramount

Providing this unique experience begins with allowing customers to choose how they interact with your retail contact center. Just as it is with an in-store experience, customers may choose to browse on their own or immediately reach out to an associate for help—the contact center is no different. According to [Harvard Business Review](#), 81% of all customers attempt to take care of issues themselves before reaching out to a live representative. To facilitate this experience, your contact center must offer self-service via the channels your customers want, like voice, web chat, SMS or social media. And the same holds true for when they need live assistance.

Key benefits

- **Accelerate revenue generation.** Create easy, frictionless opportunities for your customers to purchase your products or services with self-service or assisted service. Offer customers secure payment processing for added confidence and piece of mind.
- **Deliver personalized customer journeys.** Personalize the customer experience by connecting each step a customer takes when they contact your company, from the information they enter or say during a self-service interaction to past purchase or interaction history. In addition, analytics can help anticipate what a customer is expecting when contacting your company.
- **Enable a connected workforce.** Provide your agents with a single interface with all the information they need to service your customers at their fingertips. Access knowledge workers for detailed product information and improve first contact resolution.
- **Provide a reliable, secure solution.** Extend reliability across your entire enterprise to offer uninterrupted service and support to your customers 24/7, 365. Secure and protect your customers' sensitive data to safeguard against theft and fraud and improve customer confidence and loyalty.

Sample interaction flow for 8x8 Sales Assist



8x8 Sales Assist allows your customer to interact with your company via their channel of choice, oftentimes starting with self service and escalating to assist service for more involved questions regarding the product or service they are purchasing.

AI-powered self service. AI-powered insights and automation offer the highest level of intuitive self-service to answer all types of questions your customers may have.

Empowered agents. When self-service is not enough, a single interface for agents provides access to the back office, warehouses, suppliers and stores, connecting them to all the information required to help your customers.

Quality Interactions. Key to empowering your agents is the proper training and coaching. Listening to and evaluating interactions, both voice and digital, unlocks a wealth of information to help you identify areas where your agents need improvement, leading to improved customer satisfaction and overall agent experience.

Metrics and reporting. Using speech analytics and reporting, you can identify the most popular product orders and service requests. This information allows you to keep popular items in stock, speed delivery, and staff your contact center to address support issues.

Third-party application Integrations. Integrating the necessary retail applications with your contact center can make all the difference when it comes to operating at peak efficiency to drive revenue.

Customer feedback. Hearing and understanding the voice of your customers with automated surveys allows you to monitor product and service feedback. This helps you improve overall customer satisfaction (CSAT) and improve net promoter scores (NPS).

“We can now better understand the steps we need to take to improve service levels and keep customers happy.” — **IT Manager at DPI**