8x8

Building brand loyalty

With every interaction

Consumer demands are changing, driving retailers to adopt new solutions that bridge the gap between online and in-store experiences and deliver the service customers want while focusing on building brand loyalty to stay ahead of the competition.

Increase revenues with a design-led approach to customer service

8x8 offers an intuitive, design-led interface that streamlines customer interactions. It offers retailers a simpler, more efficient, and more engaging way to deliver positive customer experiences and meet customer demands.

Developed using universally familiar and friendly design patterns, 8x8 allows agents, in-store and back-office staff to deliver seamless experiences, essential to building brand loyalty and optimizing every revenue opportunity along the way.

Make each interaction customer-centric

Regardless of communication channel, customer expectations continue to rise. 8x8 offers a natural migration path to a cloud-based omnichannel environment, where all these channels are brought together onto a single platform for personalized self-service and live agent interactions.

A single pane of glass that empowers each agent to handle every customer inquiry efficiently. Plus, CRM integrations and instant access to collaboration tools connect agents and in-store assistants to the information they need to provide first-time resolution to customer inquiries.

Key benefits

- **Improve customer service** with an omnichannel environment that guides agents through interactions, provides sentiment and speech analysis, integrates with ticketing systems for case management and CRM solutions to deliver personalized experiences.

- **Maximize revenue opportunities** with script prompting and seamless workflow integration, PCI/DSS payment processing for faster order processing and SMS messaging for marketing campaigns and order updates.

- **Build a connected workforce** of online, in-store and back office environments that can communicate and collaborate seamlessly across locations and devices, with Microsoft Teams integration, to deliver consistent customer experiences.

- **Create a sustainable and secure organization** with a flexible and scalable cloud-based communications platform for UC and CC users. Simplify management with centralized administration where new users and locations can be easily added, a single governance and privacy policy and lower TCO.

With 8x8 everyone gets a better experience where communication and collaboration tools connect colleagues and customers to create a future-proof, sustainable and secure organization.

Inbound customer engagement is made simple with omnichannel experiences, self-service options and CRM integrations for personalisation. Productivity is improved and customers' increasing digital demands are met.

Stores / back-office / logistics are connected with agents on a single communication platform across voice, video, chat and SMS, where expertise can be easily shared and customer experiences enhanced.

Order processing and tracking are simplified with seamless workflow integration, secure payment processing, SMS reminders and notifications.

Customer faults and returns are easily managed with AI-powered insights and automation for self-service environments with effective "hand-off to human" options.

Outbound customer reach is personalized across A2P SMS messaging for marketing, a single view of the customer and sentiment analysis that guides agents through interactions, to maximize every revenue opportunity and deliver the best possible outcomes.

Staff training and coaching are continually assessed through reporting, analytics and AI with call recording, quality management, alerts and notifications to identify areas for improvement.

"With 8x8, we can see exactly how our agent team is performing, coach people as needed, and better allocate our resources based on call volume. This has helped us really improve our level of customer service."

Monty Merza
Director of Analytics,
Supply Side USA

"The platform helps us better understand our customers and provide more value in each of our interactions with them."

Brian Himstedt
CIO and Vice President of Technology,
Kansas City Royals

"8x8's data analytics and reporting capabilities are key to helping us optimize our contact center performance."

Gerardo Torres
IT Manager,
DPI Offroad Brands

"We now can see how many calls come in by agent, how many are for repairing flats versus new tires, or for tire rotations, et cetera. This lets us know exactly what's happening in the field so we can stay close to the needs of our clients."

Mike Barbaro
Senior Vice President,
Town Fair Tire

70% of chatbot conversations will be with retail chatbots (by 2023)

Source: AIMultiple, 2023