



# Welcome to the 8x8 Customer Reference Program

The 8x8 Customer Reference Program is a collaborative group of IT and CX professionals who are taking customer experience to new heights.

## By participating as a customer ambassador...

You'll elevate your company's brand and your professional reputation by demonstrating how 8x8 has enabled you to take communications to a new level.

As an 8x8 customer ambassador, you can participate in a variety of activities, including:

- **Reference conversations:** Speak one-on-one with IT professionals who are considering adopting 8x8. Expand your professional network and learn others' best practices during the conversation
- **Case study:** Shine the spotlight on your company's brand by sharing your 8x8 story
- **Press release:** Gain even more visibility for your company as a customer reference in [8x8 company announcements](#)
- **Original Thinkers:** Share your professional journey as part of the 8x8 [Original Thinkers](#) series
- **Video testimonials:** Share your company's 8x8 journey story [on camera](#). Interviews can be conducted remotely via 8x8 Work
- **Surveys:** Share your experience with industry analysts by responding to surveys such as [Gartner Peer Insights](#)
- **Events:** Participate in speaking opportunities at 8x8-sponsored and third-party events
- **Tweets:** Social media shout outs from members of the 8x8 executive team
- And much, much more!

## Membership benefits

As an 8x8 Reference Program advocate, your company will gain exposure to 8x8's expansive database of customers, prospects, and social media followers.

Not only will you elevate your company's brand, but you also can illustrate the impact that you, personally, have had in your organization. A professionally written story can come in handy when it's time for annual reviews, raises, and promotions.

Many members have leveraged the program to grow their professional networks using reference conversations to exchange best practices. Plus, your participation strengthens the vendor-customer relationship with 8x8 and will put the most active members in consideration as BETA testers for new features and functionality.

As you actively participate in the 8x8 reference program, you'll receive 8x8 branded merchandise. And, if you complete three activities in a quarter, your company will receive a \$50 training credit toward future 8x8 training.

With each opportunity, we will engage you and secure your participation agreement, as well as extend to you the final review and approval for published materials.

## Take the first step

Interested in learning more? Email [customerreference@8x8.com](mailto:customerreference@8x8.com) to schedule a discovery call.

8x8, Inc. (NYSE: EGHT) is transforming the future of business communications as a leading Software-as-a-Service provider of voice, video, chat, contact center and enterprise-class API solutions powered by one global cloud communications platform. 8x8 empowers workforces worldwide to connect individuals and teams so they can collaborate faster and work smarter. Real-time analytics and intelligence provide businesses unique insights across all interactions and channels so they can delight end-customers and accelerate their business. For additional information, visit [www.8x8.com](http://www.8x8.com), or follow 8x8 on LinkedIn, Twitter and Facebook.