



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 optimising 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 personalised self-service and in-person interactions.

A single pane of glass empowers each agent to handle every customer enquiry 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 enquiries.

Key benefits

- **Improve customer service** with an omnichannel environment that guides agents through interactions with sentiment and speech analysis, integrates with ticketing systems for case management and CRM to deliver personalised experiences.
- **Maximise 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 organisation** with a flexible and scalable cloud-based communications platform for UC and CC users. Simplify management with centralised 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 organisation.

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

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

halfords



"Choosing 8x8 allowed us to adapt and provide thousands of colleagues with an integrated communication platform."

Gareth Brophy,
Former Head of
Customer Support,
Halfords

"8x8 saves so much time for our team and gives us the agility and analytics that we need to keep customers coming back."

Steve Needham,
Digital Content
Manager, The
Workplace Depot



"Not only did 8x8 meet all of the requirements, but the actual offering was far better than the other solutions we evaluated."

IT Analyst,
Leading UK supermarket



"With 8x8's SMS API, we now have a more reliable way to connect with our customers. The result is that we can roll out new products quicker."

Ville Nordström,
Program Director,
Coda Payments

53%

of consumers believe AI will help retailers better serve customers

Source: [Salesforce](#)



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