



Enhancing customer experience for insurers with the 8x8 Platform for CX

Answering customers demands to CX

As technology transforms how insurers serve their policyholders, customer expectations are quickly advancing, fueled by the demand for seamless support across multiple channels and devices.

8x8 is unique in bringing together voice, video, chat, contact center and powerful AI self-service capability on a unified, cost-effective cloud platform. This gives contact center agents new ways to interact with and support customers while ensuring a consistent, responsive experience across all touchpoints.

A more motivated, cohesive workforce

With customer and employee communications on a single platform that also connects them with critical business apps, communication between agents, brokers, underwriters and back-office teams is streamlined.

User interfaces, like Agent Workspace and Supervisor Workspace, can be tailored to different roles. A wealth of highly available insight, from compliant speech analytics to performance stats, enhances the ability to coach teams and manage resources. Ideas flow more freely. Decisions happen faster.

Key benefits

- **Elevate customer experiences** by communicating with them on the channel of their choice, while delivering consistency globally.
- **Improve operational efficiency** with agile organizational communications that support collaboration and efficient processes.
- **Increase revenue optimization** by automating policy renewal reminders and allowing easy, secure payments.
- **Ensure compliance and security** with robust data encryption and ISO 27001 compliance for comprehensive call recording and safeguarding customers' sensitive data.
- **Centralize processes** with a single admin console to provision, manage and monitor all customer and employee communications.
- **Extend reliability** across your entire business to offer uninterrupted service and support to your customers 24/7, 365 and the only platform to offer a platform-wide 99.999% uptime SLA.



Streamlined claims management

One of the most critical functions of any insurance company is claims management. With 8x8, insurers can optimize the claims process by combining AI with human support. Virtual agents can collect basic claim details before transferring customers to live agents for more personalized assistance. If necessary, the agent can escalate the interaction to a video call, enabling the customer to show the damage or provide more context visually. This speeds up the assessment and resolution process while providing a more empathetic customer experience.

AI-powered agent support

The 8x8 Platform empowers agents with AI tools, real-time insights, and speech analytics that help monitor their performance and compliance when handling queries. This enables better coaching, resource management, and overall job satisfaction. By making it easier for employees to collaborate and deliver excellent customer service, 8x8 enhances workforce motivation and productivity.

Customer loyalty through personalization

Insurers can leverage 8x8's integrated CRM capabilities to offer personalized service based on each customer's policy and interaction history. By using AI and data analytics, agents can identify upsell or cross-sell opportunities, automate renewal reminders, and ensure consistent follow-ups. This level of personalized outreach improves customer retention and boosts overall satisfaction.

Business agility that won't hold you back

The 8x8 Platform for CX is cloud-based and scalable, making it easy for insurers to adapt as their business grows or as new features become available. The platform integrates with critical business tools such as Salesforce and Microsoft Teams, offering flexibility in handling day-to-day operations. Its agility allows brokers, agents and back-office staff to communicate across the organization and engage with customers.

To learn more about how the 8x8 Platform for CX can transform your business and elevate your policyholders' experiences, visit 8x8.com