

8x8

Retail CX that sells, supports, and builds loyalty

Today, retailers don't just sell products—they sell experiences. But disconnected communication systems, slow service, and frustrating customer interactions can drive shoppers away. 8x8® Platform for CX transforms retail communication, keeping customers engaged, employees connected, and operations running smoothly—all from one platform.

Turn every interaction into a revenue opportunity

With 8x8® Contact Center™, connecting with customers is effortless—whether it's through voice, chat, video, or SMS. Seamlessly blending self-service and live support, it ensures every interaction feels natural and personalized. Plus, with AI-powered tools like 8x8 Intelligent Customer Assistant™, your agents get real-time insights to turn conversations into conversions and keep shoppers coming back for more.

Key benefits

- **Sell more effectively.** AI-driven agent assistance, CRM integration, and automated outreach through 8x8 Contact Center and Intelligent Customer Assistant drive conversions and revenue.
- **Boost loyalty.** Proactive messaging via SMS and WhatsApp through the 8x8 Platform for CX keeps customers engaged, reducing missed appointments and abandoned carts.
- **Connect teams instantly.** Sales associates, support agents, and warehouse staff collaborate seamlessly through one unified platform.
- **Enhance efficiency.** Automate order updates, appointment scheduling, and post-sale support for a smoother, faster customer experience.
- **Build a secure organization** with a flexible, scalable, and cloud-based communication platform for unified communications and contact centers.

Optimize retail operations for peak performance

When operations are inefficient, wait times drag on, sales slip away, and employees feel the strain. 8x8 changes the game with AI-powered automation that keeps everything running smoothly. Smart routing gets customers to the right team member instantly, while automated scheduling and payment processing free up staff for what really matters—great service.

Connecting stores, contact centers, and supply chain teams, 8x8 speeds up resolutions, cuts down on errors, and delivers a seamless shopping experience. Plus, with PCI DSS-compliant 8x8 Secure Pay, transactions are not only effortless but also secure, giving customers peace of mind.

“Everything we’re doing with 8x8 is taking us to a better place.”

John Jolliffe, IT Infrastructure Engineering Manager,
Casey’s



Secure, scalable, and ready for the future

Retailers deal with a huge amount of sensitive data, so security and compliance aren't just nice to have—they're a must. The 8x8 Platform for CX keeps customer information safe with encrypted communications, identity verification, and built-in fraud detection. Plus, with top-tier certifications like SOC 2, ISO 27001, and GDPR compliance, retailers can stay ahead of threats and confidently meet industry regulations.

Whether running a single store or a nationwide network, 8x8's high-availability, fully redundant platform protects your operations while making IT management a breeze.

“Our transition to 8x8 was simple and easy. There was no downtime, no loss of sales, and the system has since proven to be stable and reliable.”

John Thomas, System Administrator, Ty Inc

