



# Regal: Journey Builder & Sales Dialer

Drive More Revenue with Triggered Phone & SMS Conversations

## Revolutionizing Outbound Communication

In today's fast-paced business environment, proactive outbound communication is essential for success. The partnership between 8x8 and Regal introduces a groundbreaking solution that integrates Regal's advanced customer profiling and sales dialer tools with 8x8's versatile communication platform. This collaboration enriches outbound services such as calls and SMS, allowing businesses to tap into customer data to enhance engagement with precision and efficiency.

## Enhancing Customer Engagement Effortlessly

The integrated solution unifies customer outreach, enabling businesses to provide personalized experiences at scale through three key channels: voice, SMS, and email. Regal's journey builder & sales dialer can power your outbound communication within 8x8 and other third-party platforms, thanks to Regal's flexibility. This gives businesses granular control to drive incremental revenue across the sales funnel.

## Customer Spotlight: Insurance

One of the standout successes of using Regal's solutions comes from a rapidly growing insurtech company. This business sought to enhance its outbound phone sales strategy to better connect with prospects and drive higher conversion rates. By integrating Regal's branded caller ID & journey builder, this customer saw remarkable results:

- **36% increase in engaged customers:** Calls lasting 60 seconds or longer increased, indicating more meaningful conversations.
- **8% increase in conversion rate:** In addition to more engaged customers, the number that purchased insurance policies went up.

These improvements stemmed from Regal's journey builder & sales dialer, which drove timely outbound calls. Additionally, Regal's branded caller ID enhanced credibility and recognition, reminding customers of their pending insurance inquiries and instilling trust in the call's legitimacy.



## Key benefits

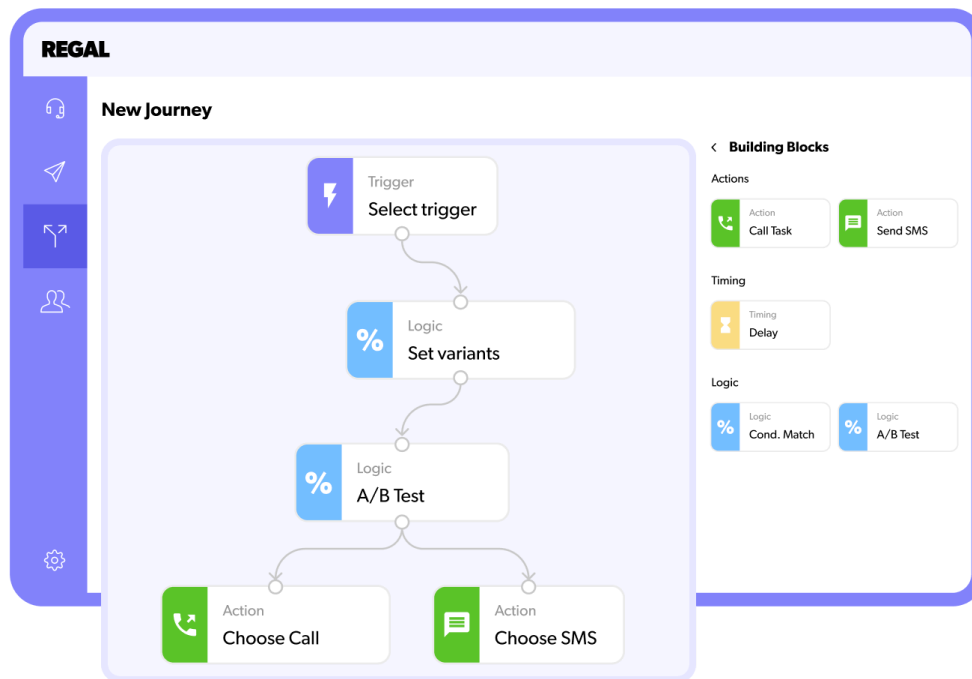
- **Improved customer engagement and experience:** Meet modern consumers' expectations for convenience by providing proactive updates, reminders, and offers across their preferred channels, enhancing satisfaction and loyalty.
- **High return on investment:** The key to higher conversion is great conversations. Conversations build relationships and that results in a better customer experience, more sales, and better retention.
- **Easy implementation / No-code:** Quickly deploy with no-code integration to start benefiting immediately without extensive technical resources.
- **Unified customer profile:** Combine data for a comprehensive customer view, enabling more personalized and effective communication strategies.
- **Actionable insights:** Use data-driven insights to optimize communication strategies and drive better outcomes.

## Features

- Journey Builder (aka Outbound Orchestration of Phone, SMS, Email, Ringless Voicemail)
- Branded Caller ID & Spam Remediation
- Unified Customer Profile (inc. Flexible Data Ingest)
- Complex Phone Number Management (inc. Local Presence)
- AI Virtual Agent (Phone and Text)
- A/B Testing
- Analytics & Reporting

## Conclusion

The partnership between 8x8 and Regal represents a shift towards better customer outcomes, offering a new paradigm for outbound contact center teams to drive more revenue and improve effectiveness. By seamlessly integrating Regal's event-driven approach with 8x8's comprehensive communication platform, businesses can orchestrate personalized engagements across channels, driving better results and improving customer satisfaction.



Learn more at [8x8.com/ecosystem/regal](https://8x8.com/ecosystem/regal)

