

# 2019 Enterprise Connect 8x8





## Global Cloud Communications

### CLOUD CONTACT CENTER

#### 8x8

A leading worldwide, cloud provider of voice, video, chat and contact center solutions for over one million users, 8x8 continues to introduce innovative applications. The company announced its integration with Google Cloud's contact center AI at Enterprise Connect. As the technology advances, AI takes out the mundane tasks and enables agents to be where they will have the most impact. With the growing trend in contact centers to deflect less complex calls to digital assistants, 8x8 will launch their 8x8 virtual agent the second half of the year. With 8x8 Expert Connect, organizations with both 8x8 Virtual Office and Virtual Contact Center products can break down the barriers between agents and experts to increase first call resolution by as much as 30% or more. Meghan Keough, 8x8's Global VP, Corporate & Product Marketing, elaborated on the capabilities of the X Series Cloud Contact Center.

*How does the X series Cloud Contact Center enable businesses of all sizes to address their specific needs in the most cost-efficient fashion?*

8x8 X Series is packaged to enable businesses to select the contact center functionality according to their needs, whether basic, or requiring more advanced capabilities such as quality management and speech analytics. 8x8 X Series platform is cost-effective and enables companies to avoid expensive installation and customization charges. For example, 8x8 Speech Analytics is operational out-of-the-box for immediate time-to-value, whereas competitive solutions often require tens of thousands of dollars of installation and setup work. All X Series contact center packages include reporting and analytics that are easy to customize, enabling companies to quickly create dashboards and custom metrics according to the needs of their business.

All X Series contact center packages include unified communications at no additional cost, enabling full voice, video, meetings and chat capabilities for every person within the contact center.

*In what ways does your solution allow supervisors to better manage teams of agents anywhere in the world while driving improved performance and increased First Contact Resolution Rates?*

With 8x8, agents and supervisors can be located anywhere in the world, whether co-located or spread across the globe. Regardless of geography, agents have the same robust set of tools, such as a single agent desktop for handling all channels of customer contact, with embedded access to CRM records and knowledge bases to increase first call resolution.

Tightly integrated quality management and speech analytics tools help supervisors immediately bubble to the top exactly what they are looking for - whether new opportunities or problem areas. Either way, an embedded ability to send a message directly to an agent via @mention, and include a snippet of a relevant call, drives collaborative performance management.

*Why do you consider it important to offer team messaging as a native entitlement?*

Increasingly, users consider messaging as the front door to their communications activities. Delivering a native team messaging service to business users increases the speed of communications within organizations of all sizes. Providing one place for chat, voice and video allows users to work without switching context; giving them access to all collaboration services from anywhere on any device. Empowering employees with the ability to smoothly transition from team chat conversations to virtual team meetings is one example of how native team messaging can bring cross functional teams together and accelerate workflows.

*Can you discuss how your CRM integrations improve the efficiency of sales and service teams?*

Customer relationship management is a key for any business, big or small. The market for CRM software is continuously growing. According to Gartner, CRM software surpassed the DBMS market with revenue of \$39.5 billion in 2017. Gartner predicts that by 2021, CRM will be the single largest area of spending in enterprise software. However, a considerable number of CRM projects fail every year due to low adoption and delayed ROI. Here are examples of how integration of 8x8 onto a CRM system can improve the efficiency of the sales and service teams:

- All data and SME access are in one place for faster, more relevant collaboration - sales reps and agents have all the relevant information at their fingertips, including instant access to subject matter experts
- Onboarding is accelerated with one user experience - now sales and service teams can quickly get up to productivity using one, well integrated ecosystem
- Increase the speed of decision making with richer, real-time analytics that matter - 8x8's unique ability to use data from both UCaaS and CCaaS, combined with our proprietary algorithms, brings new use cases to life that are not possible without one integrated communications platform.
- Enhance employee productivity by providing them with multichannel communications within the CRM system. Employees can now engage with customers using their preferred method - voice, video or chat.