**8x8**

# 8x8 eXperience Communications Platform™

Enabling customer-obsessed organizations to deliver differentiated CX and modern communication experiences that drive business success

## We've come a long way

Customer experience (CX) and employee experience (EX) have changed dramatically over the last few years, and they continue to evolve at a rapid pace. Customer and employee needs, tech expectations, and preferences continue to undergo massive transformations. Both are increasingly dependent on digital interactions and communications and are more connected to one another than ever.

Embracing this change and tackling it head-on is critical for business success and resilience. Future-ready organizations understand that the most significant business asset is their customer base, and superior customer experience and satisfaction are what will drive measurable value in the long run. Companies that get CX right consistently outperform their peers on several critical dimensions, including customer loyalty and revenue.

Most digital transformation projects, CXO initiatives, and investments are now focused on delivering a five-star customer experience and tackling issues critical to this success path, including improving employee productivity and enabling cross-organization collaboration. A pivotal component of this execution strategy is (1) embracing the right combination of internal communication tools, (2) powering external channels (voice, video, web chat, SMS, and virtual assistants) and AI-enabled applications, plus (3) utilizing customer insights and analytics to deliver the data needed to perfect technology and business decisions.

## Build unique experiences from the front desk to the back office and boost the bottom line

But here's the thing. Employees and customers increasingly communicate across boundaries of geography, device, time, modes, and channels. Hybrid work models have only formalized a trend that was years in the making.

Solving a customer's problem often requires an intelligent backend system and insight from different areas of the company, and nothing is more frustrating to customers than being bounced around and having to repeat information. Contact center agents can no longer be on an island; they need to be integrated with the rest of the company.

As communication channels continue to evolve, customer and employee experiences must be as efficient and effortless as possible. Personalization and contextual information are critical to creating such experiences. Building a solid customer success foundation and delivering spectacular, five-star experiences requires a reliable and integrated communications platform.

Many organizations have been successful in solving the employee engagement side of the puzzle over the last few years with the vast proliferation and adoption of cloud phone, video, and instant messaging capabilities.

For more information, call 1 866 879 8647 or visit 8x8.com.

However, contact center agents continue to work on different, sometimes legacy, platforms for inbound, digital, and outbound customer communications, with the line of business leaders often playing a critical role in the tech stack decision for the latter.

This creates many challenges. IT departments in this situation must maintain multiple disparate solutions and struggle to make information available across an organization, creating data and organizational silos with business-wide implications. A multi-vendor system also means separate data residency, security, privacy, and compliance policies, not to mention different service levels and a lack of single point of contact accountability when two systems are so intricately connected. There has to be a better way.

## The answer? XCaaS.

Experience Communications as a Service (XCaaS) brings customer and employee experience together with contact center, voice, video, chat, and APIs on one cloud-native platform.

The 8x8 eXperience Communications Platform™ is the first and only true XCaaS platform in the market and optimizes omnichannel customer experience with data-driven insights while enabling robust employee engagement in a work-from-anywhere world.
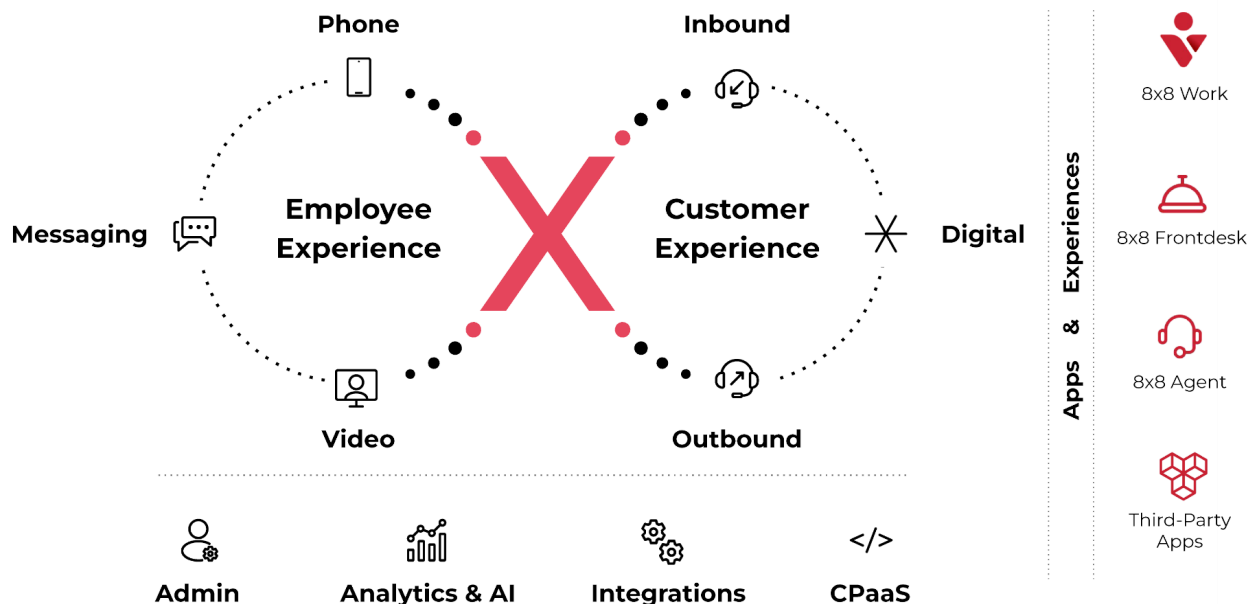
8x8 XCaaS erases the boundary between Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS) to help organizations deliver modern communications experiences that drive revenue, cut costs, and optimize operations for the new world of work.

With one integrated platform for customer and employee communications, businesses can respond to customer inquiries faster while maintaining the context and content of each engagement as it progresses through the customer journey.

**Bonus:** It is backed by a platform-wide, financially-backed 99.999% uptime SLA that is unmatched in the industry and ensures peace of mind.

XCaaS solves what businesses need today and offers a clear and easy path to whatever is next. It protects today's investment by guaranteeing the ability to support organizational challenges and strengthens business resilience.



8x8 XCaaS: One Platform for Exceptional Customer Experience

## The power of the 8x8 eXperience Communications Platform™

Organizations searching for communications technology that bridges employee and customer experience gaps find that an integrated platform provides the highest reliability, security, and overall value.

The 8x8 Platform offers:

- An omnichannel contact center solution supporting inbound/outbound interactions for all voice and digital channels
- A powerful conversational AI solution for automated self-service experiences with turnkey integrations to other systems to optimize the level of personalization during interactions
- A full suite of Workforce Engagement Management applications that include native Quality Management and Speech and Text Analytics
- Best-in-class, enterprise-grade PBX features that include auto-attendant, voicemail, flexible call flow rules, and number coverage in over 100 countries
- Business SMS/MMS and internet fax
- End-to-end encrypted video meetings for up to 500 participants for deeper collaboration, supporting a global workforce
- Support for informal call queues, such as internal help desks for HR or IT
- 1-1 or team chat and private or public chat rooms for faster collaboration between employees
- Access via a wide variety of desk phones, mobile and desktop apps, or any web browser
- In-depth reporting and robust analytics across all communications for IT admins and lines of business
- Unified administration capabilities for license management, number porting, provisioning, and configuration
- Streamlined workflows with a shared integration framework to embed communication features into productivity

tools like Microsoft Teams or business apps like CRM and service management systems.

- An extensive API library with no-code and low-code technology that makes it easy to customize digital channels to engage with customers
- Composed, personalized experiences for key organizational roles, such as contact center agents, supervisors, IT administrators, and receptionists, to boost user productivity
- Progressive, multi-modal communications with a financially-backed 99.999% uptime SLA for UCaaS and CCaaS

As the responsibility for customer experience spreads throughout the organization, it is not surprising that one size doesn't fit all when it comes to communication tools. 8x8 also offers the ability to mix and match plans to give rich features for every role in the organization.

Our innovation focus is building an ecosystem and tech stack to enable a best-of-breed customer and employee experience. We blend industry-leading AI technology with our platform across the entire customer journey, whether inside or outside the contact center. The system utilizes contextual and historical information to determine the next best steps and actions while constantly updating the models to learn and improve.

With 8x8, companies can deliver a differentiated customer and employee experience no matter where they are in the world or what device they're using.

That's the XCaaS difference.

## For the third straight year, customer satisfaction has been ranked the top business priority—more important than product/service quality, revenue generation, information security, employee retention, and investor satisfaction.

Metrigy Customer Experience Transformation Study

## The 8x8 eXperience Communications Platform advantage

8x8 is an innovator ahead of its time. Born in the cloud and a pioneer in integrated cloud communications and contact center solutions, 8x8 helps support digital transformation initiatives that drive competitive and economic advantage. Highly rated by clients and analysts, our platform offers the industry's widest geographic coverage and the highest levels of security and compliance.

In addition, the eXperience Communications Platform delivers the following key advantages:

### A single platform for consistent CX from the front desk to the back office

The 8x8 XCaaS platform accelerates company-wide collaboration between back-office workers and frontline workers, contact center agents, receptionists, and other personas.

8x8 XCaaS makes optimizing the customer experience across the entire journey easy. With comprehensive support for voice and digital channels and proactive, AI-powered self-service options, today's digitally connected customers can get the answers they need in the shortest time possible. Full omnichannel routing capabilities and an open, integration-friendly architecture allow organizations to unleash the power of their customer data for more personalized experiences.

In addition to native, fully integrated video meeting and chat capabilities, features like Expert Connect give agents the upper hand in driving first-contact resolution. From a single interface, agents can reach out to fellow agents, supervisors, or other organizational experts anywhere in the world—even if they use collaboration tools like Microsoft Teams. Agents can interact with each other, view the same customer, and use the directory, search, and presence features to find the person with the right expertise. Once they determine availability, they can collaborate in real-time using click to -chat or -call features to resolve customer queries quickly and efficiently.

With every person in the organization playing a role in customer experience and success, 8x8's proprietary solution also enables feature extensibility by making Quality Management, Speech Analytics,

WEM tools, and Sentiment Analysis, long reserved for contact center staff, available to UC users. Having complete control over our product roadmap and strategy and the ability to quickly incorporate market trends and the voice of the customer into our roadmap as the sole controllers of our product destiny enables us to extend CC features to UC, and vice versa. This ability to directly influence product roadmap and gain from the best of both worlds greatly benefits customers as cutting-edge technology is rolled out to them quickly, something that's not easy to achieve in a two-vendor partnership or bundled system.

8x8's end-to-end interaction journey analytics, ability to enable contextual hand-offs, and a 360-degree view of employees and customers help organizations maintain overall effectiveness and create a competitive edge.

For users who spend most of their time in productivity and business apps, our single integration framework supports 50+ business app integrations, including Salesforce, ServiceNow, and our popular Microsoft Teams integration for UCaaS and CCaaS.

### Industry-leading reliability with a 99.999% financially-backed uptime SLA for UCaaS and CCaaS

Today, there is little room for unstable systems or patchy service. Business software applications are always expected to be available and support user device and connectivity preferences.

The 8x8 proprietary Experience Communications Platform™ is designed from the ground up and delivered from top-tier, redundant, geographically diverse, state-of-the-art cloud locations/regions to ensure the highest possible uptime for contact center, voice, video, chat, and APIs by providing four levels of redundancy: infrastructure, platform, data, and geographic.

The platform also uses patented Global Reach™ technology and built-in software intelligence to deliver high availability and mitigate common cloud communications challenges such as connectivity issues, audio and video quality problems, and service outages.

A single SLA guarantee and single point of accountability for all your business communications needs are critical for organizations and an excellent distinction for 8x8, unlike standalone solutions or bundled communication options, which cannot credibly promise a single SLA nor operate under one standard policy for governance, security, and data privacy.

**A trusted, future-proof partner to accelerate tech adoption and de-risk your deployment**

Innovation runs deep in our company's 30-year history. We have been awarded over 300 patents that cover diverse aspects of our service, infrastructure, and UX design and functionality.

We take pride in our ability to migrate even the most complex communications systems and installations to the 8x8 cloud with little to no downtime. Our seasoned presales and professional services team work on moving at your pace and aligning with your long-term strategic plans. We collaborate with our customers to develop a comprehensive go-live approach and a personalized strategy, providing inputs based on our depth and breadth of experience and expertise.

Customers have benefited from faster time to value with our hardened, time-tested migration strategy, which enables simultaneous UC and CC deployment with a wide range of implementation options that best meet your business needs.

With 8x8, organizations enjoy the benefits of a single solution and platform and a single point of accountability, contact, and support, which avoids finger-pointing and jumping from one vendor to another.

8x8 offers 24/7/365 follow-the-sun support via a global network of operations and customer service centers in the United States, United Kingdom, Singapore, Australia, Philippines, and Romania.

**An optimized total cost of ownership (TCO)**

In light of sustained competitive pressures and demanding customer and employee expectations, CIOs and CFOs are increasingly scrutinizing their organization's infrastructure investments.

## Successful companies are documenting impressive success when they integrate UC and contact center:

- Customer ratings improve by 26.5%
- Operational costs drop by 18%
- Revenue increases by 22.6%
- Employee productivity improves by 23.1%

Source: Metrigy's Customer Experience Transformation study.

XCaaS removes the financial impact and headaches of CAPEX procurement or the administrative overhead of multiple purchase orders spread among different vendors. Business and ROI justification becomes easy, and the cost is further optimized with 8x8's persona-based mix-and-match options.

A single source for license management, managing user types, provisioning, and configuration, and a single pane of glass for system monitoring saves a significant amount of administrator time. Such operational and administrative streamlining is not possible with a two-vendor system.

The benefits of XCaaS go far beyond persona-based mix-and-match options, licensing consolidation, and streamlined tech support. An integrated platform approach creates leaders out of laggards and fast followers with:

- Productivity and time savings that are not achievable through disparate solutions
- Intelligence that informs and improves organization-wide performance and accelerates the use and benefits of machine learning and AI
- Simplicity for your customers, users, and IT and line of business teams with easier management, maintenance, reporting, and transformational integrations
- Superior customer and employee experiences with a single platform approach globally that streamlines communication and empower teams to work smarter, faster, and more efficiently

## The 8x8 XCaaS Highlights

- The industry's only financially-backed, platform-wide 99.999% uptime SLA across an integrated cloud UCaaS and CCaaS solution

- A consistent customer experience and superior treatment from the front office to the backend.

- Feature extensibility between UC and CC, such as recordings, coaching, and speech analytics for all employees

- One data residency policy, security, privacy, and compliance framework

- A single enterprise directory for UC and CC, with shared presence

- Contextual hand-offs between employees and modalities and interaction journey analytics

- AI-powered customer and employee workflows

- Single provisioning and configuration, as well as performance management and support

- Team collaboration across all employees, including contact center agents

- Common integration framework for UC and contact center that supports 50+ business apps, including Microsoft Teams and Salesforce

- Deep out-of-the-box Microsoft Teams integration options for UC and CC users, including a Microsoft-certified contact center solution, enabling user interface preference

- Embedded communications APIs

- Real-time, company-wide analytics across all communications

- AI-driven features and personalized experiences

- Single point of accountability, contact, and support

- Optimized TCO and faster time to value

Also, our global footprint spanning six continents lowers the total cost of ownership and reduces complexity while optimizing communications quality, reliability, and security. Say goodbye to multiple vendor and carrier partnerships with 8x8's PSTN replacement services in over 50 countries and enable remote staff and regional offices to make calls as if they were connected via a traditional local landline, but with the added benefits of the 8x8 open communications platform.

8x8's early vision for erasing the boundaries between UCaaS and CCaaS puts it in a unique position as the market's only fully integrated communications platform. 8x8 is delivering today for customers what others are envisioning for tomorrow.

Learn more about 8x8 XCaaS and how it can supercharge your business communications.