



# Drive productivity and optimize communications spend with 8x8.



The 8x8 Platform for CX helps you achieve faster time to value with an unmatched single-vendor approach to customer and employee experiences.

## **“Do more with less” is the new corporate mantra**

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

Whether it's about deciding the fate of their legacy systems or patchwork solutions put in place to meet work-from-home needs, or making a multi-vendor hybrid or cloud environment more cost-efficient, organizations are now looking for a long-term, optimized, and sustainable solution.

And while the focus is on “doing more with less” across the board, customer communications and employee engagement needs have never been higher or more challenging. Business communication and contact center solutions are increasingly pivotal pillars of digital transformation efforts, and customer satisfaction continues to be a key business success metric.

## **Understanding the true cost of ownership**

When it comes to business communications, the total cost of ownership (TCO) is a sum of the obvious hard costs and the typically hidden or difficult-to-comprehend/quantify soft costs associated with various systems deployed across locations. Think of the iceberg analogy.



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](#)

Most TCO calculations for an on-premises or hybrid UCaaS/employee experience solution (telephony, video, team messaging) include software, infrastructure components (such as gateways), devices, SIP connectivity, training and professional services, maintenance and support agreements, analytics and reporting add-ons, and other costs like faxing, paging, alarms, ATAs, etc. It becomes even more complex for global organizations with many locations, local carrier relationships, and telecommunication vendors. of each engagement as it progresses through the customer journey.



Return-on-investment (ROI) and TCO calculations for a CCaaS/customer engagement solution (contact centers) are typically even more complex. In addition to a software and hardware component, there is a significant operational element. This covers loss of revenue and productivity associated with the impact of downtime and features or support for channels that might be lacking in the solution. It also considers no or limited reporting and analytics, quality management, self-service tools, agent productivity and utilization, time saved in training, system management, etc.

The impact of downtime and outages, forced or planned upgrades, and product end-of-life, not to mention potential security threats, are also considerations when calculating TCO and ROI.

Simply put, the true total cost of ownership discussions and calculations are fairly complex and require an in-depth, thorough understanding of current business operations, processes, and future state.

With communication systems forming the backbone of most business operations, using a less-than-perfect solution could mean overpaying, receiving less-than-acceptable performance, and not reaping the long-term success and benefits that an ideal solution could bring.

## Cost of doing nothing

Customer and employee needs, tech expectations, and individual and generational preferences continue to undergo massive transformations. All are increasingly dependent on digital interactions and communications, and they are more connected to one another than ever.

Perhaps your current system has served you well, and if it's already been paid for, your company may have a certain incentive to stick with it. You might even "bolt-on" new services to keep the system on "life-support." But in addition to really biting deep into already stretched IT budgets, this status-quo scenario could put your business at risk.

Furthermore, connecting individual vendor platforms and maintaining separate communication tools requires considerable effort from overburdened

IT staff struggling to make an older system work in the digital world.

The key questions to ask are:

- Does the current stack serve my business needs from a current and future customer experience and employee engagement perspective?
- Is it setting the business up for success and helping to create a competitive advantage?

- Does the current system drive customer loyalty and revenue?
- Are users delighted and have the tools to do their best work?
- What financial impact do the questions listed above have?

The cost of doing nothing in the current business environment is unaffordable and a step backward.

## Leverage the 8x8 Platform for CX to achieve faster time to value and lower TCO

Spending time to build a reliable and integrated communications platform provides the foundation that customer-obsessed companies need to deliver coveted five-star experiences.

The 8x Platform brings customer and employee experience together with contact center, voice, video, chat, and APIs on one cloud-native platform.

It optimizes omnichannel customer experience with data-driven insights and enables robust employee engagement in a work-from-anywhere world.

Here are some ways in which the 8x8 Platform for CX optimizes TCO and boosts ROI for organizations:

### Single vendor and robust platform for customer and employee engagement

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

The 8x8 Platform for CX 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 future of work. With one integrated platform, businesses can respond to customer inquiries while maintaining the context and content of each interaction as it progresses through the customer journey.

With 8x8, administrators also enjoy the benefits of a single point of accountability, contact, and support. They never have to point fingers and jump from one vendor to another while your business struggles to keep up with two or more vendor systems.

## According to Metrigy's Customer Experience Transformation study, 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.

### A single security framework and platform-wide SLA for business continuity and resilience

Today, there is little room for unstable business systems or patchy service, especially when it can directly impact operations. Business software applications are always expected to be available, supporting the business at all times and also meeting user device and connectivity preferences.

Legacy communications can often experience communication outages, unplanned downtime, and potential security threats, which lead to instant knee-jerk reactions and costly decisions for backup communications.

The proprietary 8x8 Platform for CX 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.

In the event of a significant disruption, such as a natural disaster, failover between data centers ensures continuity for 8x8 communication services.

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.

**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.

Should there be a power failure or internet outage at a location, users can simply plug their laptops into their home/remote networks and continue using the 8x8 system as expected. The result is that your business can remain open and accessible to customers no matter what type of disruption may occur.

A single SLA guarantee for all your business communications needs is 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, compliance, and data privacy.

### Persona-based packaging and mix-and-match options

As the responsibility for customer experience spreads throughout the organization, it is not surprising to find that one size does not fit all when it comes to communication tools. Back-office knowledge workers can typically have general Unified Communications as a Service (UCaaS) capabilities. They need to receive and place calls and chat messages, as well as host video meetings to collaborate primarily with internal audiences and suppliers. But there is an exception in the back office—internal IT help desks. These teams also benefit from contact center capabilities, such as advanced call handling and routing, insight into activity levels for managing or scheduling purposes, or even the ability to provide real-time training and coaching. Leaders seek to deliver the right communications capabilities for everyone in the company. For example, while support teams may need more supervisor tools for management and analysis, delivery teams require mobile and ad-hoc communications features. Inside sales teams would probably need capabilities that fall in between the two.

The 8x8 Platform for CX service plans include rich features for every role in the organization, spanning contact center, calling, video meetings, team messaging, or business app integrations. Organizations can mix and match plans to give employees and customers modern, anywhere, anytime communications experiences. Business and ROI justification becomes easy, and the cost is further optimized with 8x8's persona-based, "right-fit" mix-and-match options.

#### **Feature extensibility across UCaaS and CCaaS**

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. Think about the benefit this provides to other departments heavily involved in customer experience, including sales and marketing. Having complete control over our product roadmap and strategy, and the ability to quickly incorporate the voice of the customer and market trends into our roadmap, enables us to extend CC features to UC and vice versa. This ability to 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.

**According to Metrigy's Customer Experience Transformation study,**  
**45.7% of companies are giving contact center licenses to employees who aren't full-time agents.**

**Employees in sales, marketing, product development, HR, the C-suite, and legal are leveraging contact center licenses to review customer insights, communicate directly with customers, or run internal communications for HR or IT.**

#### **Streamlined procurement, vendor management, and consolidation globally**

8x8 not only provides an integrated solution for all business communication needs, but it also takes away the financial impact and headaches of CAPEX procurement or the administrative overhead of multiple purchase orders spread among different vendors.

Our global footprint spanning six continents further 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, enabling remote staff and regional offices to place calls as if they were connected via a traditional local landline, but with the added benefits of the 8x8 open communications platform.

#### **Flexibility and scalability with predictable, foreseeable costs that include software upgrades**

By accommodating more than just normal fluctuations in a business's size, 8x8 can quickly scale in response to M&A activity, special events, seasonality, and business reorganization without trading off features or increasing complexity.

With 8x8, there's no need to buy, install, maintain, and upgrade servers. There's a reduced need for separate security systems, firewalls, VPNs, or complex wiring systems.



And, while premise-based systems offer complete control over hardware and configurations, they require specialists to provide system maintenance, making it costlier than cloud-based communications.

8x8 offers a pure multi-tenant cloud environment that ensures that we can support a robust roadmap, build the latest and greatest features, and roll out frequent upgrades, updates, and patches fast and with little or no impact on the customer's uptime. And upgrades are not considered special, "for-a-fee" projects—8x8 offers upgrades as part of the solution at no additional cost.

8x8 has built a global network of operations and customer service centers in the United States, United Kingdom, Singapore, Australia, Philippines, and Romania to provide 24/7/365 follow-the-sun support. The support team can be contacted by phone, chat, and web case. Much like deployment, businesses' ongoing support and training needs vary greatly, so 8x8 has tailored support packages providing as much or as little guidance as necessary to fit individual company needs.

#### **Deep out-of-the-box integrations with business and productivity apps, including Microsoft Teams**

Integrating legacy platforms with popular business apps and CRMs incurs substantial manual activity costs. Human error in managing legacy systems can adversely impact staff productivity and cause reputational risk damage as customer complaints increase.

Our integration-friendly architecture makes it easy to leverage [pre-built integrations](#) or use APIs to support less app-toggling and seamless workflows for users who spend most of their time in productivity and business apps. 8x8 integrates with over 50 of the most commonly used and industry-leading CRMs, ERP, WFM, helpdesk, and productivity applications, including Salesforce, ServiceNow, and our popular Microsoft Teams integration for UCaaS and CCaaS.

The 8x8 Platform for CX extends into Microsoft 365 to enable external calling from any Microsoft Teams endpoint. [8x8 Voice for Microsoft Teams](#) gives organizations all the benefits of a global enterprise communication solution and enhances the customer experience through additional functionality, such as supervisor barge/monitor/whisper, business messaging through eFax and SMS/MMS, legacy hardware support, and more. This saves time and money without the hassle of managing multiple communications vendors or complicating the Teams' user experience.

In addition, our contact center solution is certified for Microsoft Teams, which offers the best of both worlds. It enables contact center agents using [8x8 Contact Center for Microsoft Teams](#) to simplify customer engagement workflows using Teams by connecting agents with experts when needed. Both solutions leverage the same streamlined deployment system that enables organizations to quickly improve employee productivity and customer experience.

#### **IT streamlining with unified and simplified administration**

8x8 offers scalable communications with unified administration—not available with a combination of best-of-breed solutions. This provides a single source for license management, managing user types, provisioning, and configuration. It also provides a single pane of glass for system monitoring and saves a significant amount of administrator time. With a multi-platform solution, an admin must configure and provision users in each system, leading to possible misconfiguration or other errors.

The 8x8 Platform streamlines this process by utilizing a single task. Adding new communication channels and scaling up or down becomes easy, because you do not have to consider the impact on your existing infrastructure. With just one cloud platform for contact center, telephony, video conferencing, and team messaging, and one application to administer and maintain it all, it is incredibly quick for IT to add, move, or delete users.

With the reduction of software and hardware maintenance and manual upgrades, the 8x8 Platform for CX reduces the overhead involved in recruitment, training, development, and shift planning. But more importantly, 8x8 allows IT teams to focus on core strategic activities and needle-moving projects.

**In summary, the benefits of the 8x8 Platform for CX go far beyond volume discounts, 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 doesn't just inform and improve organization-wide performance but accelerates the use and benefits of machine learning and AI
- Simplicity that is not just for your customers and employees, but for your IT and line of business teams in 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

See your potential savings with 8x8 No matter the size of your organization, 8x8's cloud-based system offers a faster, more efficient, and cost-effective solution to your communication needs.

To help understand your current and future state, 8x8's business value consultants are available to conduct an in-depth discovery process and analysis. Our consultants evaluate your current spending, projected 8x8 spend based on our understanding of your needs, and potential dollar and efficiency savings while providing insight into the cost of inaction, your break-even point, and the total cost of ownership when implementing 8x8.

By understanding how you do business, your current objectives, and any limitations you face, the 8x8 team can ensure greater efficiencies and potentially lower costs.

**Learn more about the [8x8 Platform for CX](#) and how it can supercharge your business communications.**



8x8, Inc. (NASDAQ: EGHT) connects people and organizations through seamless communication on the industry's most integrated platform for Customer Experience—combining Contact Center, Unified Communication, and CPaaS APIs. The 8x8® Platform for CX integrates AI at every level to enable personalized customer journeys, drive operational excellence and insights, and facilitate team collaboration. We help customer experience and IT leaders become the heartbeat of their organizations, empowering them to unlock the potential of every interaction. For additional information, visit [www.8x8.com](http://www.8x8.com), or follow 8x8 on LinkedIn, X, and Facebook.

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