



# Future-proof your business communications

De-risk your migration and accelerate tech adoption to deliver differentiated CX and modern communication experiences that drive business success



The evolution of enterprise communications is happening at an accelerated pace. Customers demand reliable, high-quality communication experiences, and employees need the tools to exceed those expectations and remain productive at the office, home, or on the go. Outdated, disparate, and inflexible communications systems have proven unable to keep up with modern business needs or support changing work models.

When it comes to maintaining an outdated tech stack, risks are magnified, upgrades are never simple, and even patches for critical vulnerabilities can take months to be pushed to production.

No matter the footprint of the installation, there are almost always threats and complexities. Scalability is a real challenge, with no easy path to migrate to a larger platform when a business outgrows the current system. Deploying a new site requires specialized skills, hardware, complex system management, and higher risks. With no redundancy built in, the platform and your business are always at risk. And while your business is tangled in this complex web of risky infrastructure and technical restraints, competitors are likely gaining ground.

Be it deciding the future of their communications tech stack or the fate of their legacy or patchwork solution, organizations are looking for a long-term, optimized, in-the-cloud sustainable solution.

And while it can be tempting to adopt an “if it ain’t broke, don’t fix it” attitude, business communication systems are now a mission-critical service—and the cost of doing nothing can prove far more than making a change.

## No time like the present

Future-looking organizations understand that the most significant business asset is their customer base, and superior customer experience and satisfaction are what will drive measurable long-term value. Companies that get customer experience (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. This includes improving employee productivity and enabling cross-organization collaboration.

These projects are deemed critical; they are ones with “all eyes on them,” given how communication systems form the backbone of business operations. Rightfully so, for such a system transition, there are bound to be apprehensions about the process and concerns around not only finding the right vendor, but also ensuring a successful rollout and continued long-term success.

# The power of the 8x8 Platform for CX

The 8x8 Platform for CX 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 while enabling robust employee engagement in a work-from-anywhere world.

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—all long reserved for contact center staff—available to all unified communications users. Think about the benefit this provides to other departments heavily involved in customer experience, including sales and marketing. Having complete control over product roadmap and strategy, and the ability to quickly incorporate the voice of the customer and market trends into our roadmap, enables 8x8 to extend contact center (CC) features to unified communications (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 offering.

With 8x8, you can transition from your incumbent system to a fully integrated, industry-leading, cloud-native communications platform. In addition, our specialized

professional services teams and customizable plans reduce risk and uncertainty while making upgrading your communications and contact center infrastructure easy.

Innovation runs deep in our company's 30-year history. With the industry's widest geographic coverage and more than 300 patents covering diverse aspects of our services, infrastructure, UX design, and functionality, 8x8 has been consistently recognized and rated as an innovation leader by numerous industry analysts.

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.

## The 8x8 advantage

We understand and acknowledge that every business is different, and 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 the right strategy for your organization, providing inputs based on our depth and breadth of experience and expertise.

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

## Our services are focused on your long term success



\* Customer Success Managers are assigned to accounts that meet specific criteria

## Flexibility and scalability with 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 the 8x8 Platform for CX, 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 premises-based systems offer complete control over hardware and configurations, they require specialists to provide system maintenance, making it costlier than cloud-based communications.

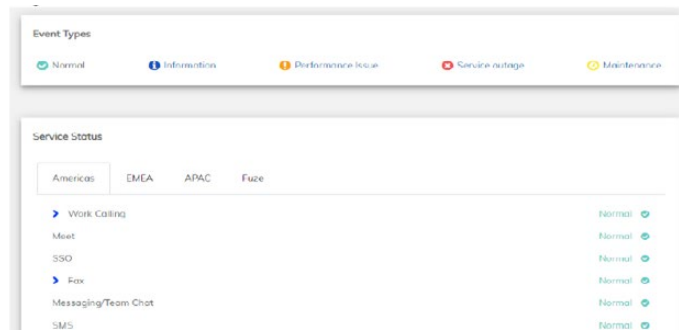
8x8 offers a pure multi-tenant cloud environment that ensures that we can support a robust roadmap, build the latest and greatest features, and roll out frequent upgrades, updates, and patches fast and with little or no impact on the customer's uptime. And upgrades are not considered special, "for-a-fee"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

The 8x8 Admin Console is a self-service portal that can manage your system from anywhere. This tool provides full access from setup to configuration, puts complete control of the 8x8 service in the hands of the IT team, and requires no specialized skills or external vendors. It is easy to use and visually interactive, ensuring speed and agility for effective system management.

## Service transparency

To ensure complete transparency, the status of your communications services is always available on 8x8's public Service Status live dashboard.

Via a password-protected portal, customers can also set up push notifications via email and SMS for any system event notifications.



This architecture and approach provide the 99.999% reliability your organization requires for service delivery resilience.

A financial commitment to the contract offers additional peace of mind.

## Key 8x8 services differentiators

- Deliver simultaneous UC and CC deployment with right-fit implementation options (customer-led to white-glove)
- Single in-house team and hardened, time-tested migration strategy
- Unlimited network assessments
- Move, Add, Change, and Delete (MACD) services
- Adoption Kits
- Custom development and support
- Premium training offering
- Enterprise support
- Single point of accountability, contact, and support

Let's take a deeper look at our services portfolio:

## 8x8 implementation service and expertise

Over the years, we've developed and hardened the methodology to upgrade even the most complex installations to the 8x8 Platform for CX. We understand not every one of your locations may be ready to move to your new 8x8 solution at the same time. We collaborate with our customers to develop a comprehensive phased go-live approach. Whether it's five offices or thousands of retail sites, we will develop the right strategy for your organization.

We often encounter customer situations where the biggest concern is upgrading multiple locations while ensuring minimal to no impact on business.

Understanding this unique need, 8x8 has various deployment packages designed for the unique nature of multi-site businesses. The deployment options also consider the availability and aptitude of existing resources, whether internal or from a designated third party. Companies occasionally take a blended approach, with some locations deployed by internal resources, by 8x8, or by third parties based on cost, expertise, and location.

**Managed implementation:** Using a world-class methodology, 8x8 provides a standard implementation to deliver communications solutions in a distributed workforce environment. This option uses a standardized, best practices-based implementation at a lower per-user price point, making it ideal for cost-saving initiatives.

**Tailored implementation:** 8x8 implementation services offer a tailored approach for businesses with more complex requirements. Given the importance of customer experience design and coordination across multiple offices,

“

8x8's project teams helped us plan out our solution. For each site, they meticulously gathered details from us, built out the solution, and then sent it back to us so we can test and document it.

—nVent

“

We'd never set up a contact center and we didn't know how things would flow. But our reps listened to our needs and helped us through all the setup.”

Struers

this option is ideal for global companies and companies who want to include a contact center as part of the deployment.

**A la carte services:** One size does not fit all. For unique requirements, 8x8 offers a choice of implementation, on-site services, and customization services on an a la carte basis. These services are managed through a detailed statement of work and agreed-upon timeframes, and customers can be assured of a consistent commitment to excellence.

**Proven deployment at scale:** No matter which deployment method is suitable for your company, 8x8's proven deployment methodology has been honed over thousands of deployments to ensure quick time-to-value and minimal disruption to your operations.

## Organizational change management

Change management plans capture a wide range of information to understand and successfully move your communications to the cloud.

Reservations and questions about the cloud starting with security, high availability, integrations, and mobility may persist. Migrating communications to the cloud is often a balance between risk tolerance and budget. Equally important is ensuring IT admin and end-user satisfaction. And while there is a comfort to be found in the familiar, focusing on the eventual outcome and how the cloud can help achieve long-term business, and IT goals will guide the next steps.

Typically, change managers and IT project managers conduct planning activities. We recommend early engagement with stakeholders from a wide variety of lines of business. They can provide input on how best to introduce cloud communications tools in their business area. Deeper discussions, including a deep dive into 8x8's tech stack, best practices, and running a pilot or proof of concept based on your business needs, will alleviate most questions and help build confidence in the migration plan. In addition, 8x8 can provide a slew of resources to ease the transition, such as project managers, line number porting specialists, solution delivery consultants, and API specialists.

## Training

[8x8 University](#) offers multiple training paths to cover varying customer needs.

- Tutorials: website spot learning covering common getting started topics in the formats of video tutorials, demos and job aids.
- Self-paced: guided on demand elearning courses providing deeper dive into tutorial topics.
- Virtual instructor-led: hands on sessions with an 8x8 trainer. Weekly admin courses available in live remote sessions. Private and train-the-trainer sessions available upon request.
- Remote or onsite days: full days dedicated to your organization for up to eight hours per day for user training, demonstrations, lobby days, q&a sessions and more.
- Live webinars: monthly events covering product updates, industry experts and analysts research.

## 8x8 support operations

We prioritize customer satisfaction and strive to deliver fast and engaging customer support that enables our customers to utilize their 8x8 solutions fully.

8x8 has a robust network of operations and customer service centers in six support locations around the globe (Singapore, Australia, the Philippines, Romania, the United Kingdom, and the United States).

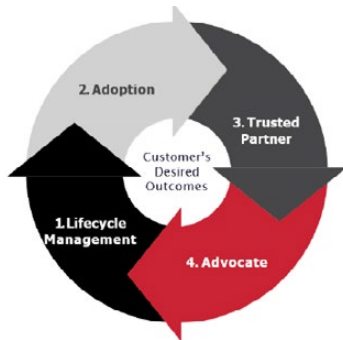
8x8 global technical service centers support the entire product portfolio and operate on a 24x7x365 follow-the-sun model for high business impact issues. Customers can reach the global support teams via our portal, chat, or phone. Our Service Level Agreements guarantee voice quality, system uptime, and response time for support requests. Much like deployment, the ongoing support needs of businesses vary. 8x8 has tailored support packages providing as much or as little guidance as necessary to fit individual company needs.

The 8x8 Support Portal offers customers the following:

- 24x7x365 access to the latest product capabilities and best practices
- [Online knowledge base](#) with expert knowledge updated daily by the support team.
- Help with 8x8 products and services (including training offerings)
- Access to our network diagnostic tools to aid in troubleshooting issues
- Download early-release versions of our clients
- Case management to create, view, and update your cases with 8x8 Support
- Order new lines of service and phones
- View billing statements, manage billing and payment options, and view past orders

## Dedicated to your success

Larger businesses have more complex support needs. For those customers, 8x8 assigns a dedicated Customer Success Manager (CSM)\*, a trusted advisor, and a continuous advocate for your organization throughout the relationship lifecycle.



## Lifecycle management

- Provides guidance throughout the entire 8x8 journey
- Bridges the gap when needed
- Acts as a continuous advocate for your organization

## Adoption

- Assistance utilizing best practices and industry standards
- Ensures the full adoption of 8x8 service features and functionality
- Empowers users to leverage their 8x8 solutions to achieve value in day-to-day activities
- Evaluates user experience trends and workflow efficiencies

## Trusted partner / advisor

- Works with everyone from stakeholders to the executive team
- Provides insights on how to use 8x8 products and services
- Establishes SMART goals and success plans
- Tracks measurements of success against our customer's desired outcomes
- Schedules and presents Quarterly Business Reviews (QBRs)

## Advocate

- Your voice at 8x8 to overcome roadblocks and create paths to success
- Coordinates with all 8x8 departments to ensure the successful delivery and usage of products and services
- Single point of contact for your needs

Our CSMs have extensive experience working with customers of varying complexity, from implementing the 8x8 Platform for CX at a single site to multi-site global deployments. Their key objective is to help customers get the most out of their 8x8 investment. From contract signing to going live, our customers realize increased productivity throughout their organization faster with a dedicated CSM support expert throughout the service lifecycle.

## Voice of the customer program

Our customers are the most important stakeholders and voices in the room as we continue to optimize our processes. We now capture customer sentiment across the entire customer journey and feed this insight into everything we do.

We ask for customer feedback after transactions with support, billing, implementation, and professional services, and we also conduct bi-annual customer relationship and partner satisfaction surveys. These insights are critical to understanding the end-to-end 8x8 customer experience and optimizing for it.

8x8's early vision for erasing the boundaries between unified communications and the contact center 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's 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.