

Three Paths to an Excellent Customer Journey

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Today's Speaker



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Three Paths

- The cross channel journey
- A better phone experience
- A consistent, agile approach





A Consistent and Agile Experience











It's About Your Customers

89% of customers said they would leave for a competitor after on bad customer experience Harris Interactive



86% of customers will pay more for a good customer experience Harris Interactive

81% of organizations see personalized customer experience is in the top 3 priorities for their organization. Accenture



Why is this hard?

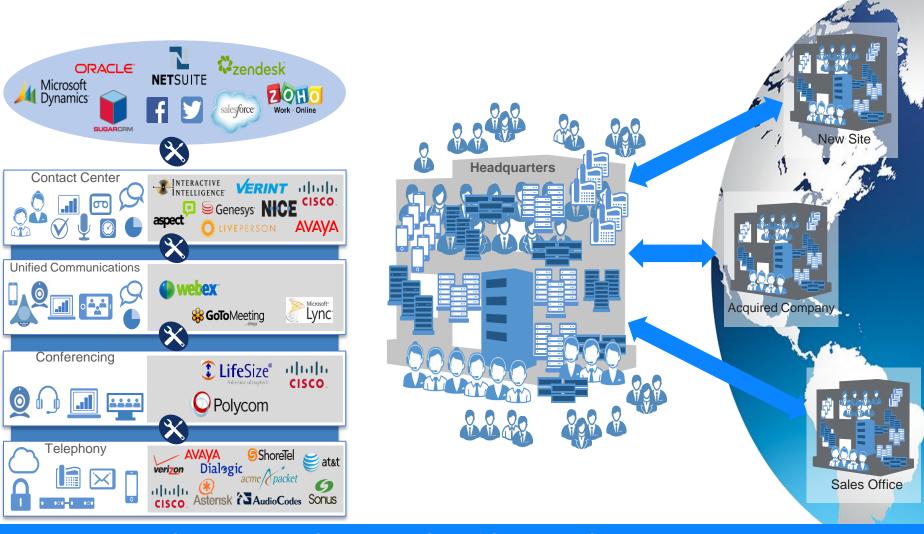
Heavily customized CRM integrations that "can't be touched"

Arcane scripts for IVR function for simple changes

Inability to support remote agents



The Challenges of Legacy Enterprise Communications



Communications Siloes - High Cost of Operation - Complex Upgrades

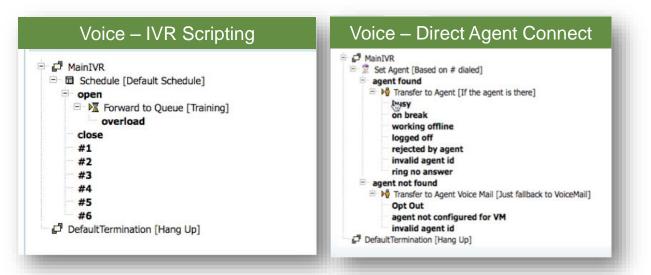


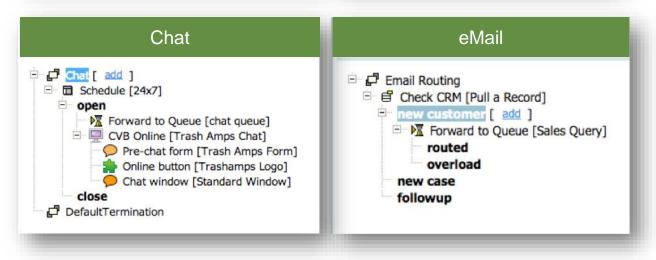
A Single, Global Contact Center





Provide a Consistent Experience





One tool to control the customer experience on any channel



CRM Integrations:

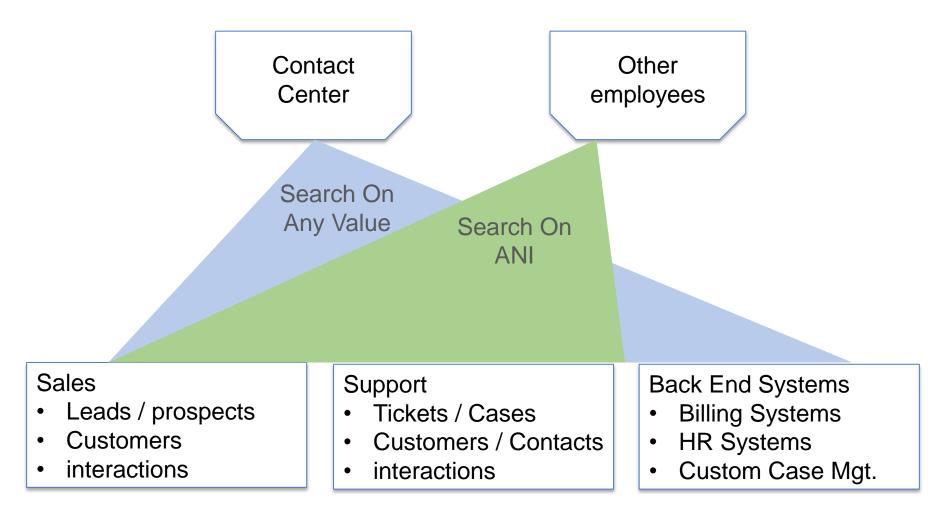
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Context for an intelligent, personal experience across multiple channels



CRM Integration





Virtual Contact Center CRM Integrations

Selecting the CRM system to integrate with

Integration » Screen Pop

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Virtual Contact Center CRM Integrations

Integration » Screen Pop

- What to log to CRM
- When agent will get "screen pop"

RM API	CRM Triggers Screen Pop API Token
	gger an Auto Log Window after interactions For these media:
	 No Screen pop Type of log ● Pop the log for edit ● Pop the log for view
	gger A Popup Window
	 When agent is offered transaction When agent accepts transaction When agent completes transaction
	For these media:
Wir	ndow Properties



Reports and Dashboards

- No change to previous reports
- New reports added for Virtual Contact Center Pro
- Dashboards now available in Virtual Contact Center Premier





Reports

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Categories

Queued Transactions

Measures

» Measures **Total Processing Time Total Post Processing Time Total Accepted Total Entered** Total SLA Met Average Processing Time Average Post Processing Time Max Time to Abandon Max Time To Accept **Total Time To Abandon Total Time Waiting** Total Rejected **Oueue SLA %** Abandoned % Average Time To Abandon Average Time To Answer Average Work Time

Dimensions

Queue

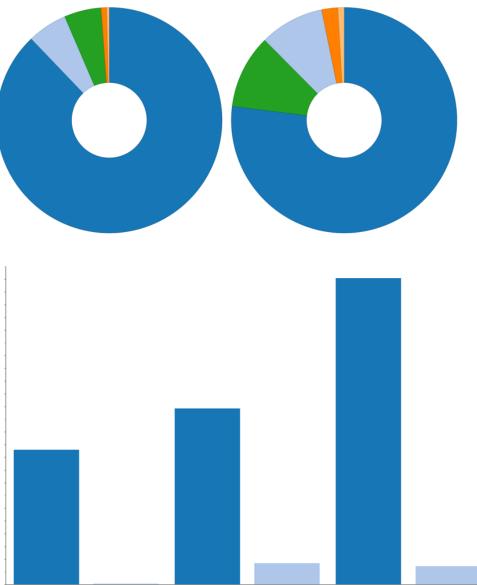
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Queue
Queue ID

Channel
Media
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(All)

8x8, Inc.



Adv Tech Support

Q2 ~ Total Processing Time

Fusion-ATT Tech

Fusion-Resi Billing

Dashboards













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Demo





Recommendations:

- Simplify to gain control over the customer experience
- Leverage CRM for efficiency and personalization
- Manage to the metrics that best fit your business





Questions?





Connect with 8x8

For tips, updates and the latest information

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