



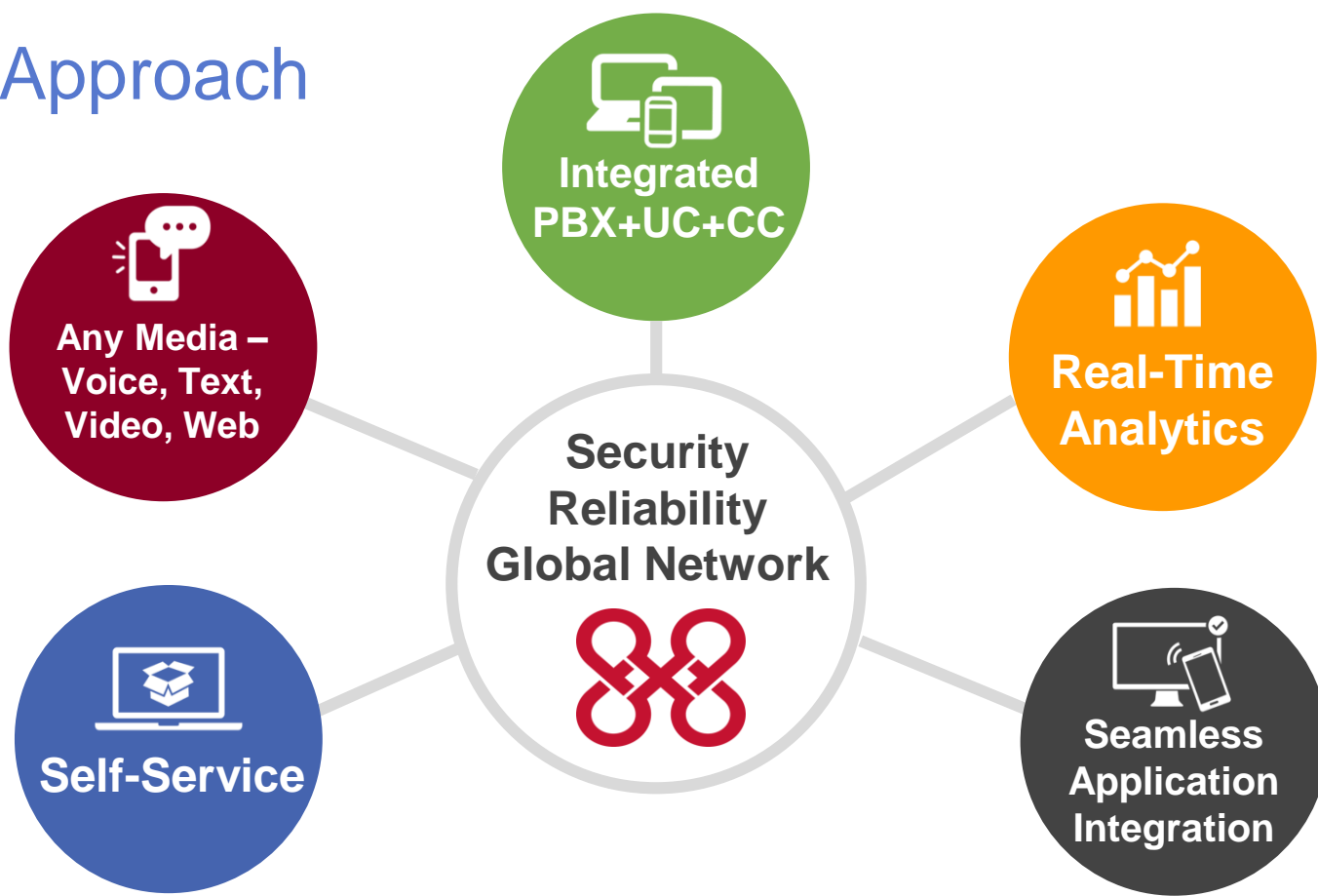
8x8, Inc.



## 8x8 Virtual Contact Center Summer Release

July 17, 2015

# Our Approach



# Three Key Challenges in Your Contact Center

- The need to personalize customer experiences
- Maximizing agent productivity
- Managing a global organization



# What's New

## Customer Experience Apps

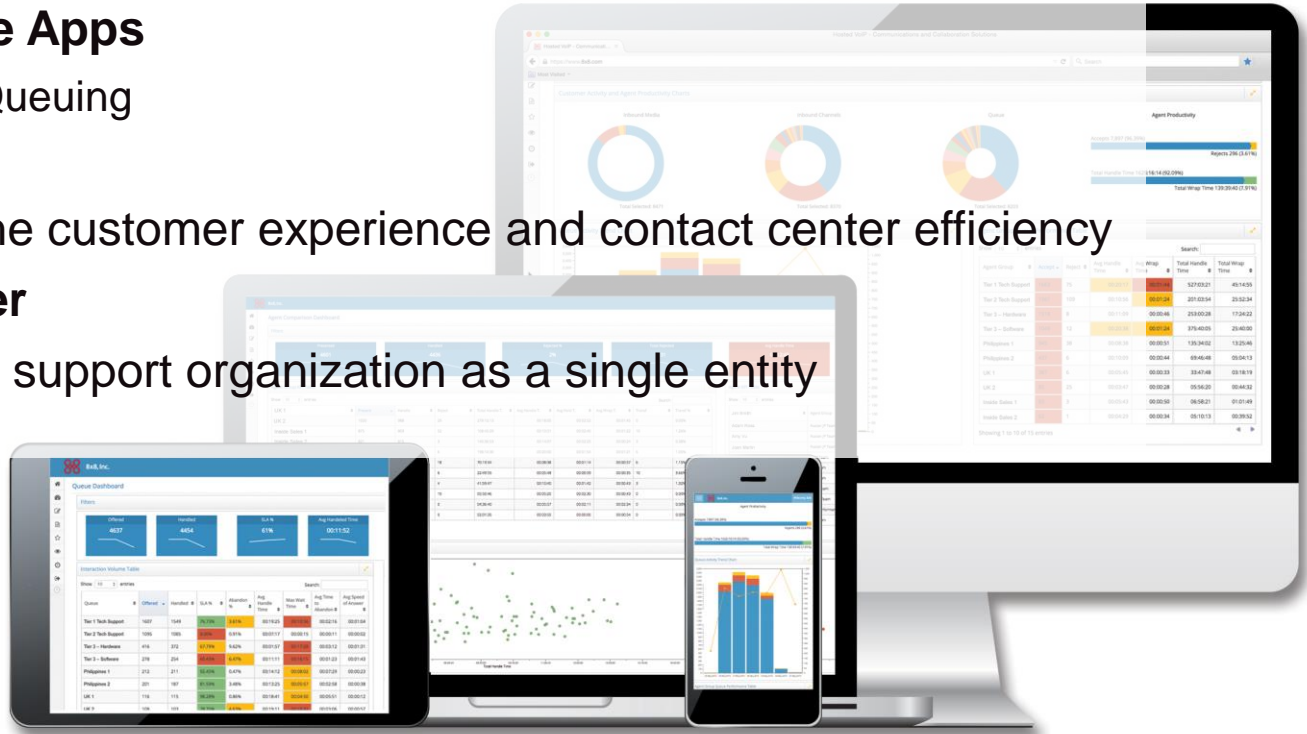
- Co-browse / Virtual Queuing

## VCC Analytics

- Unique insight into the customer experience and contact center efficiency

## Global Contact Center

- Manage a worldwide support organization as a single entity



# Personalizing the Customer Experience

# Pre-built Apps

The fastest way to differentiated customer service

- Personal Agent Connect
  - Virtual Queuing
  - Proactive Web-chat
  - Web Callback
- 
- Sophisticated outcomes, easy to design
  - Serves customer journeys across all media
  - Fast track to a personal customer experience

# Proactive Chat

Available NOW



- Define, configure and offer in the 8x8 config tool
- Intelligent offer based on page and availability of Contact Center resources
- Automatic language translation

The screenshot shows the Love Boat Cruise Lines website. At the top, there is a navigation bar with links for 'Honeymoon Cruises', 'Family Cruises', and 'Get a FREE Quote'. Below the navigation bar is a large image of a cruise ship at sea, with a couple in the foreground looking out at it. The text 'Honeymoon Cruises' is overlaid on the image. Below the image are three search filters: 'Search by Destination' (I want to go to), 'Search by Travel Date' (I want to travel in), and 'Search by Departure Port' (I want to leave from). Each filter has a dropdown menu. At the bottom of the search filters is a 'Get a FREE Quote' button.

The screenshot shows a proactive chat window titled 'We are here to help!'. The window contains a form with the following fields and options:

- Please give us the following information**
- Preferred Language**: A dropdown menu with 'Español' selected.
- Please give us your email address**: A text input field containing 'max.ball@8x8.com'.
- Looking for**: Two radio button options: 'Book a cruise' (selected) and 'Information on a cruise'.
- Start**: A button to initiate the chat.
- powered by 8x8 Inc.**: Text at the bottom right of the window.



# Virtual Queuing

Available NOW



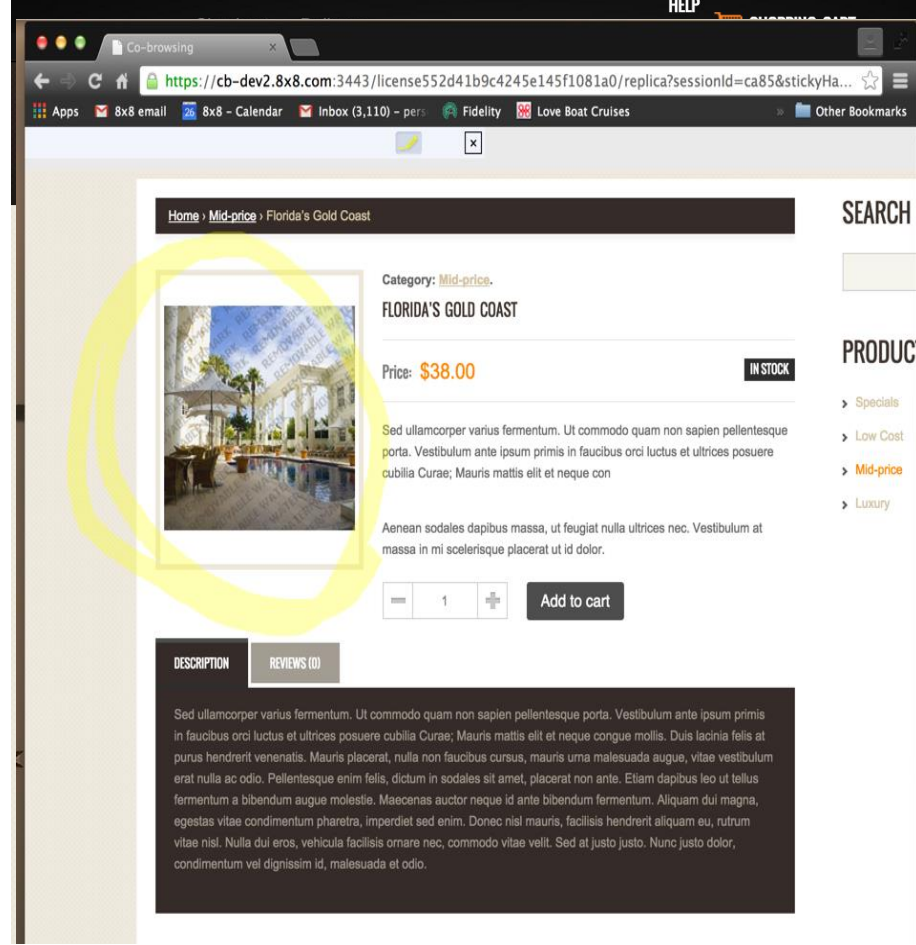
- Offer a callback during busy times
- Better customer experience
- Saves money for the contact center



# Co-browse

Available Sept.

- Agents can assist customers on any instrumented webpage
- Customers and agents can see each other
- Sensitive fields are masked from the agent
- Drawing tool to highlight key screen areas



# CoBrowse Demo



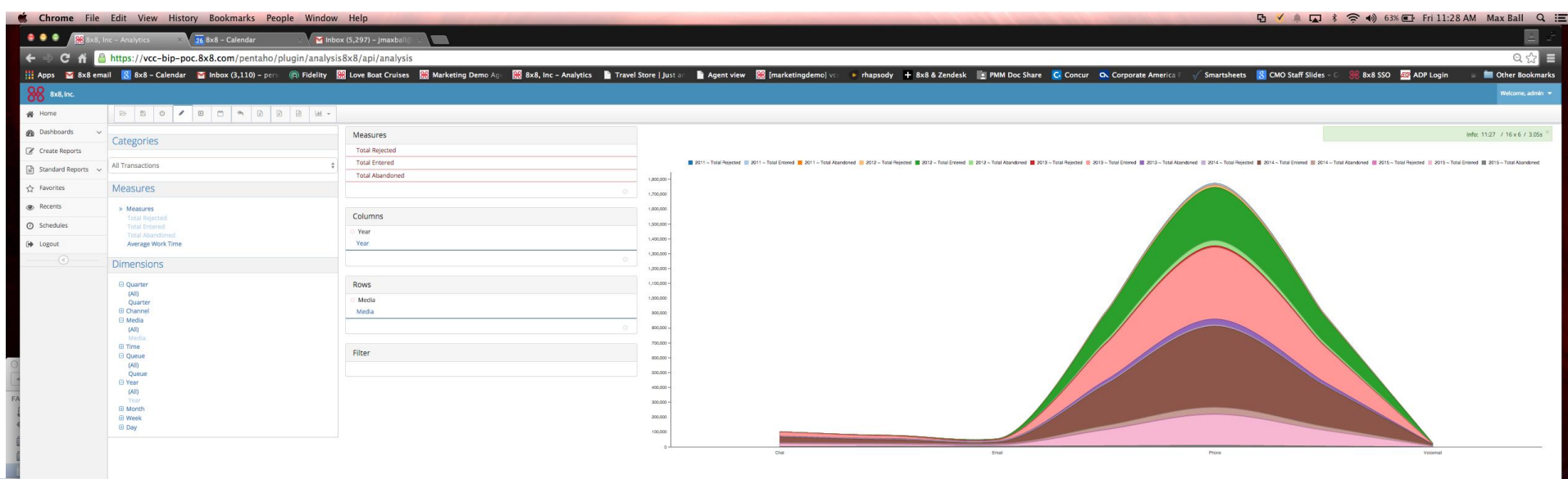
# Maximizing Agent Productivity



# VCC Analytics - Reports

Available Sept.

- Data moved to new big data environment
- Total flexibility to define reports – filters / data elements / visualizations
- Scheduled reporting for flexible delivery
- Responsive design for any device



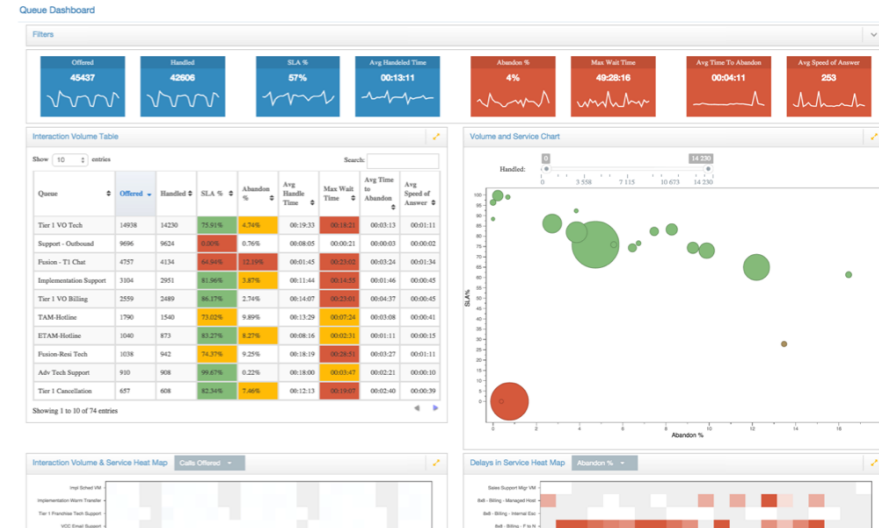
# VCC Analytics - Dashboards

Available Sept.

- Quickly identify unexpected relationships
  - Multi-variable data views
- Focus on what is most impactful
  - Filter for top 5, 10, or 20

- 4 dashboards:

- Big Picture
- Queue Performance
- Agent Performance
- Agent Group Performance



# VCC Analytics Demo





# Managing a Global Organization

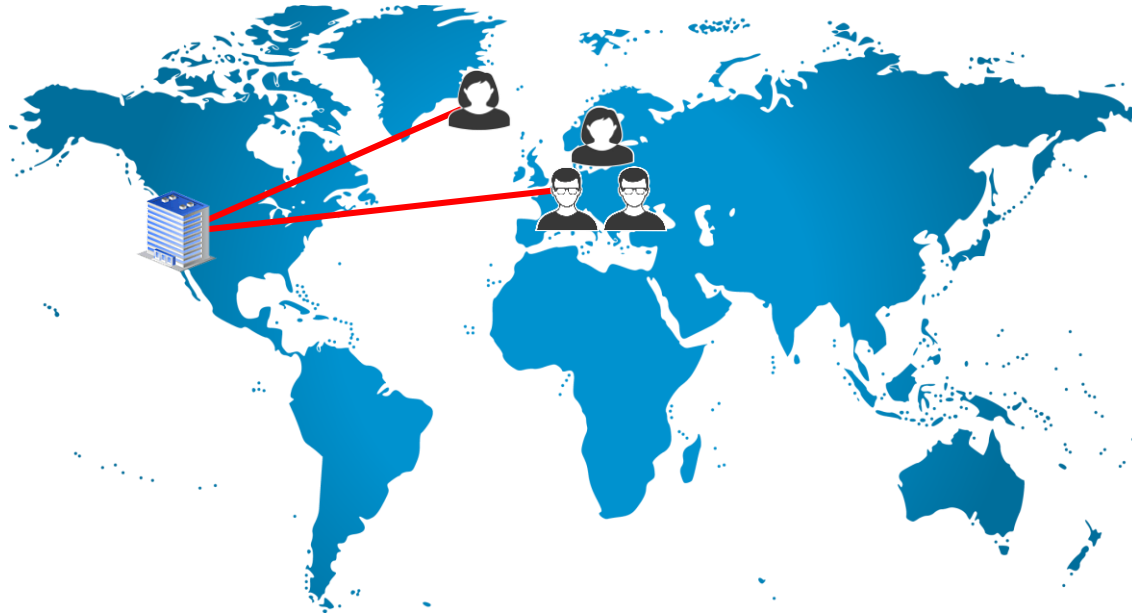


# 8x8 VCC in ~40 Countries on 6 Continents



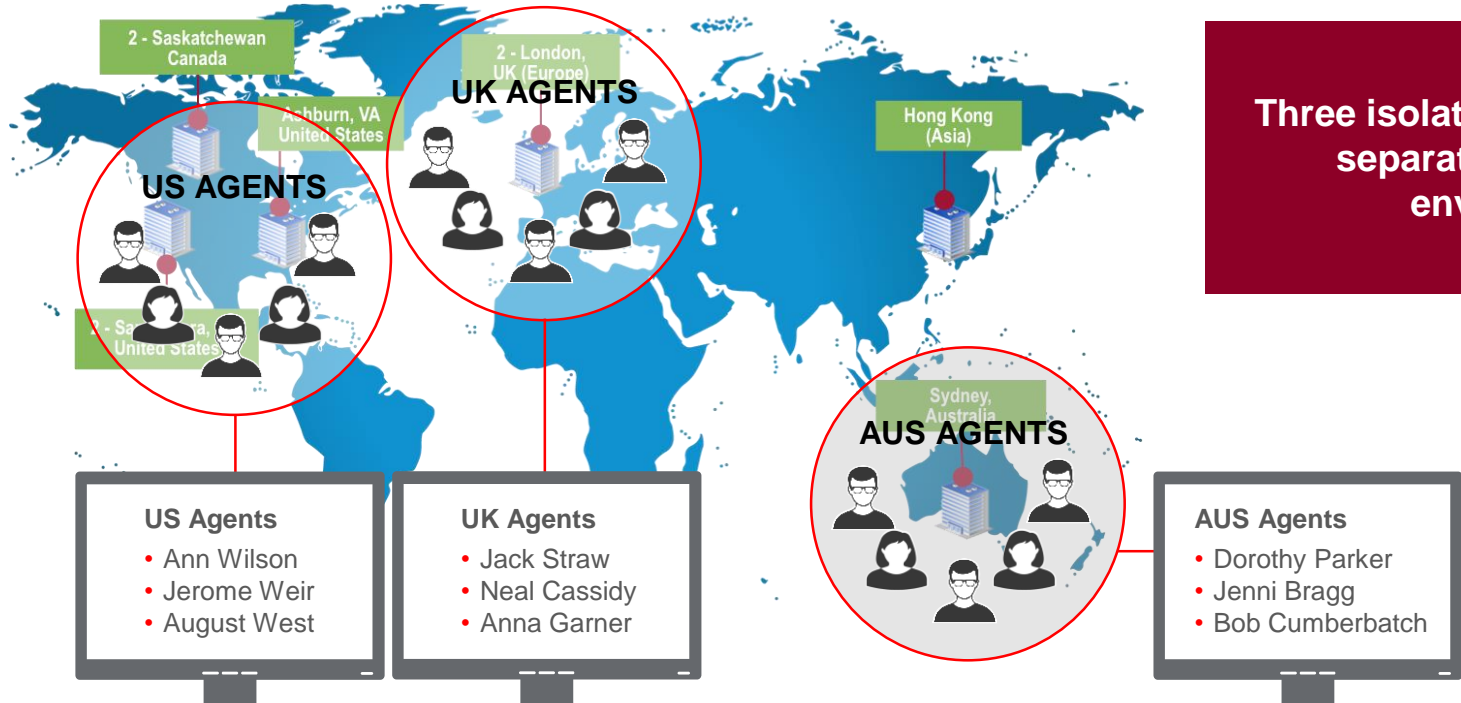
# The Challenge of Serving Customers Around the Globe

If you don't have presence around the world calls get painful



**Even local calls need to bounce back and forth across the world creating significant call latency**

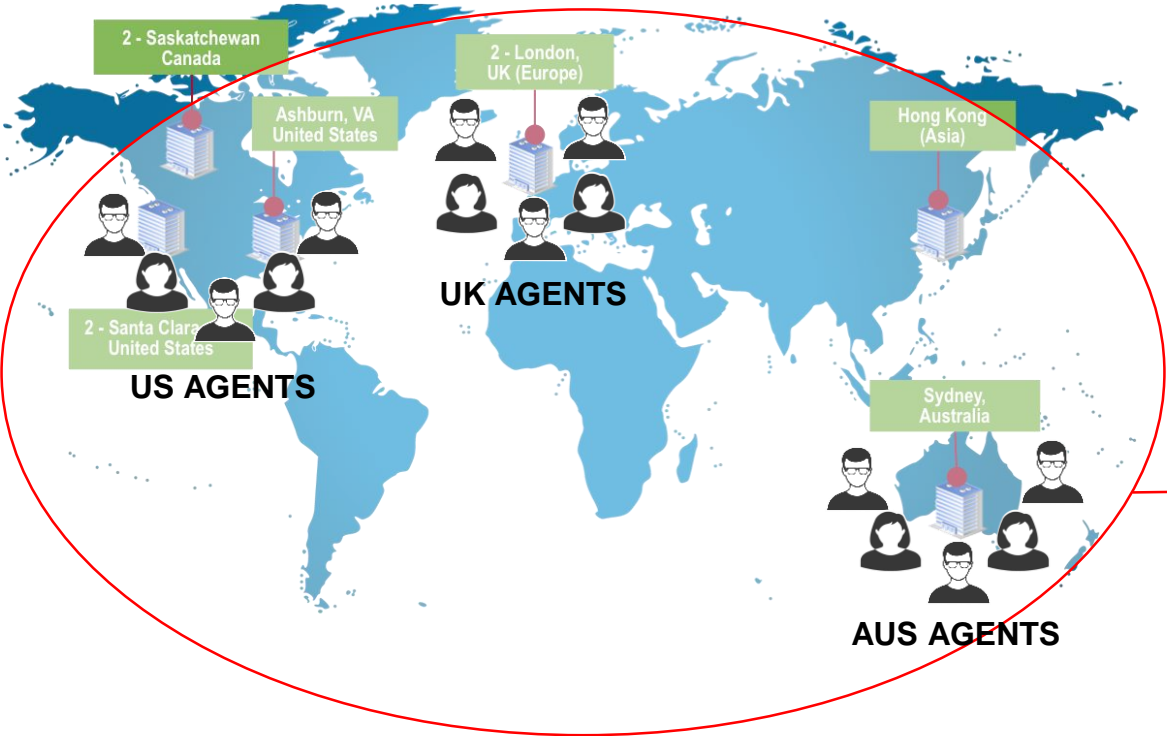
# The Challenge of Serving Customers around the Globe



Three isolated systems – Three separate management environments

Adding datacenters is only part of the solution

# Easily Scale With Virtual Contact Center Global



**Best possible voice experience**  
**One team of agents**  
**One management environment**

- ALL Agents**
- Alice Chang
  - Jack Straw
  - Sandy Hill
  - Greg Bush
  - Mary Dee
  - Dorothy Parker
  - Jerome Weir
  - August West
  - John Galt
  - Ann Wilson
  - Neal Cassidy
  - Anna Garner

# Multi Language Support



- Automatic chat language translation
- Text to speech up to 40 languages

A screenshot of a chat support interface. The header says "We are here to help!" with a close button. Below it, it asks for information: "Please give us the following information". There are three fields: "Preferred Language" with a dropdown menu showing "Español", "Please give us your email address" with a text input field containing "max.ball@8x8.com", and "Looking for" with two radio button options: "Book a cruise" and "Information on a cruise". At the bottom right, there is a "Start" button and the text "powered by 8x8 Inc.".



# Acquisitions



# 8x8 Acquires DXI



- Predictive dialing capabilities
- Marquee brand customers
- Seasoned leadership and technical team



**Booking.com**

**sky**

# 8x8 Acquires Assets of Quality Software Corp.

- Innovative Quality Management solution
- Complete set of capabilities for analyzing customer interactions:
  - Call recording
  - Screen capture
  - Live Monitoring
  - Agent evaluations
  - Speech Analytics
  - Reporting & Performance Analytics
- Modern, web-based solution developed for the cloud
- Flexible delivery for traditional contact centers and dynamic lines-of-business



# Your questions

Thank you

