8x8, Inc.

Finally, a Simple Way to Deploy a Customer Contact Center

8x8 Virtual Contact Center dramatically simplifies the task of deploying a contact center

The Champion For Business Communications

Contents

Why Choose a Cloud-Based Contact Center? 3
Designing a Contact Center 4
Typical Contact Center Design Considerations 4
The 8x8 Advantage 4
Implementing a Contact Center 4
Typical Implementation/Integration Considerations 4
The 8x8 Advantage 5
Contact Center User Considerations 5
Typical User Considerations 5
The 8x8 Advantage 5
Maintaining the Contact Center 5
Typical Maintenance Considerations 5
The 8x8 Advantage 6
Supporting the Contact Center Users 6
Typical Support Considerations 6
The 8x8 Advantage 6
Conclusion 6
About 8x8 7

Why Choose a Cloud-Based Contact Center?

A recent article in the Harvard Business Review reported that increasing customer retention rates by 5 percent could increase profits from 25 to 95 percent. The article underscores an important business fact: The role of the contact center is not only a critical aspect of the customer service function, but it can be responsible for driving company revenues — a dramatic departure from its reputation as a cost center.

As the role of the contact center evolves, the transactions performed in such an environment can expand to include responding to marketing campaign promotions and increased interactions with customers. Now more than ever, the contact center is a major component of the customer lifecycle, ranging from opportunity identification to solutions and ongoing management through acquisitions and divestiture.

Today, customers want to interact with a company in a way that is convenient to their business operations. Whether that interaction takes place by telephone, email, instant message or fax, the goal is to provide consistent and efficient service across all areas of customer contact channels. For a company to achieve this, it has to deploy reliable contact center technology. The following pages examine two alternatives: building a contact center in-house versus using an online service such as the 8x8 Virtual Contact Center to interact efficiently with customers.

Designing a Contact Center

Typical Contact Center Design Considerations

Designing a contact center is a challenging task, with broad implications that raise a number of operational questions:

- Which applications are going to be used?
- Which media (telephone, email, chat, instant messaging, fax) channels are you going to support for your customers?
- Do you need work-at-home or remote agents?

Once your business and customer needs are determined, it's essential to understand and select the right set of products to integrate, which will provide the required functionality. In a traditional contact center, it is not unusual to have to integrate 10 different products. Here is a list of what elements might be involved:

- PBX
- ACD
- IVR
- email router
- agent-facing tool
- self-service tool
- database
- reporti ng tool
- fax server
- co-browsing tool
- voice logging/quality monitoring tool
- voicemail tool

The technical complexity of the contact center requires experts from every technical service area listed to work together to architect the solutions, creating a considerable drain on a company's resources.

The 8x8 Advantage

The 8x8 Virtual Contact Center is an online service with a complete suite of contact center applications. We remove all the pain, cost, time and resources associated with vendor selection, due diligence and liability issues. And because 8x8 allows you to get up and running quickly, you never lose focus on your customer.

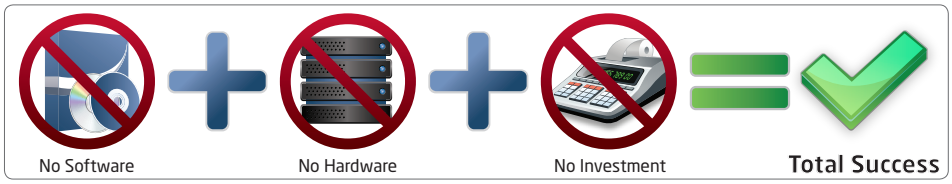
Implementing a Contact Center

Typical Implementation/Integration Considerations

Once you have selected vendors, the next step is to create an implementation plan that will mobilize your technical staff (or hire an outside system integrator) so team members are able to apply the different solution components. You also may have to send certain staff members to vendor training so they learn the components of the new contact center. While you may have a clear understanding of your system's requirements, it might be particularly difficult to implement them with selected vendors because they were not designed or optimized to work together. A common example might be that the phone switch you selected was not designed to work with the email router, which was not designed to work with your CRM solution, which was not designed to work with your fax server. As a result, many integration efforts are never completed.

The 8x8 Advantage

Through the 8x8 Virtual Contact Center, you have access to components that are already integrated. This saves you time and money. You don't have to plan or budget for an integration project. In addition, you do not need to track, maintain and implement product updates from different vendors. 8x8 provides a complete solution and ensures that your contact center is implemented quickly, with the personalization that you need.



This adoption strategy allows you to be up and running faster and at a lower cost. If you need to work with an existing application, we have Web-APIs that let you integrate virtually any application with the 8x8 Virtual Contact Center. With 8x8, the vast majority of new customers are taking full advantage of every available contact stream within a few hours of first contact with the 8x8 Virtual Contact Center.

Contact Center User Considerations

Typical User Considerations

In traditional contact centers, once your contact center technology is implemented and you have integrated all of the required applications, you have to train your users (call center managers, administrators and representatives) on all of the integrated products. This is a challenging task for anyone. First, a user training guide is distilled from all of the various products used (for example, PBX, IVR, CRM and ACD). This process is often longer and more complex than creating, compiling and executing the training sessions. But that's not the end of it: Whenever there is an upgrade to one of the components in your contact center, you have to update your training manuals and deliver new training to your representatives.

The 8x8 Advantage

Designed by a leading usability expert, 8x8 Virtual Contact Center is user-friendly. With our online training guides, users can reach a high level of productivity much faster than using an on-premises solution, which has multiple applications glued together. Typically, two days is all it takes until agents are fully productive on all functions. When new functionality is added, it is done in a seamless manner to ensure the continued productivity of your agents.

Maintaining the Contact Center

Typical Maintenance Considerations

One of the biggest hidden costs of deploying a contact center is the cost of maintenance with traditional contact centers, it is essential to employ a telecom expert, a networking expert and IT staff to stay abreast of training, updates and additions associated with the different applications in your contact center. Even a simple function such as adding a new agent is an administrative challenge. Plus, it can take days to properly provision an agent in PBX, CTI, ACD, reporting and other systems you may have. If a mistake is made during the provisioning, your contact center will not function properly.

The 8x8 Advantage

With 8x8, everything is integrated not only from an agent's perspective but also from an administrative standpoint. Adding an agent is a breeze. Simply select his/her skills and access rights and he/she is automatically provisioned in all the subsystems, including PBX and ACD. You can guarantee the reporting and management tools are synchronized. A Virtual Contact Center manager can provision a representative in the system in less than a minute. The same goes for queues and recordings. You can make changes on the fly, configuring your call or email routing without involving a technical resource. This represents tremendous savings in time, dollars and frustration.

Supporting the Contact Center Users

Typical Support Considerations

In a traditional contact center, the technical staff must constantly implement new projects to improve the contact center's functionality and reliability. Whenever an application goes awry, your technical team must determine if the issue is an artifact of the integration of the various applications or an issue with a particular application. If it is the integration, your technical staff has to change how that integration works. If it is the application itself, the application vendor must be contacted and a fix provided. Waiting for resolution may translate into having your contact center down or not functioning at peak performance for a period of time.

If new functionality is required, your technical team has to schedule and deliver a project plan to implement the function. The team must ensure it works with all the other integrated applications and components of your contact center. This is a huge investment that is both costly and inefficient.

The 8x8 Advantage

The 8x8 Virtual Contact Center has uptimes in excess of 99.99 percent, which is considerably more reliable than any premises-based environment. If a problem with our application is encountered, we have the team of engineers that developed the application standing by to provide timely resolutions. 8x8 frequently adds functionality to the 8x8 Virtual Contact Center, and these upgrades are included in the low monthly subscription fee. Other applications are easily integrated through our Web APIs and 8x8 is ever mindful of your budget and implementation goals.

Conclusion

Cloud-based contact centers such as 8x8 Virtual Contact Center offer a strategic advantage because of the following factors:

- No upfront capital investment
- Predictable and low monthly fees
- Access to technology that was only recently available to the largest companies
- Quick deployment and scalability
- Minimal support from your team
- Easy integration ensures technical success

About 8x8

8x8, Inc. is a publicly-traded (Nasdaq: EGHT) cloud communications and computing service provider. 8x8 provides more than 25,000 businesses of all sizes with the industry's most innovative and reliable IP telephony and communications offerings.

The 8x8 Virtual Contact Center is a full-featured solution that breaks the call center's long-standing dependency on complex specialized hardware and software. The 100% SaaS-based platform provides the rich functionality of traditional on-premises contact center systems without the long implementation delays, maintenance hassles, or hidden costs. We operate in tier 1 data centers with a fully-redundant infrastructure and provide 24/7 network monitoring, secure SSL and professional on-site security staff. We have a proven uptime record exceeding 99.99% ensuring customers will always be able to reach you.

To learn more about how 8x8 is helping companies reap the benefits of a cloud-based contact center solution, visit www.8x8.com.

To learn more about how 8x8 Virtual Contact Center can help your business, call 1.866.913.7684 or visit www.8x8.com.

8x8, Inc.

NASDAQ: EGHT
www.8x8.com

The Champion For Business Communications

© 2011. The 8x8, Inc. logo is a registered trademark of 8x8, Inc. 8x8, Inc. is a publicly traded company. SALES461/1111