8x8 Virtual Contact Center
Proactive Chat

8x8 Global Cloud Communications

Reach Out With Chat

With 8x8 Virtual Contact Center, you can improve customer engagement and sales by proactively offering web chat with live agents.

Customers visit your web site to make purchases, ask questions, or request help with service issues. They want to chat with you. But how can your agents handle the extra load of responding to real-time customer inquires? 8x8 Proactive Chat can help!
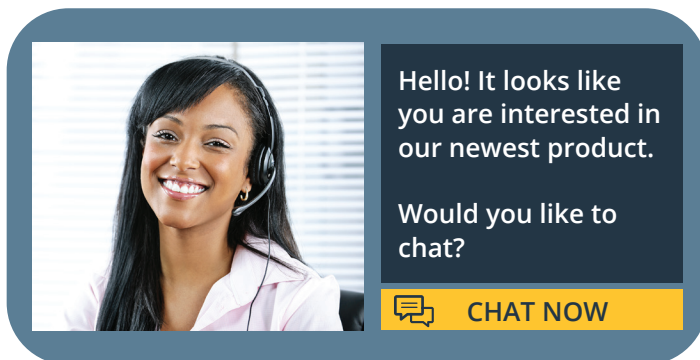
Improve the Customer Experience

• Reduce customer effort by providing assistance via real-time chat, eliminating the need to make a call or use other channels, and improving first-contact resolution.

• Provide knowledgable, informed guidance based on which page the customer is on.

• Help customers in the language of their choice.

Lower Support Costs

• Improve customer engagement by proactively offering web chat.

• Use customer information from the web interaction to get the right information from CRM, for a more efficient interaction.

• Support up to six simultaneous chat sessions.

Control the Customer Experience

• You decide when to offer a chat, and you define routing rules.

• Use the online wizard to define the look, feel and content of your chat windows.

• The management interface contains all the tools you need, eliminating the need for professional services or IT intervention.

Improve Sales and Service

• **Improve Sales**—Capture customers at their "moment of truth" to reduce shopping cart abandonment and increase sales conversions.

• **Improve Customer Service**—Solve customer problems fast and improve agent efficiency. When support is fast and easy, customer satisfaction skyrockets.

• **Gain flexibility and Control**—Contact center managers can use the management interface to easily define chat timing, look-and-feel, routing rules, and more—using the online management interface.
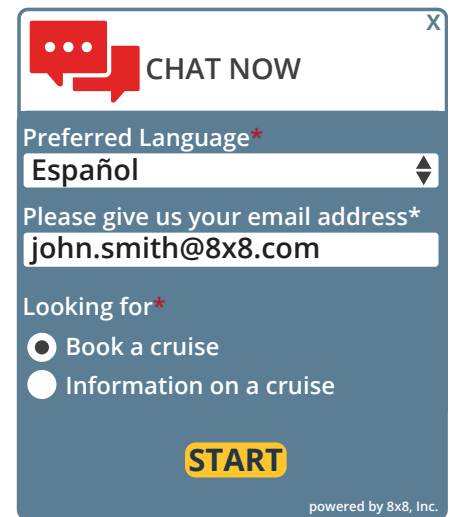
Dynamic language translation for chats.

Serve up chats based on visitor behavior, agent availability, time of day, etc.

Key Features

• **Easy to create**—Contact center managers have the power to design the chat look-and-feel, without the need to involve IT or web developers.

• **Forms-based**—Create pop-up boxes using input forms to define the customer experience with such options as screen pop, gathering more information, and defining queue routing.

• **Configurable**—Chat windows can be configured based on time-of-day, agent status, the page the customer is viewing, time spent on page and other options.

• **Dynamic language translation**—Automatically translate agent and customer responses to their respective languages on the fly

• **Integrated with FAQ Knowledgebase**—Paste answers from the knowledgebase to make it easier for agents to provide consistent, efficient answers to routine questions.

• **Integrated with CRM systems**—Use chat-based inputs to look up customer information in CRM systems, including 8x8, Salesforce, Zendesk, Microsoft Dynamics, NetSuite, SugarCRM and others.

• **Multiple chat windows**—Configure up to six chat windows per agent.
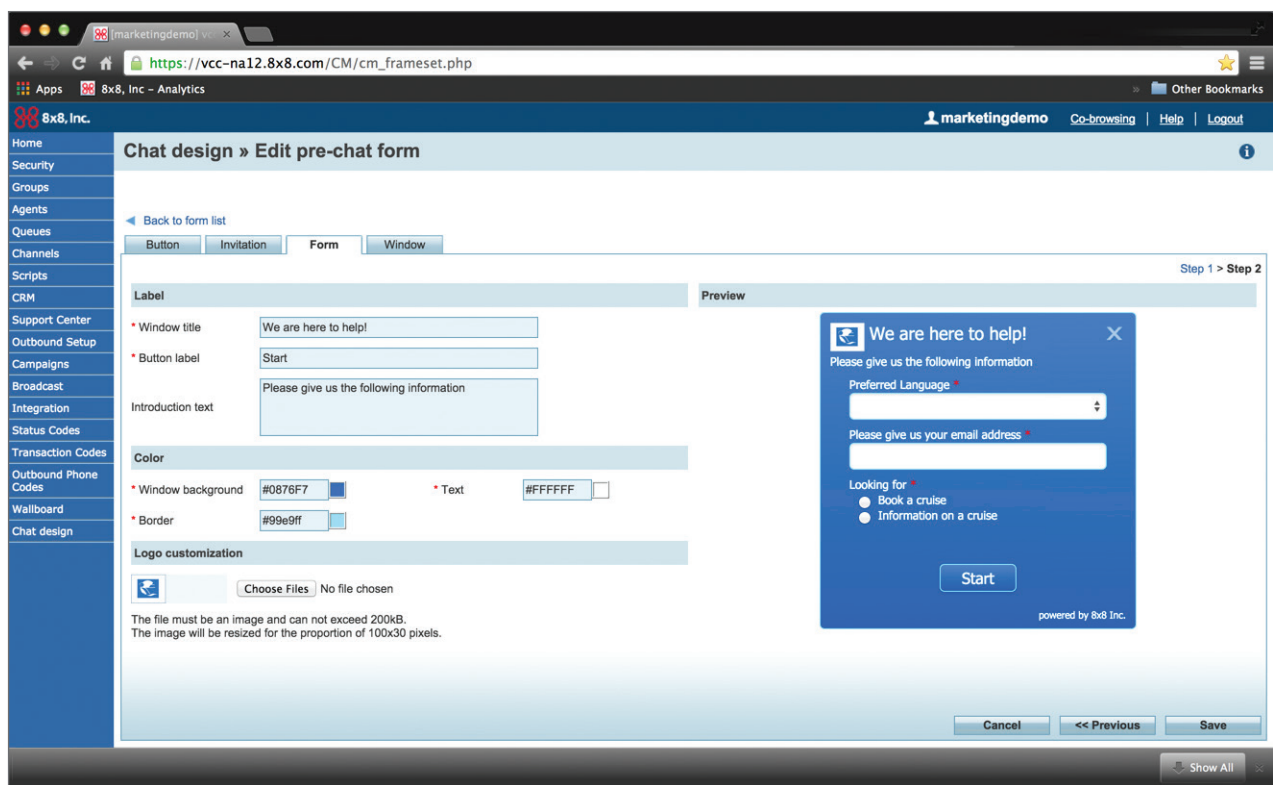
Use the 8x8 wizard to define your chat interfaces and interaction rules.

For more information, call 1.866.862.2811 or visit 8x8.com

8x8