



8x8, Inc.

# Introducing 8x8 Virtual Contact Center-Global December, 2014



# The Challenges of Global Customer Service


Global expansion is a key to growth for many organizations – with global expansion comes a number of new challenges



- Difficult to match customers to resources out of their immediate area
- Each region has to be managed as a separate entity
- Force customers to make international calls to make local connections.

# The Challenge of Latency:

It's hard to have a coherent conversation when there is latency on the line



Hello, thanks for calling Globalco,  
I'm Katie Can I have your name ?  
I'm Sorry, go ahead  
Yes, your name, I'm sorry

Hello  
Oh, Hello, yes, sorry  
My Name? Sorry  
What? My name? Sorry



# Avoiding Latency

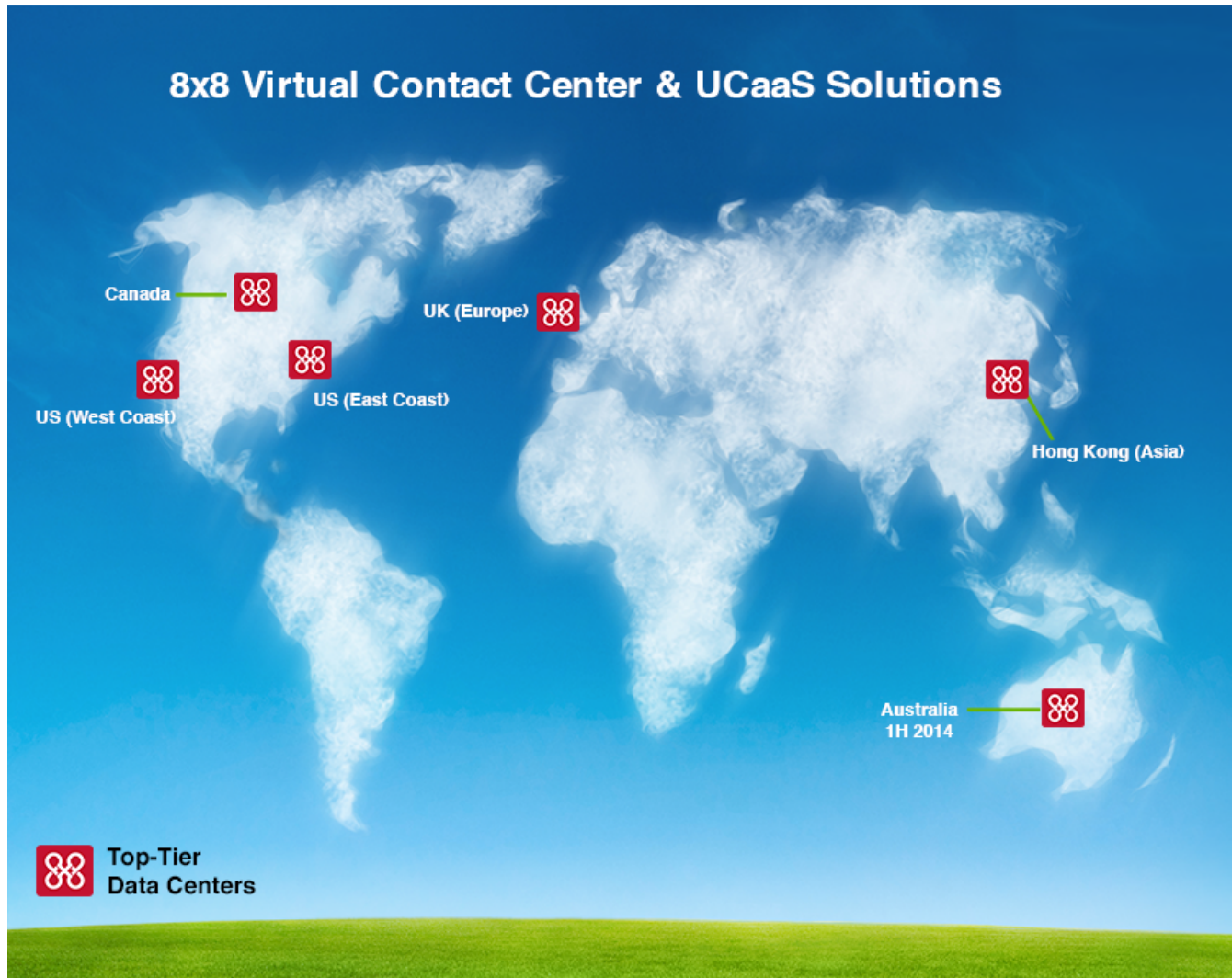
Requires regional telephone connections

*Connections over 3,000 feet create latency*



# Introducing 8x8 Virtual Contact Center - Global

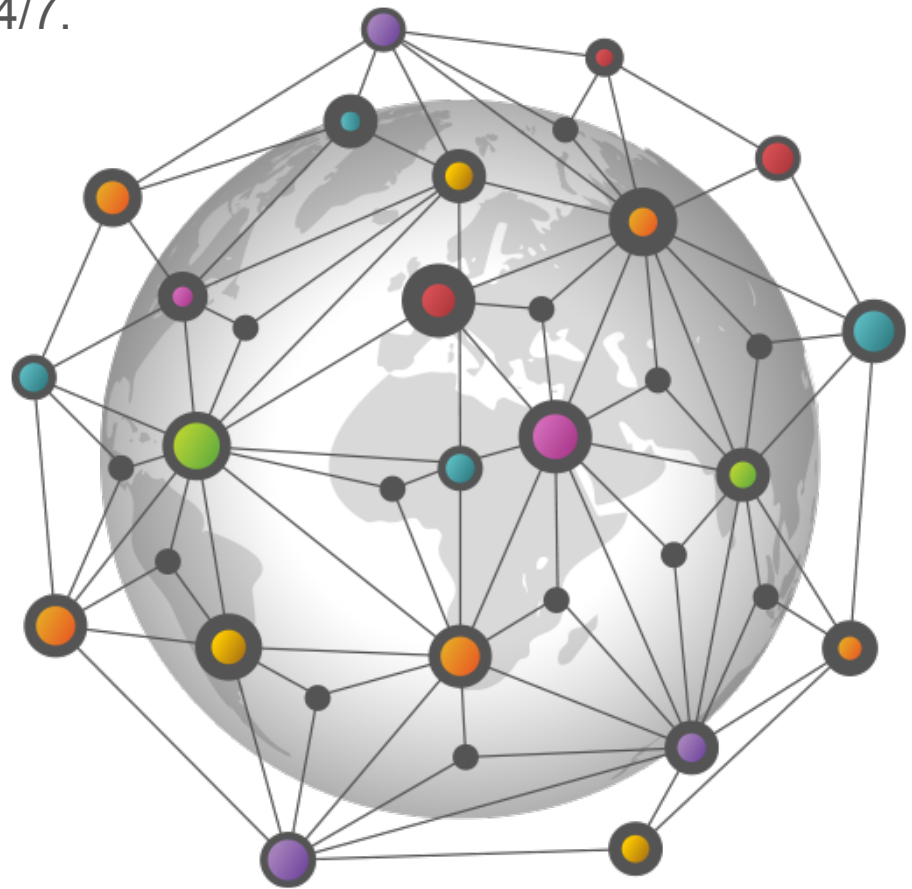
Manage globally, connect locally





# Worldwide Routing

- One routing engine to match customers to the best resource anywhere in the world.
- See all your agents as part of a single, worldwide system.
- Provide “follow the sun” support 24/7.



# Control a Worldwide Organization Simply



The old way.

Manage as a single, worldwide, contact center.



The new way.

# Regional Connections

- All calls go to the closest data center
- Connections are made within the 8x8 Network
- Connect worldwide with no latency





# Making it Possible

## With Virtual Contact Center - Global

- **One system** – with one routing engine and one management tool that provides worldwide coverage
- Regional telephony: eliminates latency & international calling costs
- 100% cloud offering with no on premises equipment required



# Connect with 8x8

For tips, updates and the latest information

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