



Let the Cloud Take your Contact Center Around the World in 8 Ways

Moderator Beth Schultz

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Today's Speakers



Sheila McGee-Smith
Founder and principal analyst
McGee-Smith Analytics



Beth Schultz
Editor in chief
AllAnalytics.com

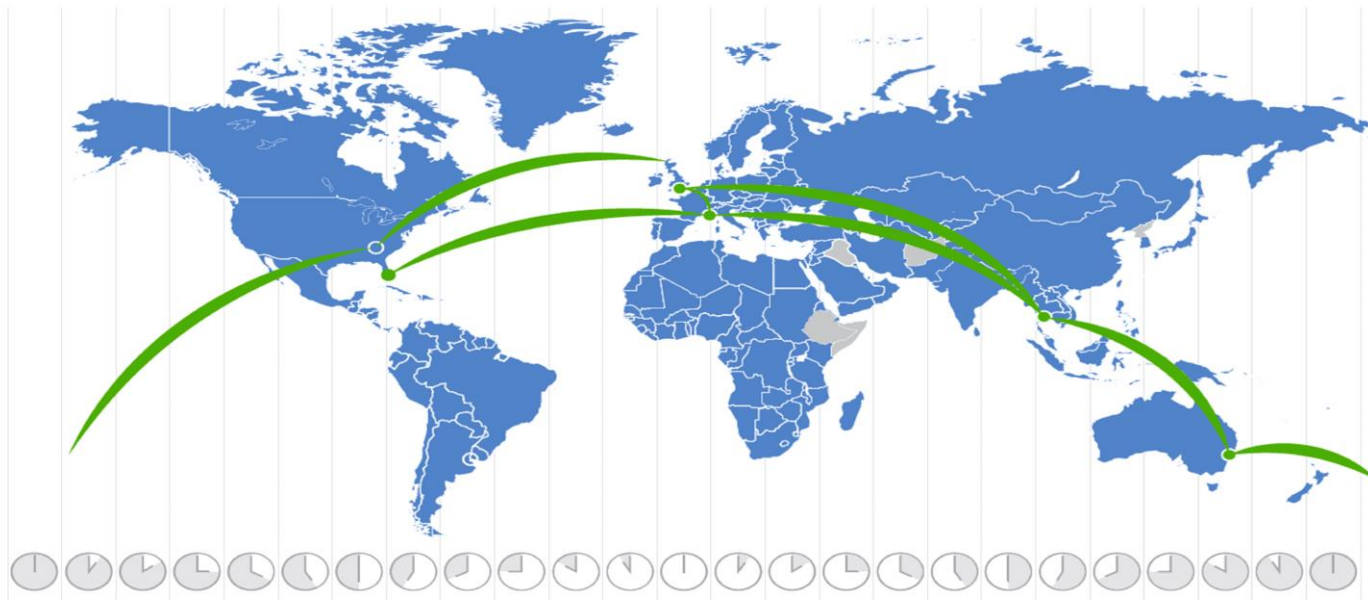


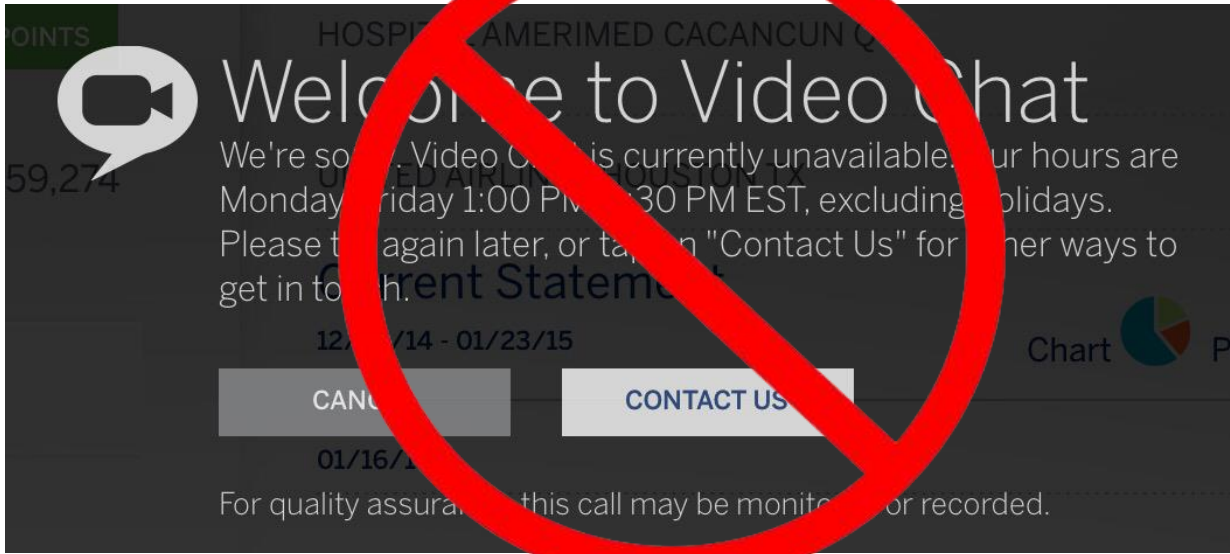
Max Ball
Sr. Manager, Contact Center
Product Marketing, 8x8, Inc.

1

Manage teams as a single unit Provide “follow the sun” support

- In the Internet world, not just the Fortune 500 are global
- Customer support extends beyond the contact center – to manufacturing sites, R&D Labs, channel partners





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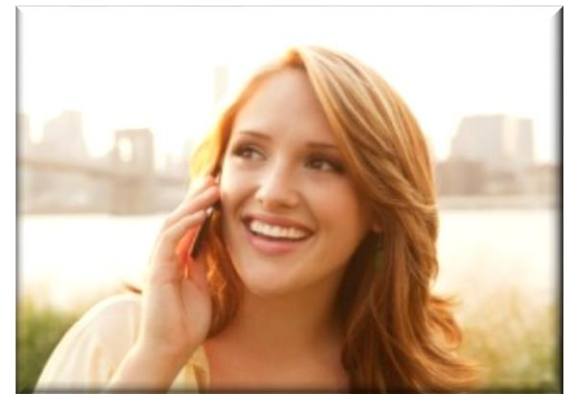
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2

Connect Customers on the channel of their Choice Anywhere in the World

- Customers see ONE conversation
- You need a single point of control
- CRM for context and insight into the customer journey

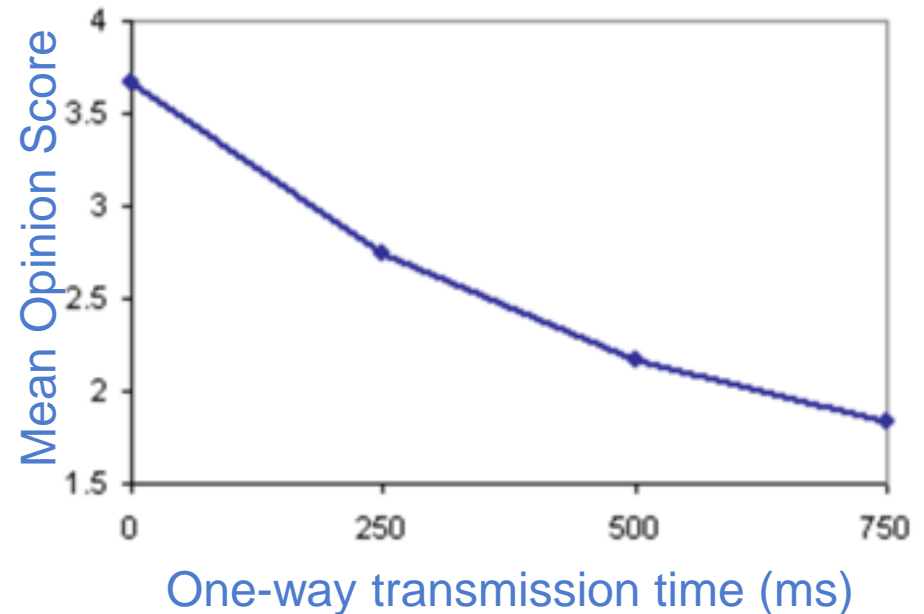


3

Regional telephone connections for a better customer experience

Mean opinion score (MOS)

MOS	Quality	Impairment
5	Excellent	Imperceptible
4	Good	Perceptible but not annoying
3	Fair	Slightly annoying
2	Poor	Annoying
1	Bad	Very annoying



- Some latency is present in any voice over IP connection
 - 67 millisecond trip between Boston and Dallas
 - 133 msec between Boston and Geneva, Switzerland
 - 262 msec between Boston and Adelaide, Australia.
- The International Telecommunication Union recommends a one-way delay of less than 150 msec for good conversation quality



4

Ensure Team Productivity with Reports and Dashboards



It's Hard to manage multiple systems:

- The average Contact Center manages 18 vendors
- Difficult to get the insight you need across multiple tools
- Hard to respond to changing conditions with a two week change order process

Ensure Team Productivity with Reports and Dashboards

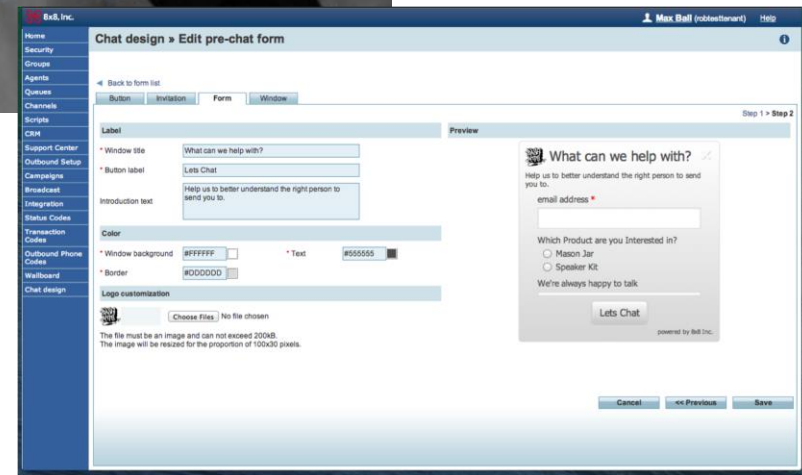
- Comprehensive
- Visual
- Detailed



Think about the Customer Journey beyond the Contact Center

5

Respond to Changing Customer Needs With an Agile Approach:



- Match resources to needs
- Control your own system
- Scale up and down quickly
- Manage agents working anywhere

6

Keeping customer data safe in the cloud reduces security and compliance liability





David Yarnevich
IT architect for Fishnet
Security

“We have our own internal security processes and procedures, but we also have to ensure that our customers’ data is secured in accordance with their own requirements. Multiply that by thousands of customers and **you’ll understand why we have to be extremely selective about whom we entrust with their data.**”

Success Story Facts

- Information security and infrastructure solutions provider
- Headquartered in Overland Park, Kansas
- 30+ offices nationwide
- ~750 employees
- 8x8 Products: Virtual Office and Virtual Contact Center
- CRM Integrations: Salesforce
- Favorite 8x8 Features:
 - Simplified system administration and expansion
 - Compliant with leading security protocols: PCI and HIPAA
 - Contact center agents can work anywhere

7

Deliver a Personalized Customer Experience by leveraging CRM & ERP





Uf Tukul
Co-President and Founder
of WMPH Vacations

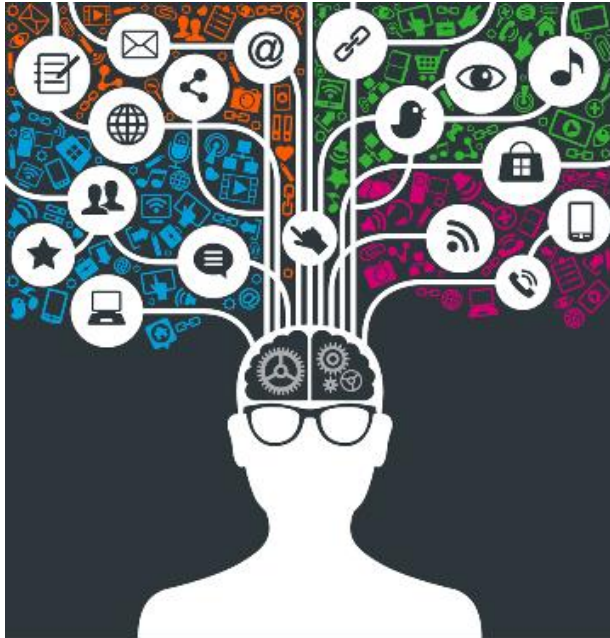
“Our 8x8 solution can handle any kind of customer contact: phone, online, chat, voicemail, email. **Customers get to choose how they want to communicate and we’re able to give each of them the excellent service they deserve.**”

Success Story Facts

- Online travel and hospitality
- Headquartered in Delray Beach, Florida
- 8x8 Products: Virtual Office and Virtual Contact Center
- Favorite 8x8 Features:
 - A real-time API that integrates with in-house CRM system
 - Brand-specific scripting that appears on agents’ screens when they answer calls
 - The ability to add or reduce licenses as seasonal business needs change
 - Improved business continuity through off-site PBX hosting

8

Ensure communications across the business and around the world



How can we do a better job of identifying customer journeys?

What can we do once we understand the path the customer is on?



8x8, Inc.



Q&A





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