



8x8, Inc.

Three Paths to an Excellent Customer Journey

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Today's Speaker



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Three Paths

- The cross channel journey
- A better phone experience
- A consistent, agile approach



The Cross Channel Journey



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We Need Different Channels at Different Times

Surveyed consumers say:

- 73% used the phone
- 67% used help or frequently asked questions
- 58% used email
- 43% used chat
- 24% used SMS
- 22% used Twitter



~The Forrester Wave™: Customer Service Solutions For Enterprise Organizations, Q2 2014

It's a Conversation to Your Customers



69% of online consumers move to another channel when online customer service fails.

This cross channel conversation is the customer journey

When Web Self Service Breaks Down

What path must your customers navigate to get their issue resolved?



This is NOT Just an Intellectual Exercise

94%

of customers who find you easy to do business with, will repurchase.

\$5.44

cost of a second phone call on the same issue.

43%

drop in loyalty among surveyed customers who respond "satisfied" instead of "very satisfied."

89%

Of customers began doing business with a competitor after a bad customer experience.




Sources: Corporate Executive Board / CTMA / Strategic Contact




There IS a Better Way

Have a question?
Give us your number and we'll call you.



Contact Us

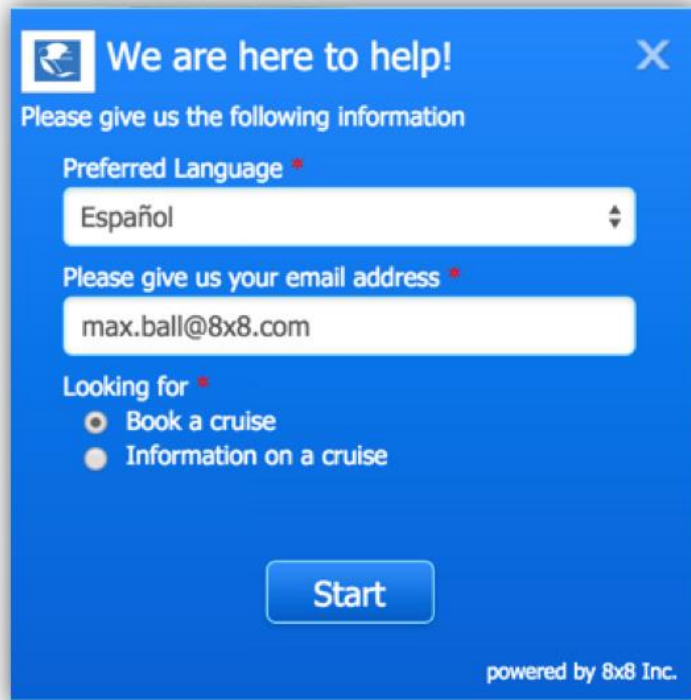
 May I help you? ✕

Ask the cruise expert about your honeymoon plans!

powered by 8x8 Inc.

A Better Way

- Efficiency conquers all
- Offer help proactively
- Use context and questions



We are here to help! X

Please give us the following information

Preferred Language •

Español

Please give us your email address •

max.ball@8x8.com

Looking for •

- Book a cruise
- Information on a cruise

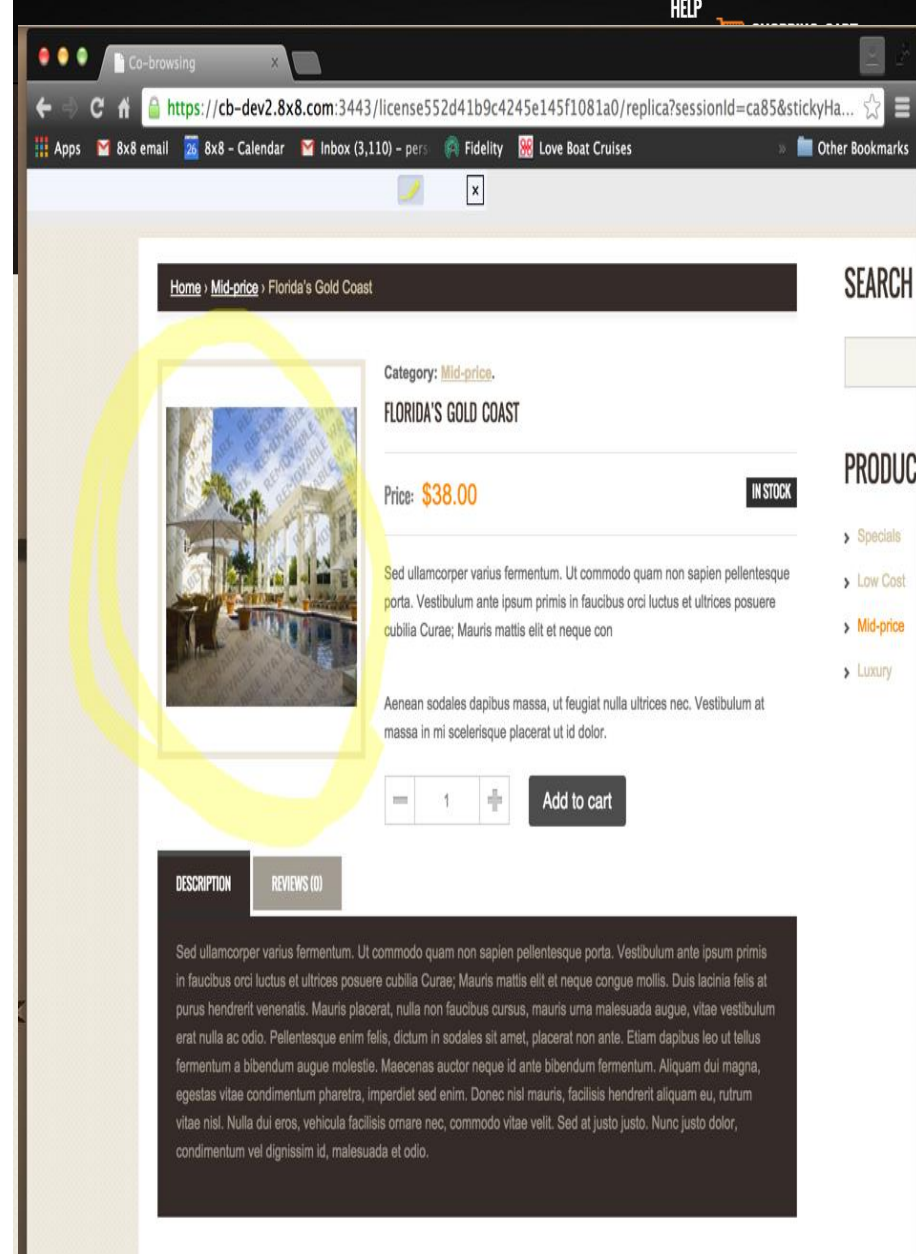
Start

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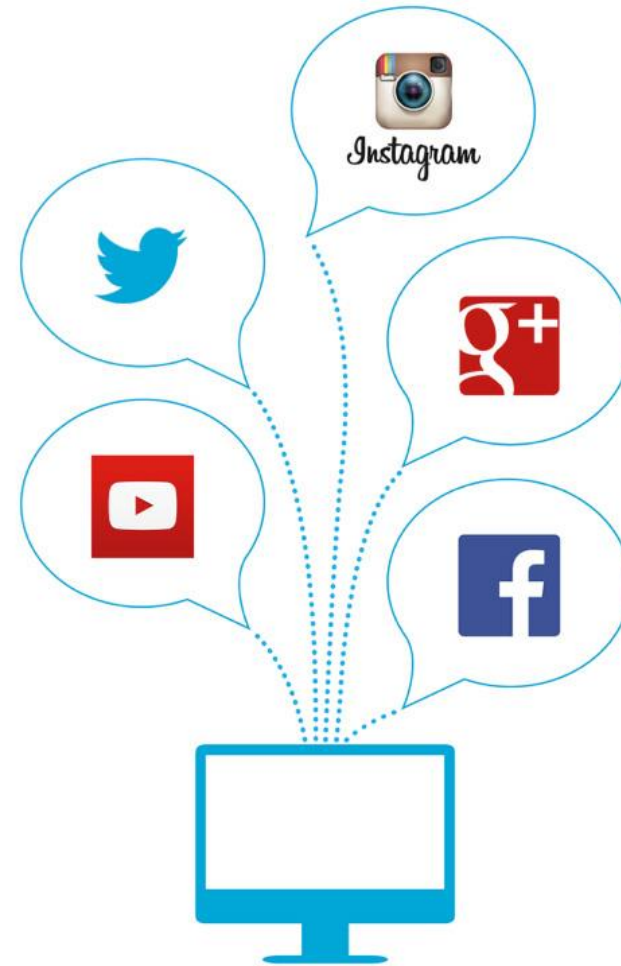
Co-browse

- Assist customers to help close sales instrumented webpage
- Offer a helping hand to avoid customer frustration
- Know that sensitive data is protected
- Drawing tool to highlight key screen areas



What About Social Media?

- Search for comments
- Understand sentiment
- Manage conversations



A Better Phone Experience



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Why is this OK?

- Every call is a blind call
- Fight through the IVR to get to the person you need
- Wait on hold – listen to bad hold music



Would You Believe?

Find the Best Phone Number for any Company

Home • Find the Best Phone Number for any Company

Improve support for you and others - [How](#)

1.6k [Like](#) 28k [Tweet](#) 6,286

- The Fastest Way to Call any Company**
As voted by customers like you for quality, communication, and wait time
- Shortcuts through the Phone Maze**
Don't wait on hold any longer than you have to
- Average Wait Times**
Plus quality ratings, communication ratings, hours of service and more

Search for a Company. See for Yourself.

Type a company, product, or organization name

[Browse All Companies A-Z](#)

And much more than just phone numbers


- [CALLBACK](#)
- [LIVE CHAT](#)
- [EMAIL](#)
- [SOCIAL MEDIA & WEB-BASED](#)

Popular phone numbers

- AT&T Phone Number
- Facebook Phone Number
- Boost Mobile Phone Number
- Comcast - Xfinity Phone Number
- United Airlines Phone Number
- Verizon Wireless Phone Number
- Sprint Phone Number
- Metro PCS Phone Number
- T-Mobile Phone Number
- Rank of America Phone Number

Recently viewed phone numbers

- Bell Canada Phone Number
- Future Shop Phone Number
- US Citizenship & Immigration Service (USCIS) Phone Number
- Anthem Blue Cross - California Phone Number
- Metlife - Dental Phone Number
- Dell - Tech Support Phone Number
- VitalChek Phone Number
- Kayak.com Phone Number
- Medco Pharmacy Phone Number
- Sprint - Nextel Phone Number



We live in a world where Gethuman.com makes sense.

What If ? – Virtual Queuing



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

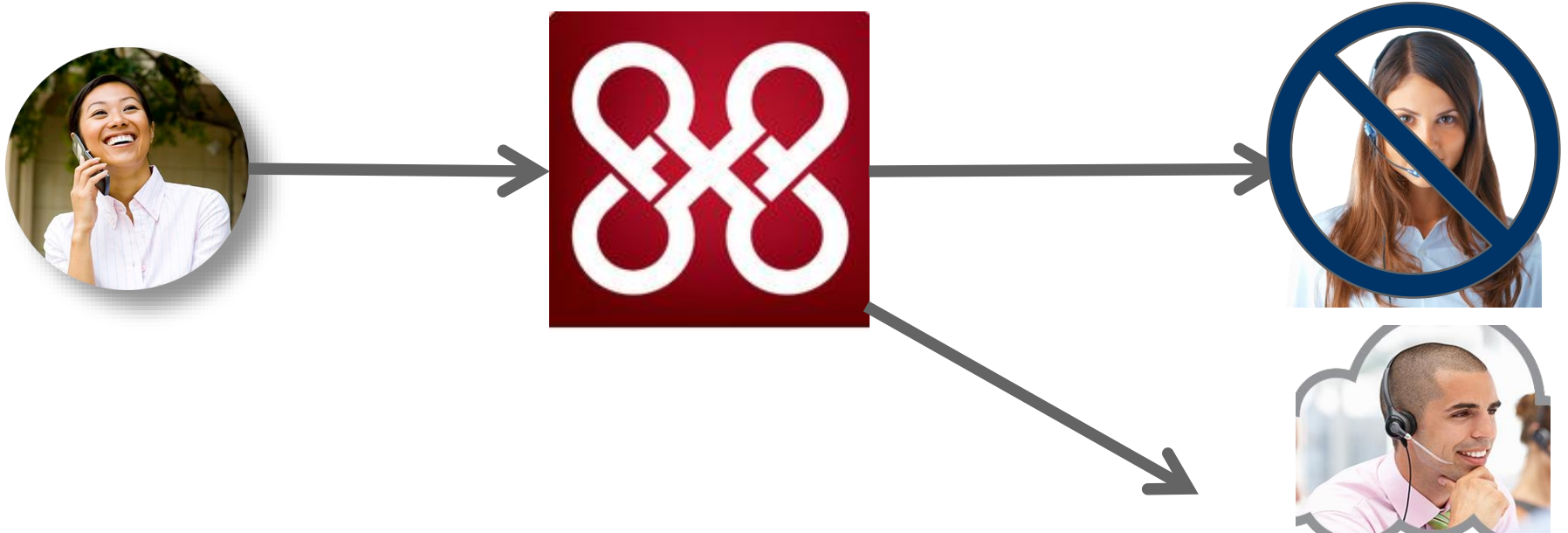
What's new with Virtual Queuing



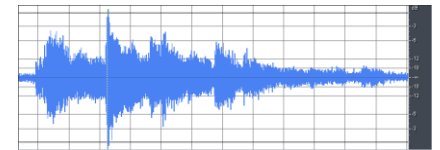
- Opt out of the queue and keep your place
- New scripting capabilities – no longer dependent upon PS

Direct Agent Connect:

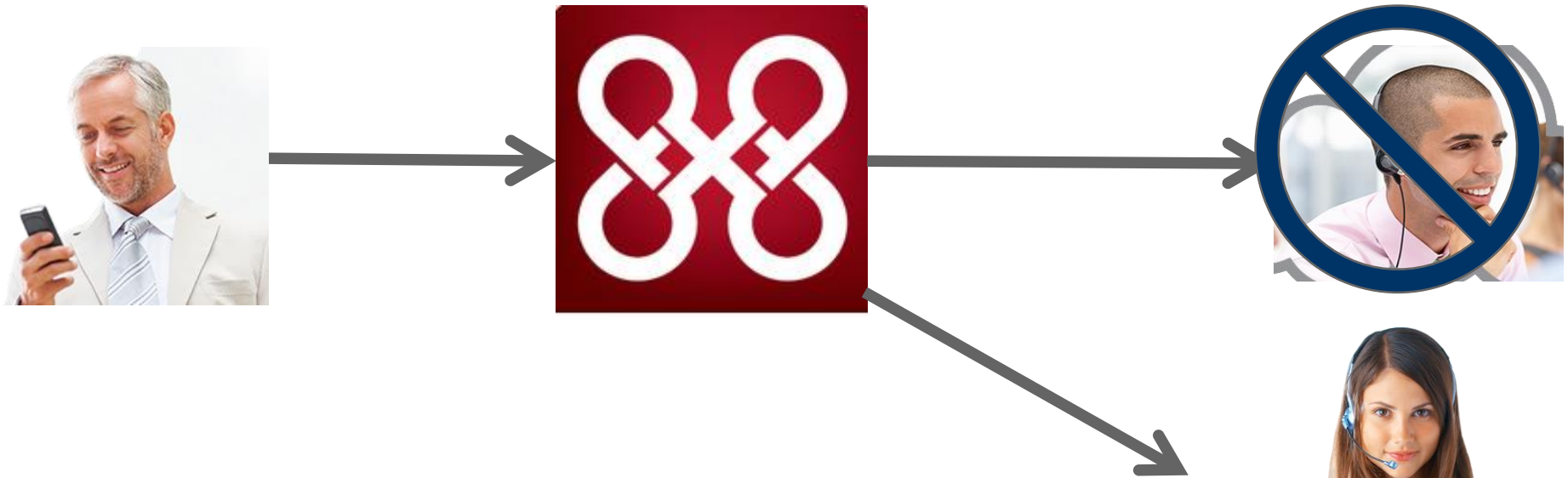
Build the high value sales relationship



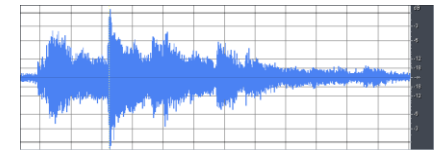
Customer agents can't directly connect to a specific backup agent, an alternate queue, or to voicemail.



Direct Agent Connect: *Reconnect to get the problem solved*



If the Agent with NoT available - call center is the provider of Virtual Contact center responsible for call trouble specific backup agent, an alternate queue, or to voicemail .

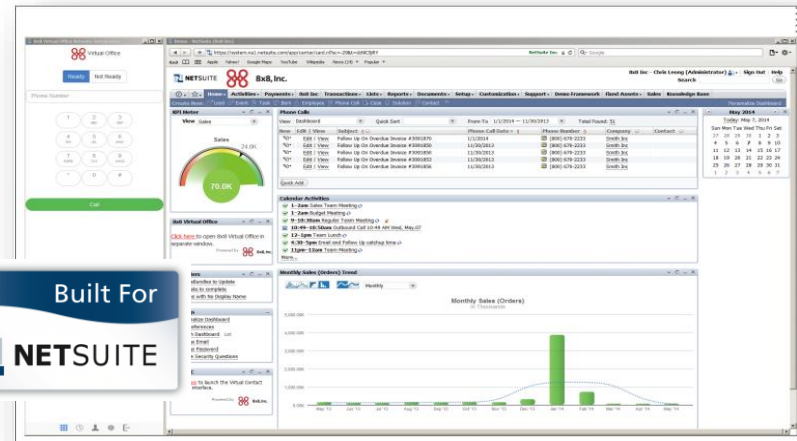
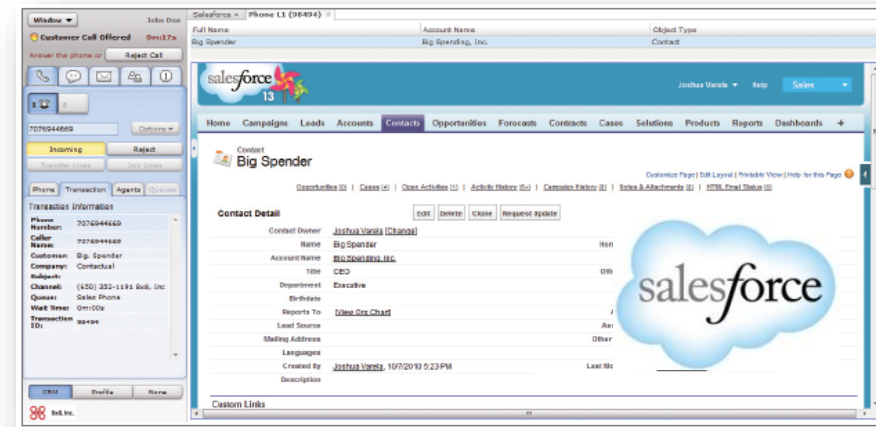
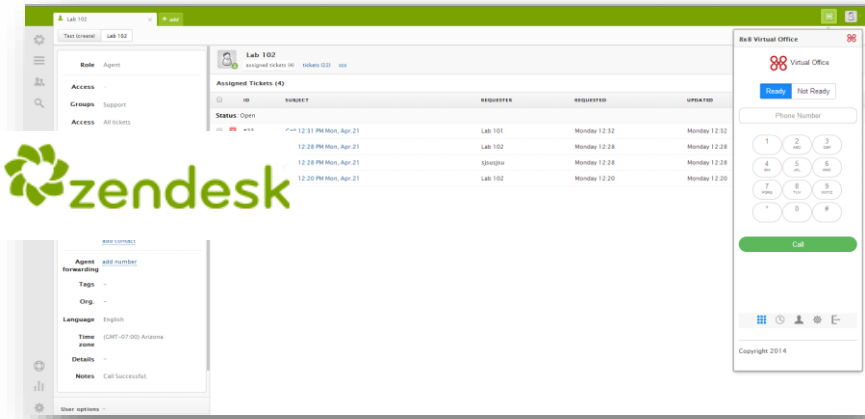


Be Personal, Consistent, Agile and Smart



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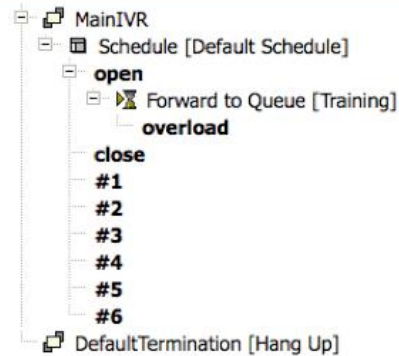
CRM Integrations:



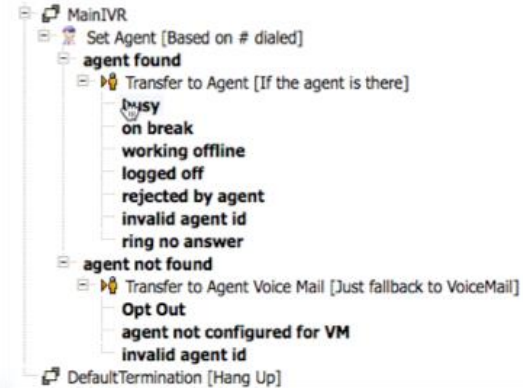
Context for an intelligent, personal experience across multiple channels

Provide a Consistent Experience

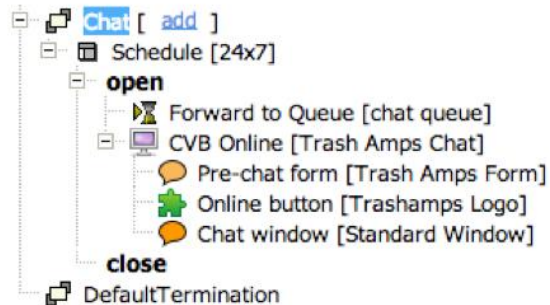
Voice – IVR Scripting



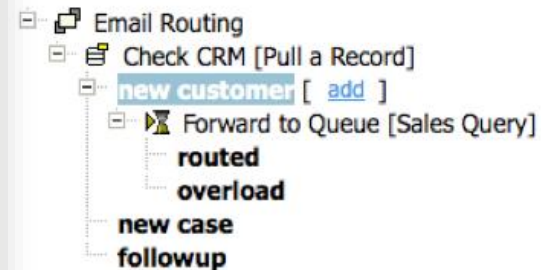
Voice – Direct Agent Connect



Chat



eMail



One tool to control the customer experience on any channel

Tools for Agility

Hurricane in Miami

Change to home phone number and move agents to work from home

New Product Release

Change the greeting to cover

Defective part recall

Tweak IVR / Change routing

Web update

Better support confused customers with chat, web callback or co-browse

Outage in Sunny Hills Neighborhood

Add notification to IVR greeting

A two week change order process is not an effective way to respond to minute by minute changes

Analytics



Recommendations:

- Provide a smooth escalation path from the web
- Think out of the box for phone experiences
- Get the insights you need to see trends and the tools you need to respond





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