

# 8x8 Virtual Contact Center for Salesforce



appexchange program  
partner

## Powerful Contact Center Integration with Salesforce

8x8 Virtual Contact Center is the most reliable and secure way for companies to deploy a best-in-class contact center in the cloud. 8x8's SaaS contact center seamlessly integrates with the Salesforce Service Cloud Console® solution and all other Salesforce® modules to improve the quality of your customer interactions and increase agent productivity.

### Customer Contact Reinvented and Personalized

8x8 and Salesforce add up to unparalleled customer service capabilities. 8x8 Virtual Contact Center stores key information about each customer interaction into the Salesforce database, giving you new insight into the full customer experience.

### Customer Tracking Helps Boost Sales

Provide customized routing and management for agents who interact with customers for most of their workday. With 8x8 Virtual Contact Center for Salesforce, agents have the tools that they need to provide customers with up-to-date information and knowledgeable service.

Agents can make sales while on the road, at a desk, or from home. 8x8 makes it easy to identify customers and track employee progress towards closing the sale across multiple channels. 8x8 Virtual Contact Center shows you the status of an opportunity, and what needs to be done to close the sale.

- **Global and Reliable**—8x8's redundant servers and network provide greater reliability than on-premises solutions. Disaster recovery failover options can help your business continue to function even when the unthinkable occurs. And 8x8 offers global service so all your workers can use it, no matter where they are in the world.
- **Scalable**—Pay only for what you need. Quickly add capacity when business grows.
- **Secure**—8x8 procedures and product development practices are designed to support a highly secure product offering. 8x8 has also achieved FISMA, HIPAA, PCI-DSS 3.0 and SSAE 16 compliance, and can offer solutions that meet these standards.
- **Simple**—An easy-to-use web interface provides role-based manager and supervisor configuration screens, for complete control of the contact center environment.

## 8x8 Virtual Contact Center

Organizations around the world—from Fortune 500 companies to mid-size businesses to startups—rely on 8x8 Virtual Contact Center. Its reputation for reliability, security and ease of use make it an excellent choice for companies ready to boost customer satisfaction and sales.

### Fast Deployment

8x8 integration with Salesforce is available on the Salesforce AppExchange® business app store. With just a few clicks of the mouse, your employees can start collaborating as a team. Take your customer communications to a whole new level, using all the customer information available on Salesforce.

## 8x8 Virtual Contact Center Features

---

**Any Media:** Reach your customers—and track their calls, emails, chats and web interactions with your company—for maximum customer satisfaction and efficiency.

---

**Skills-based Routing and CTI:** Skills-based routing matches callers with agents who can meet their needs. CTI (computer-telephony integration) delivers caller information to the agent's screen along with the call so the agent can provide more efficient, personalized service.

---

**Analytics:** Virtual Contact Center Analytics goes beyond traditional call center reporting. Get real insight into the performance of your agents and contact center, and see how your customers are being served across all channels.

---

**Interactive Voice Response (IVR):** Enable customers to route themselves to the right agent or department using voice prompts. Managers can create their own basic IVR scripts or use 8x8's optional eIVR (enhanced IVR) to offer more advanced self-service options.

---

**Call Recording:** On-demand or random call recordings help improve customer service quality. Evaluate agent-customer interactions, train new contact center agents and record phone transactions.

---

**Supervisor and Inter-agent Communications:** Web chat and broadcast notifications facilitate internal communications. Agents and supervisors can chat without putting callers on hold. Broadcast notifications allow supervisors to contact groups of agents simultaneously.

---

**Web-based Configuration Tool:** Manage and change contact center operations without IT intervention. Authorized users can define hours of operation, create basic IVR scripts, quickly make changes and manage queues.

---

**FAQ Knowledgebase:** Frequently Asked Questions (FAQ) database turns every agent into an expert and ensures that customers receive accurate, consistent information. Agents can answer customer questions via phone, email or chat.

---

**Virtual Queuing and Web Callback:** Instead of waiting on hold, customers can request a callback or complete a web form.

---

**Personal Agent Connect:** Build strong relationships with high-value customers by providing direct, ongoing access to specific salespeople. Customer service organizations can reduce the time it takes to solve customers' problems through direct interaction with the agent most familiar with their situation.

---

**Co-Browse:** Give agents another powerful support tool that provides real-time web page assistance to customers. Agents see what the customers see, and can guide customers to where they want to go.

---

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

