

# 8x8 Virtual Contact Centre for Salesforce



salesforce

## Powerful contact centre integration with Salesforce

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

### Customer contact reinvented

Today's customers expect companies to understand them: who they are, what products or services they've purchased, and whether they've called or emailed recently. That's why 8x8 has integrated its Virtual Contact Centre with Salesforce, a leading CRM provider for service and sales.

### Ready immediately

8x8 lets you immediately deploy your contact centre for a low monthly subscription fee with no cumbersome hardware or software to buy and no implementation or maintenance team to hire.

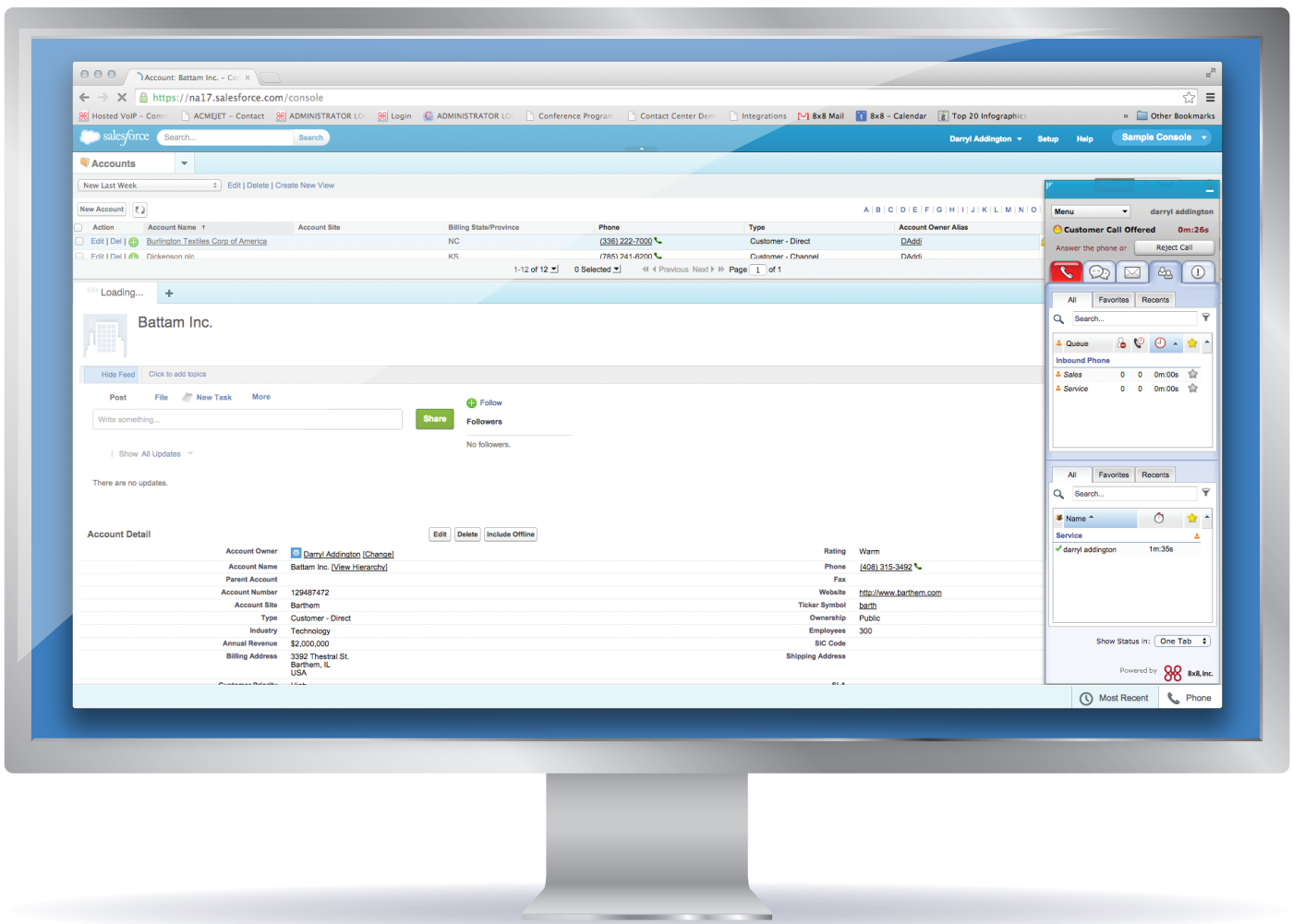
8x8 integration with Salesforce makes setup a breeze. Just a few clicks from within the Salesforce AppExchange, and your agents are talking to customers using all the customer information Salesforce makes available.

- **Global and reliable**—Reliability is built into the 8x8 architecture. 8x8's redundant servers and network provide greater reliability than on-premises solutions. 8x8 can also offer disaster recovery failover options to help your business to 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.
- **Scalable**—Pay only for what you need. Quickly add capacity when business grows.
- **Secure**—8x8 employees, 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 centre environment.

### The 8x8 Virtual Contact Centre

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





“ We’re able to capture all the right call information only because of our 8x8/Salesforce integration. It helps us to connect the dots and anticipate the customer’s needs. ”

**Alan Laurentano, Call Centre Manager, Buildium**

### Consolidated reporting for insight into the full customer journey

8x8 Virtual Contact Centre writes key information on each customer interaction into the Salesforce database, giving you new insight into the full customer experience. You don’t just see the various support steps, you can view all customer interactions along the way.

8x8-Salesforce integration gives you unprecedented insight into how you are treating your customers. See how long it took to bring an issue to closure and the steps involved in that process, including how many different times the customer contacted your organisation via each different channel.

## Capabilities

### Screen pop

- Automatically sync inbound customer calls or chats with customer information.

### Automatic logging

- Information from customer interactions automatically becomes part of the customer record.
- Use existing or custom fields to map customer interaction details for Salesforce reporting.

## Key features

### ACD with skills-based routing

- Automate call distribution with skills-based routing.
- Deliver incoming calls, emails and chat interactions to appropriately skilled agents.
- Manage and add agents easily.

### IVR (Interactive Voice Response)

- Quickly make changes or add new IVRs, with an easy-to-use interface that requires no special skills.
- Easily create menus and collect customer responses to better match customers to the right representative.
- Automatically route calls to various locations based on calendar day and time.

### Powerful agent desktop works seamlessly within Salesforce

- Agents control calls from their desktop (transfer, mute, conference, etc.).
- Agents can immediately identify the caller and see all call details.
- A powerful-yet-intuitive interface helps new agents become productive more quickly.

### FAQ knowledgebase

- Provide quick answers to customer questions.
- FAQs are integrated with chat and email.
- Create shortcuts to answer commonly asked questions.

### Real-time monitoring

- Give supervisors the power to listen, whisper and barge in on calls.
- Show agents with the longest wait time, number of contacts in queue and number of agents on calls.
- Define service-level agreements (SLAs) for each queue.

### Real-time and historical reporting

- Information from customer calls goes directly into Salesforce.
- Integrated Salesforce reports include call statistics.
- Use wallboards to provide real-time stats.
- Analyse historical reports and trends to improve agent and queue efficiency.
- Export reports and data to Microsoft Excel for easy analysis.

### Multichannel management

- Handle phone, email and chat channels—all in one application.
- Let customers to contact you via their preferred method.

### Web callback API

- Let customers schedule callbacks and give agents more time to review the applicable information.

### CRM integration

- Configurable CRM integration takes little time to set up and configure.
- Choose to “pop” the Salesforce contact information when the phone rings or after agents accept calls.
- Log data automatically or let agents review it first before saving.

### Call recording

- Set up on-demand call recording for each agent.
- Specify a percentage of calls to be recorded automatically per agent or per queue.



## Turbocharge customer support with 8x8

Together, 8x8 and Salesforce add up to unparalleled customer service capabilities. And 8x8 Virtual Contact Centre for Salesforce is flexible, making it perfect for phone-based call centres or multi-channel contact centres.

## 8x8 customer tracking helps boost sales

Salesforce and 8x8 make it easy to optimise sales, giving your team intuitive control over customer communication for faster sales closing. Your 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. Managers can use integrated opportunity and call-tracking information to understand what is being done to bring in more business. It's also simple for sales employees to track potential customers and communicate with them across multiple channels. Virtual Contact Centre shows you the status of an opportunity, and what needs to be done to close the sale.

## 8x8 offers better communication and collaboration for all

8x8 offers a full spectrum of communications capabilities for every employee in your organisation. No matter what their role, workers have what they need to provide the best sales and customer experiences possible.

**Virtual Office Integration with Salesforce**—Supports employees who interact with customers occasionally or for part of their day. You already have employees in all parts of your business that communicate with customers, partners, suppliers and other employees. With 8x8, they'll have the tools that they need to communicate and collaborate better.

**Virtual Contact Centre Integration with Salesforce**—Provides customised routing and management for agents who interact with customers for most of their workday. With Virtual Contact Centre for Salesforce, agents have the tools that they need to provide customers up-to-date information and help. Virtual Contact Centre for Salesforce is also very customisable, so it seamlessly fits the way you do business.

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For more information, call **0207 096 6000** or visit **[8x8.com/uk](http://8x8.com/uk)**

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