

Life after Avaya: The Six Biggest Benefits of Moving to 8x8 Virtual Contact Center



Avaya has [filed for bankruptcy](#). And while this may initially come as bad news if your contact center relies on Avaya's technology, it can also be an opportunity. How can your business achieve better customer service without being constrained by existing technology? What does the cloud offer your business that Avaya never could?

8x8 Virtual Contact Center enables you to increase agent productivity while enhancing the customer experience. Compared to on-premises systems like Avaya, 8x8's implementation usually takes weeks rather than months. And it requires much less maintenance and support from your IT team.

With many Avaya products now reaching the end of their support lives, it is an ideal time to assess your alternatives. Here are six reasons smart contact centers are moving off Avaya and upgrading to 8x8 Virtual Contact Center:

1. Move and expand faster while minimizing upfront costs

Avaya contact center solutions run on on-premises computers and network devices. This hardware required data center site preparation or even expansion to provide space, power, cabling, and network connections. Planning, budgeting for, acquiring, and implementing these systems took months.

8x8's Virtual Contact Center is a cloud-based solution that requires no on-site hardware. You avoid cumbersome capital budget processes and upfront expenditure. Implementation is much faster, so you're up and running—and getting the value the new system promises—sooner. And when your business needs to expand into that new market or geography—you're ready in weeks rather than months.

2. Utilize tightly integrated call recording and quality management when you need it

With Avaya contact center solutions, implementation of call recording and quality management systems was complex and time consuming, often relying on third-party vendors and taking weeks or months of implementation and configuration.

8x8 Quality Management is tightly integrated with Virtual Contact Center, meaning it's fast to set up (hours) and easy to use. It provides call recording and storage plus powerful tools for searching, filtering, and agent coaching, taking the cost and headaches out of coaching agents for optimal performance.

3. Improve processes and operations with prebuilt CRM integrations

With Avaya, integration with CRM solutions required customization to work in your environment. That meant professional services or development projects—increasing cost, effort, and risk.

8x8 Virtual Contact Center includes pre-built integrations with leading CRM solutions like Salesforce, NetSuite, and Zendesk. That gives agents the insight they need to enhance customer experience with every interaction, and it does it out of the box without the need for additional services.

4. Simplify contact center performance management with powerful tools

Avaya provided different systems for administration, data extraction, analytics, and dashboard. But there's more to learn and more to do to measure and manage contact center performance. To help address this, Avaya offered another product to provide a single point of administration. This was a separate appliance—more hardware and software—adding more complexity to your contact center strategy.

8x8 Virtual Contact Center provides contact center managers the tools they need for success—integrated for ease of use. A single admin interface lets you manage Automatic Call Distribution, Interactive Voice Response, multimedia, and CRM integration. Virtual Contact Center Analytics provides a single view for continuous insight into the performance of your contact center. It's more than just data, 8x8 Analytics brings powerful graphical tools that reveal actionable business insights. Also, scheduling, forecasting, and reporting tools help you manage your workforce easily and effectively.

5. Gain built in reliability, security, and compliance

With Avaya servers and gateways, reliability, security, and compliance were always up to you. You planned and designed the system to meet your security and business continuity needs, and you had to verify that it complied with applicable corporate, industry, and government regulations.

8x8 Virtual Contact Center is third-party validated for compliance with industry and government standards including the Health Insurance Portability and Accountability Act (HIPAA), the U.S. Federal Information Security Management Act (FISMA), and the UK government Cyber Essentials controls. We've also received a UK government Authority to Operate (ATO), one of the highest levels of security and compliance certifications.

8x8 has 12 redundant data centers around the world, a service level agreement offering 99.99% network uptime, and last year we provided our customers network uptime of 99.994%.

6. Trust in our proven track record of growth and innovation, and our stable, predictable future

Avaya's contact center customers face an uncertain future. It's been widely reported that, in order to discharge an estimated \$6 billion in debt, Avaya has filed chapter 11 bankruptcy. How will that affect continued innovation and support for their contact center customers? That's unknown.

On the other hand, more than 47,000 companies rely on 8x8 for their communications needs, and we've continued to grow year after year. Businesses like yours are seeing not only the cost-savings, but the opportunity cloud can provide – from easily and seamlessly expanding employees, locations, and capabilities to eliminating lengthy implementations and costly hardware upgrades. The cloud is the next step. See what it can enable for your business.

Frost & Sullivan reports 93% of organizations already use hosted or cloud-based contact center solutions or plan to within two years.¹ There's good reason. You gain the speed and flexibility your business needs to respond to market changes and the productivity needed to assure peak performance. And you avoid lengthy implementation cycles and the IT overhead required to implement and operate on-premises systems.

It's a smarter, more flexible way to provide the experience your customers expect while making your business more efficient, competitive, and agile.

1 Frost & Sullivan, "Creating Better Omni-channel Customer Experiences in the Cloud," 2015



For more information, call **1.866.913.7684** or visit **www.8x8.com**

