

8x8 Virtual Office for Salesforce



8x8 Virtual Office integrates unified communications and call analytics into Salesforce to improve the workflow, collaboration, and management of salespeople.

The sales process is hard. Maintaining sales efficiency and effectiveness, managing teams across locations, and generating accurate pipeline reports is tedious and time-consuming. Poor recording of opportunities also leaves management in the dark about the real status of an account. 8x8 solves these problems for sales by integrating our solutions with Salesforce.

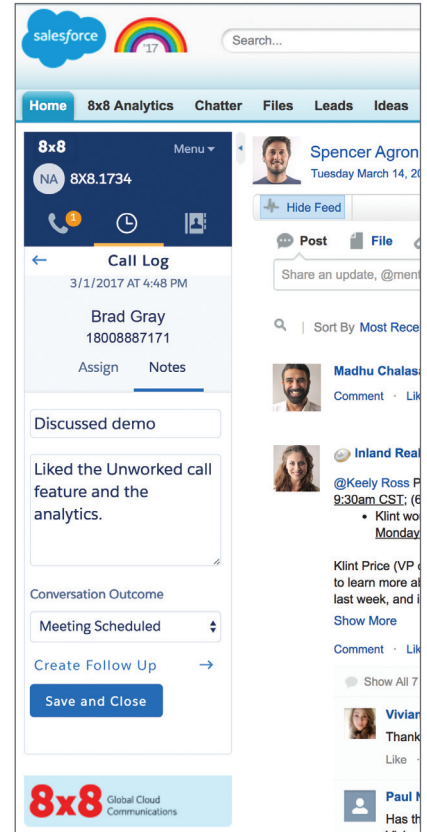
Salespeople can click to dial and receive screen pops on inbound customer calls. Later, they can easily log the call or set up a task, even if the call was taken on a mobile phone.

Managers and sales ops can confidently analyse all call activity and use filters based on the context of the call, such as “show me outbound calls to leads” or “deals closing this month.”

Unparalleled Call Analytics

Call analytics gives you visibility into the sales process. 8x8 Virtual Office for Salesforce lets you:

- Use 100% accurate call detail records as history
- Add Salesforce customer context
- View team and employee activity
- Filter activity for Outbound/Inbound, Leads/Opportunities, Deal Size, etc.



The Conversation Panel improves the workflow of busy salespeople

Improve Workflow and Collaboration

- Click to dial within Salesforce
- Receive screen pops of customer details
- Quickly log calls and notes to Salesforce Accounts, Contacts, and Opportunities
- Create tasks and log previous calls
- See presence, chat and make transfers

Communication Panel Features

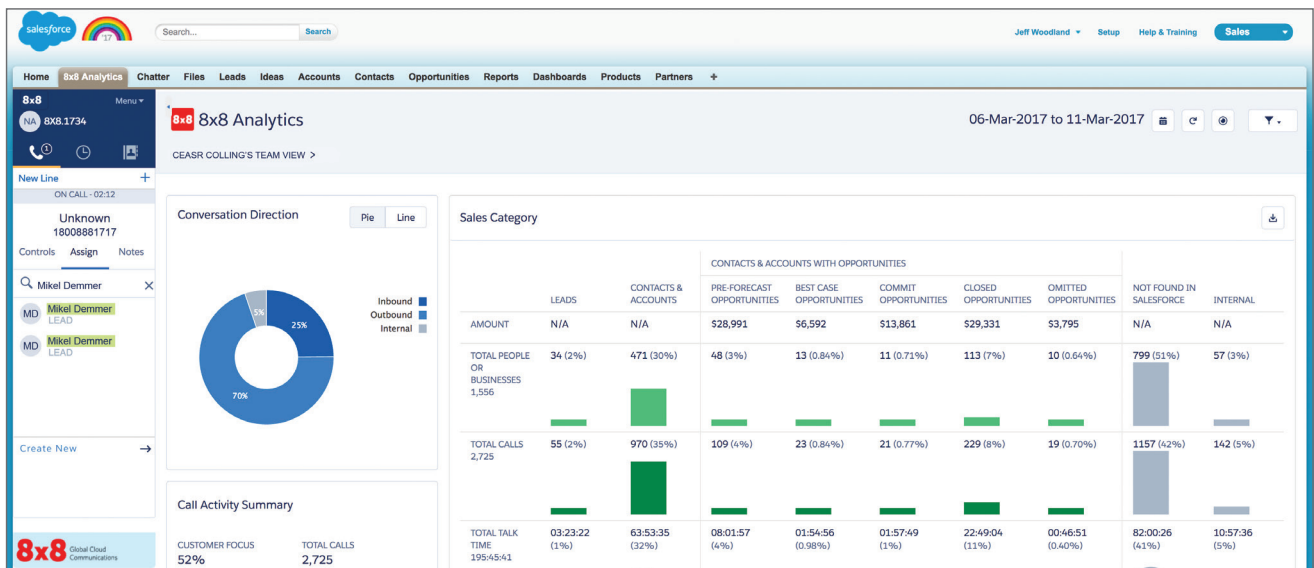
8x8 Virtual Office for Salesforce is easy to use, so salespeople use it. The intuitive communications panel lets them:

- Assign call notes to an Account, Contact, Lead, or Opportunity at any time
- Create follow-ups during or after a call
- Auto-log any received call
- View presence, and start a chat or warm transfer
- Monitor conversations and whisper coaching tips
- Record conversations
- Search Salesforce for records and associated call notes
- Review “unworked” calls that need logging

Analytics Features

Manage sales operations with a big-picture view of all opportunities and activities with Virtual Office for Salesforce:

- View team performance and drill to individual performance
- Quickly compare call activity and business results
- Filter activity such as only Outbound Calls, Calls to Leads or Opportunities worth £X,000s
- Group calls to numbers not found in Salesforce
- Use visualisations to review call history and pipeline progression
- Track calls from any 8x8 Virtual Office device, including mobile
- Categorise call activity and talk time based on business stage



The Employee Summary Analytic explains all call activity, even if not logged

The 8x8 Communications Cloud

8x8 is the world’s first Communications Cloud that easily and seamlessly connects employees, customers and applications to improve business performance for organisations anywhere in the world. The 8x8 Communications Cloud replaces costly and complex legacy products with a simple, integrated solution that eliminates information silos to expose vital, real-time intelligence.

For more information, call **0333 043 8888** or visit **8x8.com/uk**

