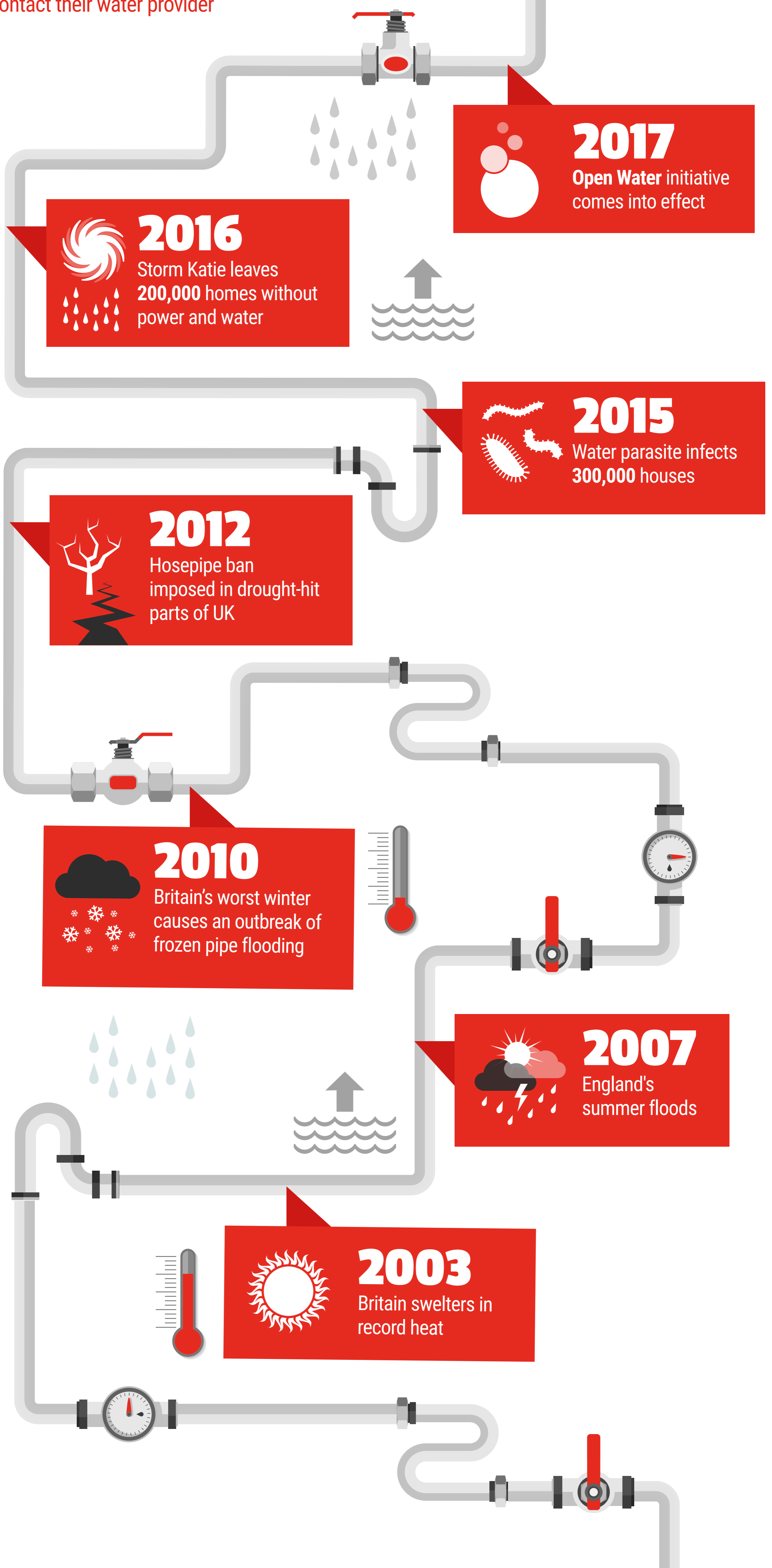


WHEN CUSTOMERS UNEXPECTEDLY FLOOD CONTACT CENTRES, ARE WATER PROVIDERS PREPARED?

8x8

From April, the Open Water initiative will come into effect. This means that for the first time since 1989, business customers can choose their water provider. Those utility providers that don't deal with customer enquiries effectively and quickly could experience higher churn.

8x8 looks at the biggest incidents that have caused customers to contact their water provider



Find out how our contact centre solution can help you [here](#)
Or call us on 0203 892 5661

About 8x8, Inc.

8x8, Inc. (NASDAQ:EGHT) is the trusted provider of secure and reliable enterprise cloud communications solutions to more than 47,000 businesses operating in over 100 countries across six continents. 8x8's out-of-the-box cloud solutions replace traditional on-premises PBX hardware and software-based systems with a flexible and scalable Software as a Service (SaaS) alternative, encompassing cloud business phone service, contact center solutions, and conferencing. For additional information, visit www.8x8.com, www.8x8.com/UK or connect with 8x8 on LinkedIn, Twitter, Google+ and Facebook.