

You have a Call Center, You Just Don't Know It!

Presented by Frost & Sullivan and 8x8, Inc.

March 2015

Welcome & Housekeeping

- Q&A

Submit your questions by using the question bar near the middle of your console

- Enlarge Slides

Enlarge the slides by dragging the bottom right corner of the slide window

- Polling Questions

Select the radio button that corresponds with your answer and click the submit button.



Today's Speakers



Nancy Jamison
Principal Analyst, Customer
Contact
Frost & Sullivan



David Leach
Technology Evangelist
8x8, Inc.



Max Ball
Sr. Manager, Contact Center
Product Marketing, 8x8, Inc.



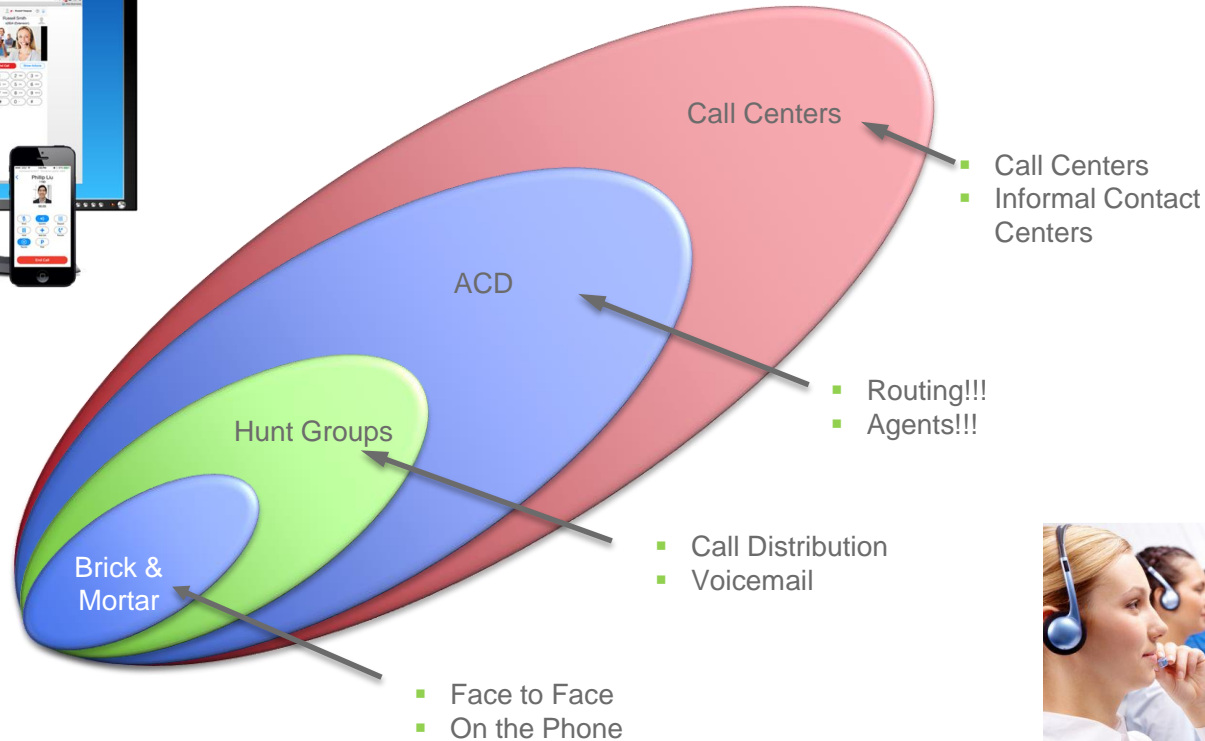
Agenda

- Anytime, Anywhere Customer Contact
- What is an Informal Call Center?
- Where's Waldo?
- Examples
- Trends
- Benefits
- Who is 8x8, Inc.?
- Why Move to the Cloud?
- Real Life Examples
- Q & A

Nancy Jamison



Customer Contact Can Happen Anytime and Anywhere



What is an Informal Call Center?

Work Groups – Expert Agents – Remote Workers



Where's Waldo?



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Informal Call Centers

- Accounting/billing
- Loan and mortgage processing
- Claims/Settlement
- Complaints
- Document and customer case management
- Help Desk/IT
- Human Resources
- Inside Sales/Field Sales
- New accounts processing
- Order processing
- Payments
- Payroll administration
- Pharmacists
- Picking and shipping
- Sales support
- Scheduling



Polling Question

This webinar caught my eye because....

- I have an informal call center and I want to make the most of it.
- I don't have a call center and wondered if I should have one.
- I had no idea what an informal call center was until today.
- I've seen Waldo lurking around my building.



Trends Impacting Customer Contact

- Customer Experience
- Multi/Omni Channel
- Back Office Workforce Optimization
- Changing Face of the Consumer
 - Techno-savvy
 - Self-Help
 - Mobile
 - Social Media Engaged



Benefits of Bringing to Life Informal Call Centers

- Prompt customer attention
- Getting the customer to the right person at the right time
- Personalized customer service
- Operational Insights
- Reduced costs
- Increased customer satisfaction



Polling Question

Does your organization have cloud implementations of any type? (Contact Center, CRM, BPO, HR, etc.)

- Yes
- No
- Unsure

Max Ball



Transforming Business Communications

Increase Customer
Engagement



Improve Workgroup
Productivity



Free Up
IT Resources



8x8 powers intelligent communications solutions.
100% Cloud. Secure. Reliable. Global.



8x8, Inc.

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Comprehensive Functionality in a Single Suite

Virtual Office

- Cloud Business Phone Service & Unified Communications
- VO Mobile - Smartphones and Tablets
- Presence, IM/Chat, SMS
- Unified Messaging – Fax, Email, and Voicemail
- Call Recording
- Virtual Meeting – Web/Video Conferencing & Collaboration

Virtual Contact Center

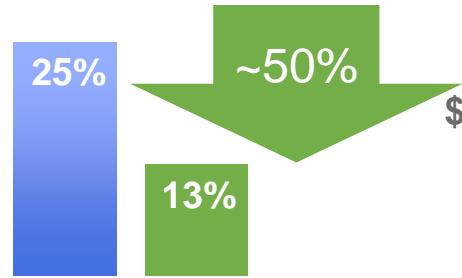
- Multi-Channel Cloud Contact Center Solution – Voice, Multi-Chat, Email, Fax
- Multi-media Queuing; Skills-based Routing; Real-time Monitoring and Reporting
- Direct Agent Routing; Proactive Chat
- Support for Remote/Work-at-Home Agents
- Workforce and Quality Management
- Single Sign On with Netsuite, Salesforce Integration

Integration Manager



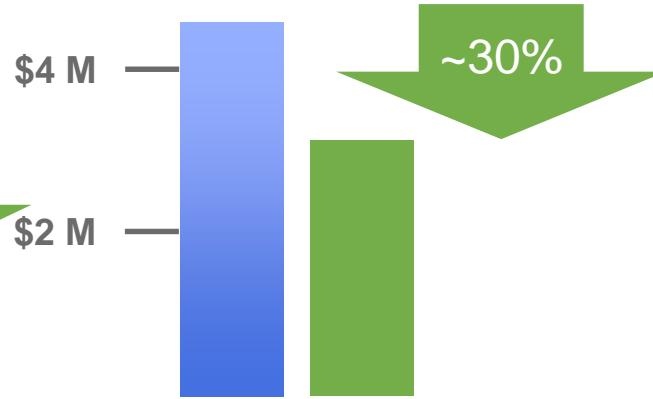
Why Our Customers Move to the Cloud

Free up Resources



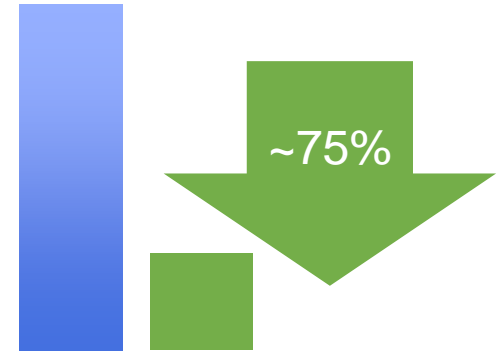
% of IT Resources Dedicated to CC & UC

5-Year TCO



For business w/ 100 CC agents

Time to Value



Deployment in Weeks



Bring the Contact Center Out of It's Silo

- Use Cases
 - Direct communications between agents and experts increases first call resolution.
 - Insight into calls beyond the Contact Center
- Benefits
 - Grow revenue through improved customer relationships
 - Reduce IT load
 - Improve company communications







Workgroup Productivity Tools

- Use Cases
 - Internal Help Desk
 - Inside Sales Groups
 - Dispatchers
- Benefits
 - Enhanced revenue through improved customer relationships
 - Improved employee productivity
 - Insight and control over performance and interactions




Case Study: ChenMed

 	CHALLENGES	SOLUTION	OUTCOME
<ul style="list-style-type: none">▪ Outdated PBX only did phone calls and routing was forced through Miami HQ for all locations▪ Needed fast deployment▪ HIPAA compliance is critical	<p>Virtual Office Pro (full UC suite) (1400+ Seats)</p> 	<p>HIPAA compliant solution deployed in 5 weeks to 38 sites, 1,400 users</p> <p>ChenMed to save millions on communications costs</p> <p>Quick expansion as employees are added</p> 	



Case Study: Blue Air

 <p>The image shows the Blueair logo at the top left. Below it is a photograph of a man in a dark blue suit jacket and light blue shirt standing next to a tall, white, rectangular air purifier. The background is a solid light blue color.</p>	CHALLENGES	SOLUTION	OUTCOME
<ul style="list-style-type: none">▪ Global Organization with offices in Stockholm Sweden and Chicago IL.▪ No standard support process – long wait times for customers, unanswered voicemails, inconsistent service▪ No insight into call patterns or customer traffic – overstaffed at times, under staffed at other times	<p>Virtual Office / Virtual Contact Center</p> <p>Key Features:</p> <ul style="list-style-type: none">▪ NetSuite Integration▪ Insightful Reporting▪ DIY administration	<p>Enhanced Customer Relationships:</p> <ul style="list-style-type: none">▪ Reduced wait times for customer service▪ Personalized interactions with NetSuite integration▪ Shortened call durations <p>Reduced expenses:</p> <ul style="list-style-type: none">▪ Appropriate staffing levels▪ More efficient support interactions	



Polling Question

Now that we've found Waldo—would your organization consider moving workgroups to the cloud?

- Thinking about it
- Next 3 months
- Next 6 months
- More than a year out
- Never gonna happen

Q & A



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