8x8 Communications Cloud

8x8 Virtual Contact Center

Get Immediate ROI

- Fast to deploy
- Intuitive user interface shortens learning curves for agents, supervisors and administrators

Boost CRM Impact

- 8x8 is the only contact center provider that includes native CRM capabilities built in
- Includes CRM integrations with Salesforce, NetSuite, Zendesk and Microsoft Dynamics

Engage Internal Experts

- When integrated with 8x8 Virtual Office, allows agents to seamlessly engage experts outside of the contact center

The cloud-based solution that lets you focus on what's really important: your customers.

Whether you're a new business or already running a 24x7x365 operation, you can waste valuable time and money maintaining, upgrading, and troubleshooting a contact center system. And when customers need support, if outdated technology gets in the way, you can lose much more than sales. You miss opportunities to build long-term customer relationships, eroding the value of your company's most important asset: customer loyalty and the repeat business it brings.

Enhance Customer Experience While Reducing Costs

8x8 Virtual Contact Center provides the advanced communication tools you need to enhance the customer experience and deliver world-class customer support and sales. Our solution is completely cloud-based, significantly reducing both your capital and operating expenses.

Any Media. Communicate with customers and manage contacts on voice, email, and chat channels. Capture all interactions for increased customer satisfaction, greater efficiency and better targeting.

Reliability and Security. 8x8's reliability, security and compliance make it an ideal choice for companies that need high reliability or that must satisfy the requirements of PCI, FISMA, Privacy Shield or HIPAA (tailored BAAs available).

Analytics Increase Agent Productivity. Our intuitive, web-based user interface lets agents work anywhere, while centralized management and reporting features empower supervisors to manage everything from agent scheduling to coaching, recording and call intervention.

Connect Locally. Manage Globally. 8x8's secure and redundant data centers help unite and manage all your contact centers into one seamless global support organization. Agents can work from anywhere, and smart call routing quickly connects customers with the right agents—anywhere in the world.

8x8 Virtual Contact Center Editions

8x8 offers four contact center editions to meet the needs of any size organization.

1. **Digital Edition:** Provides email and chat channels with pre-built CRM integration, reports and dashboard analytics.
2. **Standard Edition:** Provides voice channel with standard IVR, queued callback and reports and dashboard analytics.
3. **Pro Edition:** For more sophisticated contact centers, this edition provides full multi-channel capabilities with enhanced IVR (custom apps), co-browse and proactive chat.
4. **Ultimate Edition:** Our most advanced edition, provides the same features as 8x8 Virtual Contact Center Pro but adds Quality Management and additional wallboards.

Features

Any Media: Reach your customers—and track their calls, emails and chats interactions with your company—for maximum customer satisfaction and efficiency.

Skills-based Routing and CTI: Skills-based routing matches callers with agents who can meet their needs. CTI (computer telephony integration) delivers caller information to the agent's screen along with the call so the agent can provide more efficient, personalized service.

Agent Console: 8x8's browser-based desktop requires no software plug-ins or downloads. Agents and supervisors use the same desktop, but access different screens and functions based on their permissions.

Interactive Voice Response (IVR): Enable customers to route themselves to the right agent or department using voice prompts. Managers can create their own basic IVR scripts or use 8x8's optional eIVR (enhanced IVR) to offer more advanced self-service options.

CRM Integrations: Use 8x8's built-in CRM/ticket management system, or integrate your contact center with a third-party CRM solution such as Zendesk, NetSuite, Salesforce or Microsoft Dynamics.

API Support: Gain access to call information, customer data, and real-time reports. Our streaming API enables you to integrate CRM capabilities into your 8x8 Virtual Contact Center.

Dashboards and Reports: Real-time monitoring and reporting gives you the info you need to quickly manage SLAs and contact center operations. And when you're away from the contact center, access reports and wallboards from your desktop or iOS/Android smartphone or tablet.

Call Recording: On-demand or random call recordings for compliance and agent coaching. Easy search and replay.

Internal Chat for Agents and Supervisors: Web chat and broadcast notifications facilitate internal communications. Agents and supervisors can chat without putting callers on hold. Broadcast notifications allow supervisors to contact groups of agents simultaneously.

Expert Connect: Allows agents to see the availability of experts within your company and to reach out to them via chat or the phone for assistance helping customers; can connect customers via call transfer or conference. Requires 8x8 Virtual Office.

Web-based Configuration Tool: Manage and change contact center operations without IT intervention. Authorized users can define hours of operation, create basic IVR scripts, quickly make changes and manage queues.

Features (continued)

Quality Management: Optimize agent scheduling to ensure the right agents are available at the right time to maintain SLAs.

Workforce Management: Manage and juggle agents' shifts, reduce interaction time, and increase first-call resolution.

Proactive Chat: Selectively extend chat to your most important web visitors while balancing the existing demands on your service organization.

Email Interaction: Allow customers to contact you via email and manage these interactions using 8x8's CRM/ticket management system.

FAQ Knowledgebase: Frequently Asked Questions (FAQ) database turns every agent into an expert and ensures customers receive accurate, consistent information. Agents can email or text answers to customer questions.

Web Callback: Instead of waiting on hold, customers can request a callback or complete a web form.

Personal Agent Connect: Build strong relationships with high-value customers by providing direct, ongoing access to specific salespeople. Customer service organizations can reduce the time it takes to solve customers' problems through direct interaction with the agent most familiar with their situation.

Co-Browse: Give agents another powerful support tool that provides real-time web page assistance to customers. Agents see what the customers see and can guide customers to where they want to go.

Preview Campaign Dialer: Efficiently manage sales and marketing campaigns. Track which customers have been contacted and the outcome of the interaction.

Analytics: Virtual Contact Center Analytics go well beyond traditional call center reporting, giving you real insight into the performance of your agents and contact center.

"Success in the travel and hospitality industry is dependent on building strong customer relationships and differentiating through high levels of personalization and customer service.

With 8x8's Virtual Contact Center solution we are well positioned to do just that. Virtual Contact Center has helped us track calls and sales success rates, significantly increasing our revenue."

—**Greg Meyer**, Director of Systems Integration, iCruise

Editions Comparison Chart

The table below lists the key features included in each Edition.

	8x8 Virtual Contact Center Editions			
Features	**Digital**	**Standard**	**Pro**	**Ultimate**
Supported Channel:				
Voice		✓	✓	✓
Email	✓		✓	✓
Chat	✓		✓	✓
Skills-based Routing	✓	✓	✓	✓
Frequently Asked Questions Knowledgebase	✓	✓	✓	✓
CRM Integration (native and third party)	✓	✓	✓	✓
Historical and Real-time Reports	✓	✓	✓	✓
Dashboards	✓	✓	✓	✓
Internal Chat for Agents and Supervisors	✓	✓	✓	✓
Personal Agent Connect		✓	✓	✓
Live Monitor, Whisper, Barge		✓	✓	✓
Standard IVR (includes text-to-speech)		✓	✓	✓
Queued Callback		✓	✓	✓
Web Callback		✓	✓	✓
Co-Browse	✓		✓	✓
Proactive Chat	✓		✓	✓
Enhanced IVR			✓	✓
Preview Campaign Dialer				✓
Wallboards *	2	2	5	15
Quality Management **	Optional	Optional	Optional	✓
Workforce Management	Optional	Optional	Optional	Optional

* Additional wallboards can be purchased separately

** Screen recording storage must be purchased separately

Clear Compliance Leadership

Contact centers that handle sensitive customer data must ensure their systems are protected. 8x8 is CPNI compliant. 8x8 Virtual Contact Center can also be configured to be compliant with HIPAA and FISMA.

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

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