8x8 Introduces Packet8 Virtual Office Call Center Solution for SMBs

Fully-integrated hosted service offers iPBX, dial tone and multimedia contact center functionality

SANTA CLARA, Calif., July 31 /PRNewswire-FirstCall/ -- 8x8, Inc. (Nasdaq: EGHT), provider of Packet8 (http://www.packet8.net) residential, business and video Voice over Internet Protocol (VoIP) phone services, today expanded the market for its Packet8 Virtual Office hosted iPBX phone service with the introduction of a new, fully integrated hosted call center solution designed specifically for small to medium sized businesses with call center operations consisting of less than 100 seats.

The Packet8 Complete Contact Center is a multimedia distribution and management platform that works with any broadband Internet service and provides enterprise class contact center functionality combined with Virtual Office hosted iPBX calling features and Packet8's cost efficient business VoIP calling plans. Developed in partnership with Contactual, Inc., a global leader in on demand contact center technology solutions, the Packet8 Complete Contact Center lets companies quickly deploy and operate multi-channel contact centers within Packet8's hosted iPBX infrastructure without the time and expense of purchasing, installing and maintaining costly, specialized equipment.

"With the Packet8 Complete Contact Center solution, small businesses that need a professional, full featured call center solution can now subscribe to a pure hosted VoIP-based service and benefit from the associated lower costs and flexibility," said 8x8 Vice President of Sales and Marketing Huw Rees. "We have had many requests from existing and potential customers for this type of service and are pleased to offer such an outstanding feature set by partnering with Contactual, a hosted contact center leader."

"We are delighted to complement Packet8's leading iPBX business phone service with our OnDemand Contact Center Solution," said Mansour Salame, CEO of Contactual. "The combined offering expands the market reach for both of us and provides an amazing solution for our joint customers."

Delivered entirely as a hosted service, the Packet8 Complete Contact Center requires no specialized hardware or software, no telecom equipment and no up-front capital expenditures, making it an ideal solution for blending in-house and offsite or multi-site agents. Agents require nothing more than a web browser and a directly addressable voice terminal. The Packet8 Complete Contact Center service offers features such as:

-- Skill-based routing - directs calls, emails, web chats and voice mail messages to an available agent with the highest skill level to handle that interaction

-- Multi-media management - includes telephony, email, chat and voice mail and helps streamline contact center operations

-- Real time monitoring and reporting - provides critical contact center metrics and gives supervisors the ability to manage their agent teams effectively from any location

-- Voice recording and logging - helps companies improve the quality of customer service by evaluating agent-customer interactions.

-- Historical reporting - generates on demand reports which can be delivered in Excel spreadsheet format

-- Interactive Voice Response - managed through the web administrator interface, the IVR supports multi-tier menus, customer-entered digits, queue look-ahead logic for number of calls in queue and expected wait time

-- CRM integration - seamlessly integrates with leading on-demand software packages Salesforce.com and NetSuite to provide single sign-on, screen pop and outbound dialing functionalities

-- Contact and case management tool - tracks and maintains customer data and interaction history

When ordering the Packet8 Complete Contact Center service, businesses can choose from a variety of options and plans starting at $35 per station/month. Additional information can be found at http://www.packet8.net/business_services/call_center_solution.aspx.

About 8x8, Inc.
VoIP service provider 8x8, Inc. offers internet-based telephony solutions (http://www.packet8.net) for individual residential and business users as well as small to medium sized business organizations. In addition to regular Packet8 VoIP service plans priced as low as $24.99 per month for unlimited anytime calling to the U.S. and Canada, 8x8 offers the Packet8 Tango Video Terminal Adapter and DV 326 VideoPhone along with accompanying monthly service plans also priced at $24.99 per month. Packet8 Virtual Office, 8x8's VoIP phone system for small to medium sized businesses, is a hosted PBX solution comprised of powerful business class features. Companies subscribing to Virtual Office pay just $49.99 per month per extension for enterprise class PBX functionality along with unlimited local and long distance calling in the U.S. and Canada. The Packet8 Complete Contact Center™ is a hosted multimedia call center distribution and management platform that works with any broadband Internet service and provides enterprise class contact center functionality combined with Virtual Office hosted iPBX calling features and business calling plans. Packet8 Softalk Office™, 8x8's PC-based soft phone client, offers high quality voice and video in-network calling as well as outbound calling to the PSTN. For additional company information, visit 8x8's web site at http://www.8x8.com.

About Contactual
Contactual pioneered the use of hosted contact centers that dramatically reduce the costs of outfitting customer service, help desk, technical support and inside sales team operations by eliminating the need for premise-based infrastructure. The Contactual OnDemand Contact Center eliminates all upfront hardware and software costs; enables organizations to operate virtual contact centers with agents working from home and/or multiple sites; and unifies customer communications from phone, VoIP, voicemail, email and Web channels into one routing, queuing and tracking system for maximum efficiency. Contactual has earned the Frost & Sullivan 2005 Global Excellence in Technology Award, TMC Labs' Customer Interaction Magazine 2005 Innovation Award, and a berth in the 2006 Red Herring 100 North America list of the top 100 privately held technology firms. For more information, visit http://www.contactual.com.

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