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## 8x8 Upgrades Virtual Contact Center to Enhance Agent Productivity and the Customer Service Experience

*New Features in Version 7.1 Include Enhanced CRM Integration, Improved Security, New Administrator Controls and Agent Interface Refinements*

SAN JOSE, Calif.--(BUSINESS WIRE)-- 8x8, Inc. (NASDAQ: EGHT), provider of innovative cloud-based communications and computing solutions, today announced the release of Virtual Contact Center 7.1, an upgraded version of its hosted [call center software](#) service with new features designed to improve the efficiency of agents and to facilitate the administration of larger contact centers.

[8x8 Virtual Contact Center](#) is a cloud-based call center solution that is offered as either a standalone service or an integrated component of the 8x8 Virtual Office [hosted PBX](#) business phone system. Ideal for small to mid-sized call center organizations or call center departments within larger enterprises, Virtual Contact Center offers rapid start-up and provisioning (hours or days versus weeks or months), ease of use (set-up and management by call center administration, not IT) and a patented Advanced Virtual Tenant Architecture (AVTA) designed to deliver industry-leading reliability.

"8x8 Virtual Contact Center provides everything we need to manage our call centers effectively and ensure that customers get the right assistance right away," said Rob Storie, Customer Service Supervisor at international clothing retailer Zumiez. "Between the broad, deep CRM support, recording and security features, advanced routing options and productivity-enhancing UI, 8x8 Virtual Contact Center enables a customer service experience so stellar that it gives us another powerful market differentiator."

The Virtual Contact Center 7.1 release offers features and enhancements that impact all users of the Virtual Contact Center including Administrators, Supervisors and Agents.

These include:

- New, out-of-the-box CRM support for Zoho (in addition to Microsoft Dynamics ZenDesk, Salesforce and NetSuite) plus enhanced CRM integration with NetSuite
- Configuration Manager functionality now allows multiple administrators with customizable privileges offering better security and control
- Configuration Manager presentation enhancements including sorting, filtering and grouping tenant data
- Agent interaction refinements including shortcuts, forced transaction codes, and recording pause
- Refined Caller ID controls to allow agent-by-agent selection of outgoing Caller ID
- Roles-based management to add granular system security and control
- Enhancements for creating and editing IVR scripts
- Configuration user interface improvements increase presentation options to ease the management of larger contact centers
- New support for Microsoft Dynamics authentication through Office 365, enabling single sign-on functionality
- New scheduling options for IVR routing and services

Virtual Contact Center 7.1 is available today and has already been provided free of charge to existing customers of 8x8 Virtual Contact Center services. 8x8's cloud based infrastructure enables customers to receive the benefits of the upgrade process without any downtime, enabling complete business continuity.

For additional information on 8x8 Virtual Contact Center, visit <http://www.8x8.com/CommunicationsSolutions/ByProduct/CompleteContactCenter.aspx>.

**[About 8x8, Inc.](#)**

8x8, Inc. (NASDAQ: EGHT) empowers business conversations for more than 30,000 small and medium-sized businesses with cloud communications services that include [hosted PBX](#) telephony, unified communications, contact center and video conferencing solutions. The company has been delivering business communications services since 2004 and has garnered a reputation for technical excellence and outstanding reliability. In 2012, 8x8 was [named a market "leader"](#) in Gartner's Magic Quadrant for Unified Communications as a Service (UCaaS) in North America and recognized as the [No. 1 Provider of Hosted IP Telephony](#) by Frost & Sullivan. For additional information, visit [www.8x8.com](http://www.8x8.com), or connect with 8x8 on [Facebook](#), [LinkedIn](#) and [Twitter](#).

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