



**8x8, Inc.**

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## **8x8 Enhances Cloud Contact Center Solution with Social Customer Service Capabilities from Conversocial**

*New Partnership Expands Omnichannel Capabilities of 8x8's Virtual Contact Center with Large Scale Social Media Engagement*

SAN JOSE, Calif.--(BUSINESS WIRE)-- [8x8, Inc.](#) (NASDAQ:EGHT), a provider of cloud-based contact center, unified communications and collaboration services, today announced a partnership with Conversocial, the leading provider of social customer service solutions, that expands the omnichannel capabilities of 8x8's Virtual Contact Center solution by enabling companies to deliver customer service over social media at a large scale.

Recent Forrester research shows that over two-thirds (67%) of companies believe that social customer service is the most pressing short-term priority for the contact center. More brands are recognizing that social media is a primary customer service channel and are transferring responsibility for managing this channel to the contact center to ensure the appropriate technologies are in place to deliver excellent customer service.

"Our customers are increasingly moving to omnichannel interactions within their contact centers, so we are pleased to add Conversocial's best-in-class social customer engagement practices to our cloud contact center solution," said 8x8 Sr. Vice President of Product & Strategy Darren Hakeman. "Businesses can now embrace social media, together with phone, email and chat, as a scalable, secure and efficient part of their omnichannel contact center strategy."

"Both customers and companies now see social media as a mainstream customer service channel," said Conversocial CEO and Founder Joshua March. "To meet customer expectations, organizations must ensure that they have a well planned, resourced and executed social care strategy that's fully integrated into the contact center. We're excited to partner with 8x8 to allow organizations to meet customers on social media channels and provide personalized service that builds customer loyalty while increasing operational efficiency."

8x8 Virtual Contact Center is a pure cloud offering that makes it easy for organizations to support customers from any location, across any channel with a personalized, efficient service that builds customer loyalty. 8x8 Virtual Contact Center includes pre-built modules for a variety of different interactions and integrations, making it fast and easy to deliver high quality customer service.

Businesses can take advantage of 8x8's Virtual Contact Center offering and Conversocial's social customer service solution to optimize the prioritization, workflow and analytics required to deliver social media engagement from the contact center. Agents can move conversations from the public forum of a social interaction to a more private chat, email or phone interaction as appropriate.

8x8 and Conversocial enables businesses to:

- **Meet customers on their channel of choice** - Support customer interactions on all channels including social media and escalate to other channels when necessary.
- **Deliver a better customer experience** - With prioritization, automation and collaboration tools, businesses can respond faster and more effectively to service issues, also taking advantage of customer insights from social media.
- **Increase operational efficiency** - Call Center agents can better optimize their time with purpose-built workflow, analytics and management tools.

### **About 8x8, Inc.**

8x8, Inc. (NASDAQ:EGHT) is the trusted provider of secure and reliable cloud-based unified communications and virtual contact center solutions to more than 40,000 small, midsize and distributed enterprise organizations operating in over 40 countries across six continents. 8x8's out-of-the-box cloud solutions replace traditional on-premise 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 web conferencing. For additional information, visit [www.8x8.com](http://www.8x8.com), or [www.8x8.com/UK](http://www.8x8.com/UK) or connect with 8x8 on [Google+](#), [Facebook](#), [LinkedIn](#) and [Twitter](#).

## **About Conversocial**

Based in New York and London, Conversocial is a cloud solution that helps businesses to efficiently and securely manage customer service on social media at a large scale. The SaaS solution is used in the contact centers of hundreds of major brands including Google, Barclaycard, Hertz, and Tesco.

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