



October 6, 2014

## Pharmaceutical Services Provider BioSolutia Turns to 8x8 to Ensure Uptime, Security and Customer Engagement Success for Cloud Contact Center

*IT Consultant TruPoint Communication Solutions Cites Out of the Box Functionality, Netsuite Integration, Geographic Redundancy and HIPAA Compliance as Key Criteria*

SAN JOSE, Calif.--(BUSINESS WIRE)-- [8x8, Inc.](#) (NASDAQ:EGHT), a provider of cloud-based contact center, unified communications and collaboration services, today announced that BioSolutia, Inc., a Florida-based provider of specialized pharmaceutical services, has deployed 8x8 Virtual Contact Center with built-in Netsuite integration in its reimbursement contact center.

Founded in 2004, BioSolutia offers a wide range of consulting services to pharmaceutical manufacturers. In 2012, the company launched a reimbursement contact center that manages the benefit investigation for specialty medications with the goal of matching insurance coverage with the appropriate specialty pharmacy for fulfillment of a prescription. The company works with doctors, patients, insurance companies and specialty pharmacies to get prescriptions filled quickly and cost-effectively.

Initially, BioSolutia chose a different provider for its reimbursement contact center but, during the first year, the contact center's reliability was an issue, causing potential problems for the company and its clients. "Calls were not getting to agents as designated, and we had to implement various workarounds," recalled Nick Black, senior director, implementation and operations at BioSolutia. "Although our previous solution was competitively priced, it didn't provide the reliability we needed. Even occasional downtime is too much in an industry like ours."

Because uptime is crucial for the contact center and HIPAA compliance was a must have, 8x8 was recommended by TruPoint Communication Solutions, the company's Florida-based communications consultant. Integration with Netsuite, the platform for BioSolutia's highly customized CRM application, was also a key factor of TruPoint's recommendation.

As the company began implementation of a sizable program, Black decided to seize the opportunity and swap out the contact center platform. He contacted communications consultant John Berardi, president of TruPoint Communication Solutions. Together they identified the key requirements for BioSolutia's new contact center: reliability, security, flexibility, preview dialing, skills-based routing, conference bridges and integration with Netsuite.

Berardi sourced a handful of vendors, but 8x8 immediately stood out as the front-runner for both Berardi and Black. "Uptime is essential for BioSolutia's contact center, so geographic redundancy was at the top of our evaluation criteria," noted Berardi. "8x8 has two network operations centers located in different parts of the U.S. That fact alone made me want to take a closer look."

Another major bonus of the 8x8 solution was out of the box integration with Netsuite. Berardi noted that this integration gives contact center agents the ability to quickly access the customer data and history so they are better prepared and can begin taking calls sooner.

"The 8x8 Virtual Contact Center has all the capabilities we need, and the feel of the platform is really slick," said Black. "8x8 also offers an integrated solution that combines phone service and a contact center. Dealing with one provider instead of two is a huge bonus for us and uptime has improved tremendously, as has call quality. It's wonderful to have a contact center our clients can count on. We no longer have to worry about not being able to service clients due to call center application downtime."

8x8's state-of-the-art features have also significantly improved contact center operations. Supervisors can easily monitor calls and access call recordings for training purposes. Mobile wallboards and automatic alerts let them know when the number of calls in queue, wait times, or abandoned calls are exceeding service levels so they can quickly add more agents or change agent priorities.

"8x8 gives our supervisors much more visibility into the contact center, which has made us more efficient in handling calls," said Black. "8x8 even provides for wrap-up time so agents can enter notes about a call before moving on to the next one."

TruPoint also configured an MPLS node in BioSolutia's contact center. This customized implementation provides a private

network connection for the company and further ensures the security of their communications. "Given that we work with sensitive healthcare data, network security is paramount for us," said Black.

Berardi noted that 8x8's focus on finding solutions that work for the customer and willingness to support customized configurations set it apart from other providers. "The 8x8 Enterprise Team has been very responsive in supporting us and helping us minimize costs," said Berardi. "I will definitely recommend 8x8 to other TruPoint clients."

#### **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 BioSolutia, Inc.**

Founded in 2004, BioSolutia is the first comprehensive "Channel Development Organization (CDO)" providing customized strategic consulting and pharmaceutical services involved in commercialization and support services solutions and other key services to the biotechnology and pharmaceutical companies, and critical expertise to the managed care payer marketplace, in assisting them in managing the unique challenges of specialty, orphan and ultra-orphan pharmaceuticals.

8x8, Inc.

Tim Polakowski, 408-883-8434

[tim.polakowski@8x8.com](mailto:tim.polakowski@8x8.com)

or

TruPoint Communication Solutions

John Berardi, 407-389-6000

[jberardi@trupointcs.com](mailto:jberardi@trupointcs.com)

Source: 8x8

News Provided by Acquire Media