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Bailey International Reduces Costs and Optimizes Customer Experience with 8x8

8x8 Slashes Call Answer Times By 10-15 Percent; Dramatically Reduces Call Abandonment Rates

SAN JOSE, Calif.--(BUSINESS WIRE)-- 8x8, Inc. (NASDAQ:EGHT), a leading provider of cloud-based unified communications and contact center solutions, today announced that Bailey International LLC has deployed 8x8's full cloud communications portfolio. 8x8's award-winning Virtual Office and Virtual Contact Center (VCC) will help Bailey dramatically improve call center costs and service, disaster preparedness and recovery, as well as streamline work flows and processes, and support rapid growth.

Bailey International is a leading manufacturer and distributor of hydraulic components used in agriculture, transportation, construction, oil and gas, mining, and forestry, and has worked diligently to enhance operations and grow its business. One of the recent major projects Bailey focused on was improving its call center operations and customer service, selecting 8x8 as its cloud communications partner to help the company up-level these two critical areas.

8x8's Enterprise Communications-as-a-Service (ECaaS) solutions help businesses transform internal and external communications, offer increased business agility and move IT complexities to the cloud—while greatly improving business responsiveness for companies of any size. As the only [integrated communications platform](#), 8x8 combines core business telephony and contact center functionality onto a single, secure cloud-based platform. The integrated 8x8 VCC and Virtual Office solution was chosen because it offers a full complement of sophisticated call center and unified communications features, such as fax numbers and conferencing. Since 8x8's integrated solutions run in the cloud, they reduce IT workloads and costs while enabling employees to work remotely from anywhere in the world to deliver a superior customer experience—even during storms and other natural disasters. Additionally, 8x8 provides capabilities that streamline call center and IT operations, call data used to optimize operations, and scalable technology that supports corporate expansion.

"8x8 offers a highly compelling, cost-effective turnkey solution as a single vendor, and that was a huge win for Bailey," said Jeremy Hall, Systems Analyst for Bailey International. "Previously, we had a third-party provider for hardware, maintenance and software licenses, and a major telephony carrier for trunk PRI lines and telephone service. 8x8 handles everything for us in one bill. This gives us the confidence and security knowing that we can work with a single vendor to help drive and manage our business. And with increased visibility into call center KPIs, we've made changes that significantly reduced call abandonment rates as well as call answer times by 15 percent."

8x8 helps Bailey minimize costs in two key areas:

- VCC intelligently routes multi-channel communications, enabling customers to use the most efficient channel, improving the overall customer experience and increasing agent productivity
- 8x8's Virtual Office reduces telephony costs by 10-15 percent, and with a cloud based system, IT no longer needs to install, manage and support on-premise equipment

As Bailey scales over time, the growth process will also be simplified. For example, if Bailey acquires a company, it can now add it to the 8x8 telephony platform within three to four weeks. With the system already deployed, Bailey can manage the phones from a centralized location. Across any location, employees can call each other using the same four-digit extension or paging system.

"Today's businesses can thrive or die by their customer experiences and infrastructure costs," said Enzo Signore, 8x8's Chief Marketing Officer. "Fast-growing, agile companies like Bailey are driving the move from premises-based telephony and call center solutions to the cloud in an effort to improve the customer experience, increase staff productivity and support continued growth over time. 8x8 uniquely offers businesses a highly integrated, full-featured cloud communications solution built to reduce costs, simplify operations, elevate the customer experience, and increase call center efficiencies and workflows non-existent in legacy systems."

About 8x8, Inc.

8x8, Inc. (NASDAQ:EGHT) is the trusted provider of secure and reliable enterprise cloud communications solutions to more than 40,000 businesses operating in over 100 countries across six continents. 8x8's out-of-the-box cloud solutions replace

traditional on-premises 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 conferencing. For additional information, visit www.8x8.com, www.8x8.com/UK or connect with 8x8 on [LinkedIn](#), [Twitter](#), [Google+](#) and [Facebook](#).

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