



8x8, Inc.

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8x8 Unveils First Cloud-Based Single-Platform Global Contact Center Solution

Innovative Follow-the-Sun Solution Uses Local Connectivity and Language Translation to Provide Superior Quality Worldwide Customer Engagement

SAN JOSE, Calif.--(BUSINESS WIRE)-- 8x8, Inc. (NASDAQ:EGHT), a leading provider of cloud-based unified communications and contact center solutions, today announced a new milestone in its Global Reach® initiative with the launch of 8x8 Virtual Contact Center (VCC) Global. VCC Global is the first cloud-based contact center solution that seamlessly connects an organization's international agents over a single platform with integrated presence, multi-lingual chat with automatic translation, call routing, reporting and management.

VCC Global eliminates the complexity of logging into multiple contact center systems to manage traffic from different continents. With VCC Global, multi-national enterprises with international contact centers can:

- Manage global call centers through a single worldwide platform with presence around the world and full visibility into the activities of all agents regardless of their location
- Intelligently route interactions, including chats with automatic language translation, to agents anywhere in the world to ensure customers can always reach the person who can best solve their problem
- Take advantage of 8x8's international presence through data centers in the U.S., Canada, UK, Hong Kong and Australia to deliver optimal call quality through localized call routing and carrier selection
- Use the same reporting and management tools for all agents, minimizing the need for separate instances of configuration and management tools
- Create agent groupings and queues without concern over the physical location of the agents

"Managing a contact center with agents and customers distributed globally brings a complex set of business challenges ranging from call quality to agent availability to reporting and administration," said Nancy Jamison, Principal Analyst, Customer Contact at Frost & Sullivan. "8x8 has once again demonstrated the value it places on optimizing the quality of voice interactions over its network with the introduction of its VCC Global offering."

Jamison continued, "This latest enhancement to its cloud-based contact center solution not only eliminates the latency experienced when only one data center is available to route calls, it allows businesses to maximize the productivity and effectiveness of its agents while improving first call resolution by matching customers to the most appropriate resource."

Supporting customers around the world creates problems for many organizations. Most systems provide only one connection to the PSTN, requiring calls to bounce around the world even when both the agent and the caller are in the same area. This often results in delays that can thwart international conversations. 8x8 optimizes international call quality for global contact centers by using its proprietary geo-routing technology along with nine data centers to efficiently connect customers with experts around the world through consistently high quality interactions.

"8x8's Virtual Contact Center Global demonstrates our continued commitment to the company's Global Reach initiative which, to date, has resulted in the launch of our services platform at nine international data centers in North America, Europe and Asia Pacific," said 8x8 CEO Vik Verma. "As our mid-market customers continue to expand operations domestically and internationally, so too will our internal research and development efforts, such as our proprietary geo-routing call technology, that will enable our customers to conduct business efficiently and successfully anywhere in the world."

For additional information about VCC Global go to: <https://www.8x8.com/call-center/global-contact-center>.

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 40 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, or www.8x8.com/UK or connect with 8x8 on [Google+](#), [Facebook](#), [LinkedIn](#) and [Twitter](#).

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