



8x8, Inc.

July 14, 2015

8x8 Breaks New Ground in Contact Center with Powerful Analytics

Latest Release of Company's Virtual Contact Center Solution Broadens Set of Innovative Cloud Services for the Contact Center; Drives Agent Productivity, Highly Personalized Customer Experiences

SAN JOSE, Calif.--(BUSINESS WIRE)-- 8x8, Inc. (NASDAQ:EGHT), a leading provider of cloud-based unified communications and contact center solutions, today announced it is breaking new ground in the contact center with a set of powerful analytics as part of the latest release of Virtual Contact Center (VCC), the company's flagship contact center solution. [VCC Analytics](#), a prominent capability featured in the new release, provide unique insights into the customer experience, increased contact center efficiencies and advanced workflow optimization to better manage their contact center and increase customer loyalty.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20150714005615/en/>

Industry's Most Sophisticated Analytics for the Contact Center

8x8's cloud native analytics offer operational insights and workflow optimization capabilities, combined with four separate topline views with visual precision that help dramatically improve agent performance. With VCC Analytics, contact center managers can quickly identify relationships and trends that competitive offerings cannot uncover today with existing dashboards. The VCC views show agent performance across all groups and queues to monitor top and bottom performers, and can also see when increased call volumes start triggering abandoned calls.

"These days, every business is hyper-focused on understanding and improving their customers' journeys," said Sheila McGee-Smith, President and Principal Analyst of McGee-Smith Analytics. "8x8's latest release of Virtual Contact Center makes compelling contact center analytics available to a broader set of companies than ever before, helping them turn data into powerful insights to quickly assess operational performance and adjust as needed, and even strategically optimize their business. Innovative contact center analytics is no longer the purview of only deep-pocketed, multi-thousand agent operations."

Last January, 8x8 debuted the industry's first and only [integrated communications platform](#) that combines core business telephony and contact center functionality onto a single cloud-based platform. Through innovative features such as [Expert Connect](#) customers can now empower agents to connect in real-time with any subject matter expert, from anywhere around the world, across any department. By integrating the company's Virtual Office and Virtual Contact Center solutions, 8x8 helps businesses eliminate the gap between their contact center agents and other employees to deliver superior customer service. In May, 8x8 unveiled [VCC Global](#), 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 is a highly innovative 'Follow-the-Sun' solution that uses local connectivity and natural language translation to provide personalized customer experiences worldwide.

New Capabilities To Enhance and Personalize the Customer Experience

VCC allows companies to build high-value relationships with customers through personalized experiences that drive customer loyalty. In the new release, 8x8 continues to enhance its offering with virtual queuing and co-browse capabilities in the product.

- **Virtual Queuing:** Never forces customers to wait on hold; empowers the customer to make the best decision for themselves by offering a preference to stay on the line or receive a callback when an agent is available — arming the agent with all the information they need to fully serve the customer.
- **Co-browse:** Increases sales and improves customer satisfaction by providing "hands-on" assistance when the customer needs it most. With 8x8's co-browse feature, agents and customers connect in real-time to view the same webpage, eliminating any barriers to sales and reducing customer frustration.

These capabilities expand the existing set of pre-built applications designed to help companies personalize their customers' experience:

- **Personal Agent Connect:** Uses smart, direct telephone connections between agents and customers to build long-term

relationships

- **Proactive Web Chat:** Intelligently offers customers a chance to chat with an agent when they need additional assistance on the web, and carry key information forward to the agent to ensure the best customer experience
- **Web Callback:** Offers web customers the option of having an agent call them, and arms that agent with insight into the customer and its inquiries

"8x8's Virtual Contact Center has truly transformed our business and ability to deliver an exceptional, differentiated customer experience," said Greg Meyer, Director of Systems Integration at WMPH Vacations. "Through back-end integration, click to dial, and innovative cross-channel capabilities, VCC helps our travel counselors build high-touch, one-to-one relationships that ensure customer retention. We know that our customer experiences start long before they step onto a cruise ship, and 8x8 helps us provide highly personalized service that drives invaluable loyalty - on a highly secure, reliable platform that allows us to continue serving our clients even in the event of local power outages caused by Florida hurricanes."

"The latest release of VCC is a real game-changer for the contact center market," said Vik Verma, Chief Executive Officer of 8x8. "Today, 8x8 is the only company that offers such high-value, enhanced capabilities all on a single cloud platform - including expert connect, personal direct agent, natural language translation, co-browsing, virtual queuing, the ability to connect on any media, and the most sophisticated analytics layer for the contact center. With 8x8, businesses can truly have a unified global contact center solution with worldwide presence."

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](#).

View source version on [businesswire.com](http://www.businesswire.com/news/home/20150714005615/en/): <http://www.businesswire.com/news/home/20150714005615/en/>

8x8, Inc.
Jodi Guilbault, 415-987-4970
jodi.guilbault@8x8.com

Source: 8x8

News Provided by Acquire Media