



**8x8, Inc.**

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## **ACCO Brands Streamlines Customer Experience With 8x8**

### ***World Leading Company Improves Customer Experience Through Cloud-Based Reporting Tools***

SAN JOSE, Calif.--(BUSINESS WIRE)-- 8x8, Inc. (NASDAQ:EGHT), a leading provider of cloud-based unified communications and contact center solutions, today announced that ACCO Brands, one of the world's largest suppliers of branded office products, has streamlined its contact center system by replacing its on-premise legacy solution with 8x8's cloud-based enterprise communications platform.

ACCO Brands Corporation is one of the world's largest suppliers of branded school, office and consumer products, and print finishing solutions. The company's widely recognized brands include AT-A-GLANCE®, Day-Timer®, Five Star®, GBC®, Hilroy®, Kensington®, Marbig, Mead®, NOBO, Quartet®, Rexel, Swingline®, Tilibra®, Wilson Jones® and many others.

Reporting was a key driver in choosing a new system. Based in Aylesbury, Buckinghamshire in the United Kingdom, with offices in cities across Europe with separate systems, ACCO Brands was struggling to converge all its customer experience data. With its previous on-premise solution, it was impossible to measure incoming calls and monitor why customers were calling. Using 8x8's Virtual Contact Center, the company now has the ability to track inbound calls to build a deeper understanding of its customer base, and ultimately deliver superior service.

"The benefits of moving our contact center to a cloud-based system like 8x8 were huge," Sam Ludlow, European Customer Services Director at ACCO Brands. "The whole system was installed within days and switched across overnight, meaning no downtime in our service - which was key for us. Our customers may have seen no difference in the way they reach us, but at the back-end, it's a much smoother operation that will give our customers a much better experience. The account team at 8x8 were with us every step of the way and it's reassuring to know that we have the support if something ever goes wrong."

This additional level of analysis has also allowed the customer service team to become more efficient. The team is able to view the volume of incoming calls at different times and plan capacity accordingly—managing the workload between different agents where possible. This scalable solution means customers always have access to a live agent. With 8x8's system, agents will also be able to work remotely, so even if the office is inaccessible, it's business as usual for ACCO Brands' customers.

With agents and offices based across the world, this continuity of service is critical. With everyone using the same Virtual Contact Center system, it's easy to instantly direct customers to the most appropriate office with the best capacity. In the future, ACCO Brands will also direct customers to agents they have spoken to before, to streamline their journey and ensure their personal inquiry is resolved as quickly as possible.

"It's fantastic to be working with a global brand like ACCO Brands," said Kevin Scott-Cowell, CEO of 8x8 Solutions UK. "We know that customer insight is a key tool for businesses to improve their customer experience. A business like ACCO Brands prides itself on service, and we look forward to supporting this mission. By integrating the key reporting tools from 8x8, we hope ACCO Brands will glean valuable insights to improve the customer experience even further."

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

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8x8, Inc.  
Jodi Guilbault, 415-987-4970  
[jodi.guilbault@8x8.com](mailto:jodi.guilbault@8x8.com)

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