



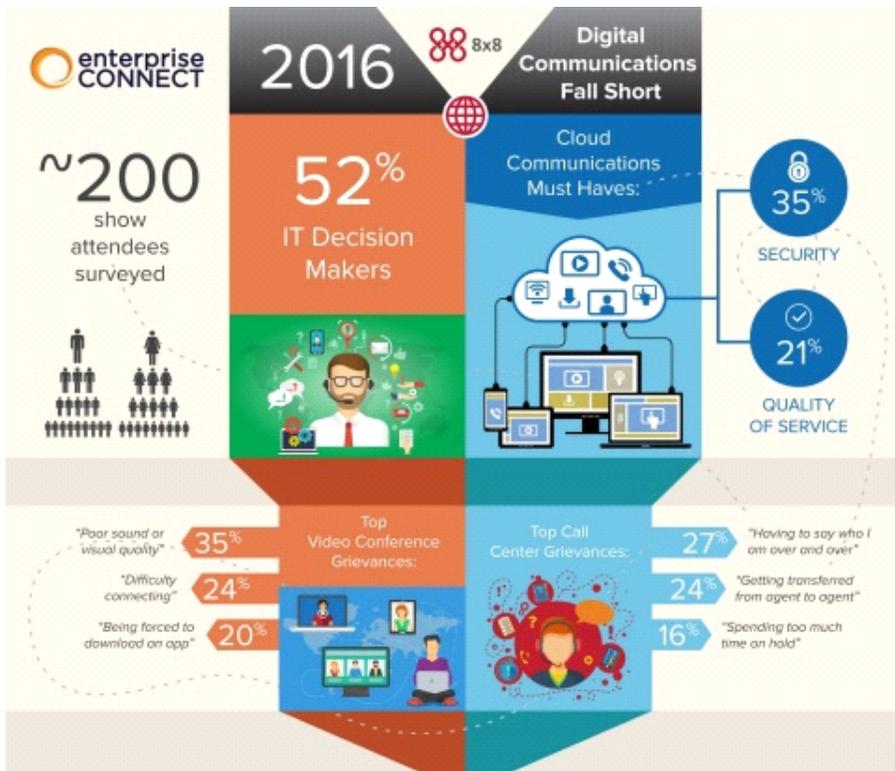
March 17, 2016

New Research Reveals Top Frustrations for Video Conferencing and Call Center Customers

Security and Quality of Service - Must Haves for Cloud Communications

SAN JOSE, Calif.--(BUSINESS WIRE)-- [8x8](#), Inc. (NASDAQ:EGHT), the leading provider of global Enterprise Communications as a Service (ECaaS), today revealed results from a survey conducted at the [Enterprise Connect show](#) last week. The survey asked show attendees (IT decision makers, system integrators, equipment manufacturers, and end users) their opinions on video conferencing, call centers, and cloud communications.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160317005270/en/>



The findings shed light on respondents' key pain points around communications and collaboration experiences, specifically:

- Cloud Communications: Security was the number one concern (35%), followed by quality of service (21%).
- Call Centers: Over half of the respondents said getting transferred from agent to agent, or having to repeatedly identify themselves were their chief aggravators.
- Video Conferencing: While poor sound or visual quality was the main frustration, connection issues and being asked to download an app were a close second.

The research echoes much of what is being discussed in the industry today, but more importantly highlights areas where vendors need to focus their efforts in delivering higher quality customer experiences—security, quality of service, and features across unified communications and contact center, that deliver instant, continuous communications across devices and platforms, all integrated into a single application.

Digital Communications Fall Short (Photo: Business Wire)

Read more details on the survey on the [8x8 blog](#), that includes an infographic, and watch this ["man on the street" video](#) to hear show attendees directly share their frustrations and thoughts on their ideal communications and collaboration solution.

The survey was conducted between March 7-9, 2016 at the Enterprise Connect show in Orlando, Florida, and responses were gathered from a random selection of approximately 200 show attendees.

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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